

# ADDA Corporation

Refresh your Image , Green your Life!



深圳安思达电子有限公司

# Contents



# Company Profile

- Milestones
- Organization

深圳市安比电子有限公司

# Milestones

**STARTING**  
**1978**

- Established by Roger Shieh.
- Started business with cable & converter.
- 1st factory setup at southern Taiwan.

**TRANSFERRING**  
**1989**

- Introduced brushless fan.( 89)
- Setup 1st factory at China. (94)
- Qualified by ISO 9001 & 9002 system. (94)
- Symbol of Excellence / Elite Award / National Award.
- Introduced Hypro bearing.

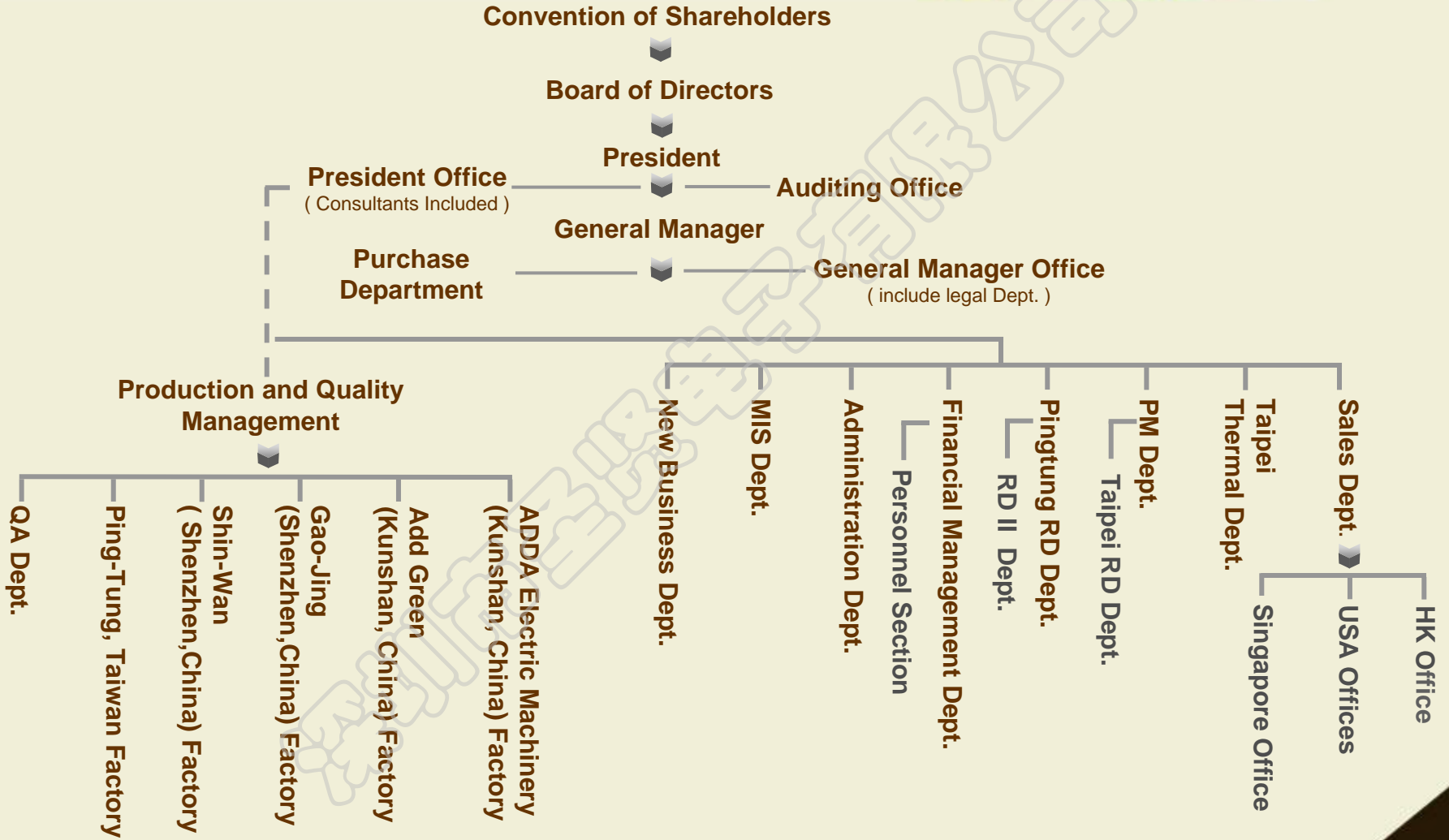
**EXPANDING**  
**1999**

- Setup Thermal division (99)
- 2nd factory setup at China (00).
- Qualified by QS 9000 (00).
- 3rd & 4th factory setup at China (01).
- introduced FDB bearing with Sony (03).
- Sony Green Partner.

