



Company Presentation

Innovation, Profession, Customization, Quality, Variety



上海楹裕电子有限公司
Shanghai Ying Yu Electronic Co.,Ltd





**Company
Profile**

**Product
Introduction**

**Factory
Introduction**

**Sales
Marketing**





MILESTONE

- **Founded** : **December 1992**
- **Location** : **Volkswagen Industrial Park, Anting Town, Shanghai (HQ)**
- **Product** : **Integrated Cable Solution Provider**
- **Quality System** : **E248651, E316348, E318089, ISO9001, ISO14001, TS16949**
- **Subsidiary** : **SuBei (2012) Taipei (2012)**
- **Expansion** : **Chong Qing, Sichuan Province (2013)**
- **Employees** : **700**



E248651



E316348



E318089



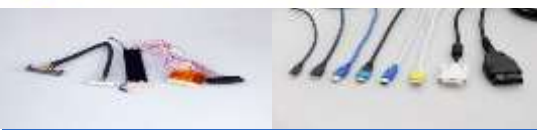
ISO9001



ISO14001



TS16949



BIZ CONCEPT & CORE VALUE

Biz Concept

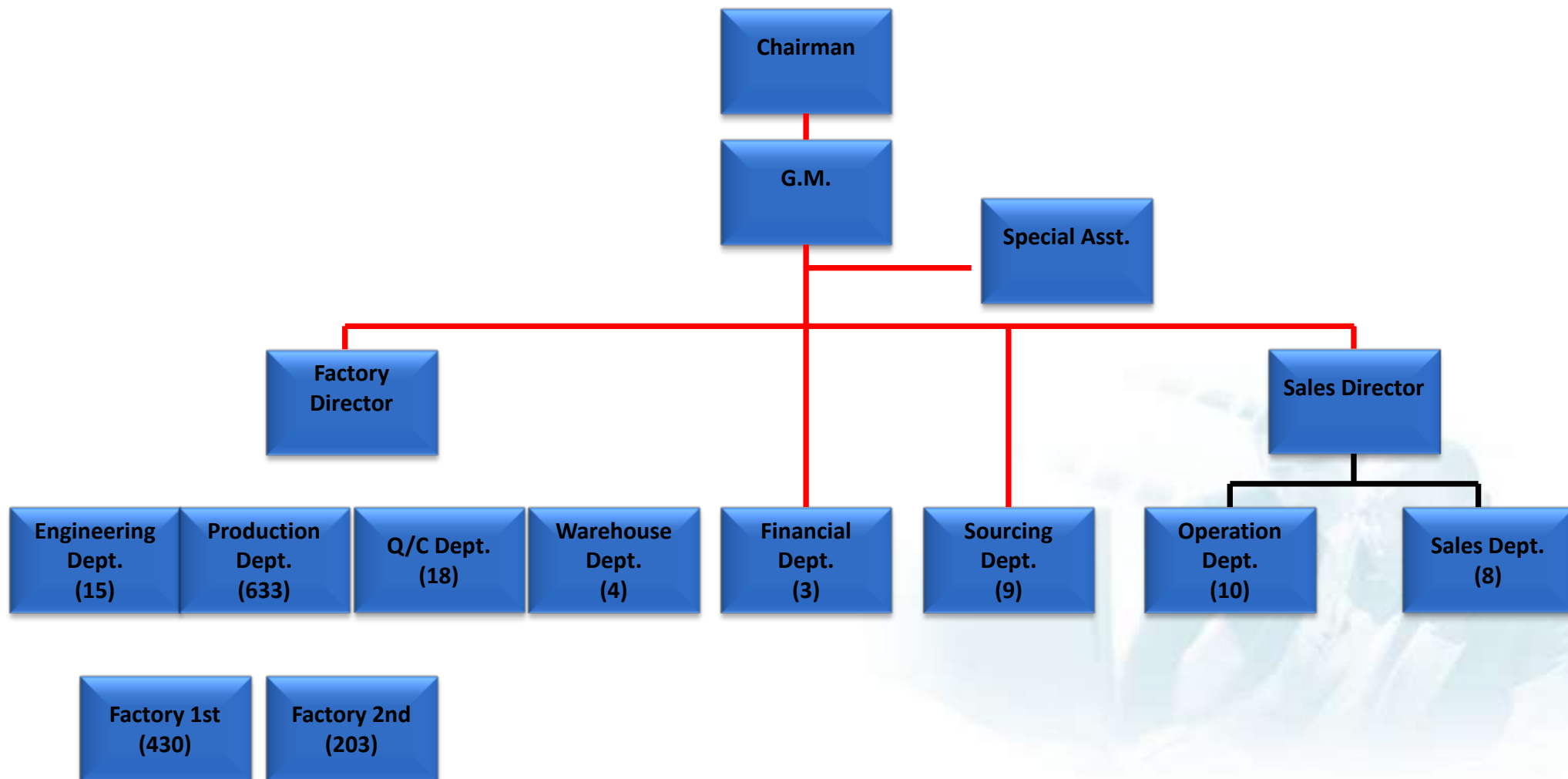
- To be a professional cable solution provider and provide products that meet or exceed customers' needs.
- a. *Quality Assurance*
b. *Professional Service*
c. *Customer Satisfaction*
d. *Sustainable Development*
e. *Pursuit of Excellence*

Core Value





ORGANIZATION STRUCTURE





WHAT SERVICES WE OFFER?

