

From 3C Product Trend to Painting Requirement

从3C产品的趋势看涂料、涂装的要求

PEGAD&E 和碩设计

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PEGATRON 和碩聯合科技

- Established on June 2007, an Electronics manufacturing company
- Around 140,000 employees globally by Sep. 2013



● Computing
● Communication
● Consumer Electronics



OEM Shipments to Mobile PC Customer (millions)

2013

1. Foxconn	131.7 Billion
2. Pegatron	31.7 Billion
3. Quanta	31.5 Billion

December 12, 2012. Source: <http://www.displaysearch.com/>

A light gray world map serves as the background for the entire slide. The continents are outlined in a slightly darker shade of gray. The map is centered, with North America on the left, Europe and Africa in the middle, and Asia and Australia on the right.

PEGATRON

創通聯合科技

PEGAD&E

www.pegadesign.com

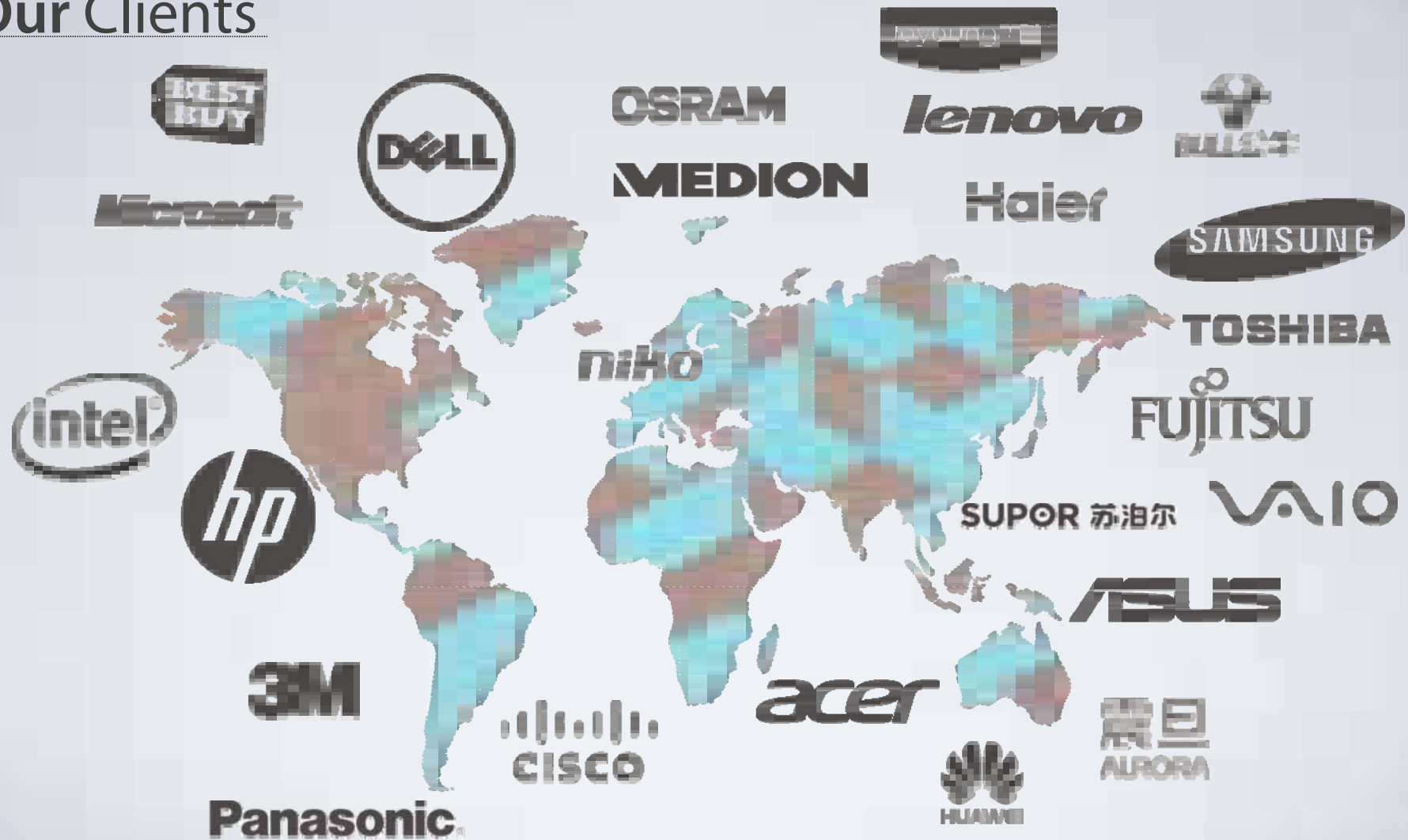
D M S

Design

Manufacturing

Service

Our Clients





360° Expertise

1. Identify Needs

- Client meeting
- Request analyzing
- Research conclusion

2. Design Concept

- Brainstorming & workshop
- Concept development
- Feature definition

3. Verification

- Product visualization
- Usability testing
- Feasibility verification

4. Design solution

- Technical innovation
- Scenario build-up
- Product style guide

5. Engineering

- Feasibility confirmation
- Spec. confirmation
- Material & finishing

6. Outcome

- Marketing & communication
- Brand image & spirit

Trend 1

Environment

后2012时代

感官刷新

后达尔文

蚂蚁的力量

Macro

Trends

生存堪忧

食品安全
环境污染
气候异常

老龄化社会
青壮年失业
婴幼儿安全

循环能源
新材料
潮汐能

后碳时代

扁平世界
去中心化
虚实无边

交融的世界经济的春天

3D打印

比特币

经济危机

互联网金融

北京雾霾

Lifi

核泄漏

风能

食品造假

热射病

癌症村

余额宝

