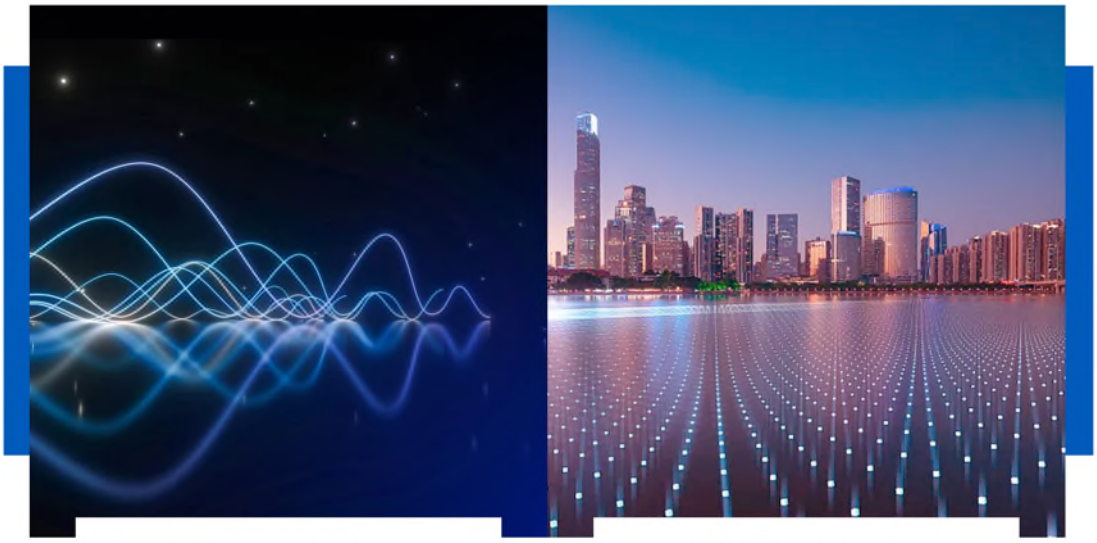
Vision

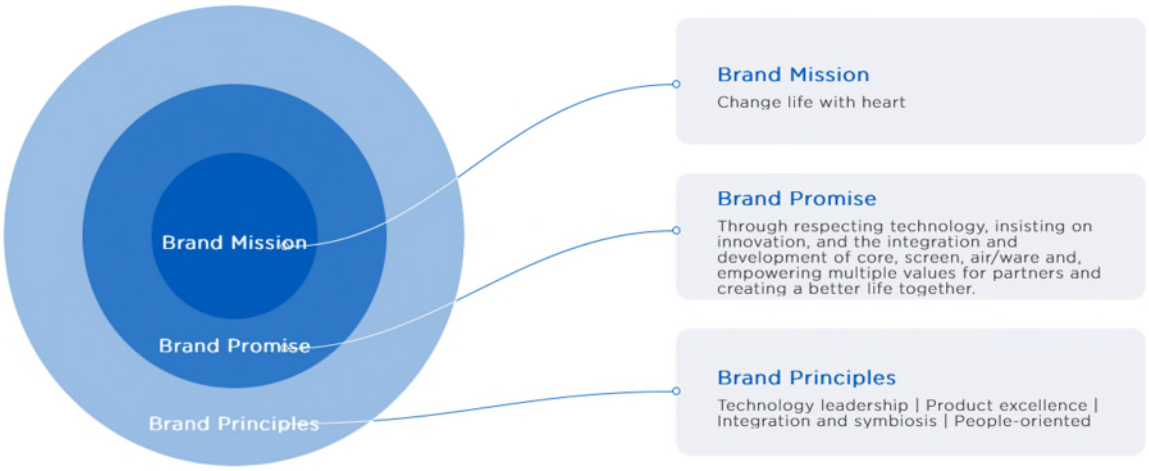
To be the most respected company on earth

