Brief company intro
Company Product Lines

Strategy-driven and highly customized product portfolio

Instrument Cluster and Infotainment BU
- In-vehicle Infotainment System
  - Intelligent process terminal
  - Seamless connecting for smart devices
  - High precision map for navigation

- Instrument Cluster
  - Full HD Cluster
  - Alarm Display

Body Control System BU
- Car Body Control System
  - High precision mechanical design
  - Automatic algorithm
  - Energy-saving comfort system

Automotive Display System BU
- Display Terminal
  - High resolution
  - AR HUD
  - Customized requirements

Internet Of Vehicle BU
- Software for integrated products
- Cyber security
- Big data
- In-vehicle OTA

- Instrument Cluster and Infotainment BU
- Body Control System BU
- Automotive Display System BU

Smart Cabin
- Smart Solution
- Connected Services
- Smart Drive

Intelligent Driving Assistance BU
- Driving/parking domain controller
- V2X/5G/MEC/smart antenna
- Camera/MMW/ultrasonic radar
- Intelligent Transport System
Company Product Lines

Operating Divisions

Intelligent Cabin (IC)
- Business Units
  - Instrument Cluster & Infotainment 1 (ICI1)
  - Instrument Cluster & Infotainment 2 (ICI2)
  - Instrument Cluster & Infotainment 3 (ICI3)
  - Body Information & Control (BIC)
  - Automotive Display System (ADS)

Intelligent Driving (ID)
- Business Units
  - Intelligent Driving Sensor (IDS)
  - Intelligent Driving Compute System (IDC)

Connected Services (CS)
- Business Units
  - Internet of Vehicle (IOV)
  - Big Data Analytics (BDA)
  - Software As Service (SAS)
Company Product Portfolio

BU Instrument Cluster & Infotainment

- Radio/DA/AVN
- Cluster
- Virtual Cluster
- Intelligent Cabin
- VR
- Big/HD Screens
- Apps
- Security
- OTA
- Full HD cluster
- ADAS/IVI Integrate
- Quick Charge
- Phone Projection

Main Trends
- Hardware & Software Separated
- Hypervisor & UX Driven
- Integration Cockpit, Multiple displays
**Company Product Portfolio**

**Infotainment System/Smart Cockpit**

Full **in-house design** solution, more than 30 years product design experience, **No.1 market share in China, No.7 market share in Global (2020)**, can provide **HW/SW separate product solutions**.

**Instrument Cluster**

Digital clusters offer rich **2D/3D graphics with over-the-air software upgrade** and support to display vehicle information, **Deep interact with infotainment features** such as music, BT, navigation.

**USB HUB Devices**

More than 10 years USB HUB product design experience, more than 20mios sales quantity, support **Type C PD and OTG features**.
Desay Global Footprint Overview

Global Footprint
Global customer service network

Over 10 service locations around the world can provide service for global business.