Loon Project

智能家电

互联网国度

奶粉抢购

Kickstarter

假鸡蛋

Tesla电动车

虚拟钱币

海淘妈妈

植物PET

太阳能汽车

亚利桑那大火

推迟工作年限

个人发电入网

8

感观刷新

旧有的定义、文化、客观事物在逐步被打破；
人不断获得新感观的信号刺激；
顺畅积极、带来欢乐、简洁高效的感观信号，才能持久停留在人脑中，引导人的行为。

最佳体验



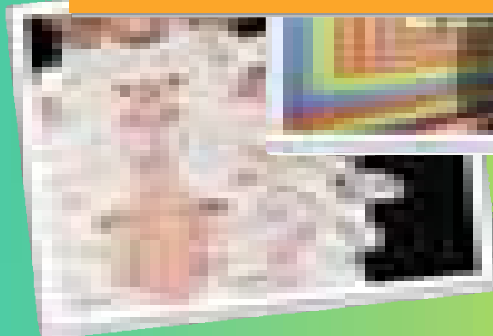
真实世界和虚拟世界无缝融合；

打破了“固有功能”的静止状态；

即时行乐

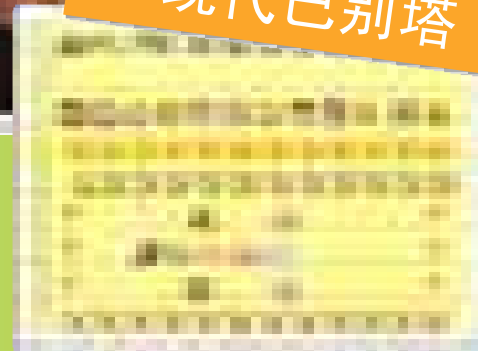


文化革新



数码新灵感启发全新的文化革命；

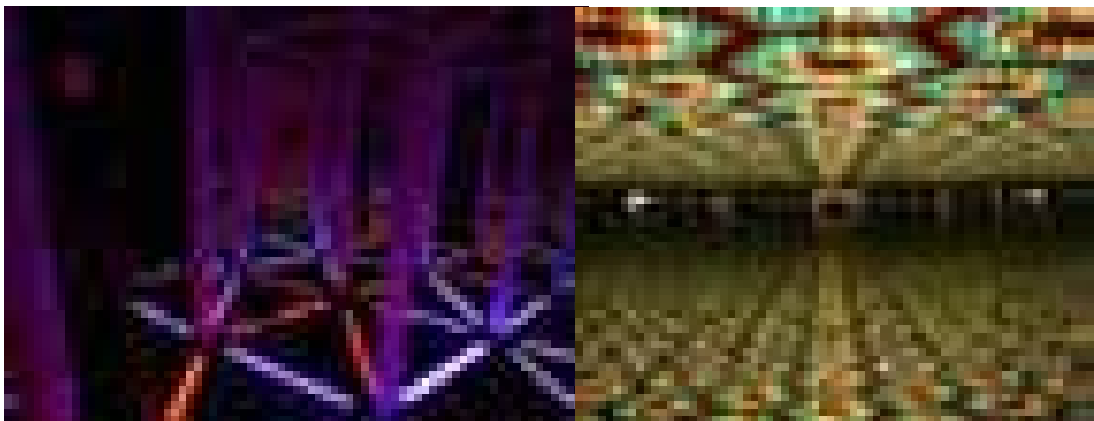
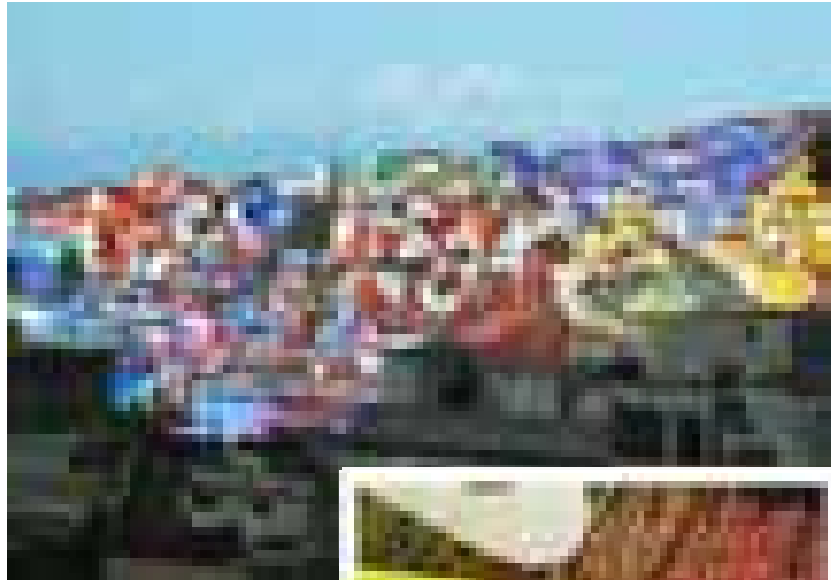
现代巴别塔

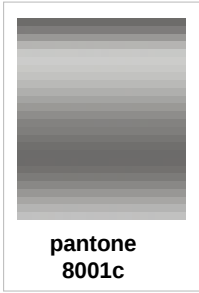


沟通的多种渠道；

观感刷新

界限不可分、虚实交融、层叠感、空间无限、视错觉



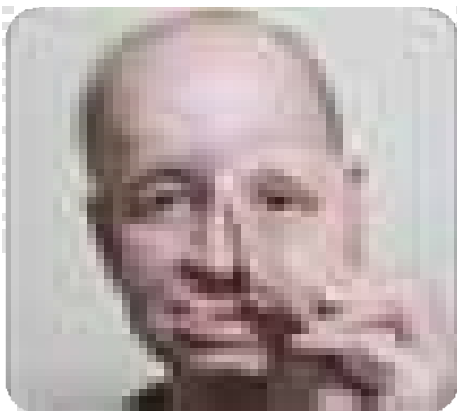


后达尔文

科技生命化 VS 生命科技化：“生命”在新世界中或者有了新的定义
存在即是合理的，生命的概念在扩大。

形体无边

people+device=new human



万物有灵

things+AI=new creature



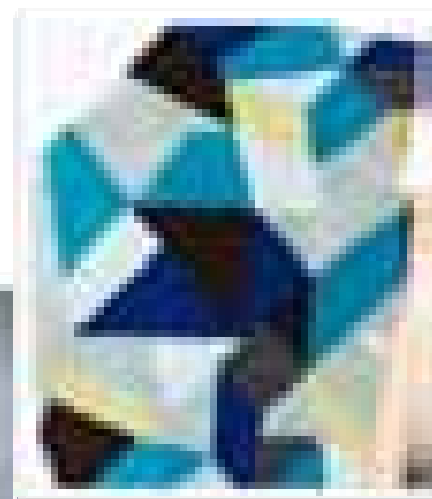
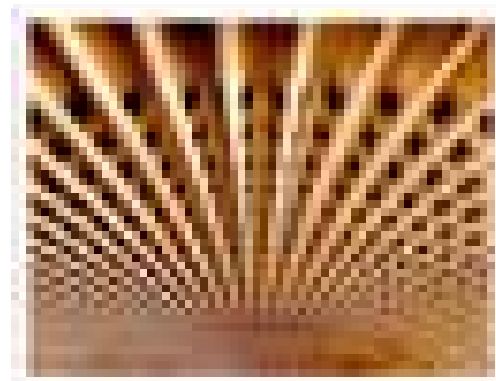
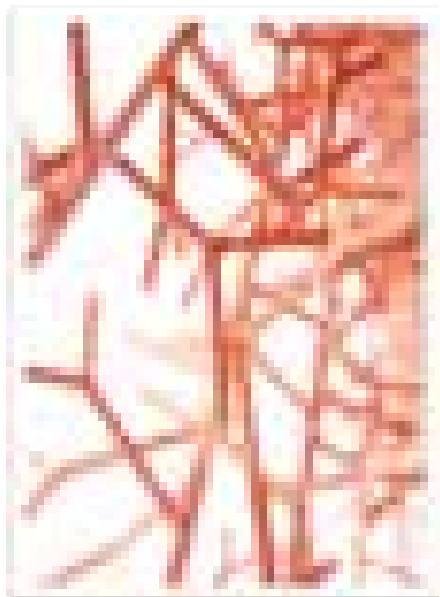
nature 2.0