**GLOBALI-ZING**  
**2004**

- Stock IPO in Taiwan market. (04)
- Strategy Alliance with *Japan Sony* and *NLM*. (05)
- RoHS compliance(05).
- Expanding offices and factories world-wide.
- Reorganization (08)

# Organization



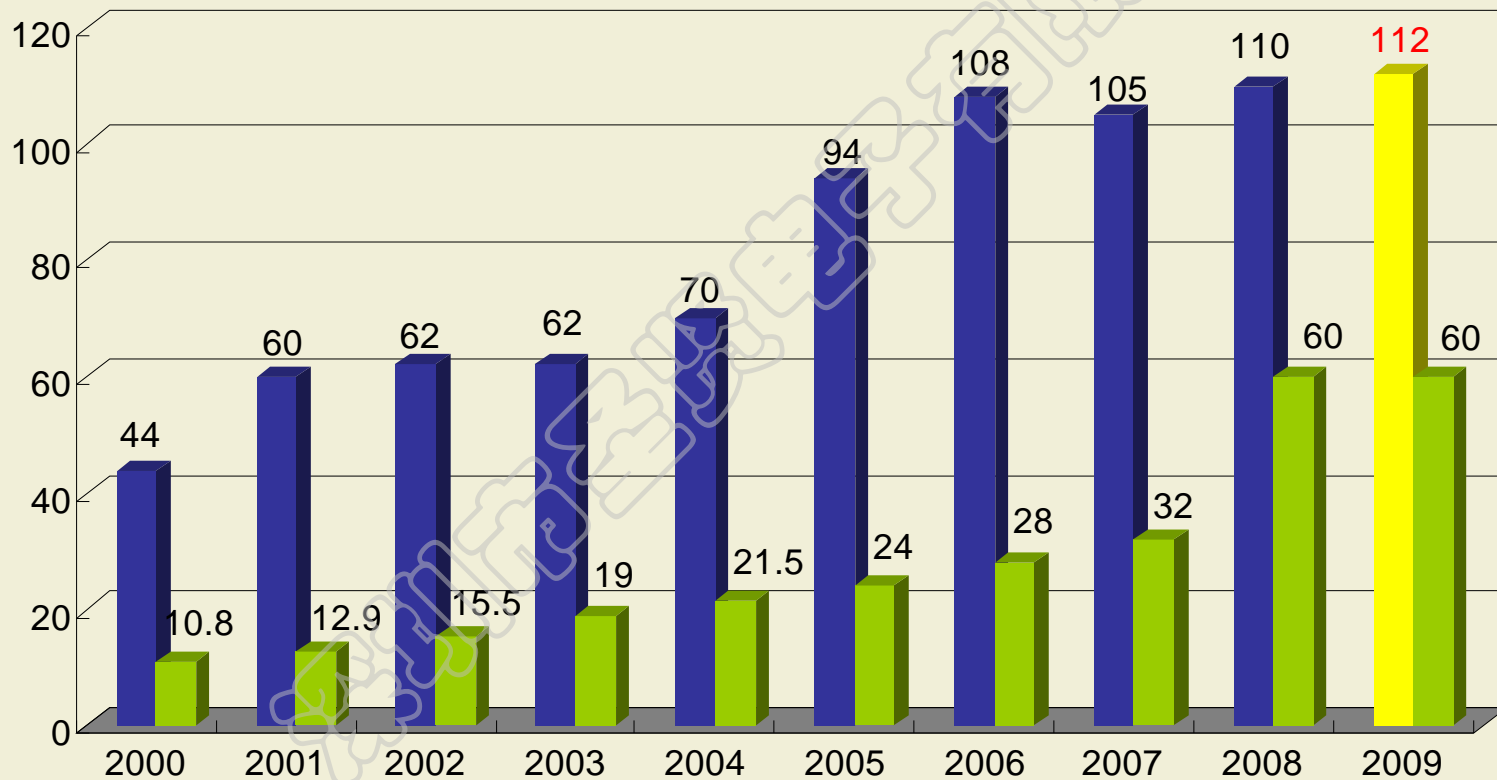
# Sales Info

- Sales Revenue
- Quantity Rhipped
- Globalization
- Fan Product Application Pie
- Customer Pool

