



Vision

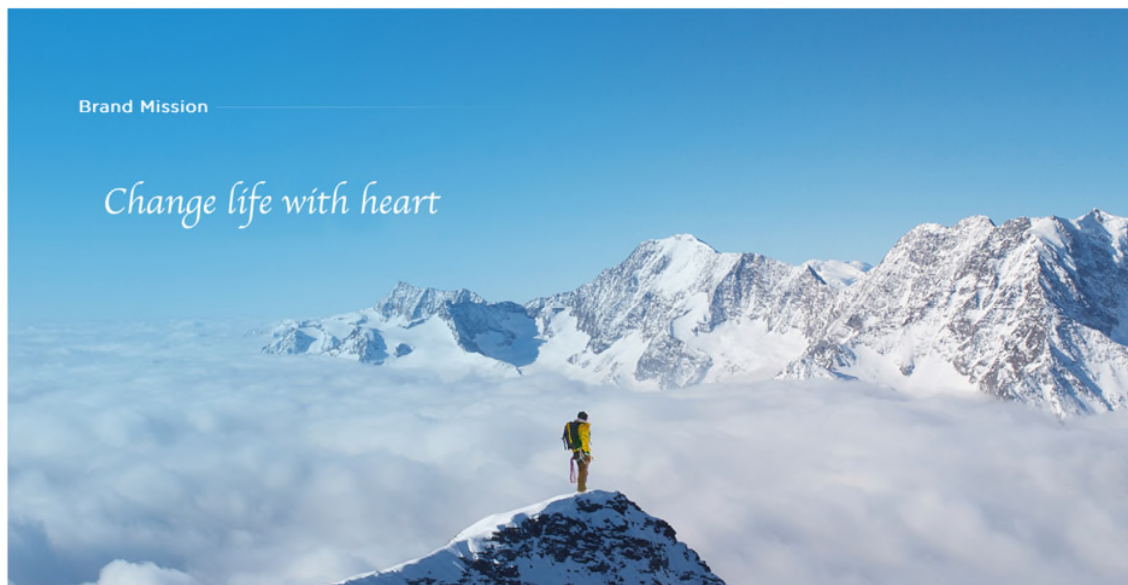
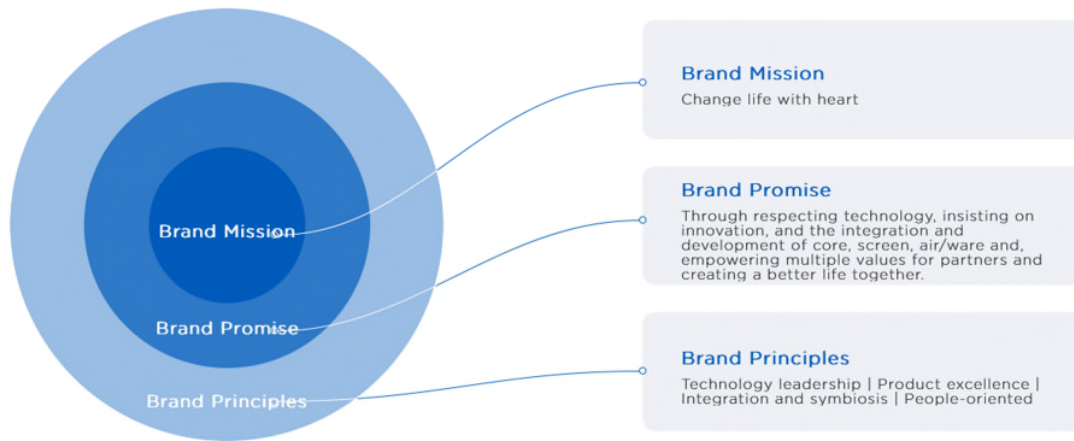
To be the most respected company on earth



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

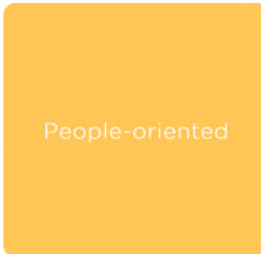
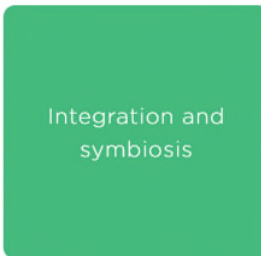
A global leading player in related smart systems products and services

New Brand Position





Brand Principles



About BOE	Exhibition Events	Innovation Platform	Investor Relations	Join Us	
About Us	Industry Exhibition	Open Research Program	Stock Information	Campus Recruitment	
Brand Identity	Innovation Day	Science and Technology Zhihu	Company Announcements	Social Recruitment	
Values and Philosophy		BOE Innovation	Financial Information	Overseas Recruitment	
Global Layout		Collaborative Innovation Platform	Company Governance	Employee Development	
Social Responsibility			Investor Services	Employee Benefits	
Corporate Honors					
News Center					
Company Events					