R&D DESIGN SERVICE

TECH. CONSULTANT SERVICE

OEM PRODUCTION SERVICE

SMALL AMOUNT OF DIVERSITY SERVICE

AFTER-SALE SERVICE



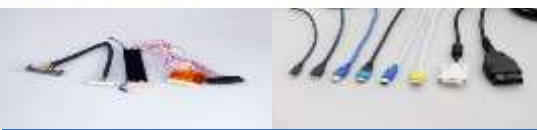
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Profile

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Introduction

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PRODUCT FEATURE&CATEGORY

FEATURE

■ Variety of Applications:

Electric Vehicle, Truck, Subway AFC system, Medical Equipments, Industrial Control System , Notebook, Digital Camera, Mouse, Keyboard

■ High Quality Commitment:

Foreign equipments are adopted for highly precision detection system and highly efficient production process. Both products and process are certified by UL

CATEGORY

- New Energy
- Automobile / Electric Vehicle
- Industrial PC
- Medical Equipment
- Consumer Electronics





NEW ENERGY



Battery Cable



Battery Cable



SATA Cable



Battery Cable



Battery Dock Station



Robotic Caddy



NEW ENERGY-Golf CaddyTrek



A smart caddy that follows at your pace



CaddyTrek follows you everywhere faithfully at your walking speed. It follows faster when you walk faster, slows when you slow down, and stops when you stop. You are 100% totally hands-free and burden-free. No need to pull, push or control the caddy any more. You can walk the course freely and relaxed and totally focus on your game.

Remote Controllable

With the forward, backward, left, and right directional functions on the handset, you can easily call your caddy back from afar or send it off to the next tee!



Detects Objects

The unique patent-pending innovative multi-sensing technology enables CaddyTrek to detect objects and avoid collisions automatically while following you.



Compact, Lightweight, Easy to Transport

CaddyTrek is the most compact powered caddy in the world when folded. The folded CaddyTrek is similar to a carry-on luggage size! The light weight of CaddyTrek makes getting it in and out of a vehicle trunk a breeze! CaddyTrek is really easy to be stored away or taken with you on a golf trip!

Top Quality, Reliability, and Performance

CaddyTrek is designed to operate under a wide range of conditions and has been extensively tested to sustain the toughest terrain and varying weather. With the powerful dual motors, CaddyTrek can easily climb hills up to 25 degrees. Promising to keep up with your game, the lithium ion battery lasts for 27 holes and beyond!



Warranty and Service



CaddyTrek is backed by a one-year limited warranty and replacement parts with our world-class service and support.



Features

- CaddyTrek follows you!
- Compact & ultra-light 3-way folding aluminum frame
- Lightweight lithium ion battery lasts for 27+ holes on a full charge
- Powerful and quiet 350-watt dual motors
- Smooth turning and braking enabled by advanced robotic technology
- Autonomous object detection enabled by innovative multi-sensing technology
- Easy to use multi-function handset
- Easy to get in and out of the Follow Mode
- Button pressing low-to-high speed control for forward, left, and right turns in Remote Control Mode
- Sports look wide-track drive wheels with matching center wheels
- Easy to push or pull caddy around manually when needed
- Real time battery indicator
- Soft braking and smooth stopping
- Adjustable grip handle fits golfers of all heights

Benefits

- Completely hands-free, you can just walk the course and enjoy the scenery and game!
- Easy for storage and transporting
- Easy to get it in and out of a vehicle trunk
- Saves unnecessary walking. You can send your caddy to the next tee or call it back from afar with the handset
- Saves your back and energy. You will be less fatigued, and be able to keep your focus on the game
- Helps you stay fit and improves your health. Walking is the best exercise for your back, your knees, and your weight!





