

Welcome!



Bright Ideas Connected
AOPEN

AOPEN Inc.
Company Briefing

Disclaimer

This presentation is being delivered to the recipient. The sole purpose of this presentation is to assist the recipient in understanding Aopen Incorporated (AOPEN). This presentation is not intended to form the basis of a decision to purchase securities or any other investment decision and does not constitute an offer, invitation or recommendation for the sale or purchase of securities. Neither the information contained in this presentation nor any further information made available in connection with the subject matter contained herein will form the basis of any contract.

This presentation does not purport to be comprehensive or to contain all the information that a prospective purchaser may need. The information contained herein is based on publicly available information and sources, which we believe to be reliable, but we do not represent it is accurate or complete. The recipient of this presentation must make its own investigation and assessment of the ideas and concepts presented herein. No representation, warranty or undertaking, express or implied, is or will be made or given and no responsibility or liability is or will be accepted by AOPEN or by any of its directors, officers, employees, agents or advisers, in relation to the accuracy or completeness of this presentation or any other written or oral information made available in connection with the ideas and concepts presented herein. Any responsibility or liability for any such information is expressly disclaimed.

This presentation is private and confidential and is being made available to the recipient on the express understanding that it will be kept confidential and that the recipient shall not copy, reproduce, distribute or pass to third parties this presentation in whole or in part at any time. This presentation is the property of AOPEN and the recipient agrees that it will, on request, promptly return this presentation and all other information supplied in connection with the ideas and concepts presented herein, without retaining any copies.

In furnishing this presentation, AOPEN undertakes no obligation to provide the recipient with access to any additional information, or to update, or to correct any inaccuracies which may become apparent in, this presentation or any other information made available in connection with the ideas and concepts presented herein.



建基AOPEN大MiND場APP全新上線

Android



iOS

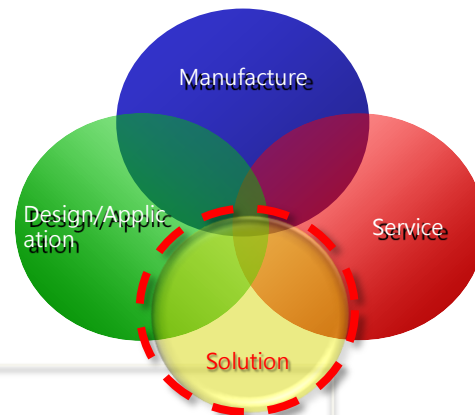


AOPEN vs. Wistron

wistron®

Wistron Corp.

Information and Communication Technology Products and Services



WNC

Wistron NeWeb Corp.

Broadband,
Multimedia and Wireless



AOPEN
Bright Ideas Connected

AOpen Incorporated

**Innovative computing devices &
solutions for commercial
applications**

wistron®

Wiwynn Corporation

solution provider
for customer in cloud
services business

wistron®

***Wistron Information
Technology & Services Corp.***

IT Services

Digital Retail solution

Wistron 2013 revenue 624.1 billion

AOPEN America
San Jose, California

AOPEN Europe
The Netherlands

AOPEN China
Hongqiao, Shanghai

AOPEN Japan
Chiyoda, Tokyo



(coming soon)

AOPEN America
Chicago, Illinois



(coming soon)

AOPEN America
Atlanta, Georgia

Company : AOPEN Inc.

Est. : 1996/12/21

Cap. : NTS\$ 12.05bil

Stock listed : 2000/8/22

Employee : 600 (worldwide)

Office Worldwide :