# Capital / Revenue

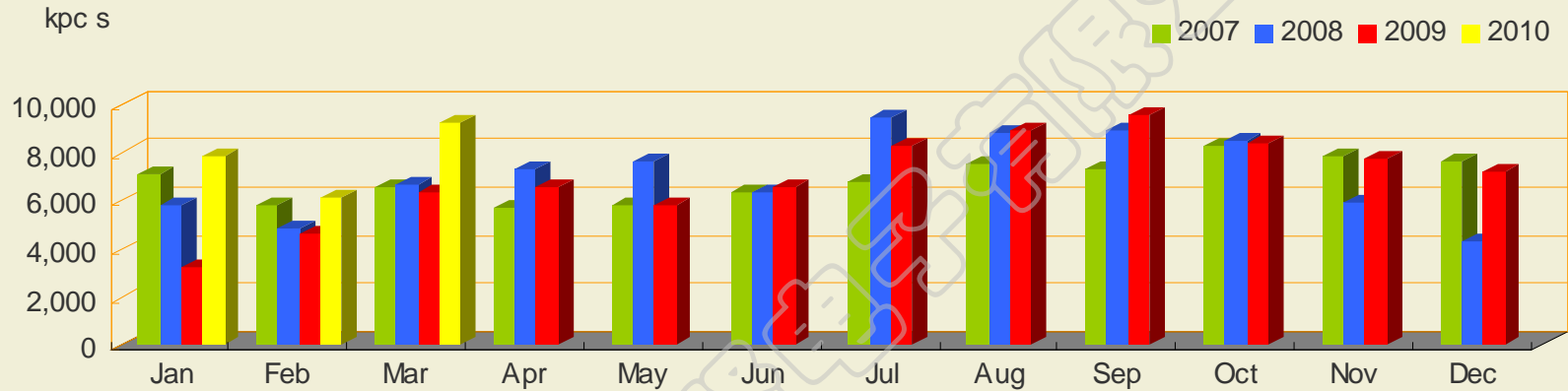
■ Revenue ■ Capital

Unit :US\$ (Million)



# Quantity Shipped

Quantity shipped in 2007-2010



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TTL
2007	7,075	5,757	6,579	5,746	5,772	6,352	6,759	7,501	7,307	8,231	7,790	7,590	82,459
2008	5,754	4,800	6,662	7,263	7,612	7,736	9,390	8,768	8,851	8,492	5,871	4,340	85,539
2009	3,255	4,651	6,373	6,550	5,821	6,568	8,301	8,857	9,527	8,368	7,725	7,237	85,242
2010	7,785	6,162	9,201	TDB	TDB	TDB	TDB	TDB	TDB	TDB	TDB	TDB	TDB

※ Estimated global fan demands of 700 millions pcs at year 2008 , ADDA shares about 85 million pcs, approximate 12% of the total.