AUTOMOBILE/ELECTRIC BIKE



BMS Cable



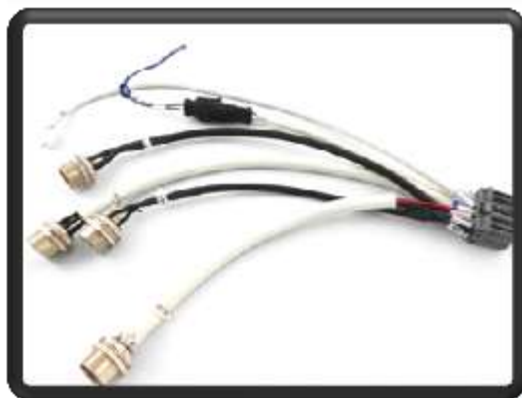
Transmission System Cable



Transmission System Cable



LED Rearview Mirror Cable



BMS Cable



OBD II Cable



AUTOMOBILE/ELECTRIC BIKE



Shock Absorber Cable



Automotive Cable



Automotive Cable



Shock Absorber Cable



Automotive Cable



Automotive Cable



MEDICAL EQUIPMENT



ECG Cable



Medical Cable



Medical Cable



INDUSTRIAL PC I



D-SUB 9Pin/F to 25Pin/M



SATA 7+15Pin to 7Pin



SATA 7Pin Cable



FLAT Cable



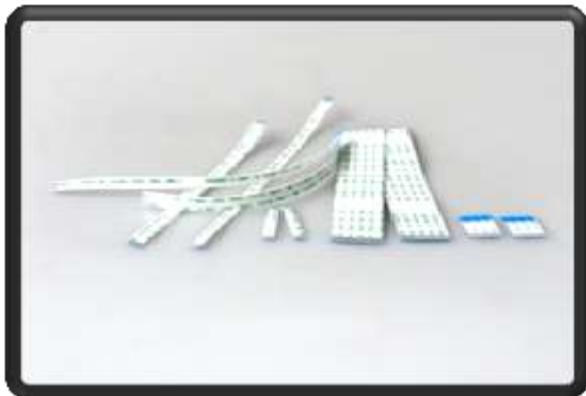
Industrial Control Cable



SATA Extended Cable



INDUSTRIAL PC II



FFC Cable



LAN Cable



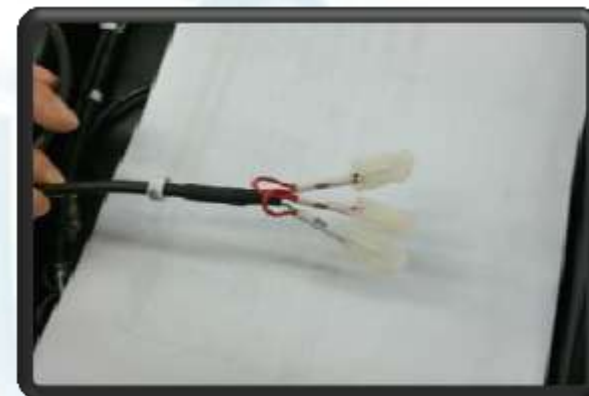
Auto vending Cable



Robot Cable



Robot Harness



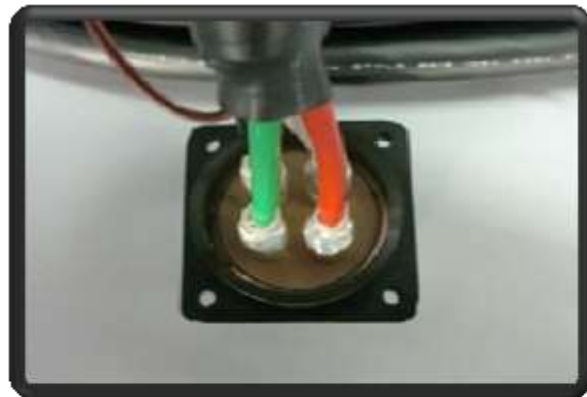
Robot Cable



INDUSTRIAL PC III