USA, Holland, Japan, China, Asia, Taiwan, Australia



AOPEN Taiwan
Neihu, Taipei



AOPEN Australia
Melbourne, Victoria

AOPEN Retail Evolution Lab worldwide, Local service and channel

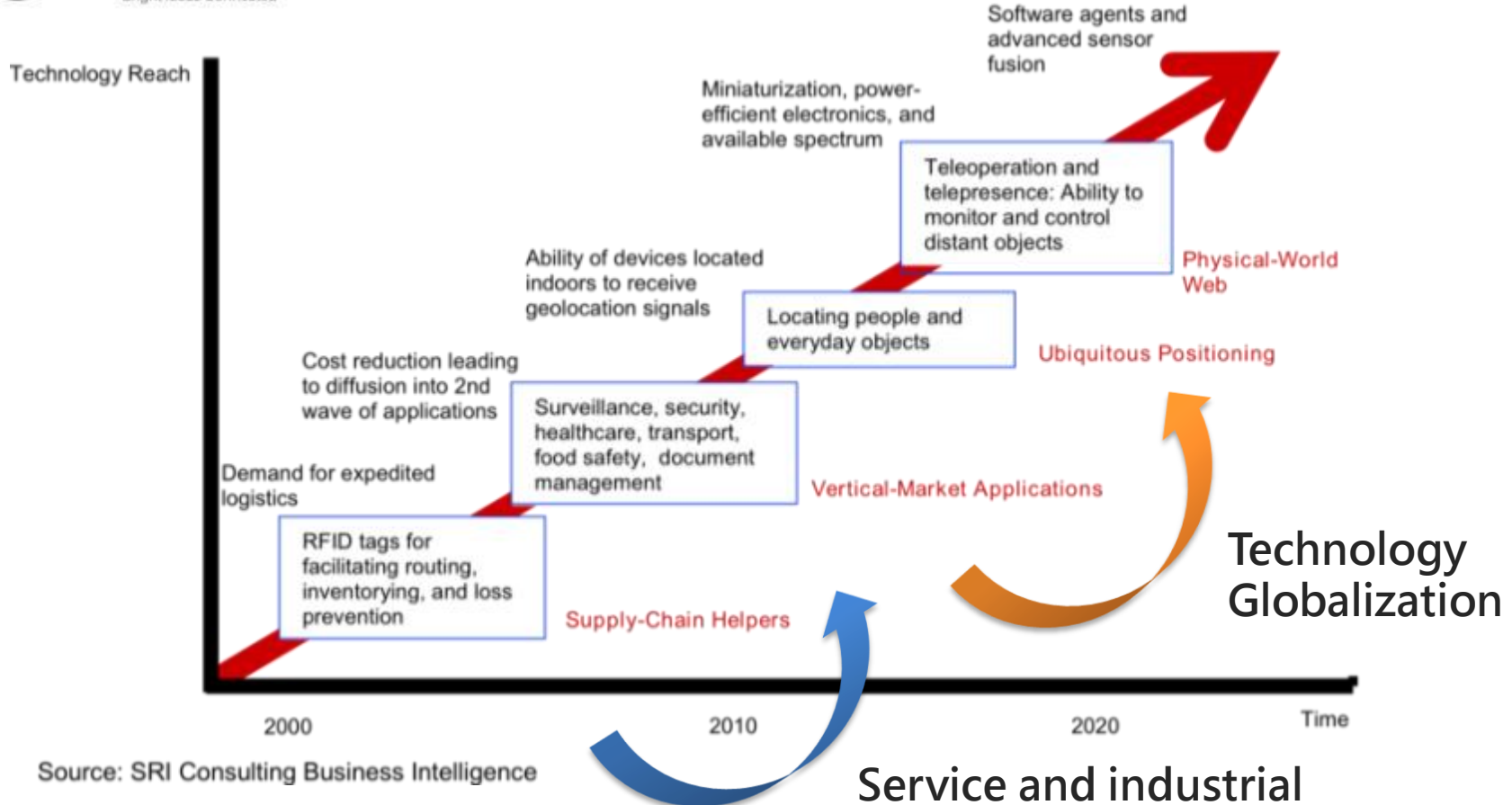


AOPEN

Bright Ideas Connected

Industrial trend and change