# Globalization



# Fan Product Application

## Fan

DC Fan



Blower



DC Chip Cooler



Waterproof & Dustproof



AC Fan



## VGA Cooler



X1650XT  
Sapphire



HD2600XT  
Sapphire



NV8600GT  
BFG-OC



FX 5700 Ultra

# MB/NB/LED Product



NB thermal module



nForce north bridge



Foxconn NS Bridge



LED street light

# Desktop CPU Cooler solutions



2002  
Intel / E38  
INTEL P4 - 478



2003  
Intel / E63  
INTEL LGA - 775

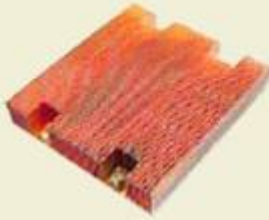


2004  
AMD / F40-2  
AMD Athlon 64



2005  
Intel / S5L031  
INTEL LGA775  
(dual core) 84w

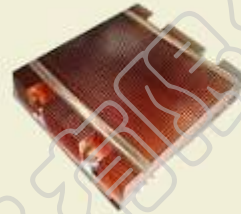
## Server solutions



2005  
Intel 1U / S5L010  
INTEL Dempsey  
(dual core)



2005  
Intel 2U / S5L020  
INTEL Dempsey  
(dual core)



2003  
Intel / E83  
INTEL Nocona



2004  
Intel / F87  
INTEL Nocona

## Mobile thermal module



2002  
INTEL Mobile  
P4



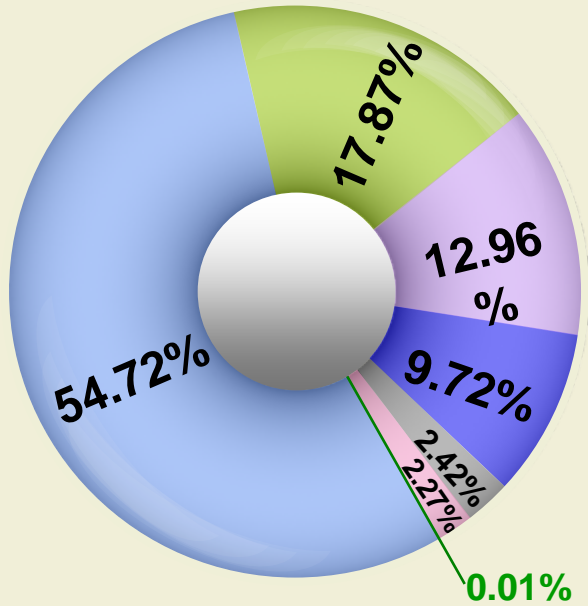
2003  
INTEL Mobile  
Pentium M Banias



2005  
INTEL Mobile  
Pentium M Banias

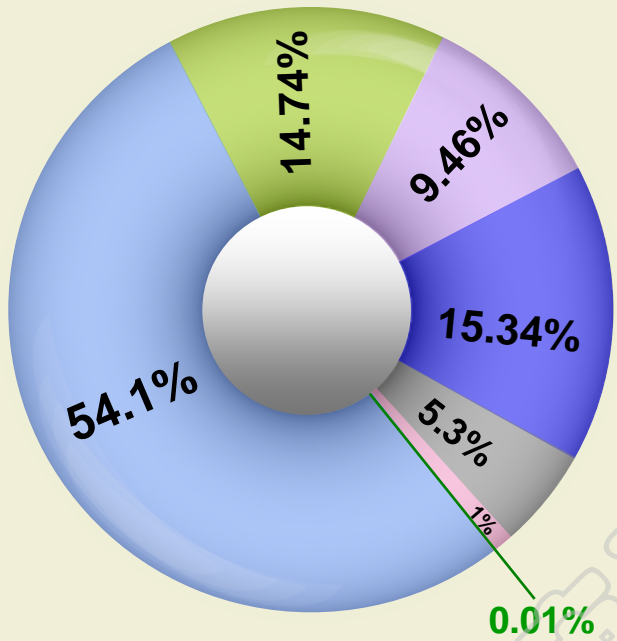


2002  
INTEL Mobile  
Pentium M Dothon



## Fan Product Application Pie Quantity

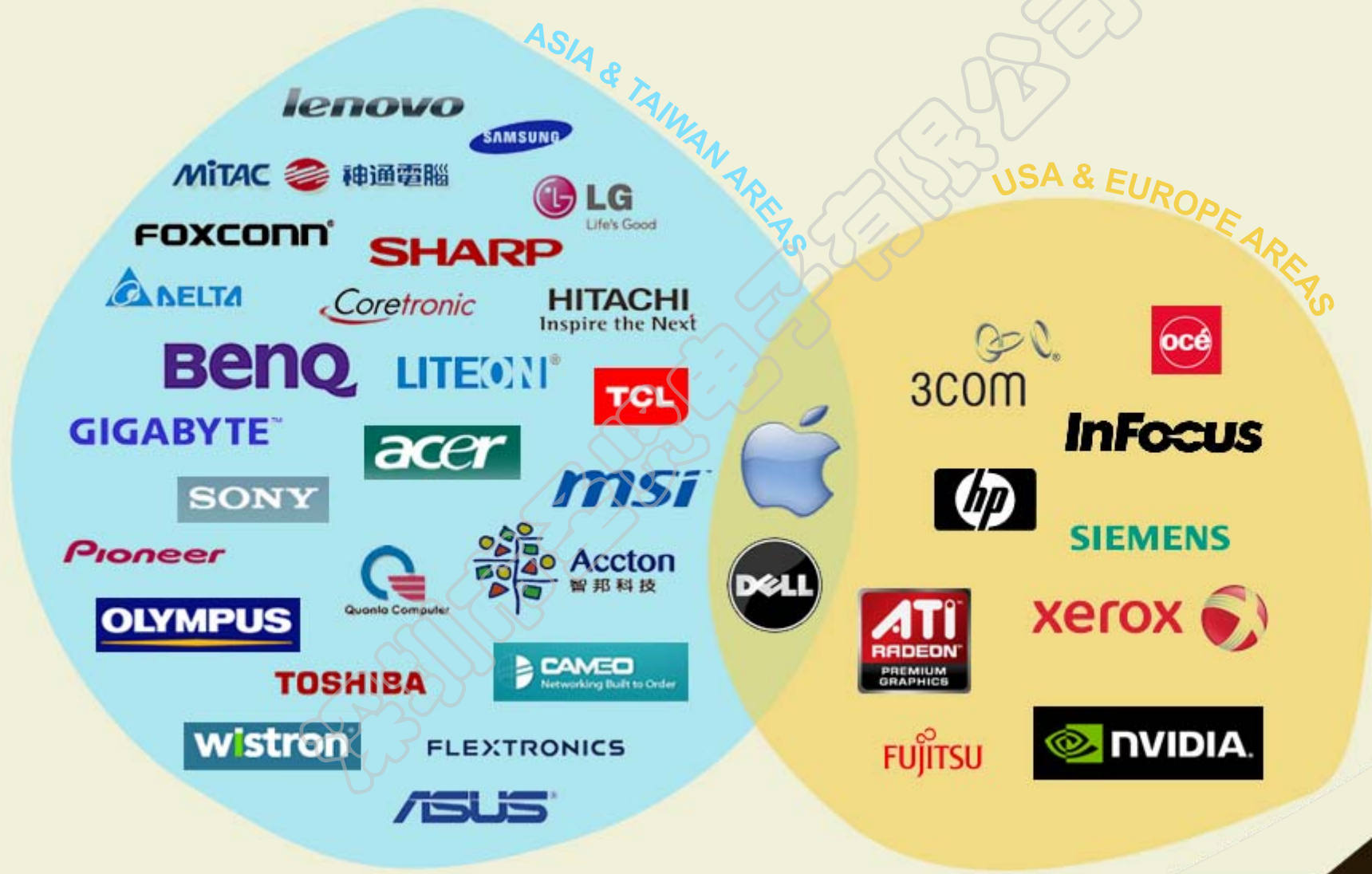
Information Industry	Home Appliance	Office Equipment	Industry	Telecom	Heat Pipe	Others