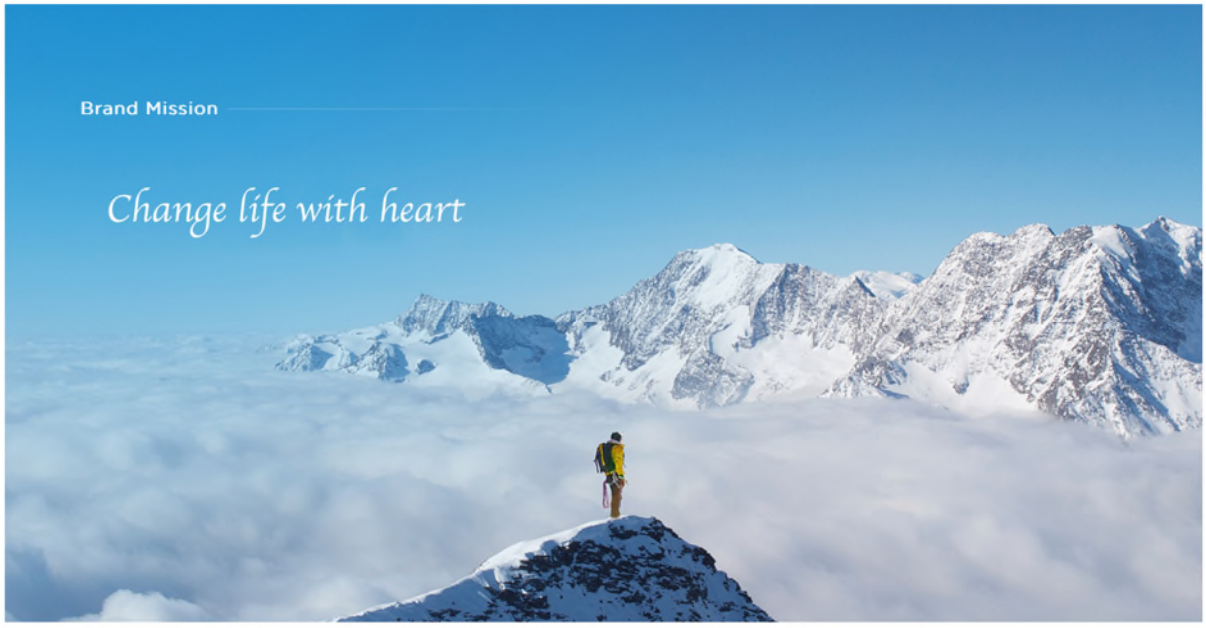


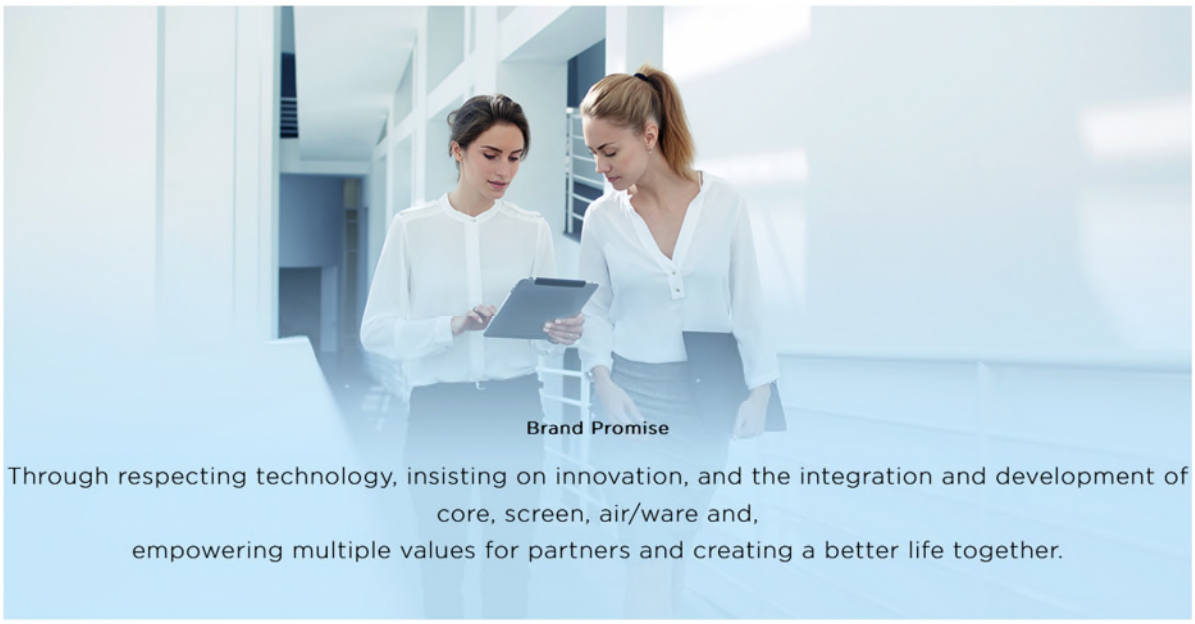
The world leader in semiconductor display industry and all related sensor categories

A global leading player in related smart systems products and services

New Brand Position







Brand Promise

Through respecting technology, insisting on innovation, and the integration and development of core, screen, air/ware and,
empowering multiple values for partners and creating a better life together.

Brand Principles

Technology leadership

Integration and symbiosis

Product excellence

People-oriented