The Technology Roadmap: The IoT



Source: SRI Consulting Business Intelligence

Time for Change

Manufacture
Service
To
Service
Technology
Globalization

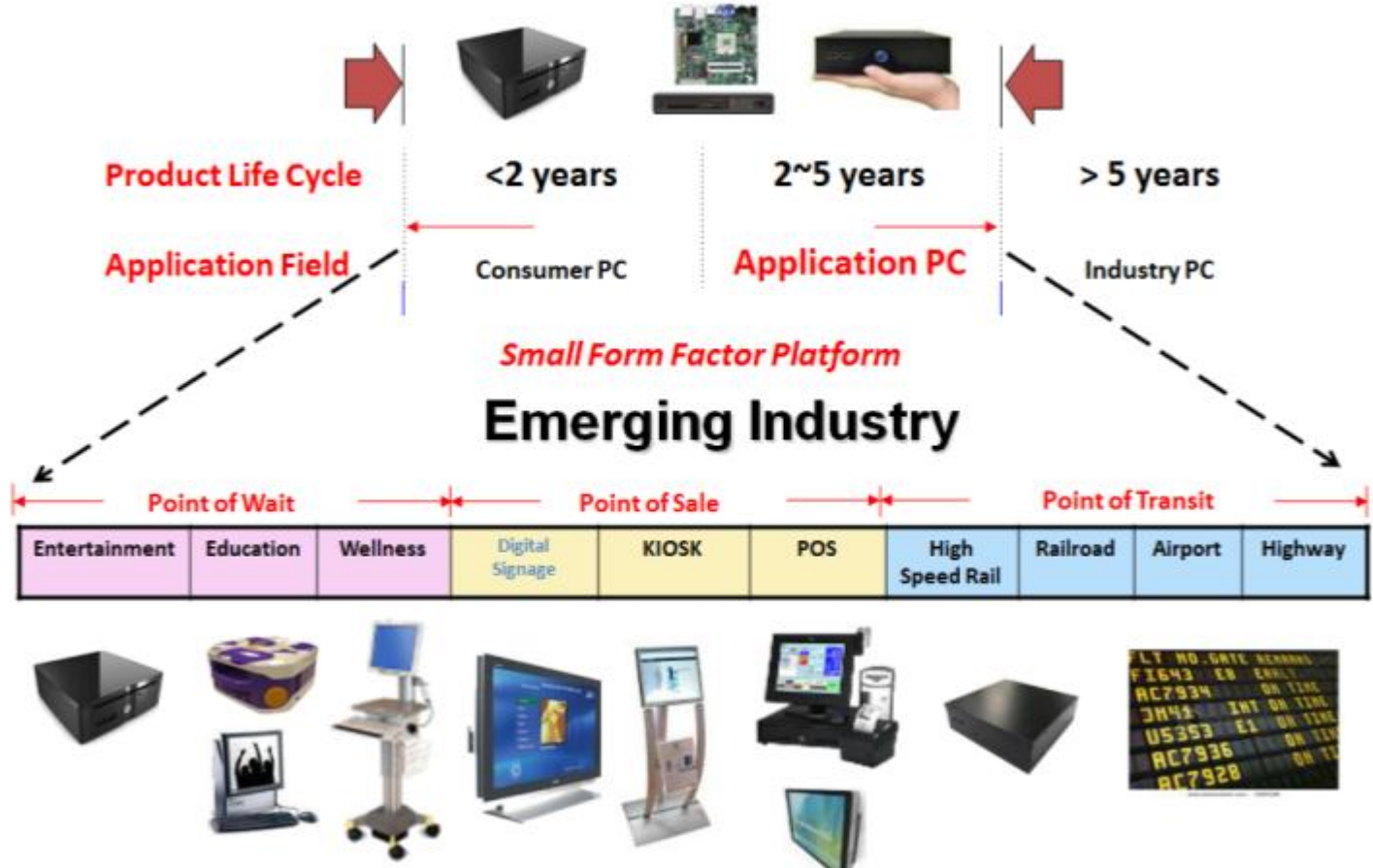


Retail 4.0
之革命。

Taiwan IT Before: PC modularization, standardization, and quick deliver made brand and logistic.