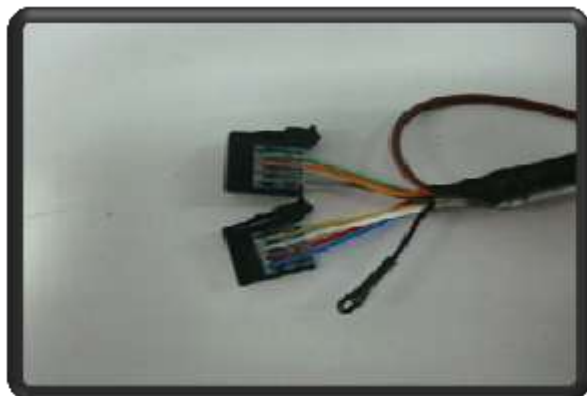
Robot Cable



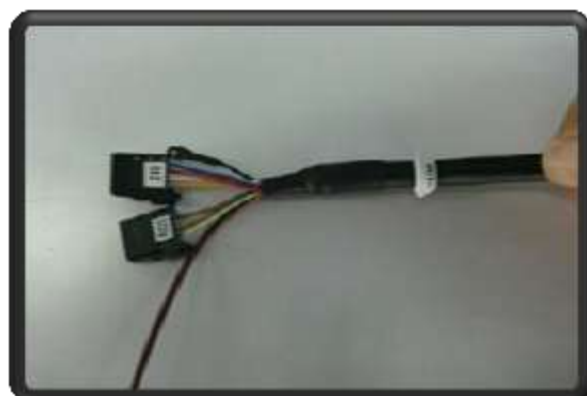
Robot Cable



Robot Cable



Robot Harness



Robot Harness



Robot Harness



CONSUMER ELECTRONICS



HDMI to Mini HDMI Cable



VGA Cable



Video Cable



Mini HDMI Cable



USB3.0 A/M to B/M Cable



USB3.0 A/M to Micro
USB 3.0 BB/M Cable



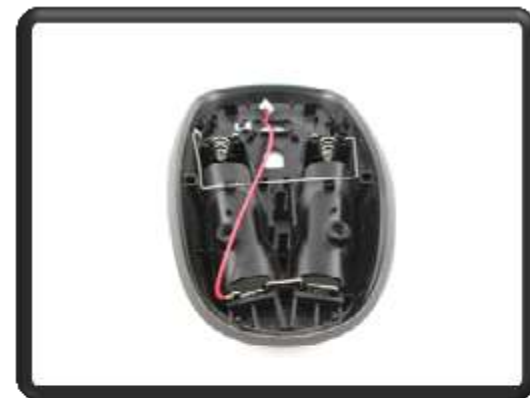
CONSUMER ELECTRONICS



USB Cable



Micro USB Cable



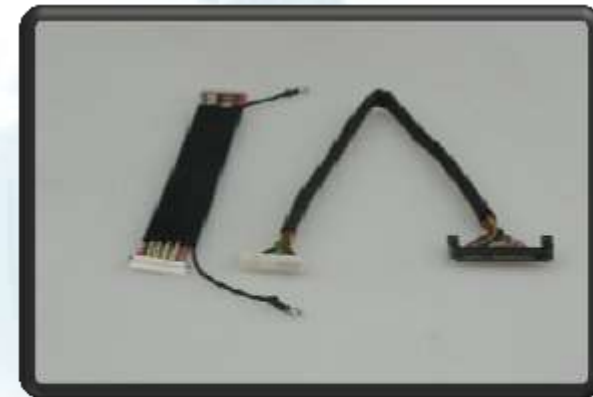
Mouse Harness ASSY



USB3.1 A/M to A/F Cable



LVDS Cable



LVDS Cable



CONSUMER ELECTRONICS



HDMI Cable



USB Cable



Assembly Cable



A/V Control Cable



DVI Cable



APPLE USB Cable



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Profile

Product
Introduction

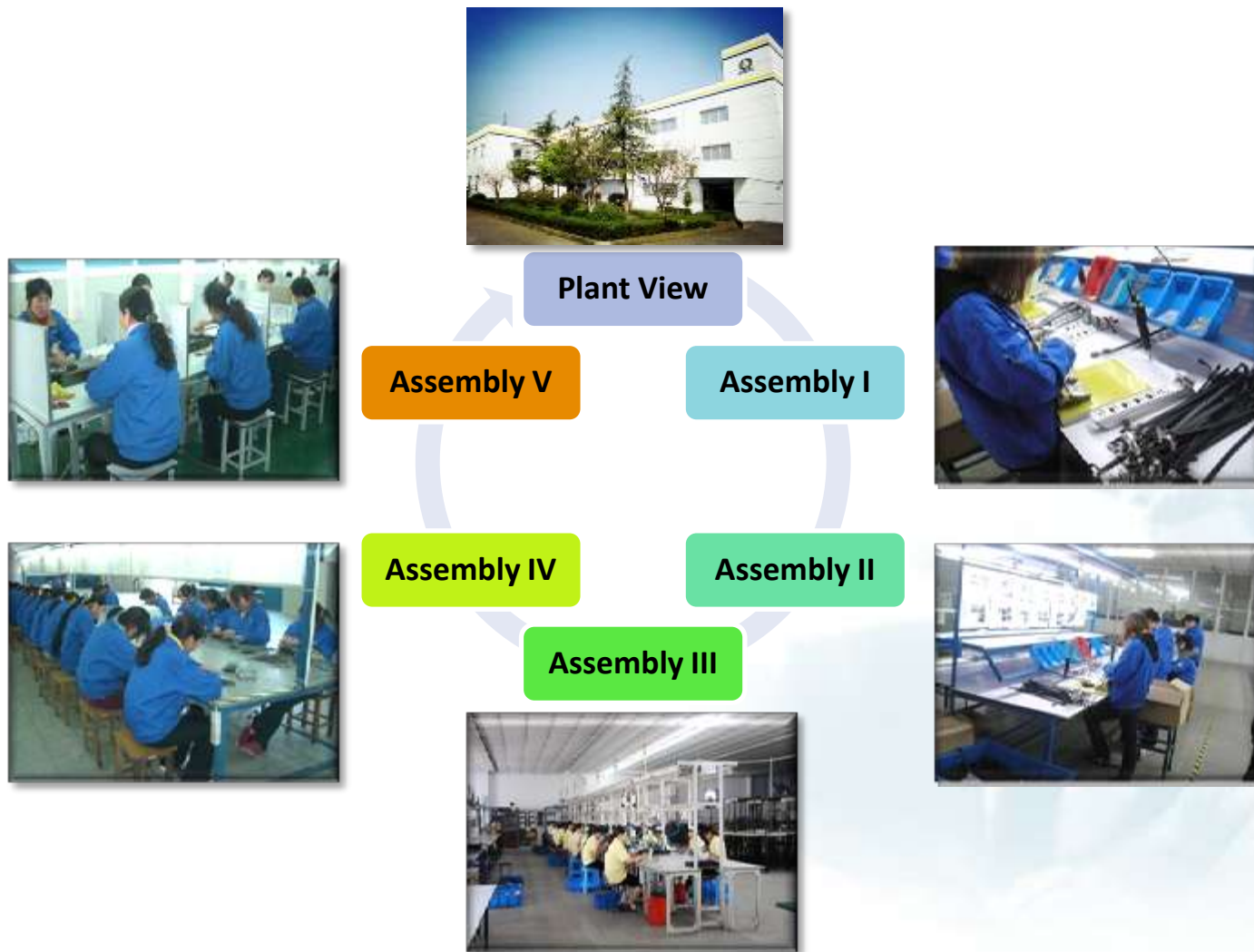
Factory
Introduction

Sales
Marketing