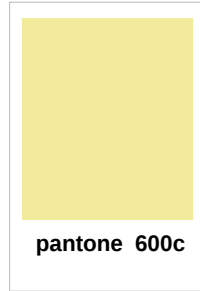
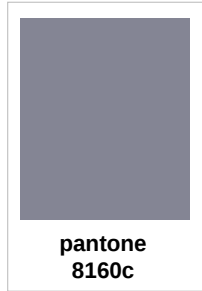
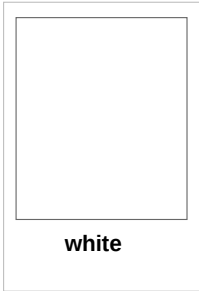
nature+technology=nature2.0



后达尔文

黄金比例分布、拼贴、骨架感、网状
神经、digital creature





蚂蚁的力量

一个人的力量在网络的协助下，放大放大再放大，这是一个素人也能成功的时代；一群人的力量在网络的聚合下，融合融合再融合，这个大大新地球在靠着蚂蚁的力量，被创造创造在创造。

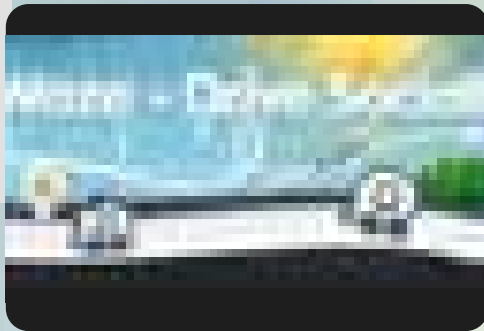
生活微印

大数据让每个人都能在历史上留下痕迹



众人议志

让世界听到每个人的声音，众人的意志才是历史的方向



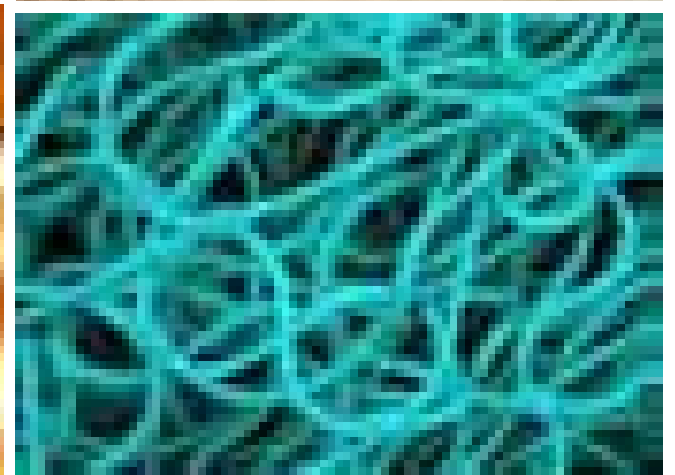
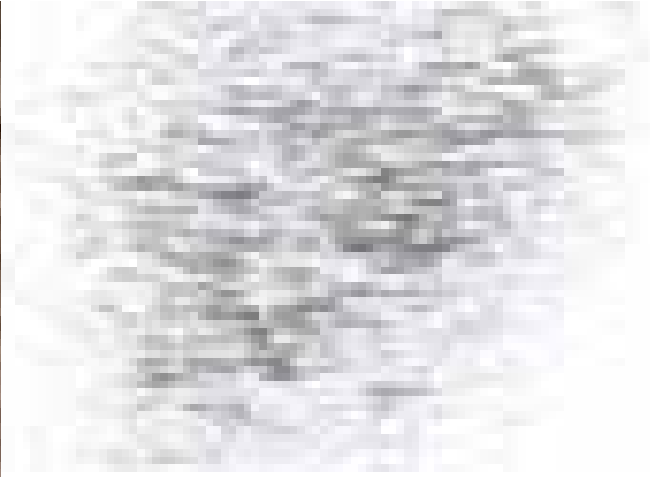
智慧入股