ACP

Applied Computing Platform



Global digital signage market evaluations

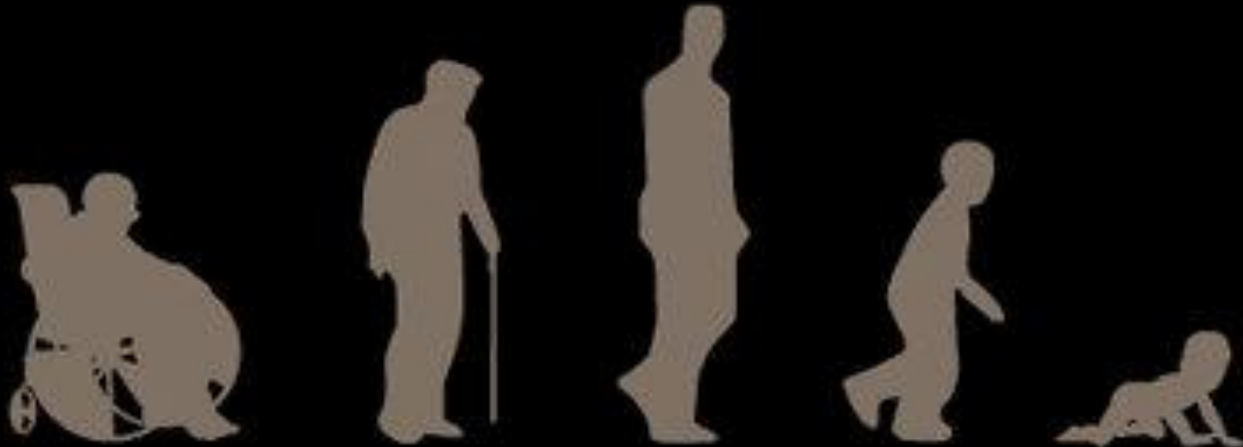
GLOBAL DIGITAL SIGNAGE MARKET VALUE, BY APPLICATION, 2013-2020 (\$MILLION)

Application	2013	2014	2015	2016	2017	2018	2020	CAGR% (2014-2020)
Commercial	2,556.7	3,121.9	3,678.0	4,194.3	4,680.3	5,134.0	5,777.3	10.80
Institutions	1,477.7	1,769.7	2,043.7	2,285.7	2,500.2	2,689.7	2,908.2	8.63
Infrastructure	1,852.7	2,257.7	2,653.8	3,018.9	3,359.8	3,674.9	4,109.4	10.50
Industrial	1,523.7	1,748.0	1,930.6	2,056.8	2,138.1	2,175.5	2,080.7	2.95
Total	7,410.8	8,897.3	10,306.0	11,555.8	12,678.3	13,674.2	14,875.6	8.94

Source: MarketsandMarkets Analysis

THE SCIENCE BEHIND...

The Curious Case Of
BENJAMIN BUTTON



Service → **S**cenarios → **S**olutions → **P**latforms → **P**roducts → **C**omponents

From Made in to Mind in Coffee

材料管理

Material Management

-Coffee bean
source

咖啡豆的產地來源

-Material logistic
原材料的取得.保存
與配送

-Inventory
management
庫存管理系統...

咖啡豆的種類

Coffee Bean



阿拉比卡



羅布斯塔



生態綠

咖啡口味

Coffee Flavor



Latte



摩卡



Cappuccino



Instant coffee

提供
體驗與價值

互動
關心



星巴克
85度C
丹堤
麥當勞
KFC
7-11
.....