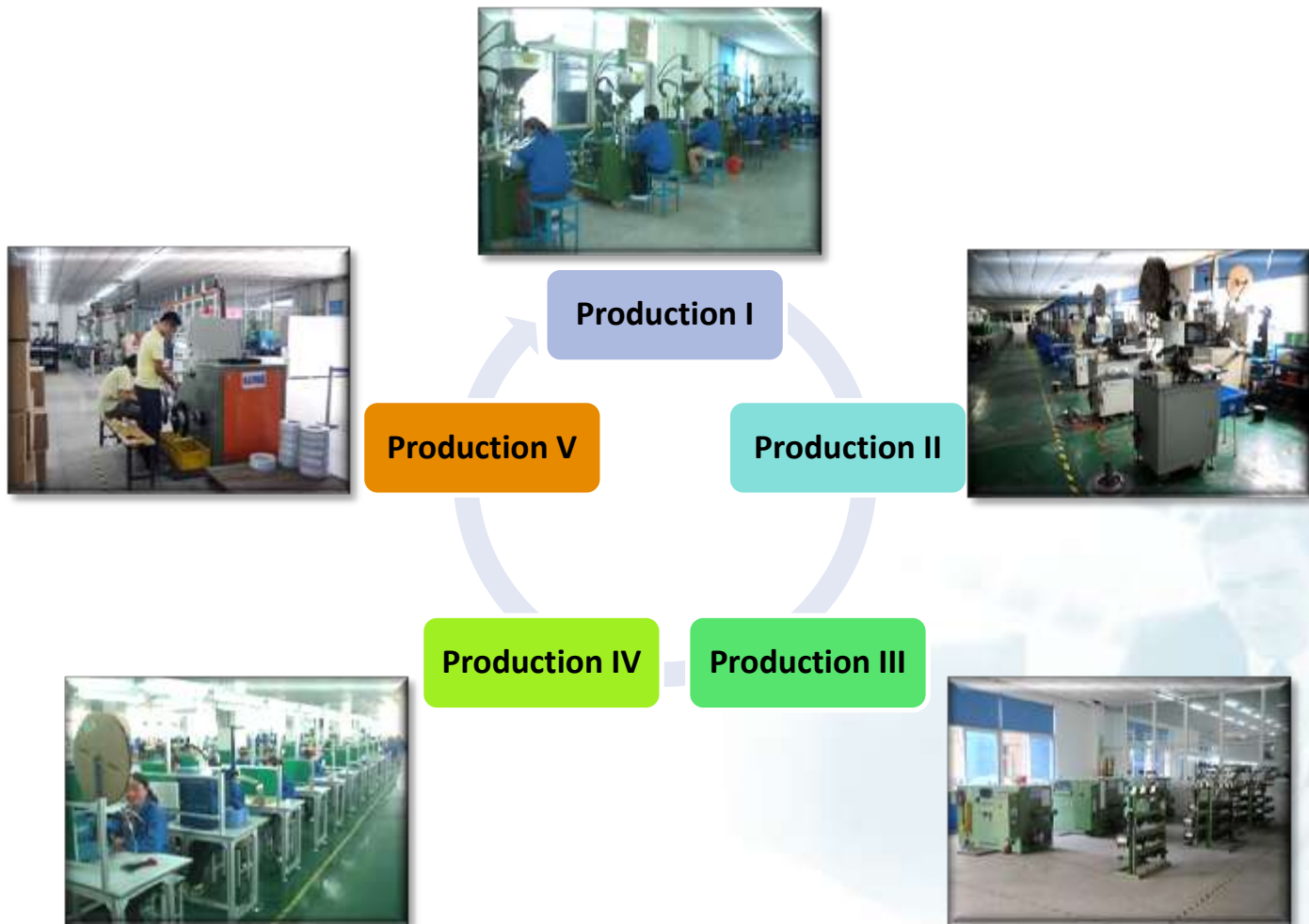


FACTORY PHOTO I





FACTORY PHOTO II





TAIWAN OFFICE SHOTCUT





LAB EQUIPMENT

NAME	AMT.	NAME	AMT.
Hi-pot Tester	1	Plug Bending Tester	1
Pulling Test Machine	2	Dielectric Voltage withstand Equipment	1
Temperature Tester	1	Bridge Ohmmeter	1
Bending Tester	2	Gage	1
Electronic Balance	2	Mechanical-Strength Testing Apparatus	1
Multi-Meter	4	Spark Test Equipment	1
Micrometer	1	Precision Balance	3
Conductor Tester	1	Microscope	2
Network Analyzer	1	Coordinate Measuring Machine	1



PRODUCTION EQUIPMENT I

NAME	AMT.	NAME	AMT.
Cable Splitting Machine	1	Computer Cable Machine	1
Flat Cable Stripping	2	Cable Cutting Machine	1
Cutting Machine	2	Heating Stripping Machine	1
Computer Auto-cutting	1	Cable Stripping	20
Terminal Machine	36	Ultrasonic Cleaning Machine	1
Auto-stripping Terminal Machine	4	Cutting Machine	1
Tester Machine	22	Transfer Machine	1
Computer Tester	2	Format Cutting Machine	1
Twister Machine	15	Tin-stove Temperature Machine	1
Solder Machine	85	Stranding Machine	3
Injection Molding Machine	8	Tensile Testing Machine	1
Disintegrator	1	Testing Machine	1



PRODUCTION EQUIPMENT II

NAME	AMT.	NAME	AMT.
Crimping Machine	1	Mobile Pumping Oil Filter	1
Microscope	1	Plug-lead Bending Tester	1
Weight Balance	1	Anti-static Wrist Tester	1
Screw Air Compressor	1	502 Micro-Ohms Tester	1
Resistance Tester	2	RJ-45 Press-connection Machine	1
Manual Punch	4	Dispenser	3
UN-1A Welding Machine	1	Pneumatic Crimping Machine	1
CCD Magnifier	1	Smart Electricity Tester (LED)	1
Electric Screwdriver	8	Tensile Tester	1
Hi-speed Stranding Machine	15	Low-DC Resistance Tester	1
Screw Feeder	6	UV Heating Machine	8
Blower	55		