54.72%	17.87%	12.96%	9.72%	2.42%	2.27%	0.01%
ChipCooler , CPU Cooler, NB Cooler ,SPS, VGA Cooler, DISC Cooler...etc.	Gamming , Frozen device, Oven , Video/ Audio, Display , Others...	Photostat , Printer, Projector , Others...	Machinery , Equipment, Power Equipment, Auto Vehicle , Others...	Networking, STB, Telecom, Sever...etc.	CPU, VGA Cooler, NB, Others...	



Fan Product Application Pie Sales Amount

Information Industry	Home Appliance	Office Equipment	Industry	Telecom	Heat Pipe	Others
54.1 %	14.74 %	9.46 %	15.34 %	5.3 %	1 %	0.01 %

# Main Customers Pool



# Factory Info

- Production Capacity
- Factory Snaps

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# Production Capacity



Factory (5)	#1	#2	#3	#4	#5
Location	PingTung TW	Sin Wan Shenzhen	Gao Jing Shenzhen	Kun San Shanghai	Add Green Shanghai
Employee (3500)	200	1400	700	900	300
Plant Size (54,166 m <sup>2</sup> )	1,750 m <sup>2</sup>	9,600 m <sup>2</sup>	10,400 m <sup>2</sup>	28,960 m <sup>2</sup>	3,456 m <sup>2</sup>
Product Lines	Mini DC Fan N/B Fan LED	DC/AC Fan Blower Customized Fan	DC Fan H/S Cooler Module	DC/AC Fan N/B Fan Heat Pipe	DC Fan
Monthly (10.35KK) Capacity (37 lines)	600K 5 Lines	3,700K 12 Lines	2,500K 8 Lines	3,000K 11 Lines	750K 3 Lines