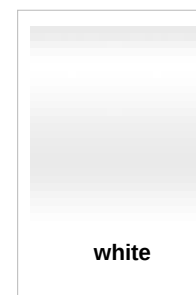
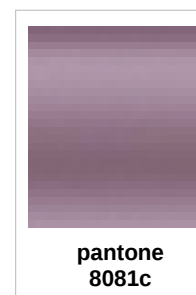
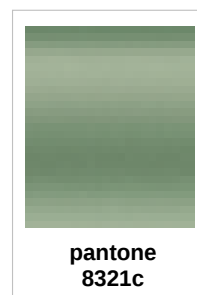
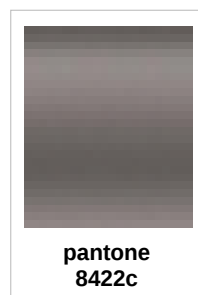
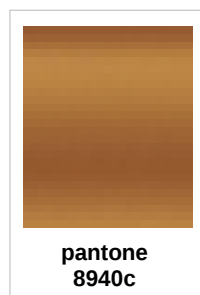
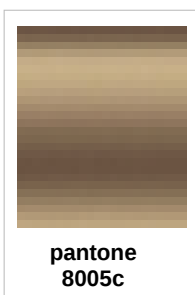
这是双向消费的时代，这是双赢的时代