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Profile

Product
Introduction

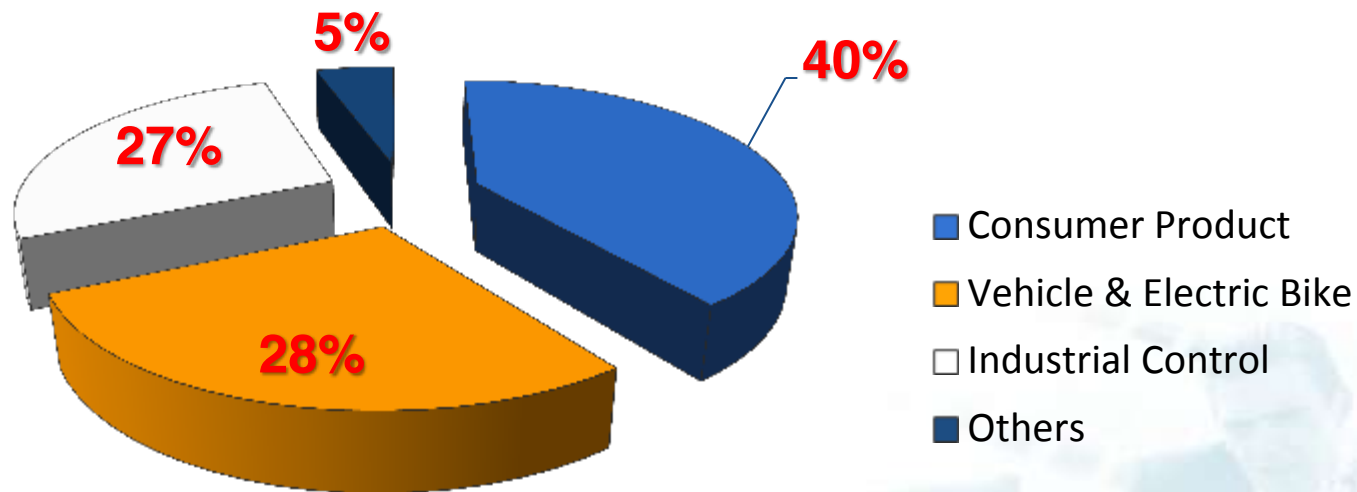
Factory
Introduction

Sales
Marketing



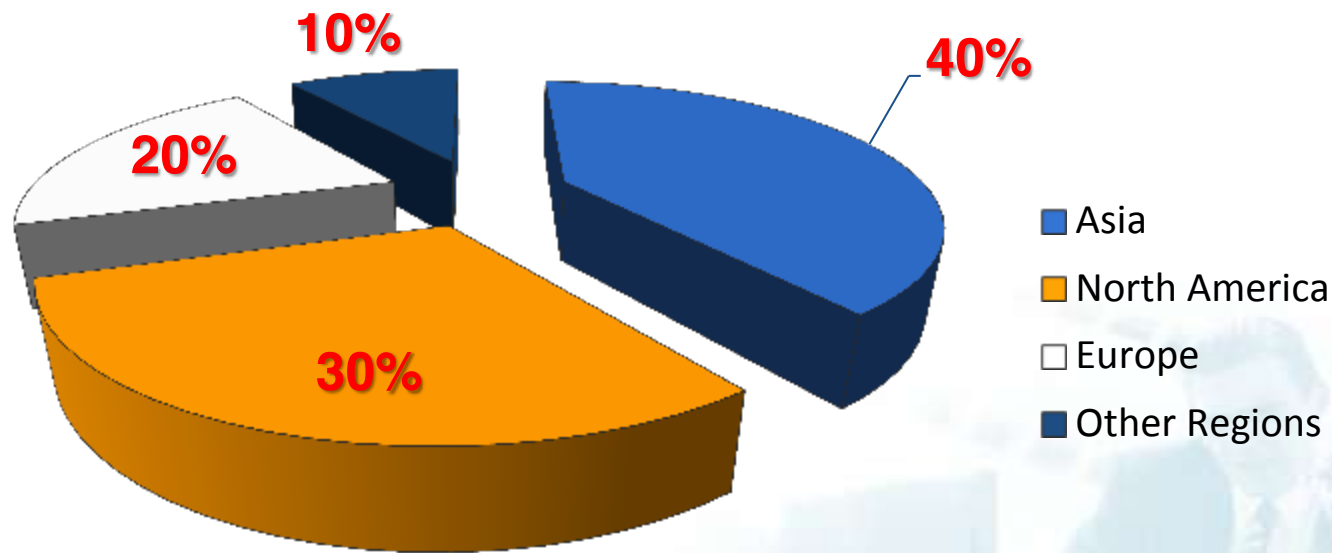


SALES RATIO BY CATEGORY



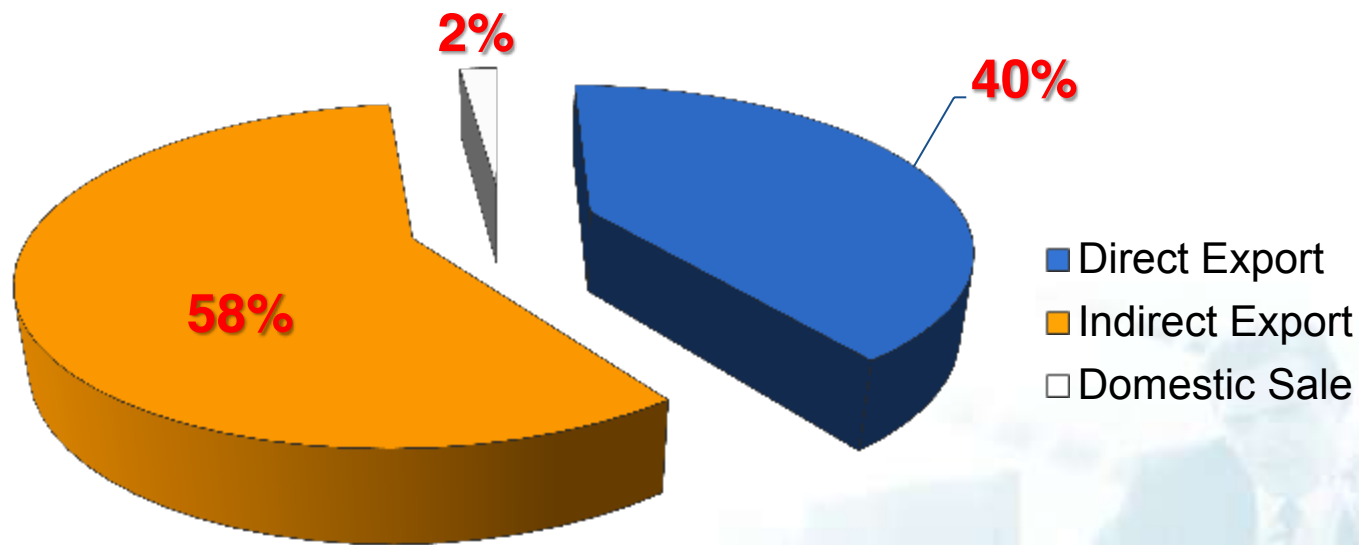


SALES RATIO BY REGION



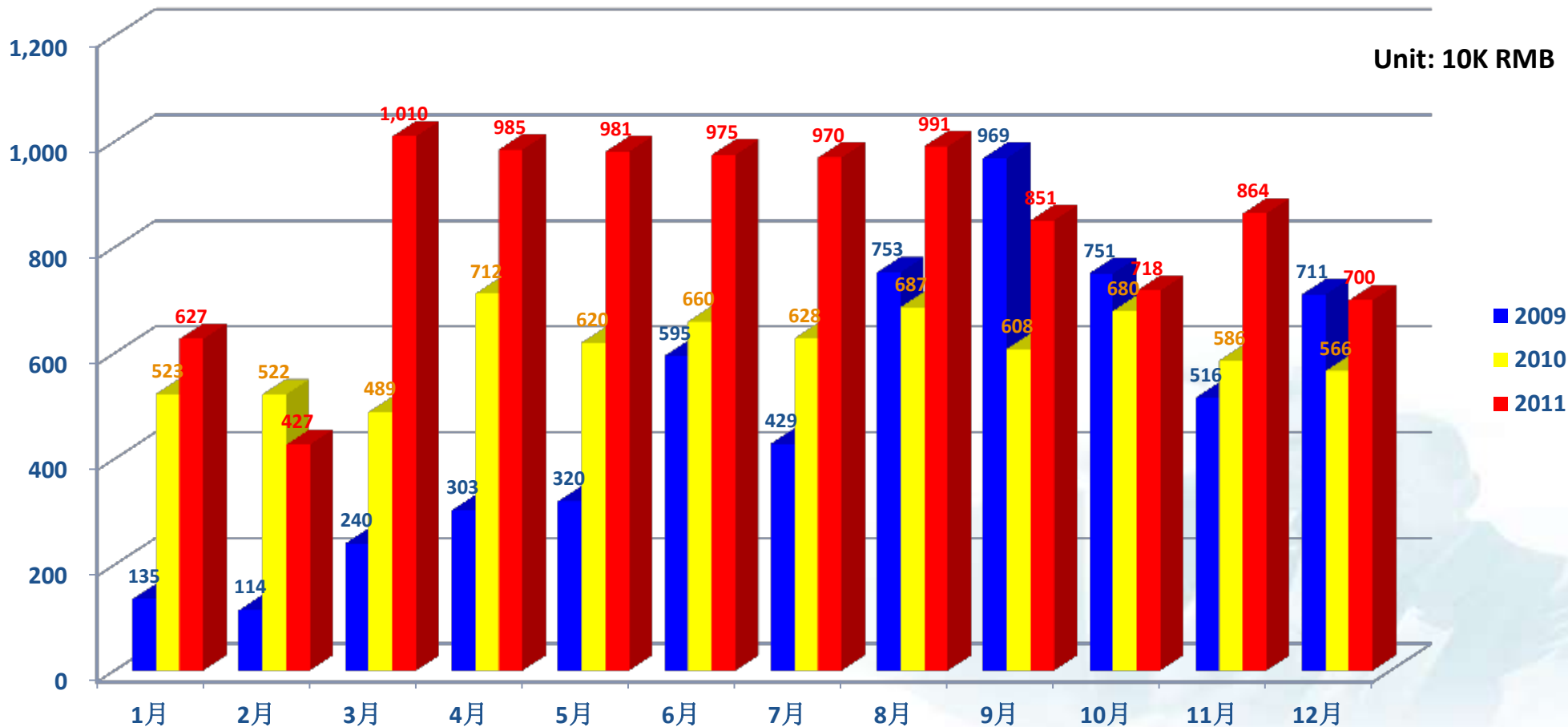


DOMESTIC/EXPORT OF 2011





YEAR SALES GROWTH CHART





上海楹裕电子有限公司
Shanghai Ying Yu Electronic Co., Ltd



MAJOR CUSTOMER

AMETEK

BionX

JABIL



RICOH

MAGNA

SMP 新普科技股份有限公司
SIMPLO TECHNOLOGY CO., LTD.



SONY
make.believe

altek

Celestica

VERINT
POWERING ACCORDABLE INTELLIGENCE™

Megaforce

ECS ELITEGROUP

Nidec
-All for dreams

FLEXTRONICS X

ICP 威達電股份有限公司
ICP Electronics, Inc.

世界の生産エンジニアリングメーカーHirata

Hirata The Global Production Engineering Company



AFFILIATES

- **Shanghai Kuaoleng Electronic Co., Ltd.,**
- **Website:** www.gerleng.com
- **Major Product:** *Precision Screws for NB market*

- **KunShan HanJiang Cable Co., Ltd**
- **Major Product:** *UL Cables, Wire Harness*





上海盈裕电子有限公司
Shanghai Ying Yu Electronic Co., Ltd



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THANK YOU