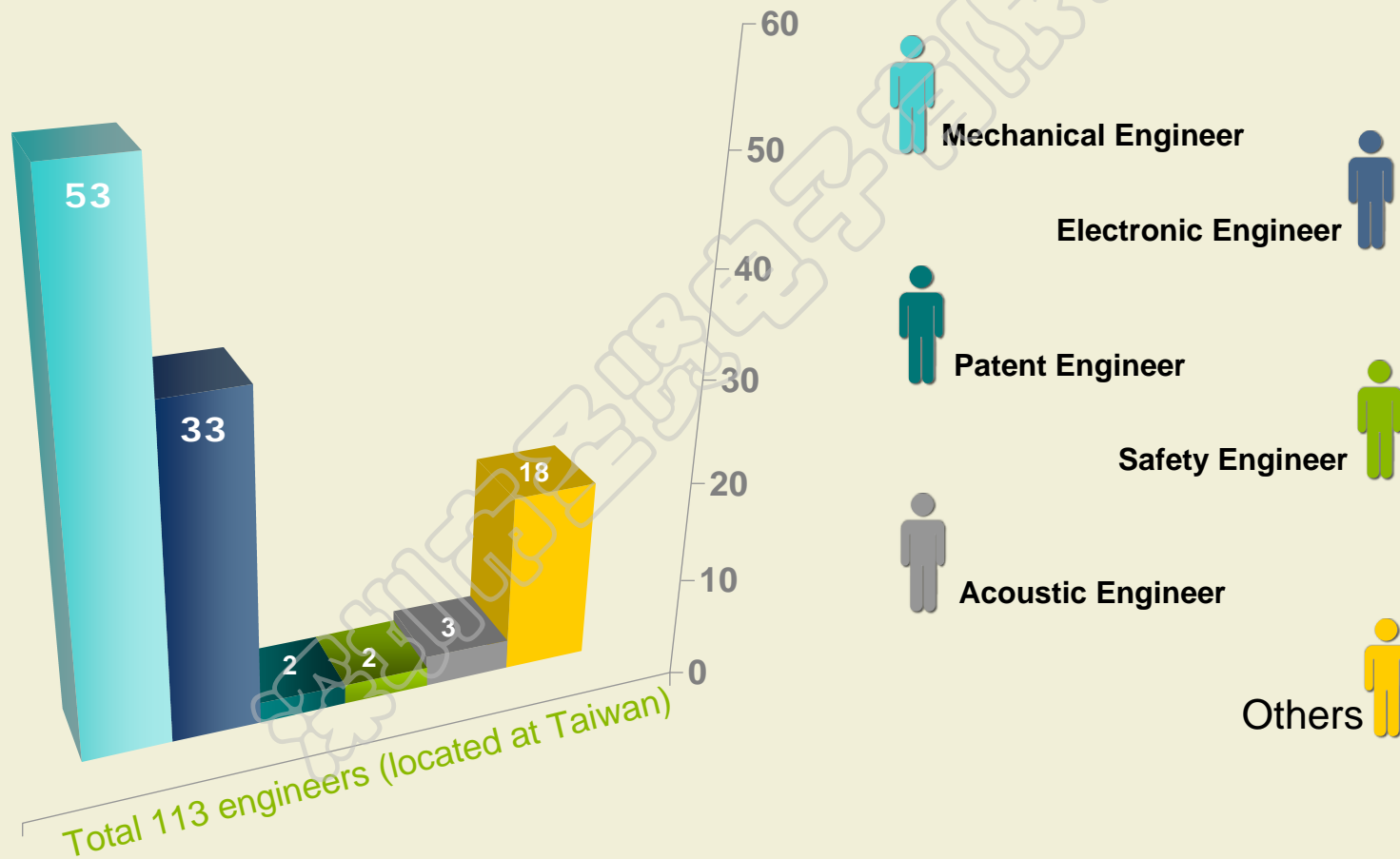
Total fan production capacity reach more than 10KK / per month (2008)