蚂蚁的力量

痕迹的节奏感、膨胀的、去中心化、
清晰的、不规则的





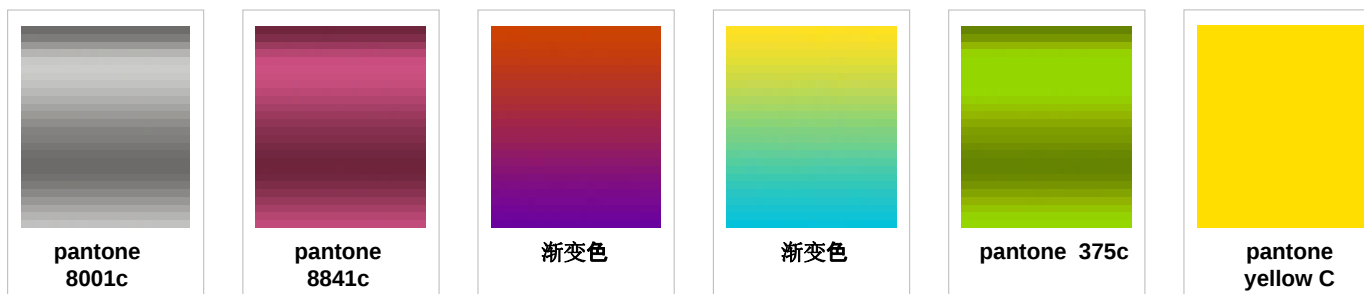


人类在不断用自身智慧推动着世界的演变和进化

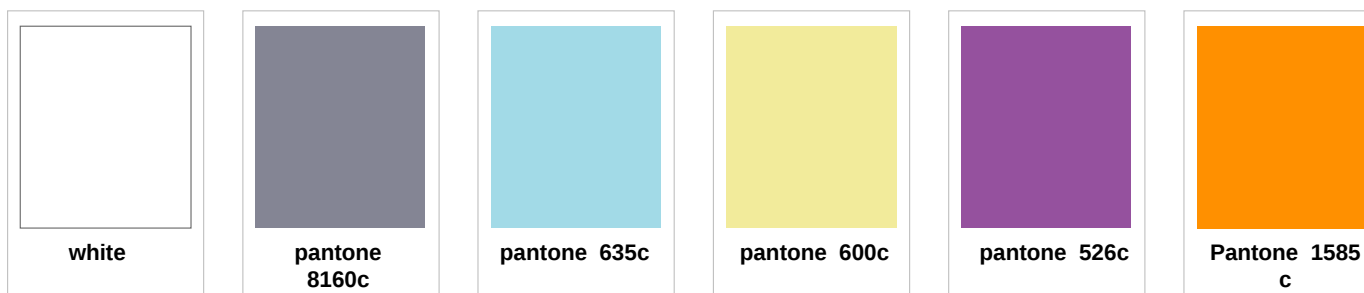
人们乐在其中，享受成果

但最重要的是，我们是以循环和健康为前提，逐步构筑我们梦想中的浑然新世界。

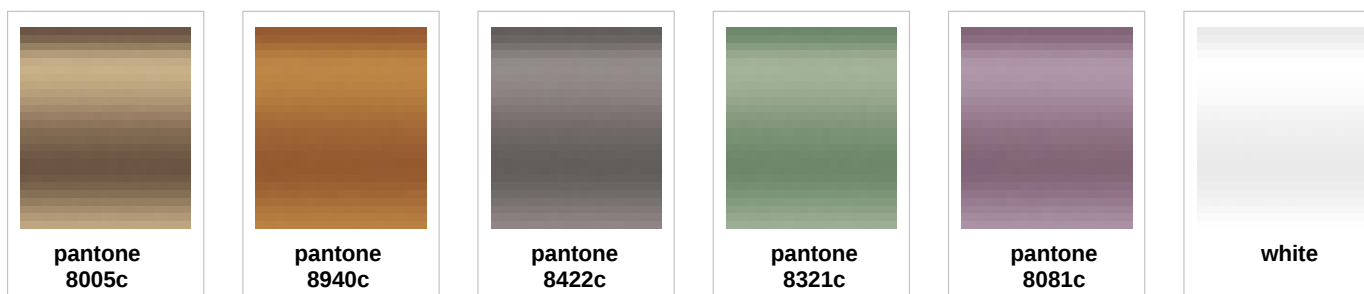
浑然新世界



观感刷新



后达尔文



蚂蚁的力量

Trend 2

Technology

Touch Control

Touch Free Technology

Wireless Connecting

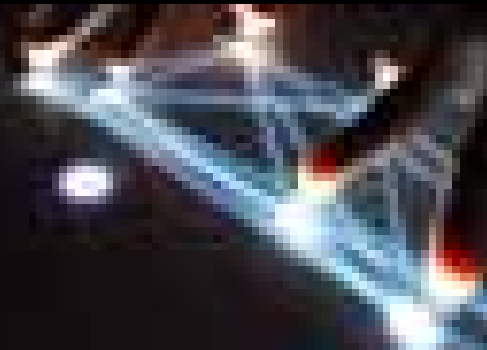
Wireless Power

3 Proofing

3D Printing

Technology

Touch Control



Glass/Film/Film (G/F/F)

Cover Glass

Optical Clear Adhesive

Touch Sensor Film (X)

Optical Clear Adhesive

Touch Sensor Film (Y)

Glass/ Glass (G/G)

Cover Glass

Optical Clear Adhesive

Touch Sensor Glass(X)&(Y)

Optical Clear Adhesive

One Glass Solution (OGS)

Cover Glass with ITO(X)&(Y)

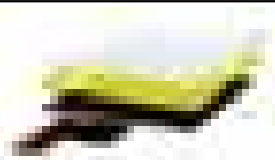
Optical Clear Adhesive

Bonding Type (Touch Panel - LCD)

Air Bonding



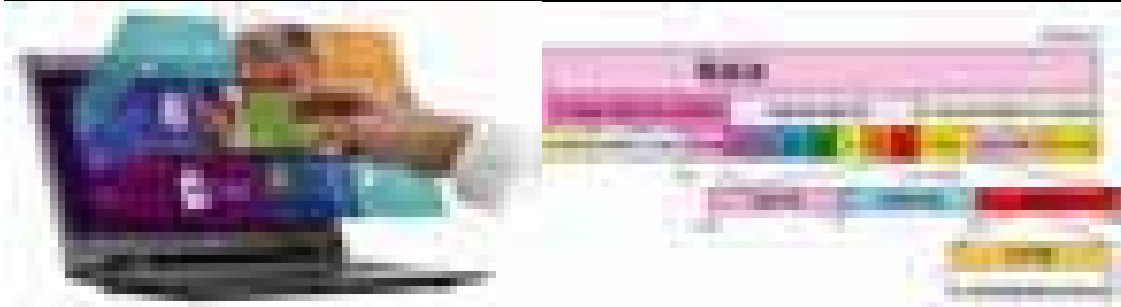
Direct Bonding



Touch Stack-up

	OGS	G/G	G/F/F	G/G	G/F/F	G/G
OGS	●●●●	●●●●	●	●●●●	●●	●●●●
G/G	●●●●	●	●	●●	●●●●	●●
G/F/F	●●●●	●	●	●●	●●●●	●●
G/G	●●●●	●	●	●●	●●●●	●●
G/F/F	●●●●	●	●	●●	●●●●	●●

●: The layer is present in the stack-up. ○: The layer is not present in the stack-up.