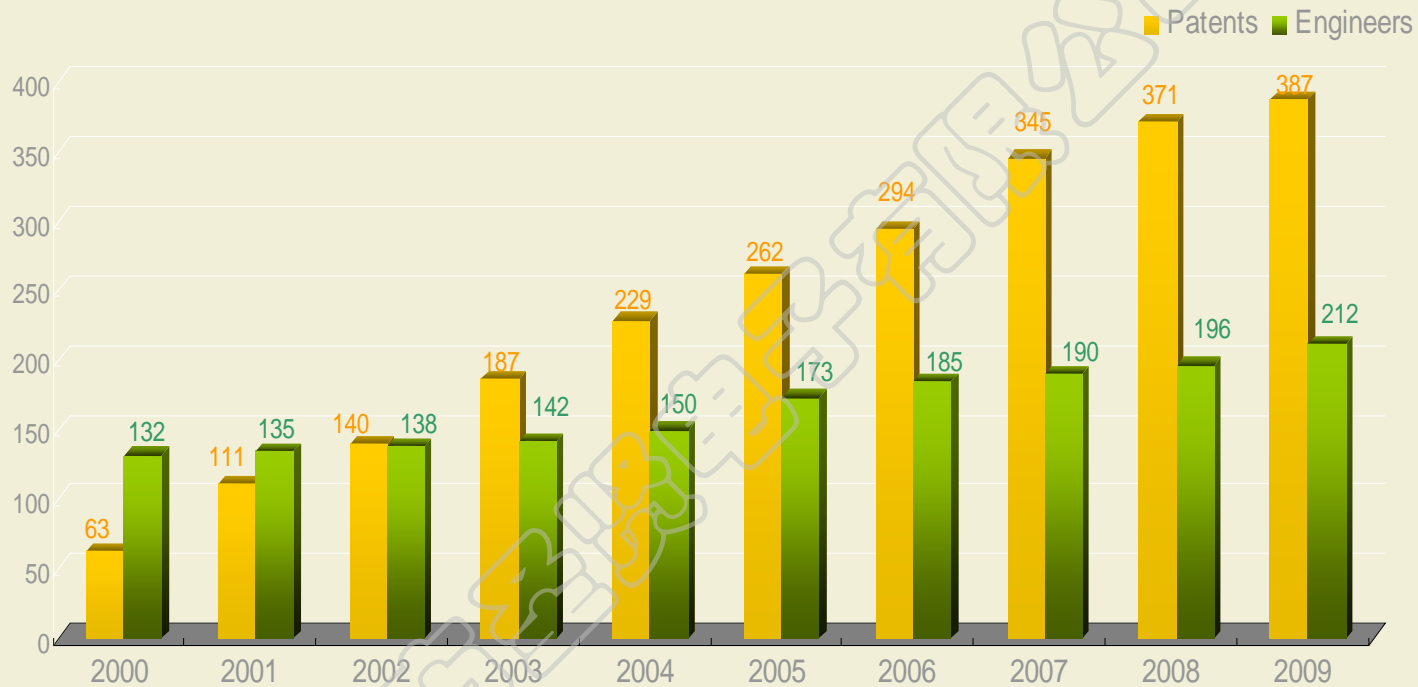
# RD Info

- Manpower
- Patents Status
- Design Approach
- Equipment / Tools
- Life Testing Lab

# RD Manpower (fan RD only)



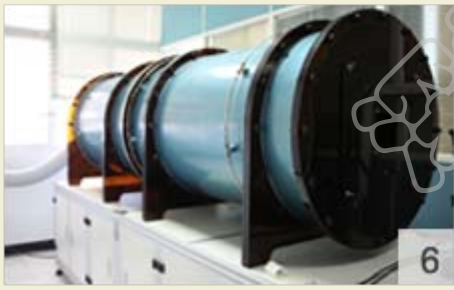
# Patents Status



## Remarks:

- Accumulated patents has reached 387 to date.
- Patents covering Taiwan, China, America, Japan & Germany.
- Patents pending has 58 cases to date.
- 212 engineers worldwide.

# Equipment / Tools (1/3)



- 1. 3-axes CNC milling machine
- 2. Anechoic Chamber (Background noise under 18.0 dBA )
- 3. Semi-anechoic Chamber (Background noise under 10.0 dBA )
- 4. PCB Router System
- 5. Wind Tunnel -1
- 6. Wind Tunnel -2
- 7. EMC Test Instrument
- 8. Single-plane Dynamic Balancing Machine
- 9. Electric Scale

# Equipment / Tools (2/3)

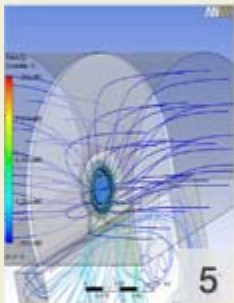
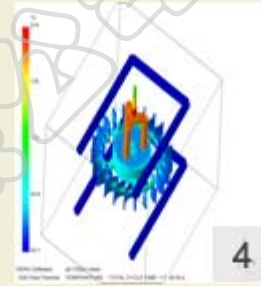
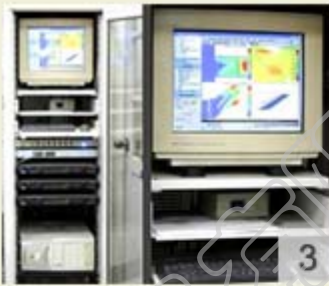


- 1. Sound Quality Test System
- 2. Two-plane Dynamic Balancing Machines
- 3. High-temperature Burn-in Test Machine
- 4. Single-plane Dynamic Balancing Machine
- 5. 3-dimension Measuring Machine