IR Ray detect

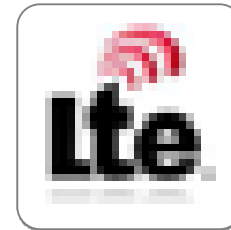


Sound Wave

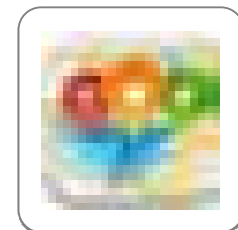


Camera Image

Painting Opportunity



4G LTE



LBS



Bluetooth



NFC



WiFi

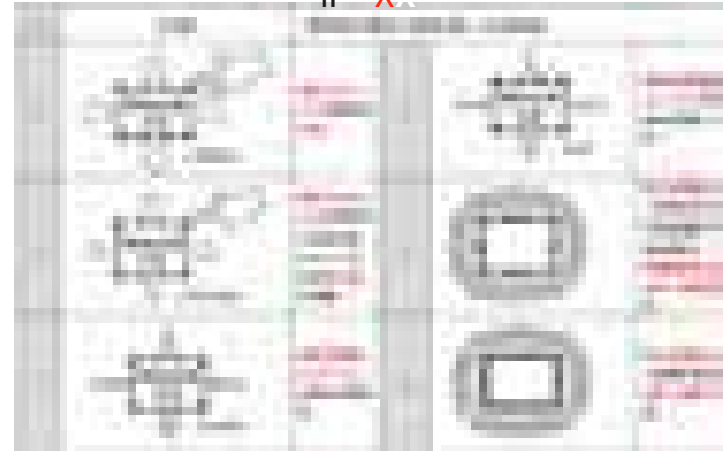


WiDi

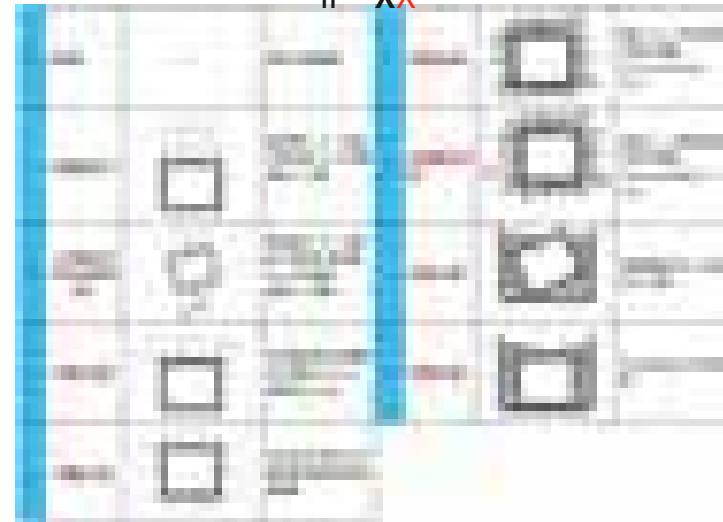




IP - X



IP - XX



Painting Opportunity



Painting Opportunity

Currently Most Popular Product Categories:

Smart Phone, Tablet, Ultrabook PC



Trend 3

Rising Product Categories

Wearable Computing

Internet of Things

MomBabies & DadBabies



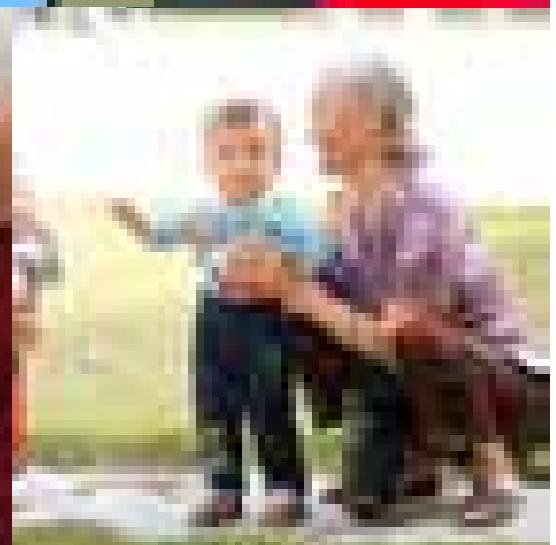
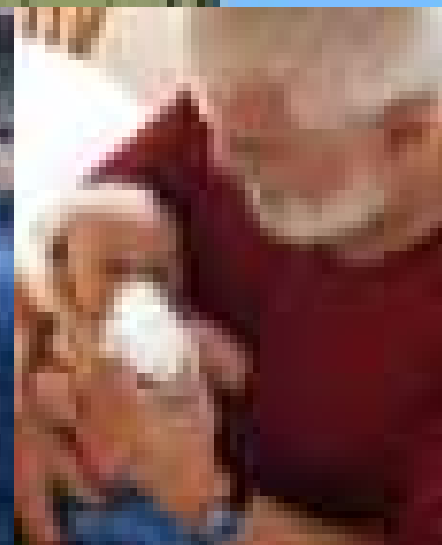
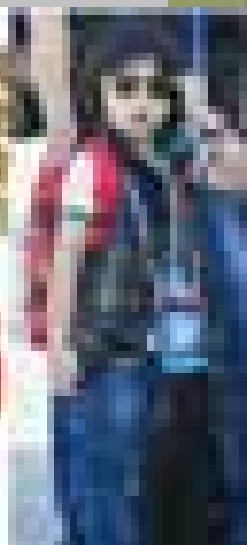
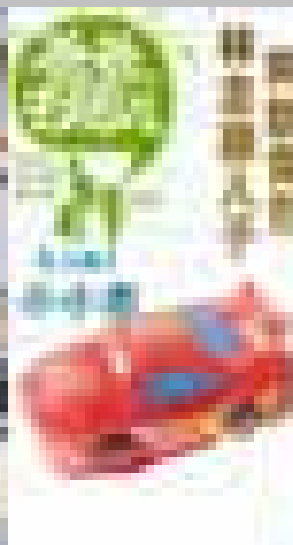
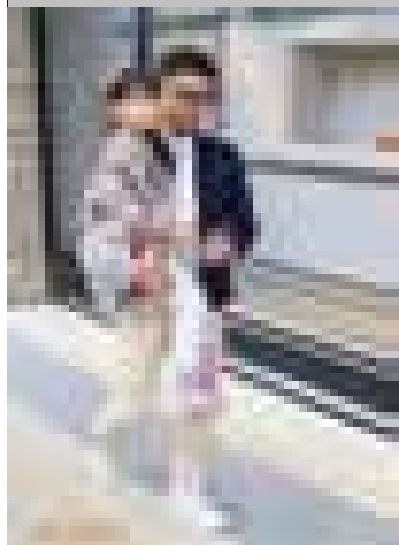
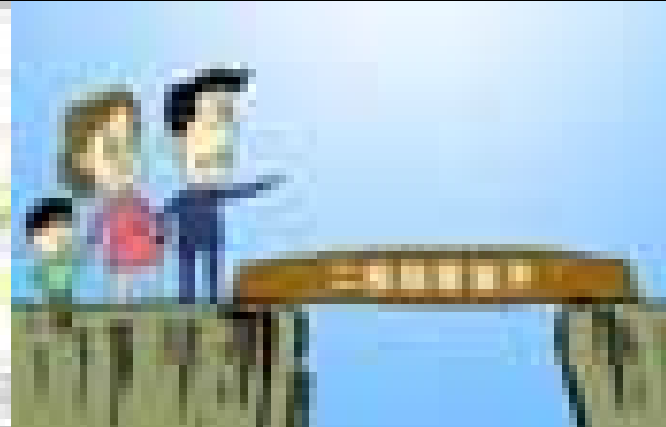
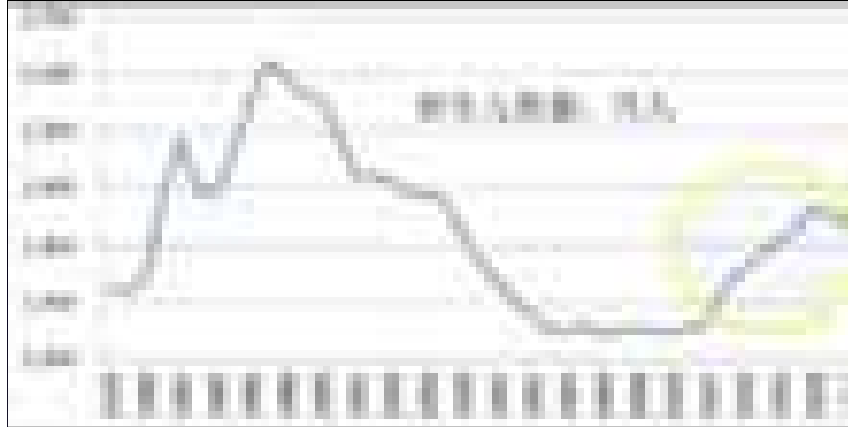
Painting Opportunity



Painting Opportunity

Rising Product Categories

MomBabies & DadBabies



Painting Opportunity

Thank You !

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