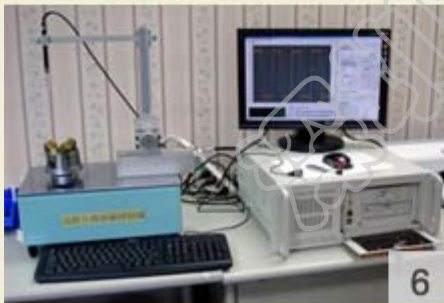
- 6. Two-set Winding Machine
- 7. Multi-set Winding Machine
- 8. Winding Machines



# Equipment / Tools (3/3)



- 1. Fan Magnetic Tester
- 2. Hi-Pot Tester
- 3. Finite Element Calculated Fluid Mechanics System (Numerca)
- 4. Visi Flow
- 5. CFX
- 6. Gauss Tracer
- 7. Impulse Tester
- 8. CNC Machine
- 9. AC Power





Burn-in Test Instrument for MTTF



Programmable Walk-in Chamber

Test Capacity	Ping-Tung factory	Kunsan factory	Shenzhen factory	Total
MTTF Oven (set)	10	5	8	23
Capacity- MTTF (pcs)	1,000	500	800	2,300
Temp & Humidity Chamber (set)	4	1	3	8
Capacity – T&H chamber (pcs)	1,600	400	1,200	3,200
<b>Total Capacity (pcs)</b>	<b>2,600</b>	<b>900</b>	<b>2,000</b>	<b>5,500</b>
Capacity – 90C(option)	1,700	400	1200	3,300

- 23 sets of ovens & 8 sets of chambers.
- Real time recording for test results (RPM, current,)
- Capable of handling fan test at 90°C .



# Products Coverage

- Products Coverage
- Technology Roadmap



# ADDA New Technology Roadmap

Topic	Property	Status
High Efficiency Fan	Innovative Design	Dec, 2010 Mock up Ready
Fan Tray	New Product	Jun, 2011 Mock up Ready
Low Noise Fan	Improved Design	Sep, 2010 Mock up Ready
Ultra Low Cost Fan	New Material	May,2011 Mock up Ready
Vibration Motor	New Product	Oct, 2011 Report
Wind Power Generation	New Product	Dec,2011 Mock up Ready

# Others

- Certificates for Quality System

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# QA Certifications

QA system	Milestone of certifications			
Factory	PingTung, TW	Sin Wan Shenzhen	Gao Jing Shenzhen	Kun San Shanghai
ISO 9001	1995	2002	2002	2002
ISO 14001	2001	2005	2005	2005
OHSAS 18001	2005	2005	2005	2005
ISO/TS 16949	2006	2006	2006	2006
IECQ QC080000	2008	2008	2008	2008



TS 16949



OHSAS 18001



ISO 14001

Thank you

Meet you at our new website

<http://www.senxan.cn>

# Revision History

2008-11-07	Rev. 0	Created by Stephanie /Show
2008-11-09	Rev. 1	modified by Jungpin
2009-02-03	Rev. 2	change new photos by Show
2009-03-16	Rev. 3	Upgrade Quantity shipped, Products coverage , Technology Roadmap by Show
2009-03-23	Rev. 4	edit content by Jungpin
2009-04-13	Rev. 4.1	Upgrade Quantity shipped by Show
2009-04-20	Rev. 4.2	Upgrade Certificates by Show
2009-05-11	Rev. 4.3	Upgrade Capital / Revenue , Quantity shipped ,Certificates by Show
2009-06-10	Rev. 4.4	Upgrade Quantity shipped by Show
2009-07-17	Rev.5	Company profile revised by Show
2009-08-11	Rev.5.1	Upgrade Quantity shipped by Show
2009-09-10	Rev.5.2	Upgrade Quantity shipped by Show
2009-10-12	Rev.5.3	Upgrade Quantity shipped by Show
2009-11-10	Rev.5.4	Upgrade Quantity shipped by Show
2009-11-20	Rev.5.5	Upgrade Products coverage , Milestone of certifications by Show
2009-11-23	Rev.5.6	Upgrade Organization, R&D Manpower, Patents status by Show
2009-12-14	Rev.5.7	Upgrade Organization, Slogan Kunsan ,Add Green (Shanghai,China) Factory by Show
2010-01-13	Rev.5.8	Upgrade Quantity shipped by Show
2010-01-21	Rev.5.9	Upgrade Production capacity by Show
2010-03-10	Rev.6.0	Upgrade Quantity shipped by Show
2010-04-02	Rev.6.1	Created Fan Product Application by Show