Smallest Green - Friendly Engine

uSFF for diversified green applied
computing platforms



Shared Vision, Shared World

Display-centric business



Power the Apps

Common hardware platform for
different software companies



Live the Solution

Modular solution with
H/W + S/W + Service



1 ← 2 ← 3 ← 4



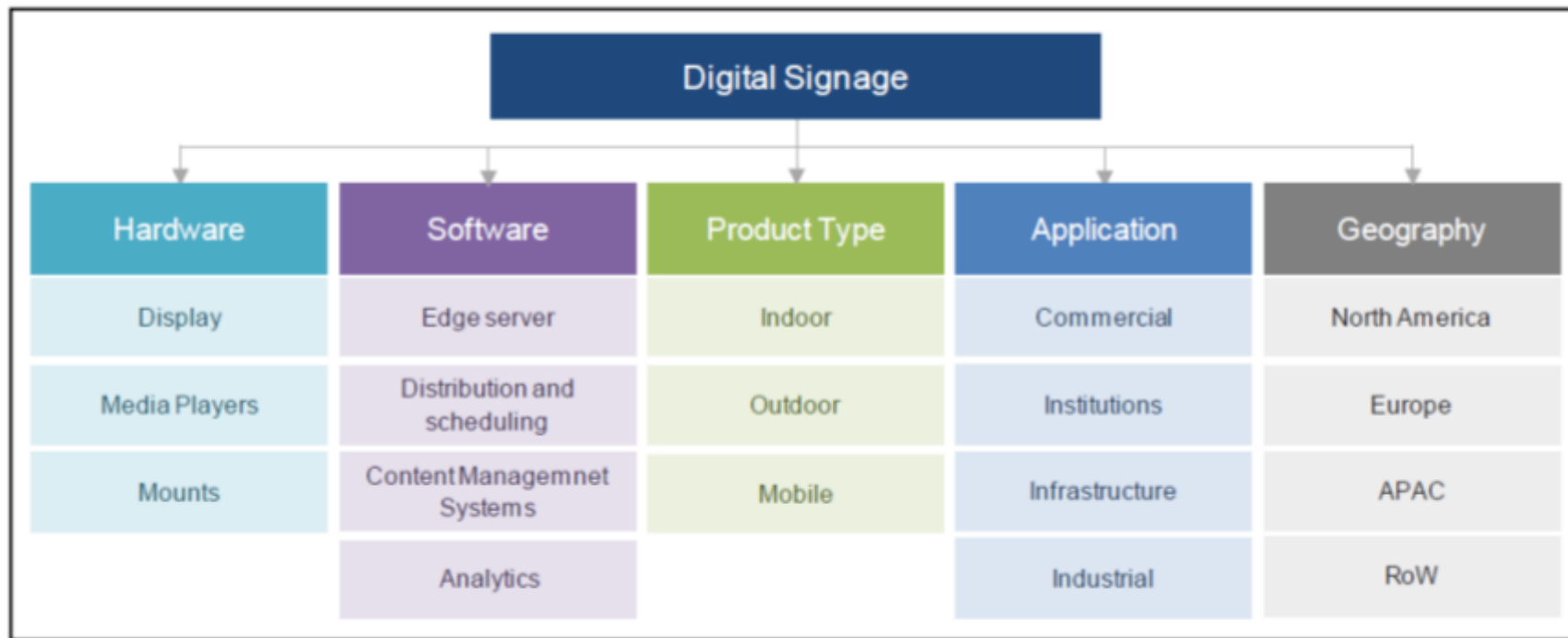
AOPEN

Bright Ideas Connected

Brand evolution

Digital application service

DIGITAL SIGNAGE MARKET SEGMENTATION

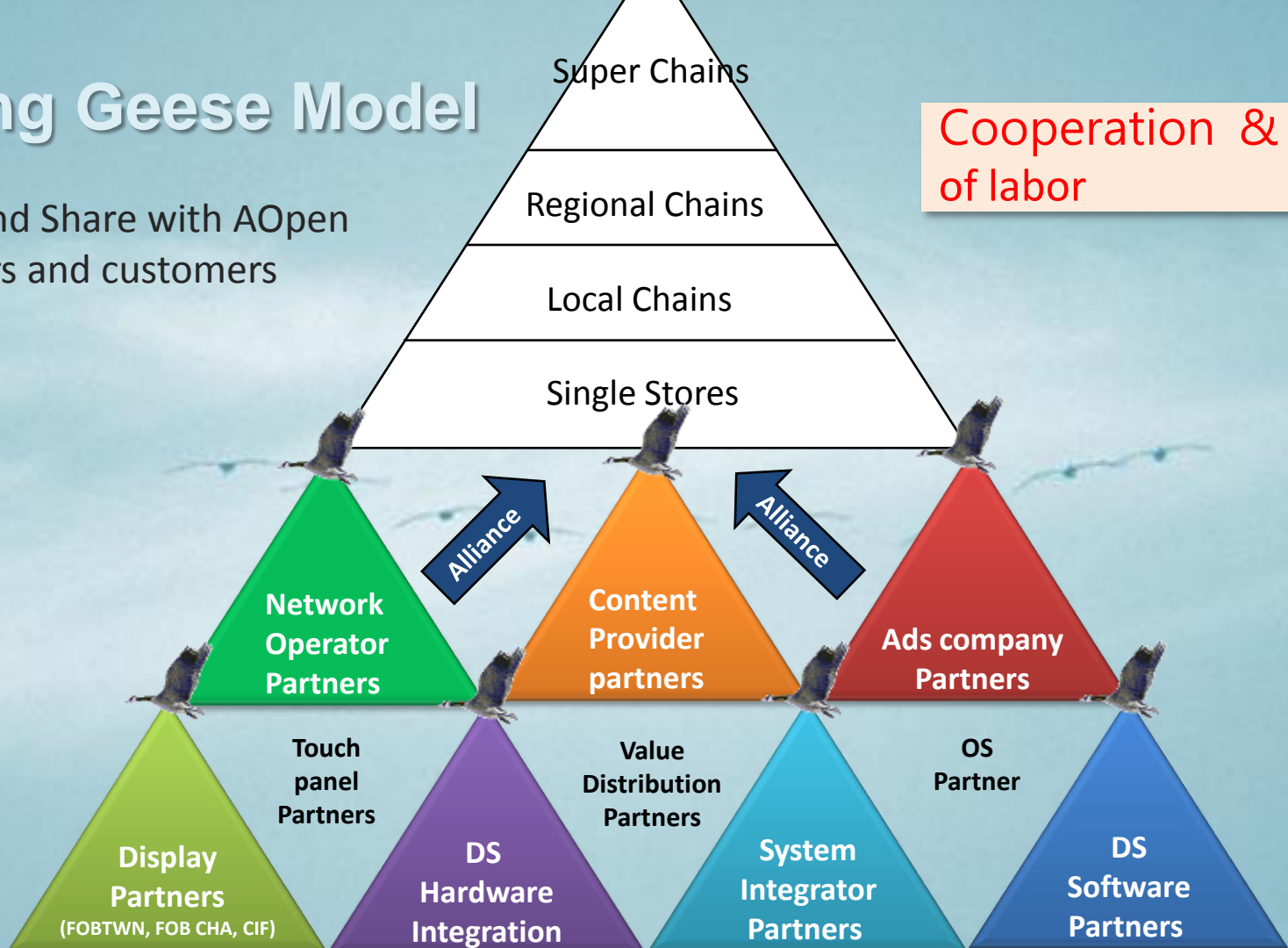


Source: MarketsandMarkets Analysis

Flying Geese Model

Open and Share with AOpen
suppliers and customers

Cooperation & division
of labor



AOPEN Commitment - Open & Share

Flying geese paradigm


“Open & Share” is AOPEN’s big corporate DNA when it comes to company philosophy. The age of winner taking it all is long passed. Instead, AOPEN emphasizes a Flying geese paradigm, using synergy to replace the old way of fighting alone. In today’s tough business climate, to strengthen a company’s competitiveness, one must seriously implement technology applications, provide customers integrations service and respond promptly to their demands.

AOPEN's business has maintained its core values and beliefs throughout its evolution, and continues to focus on working with partners and customers to achieve their business goals.



Open & Share

DIGITAL SIGNAGE SYSTEM: PRICING STRUCTURE

Component cost by displays (Variable)	Information distribution and operation	Hardware	Contents Business & advertising revenue	System Integration	Maintenance and support devices
Small (LCD)	Fixed	Fixed	Fixed	Fixed	Fixed
Medium (LCD,PDP etc.)		Fixed	Fixed	Fixed	Fixed
Large (LED)		Fixed	Fixed	Fixed	Fixed

Source: MarketsandMarkets Analysis

AOPEN brand commitment

The Power of Colour

In Chinese culture the colour orange indicates change, adaptability, spontaneity and strengthens concentration

In Western culture the colour has positive connotations of energy, happiness and warmth

Cultural Significance

Mandarins are symbolic of good luck, and oranges are symbolic of wealth.

Mandarins, tangerines and oranges are frequently displayed in homes and stores.

Tangerines are symbolic of good luck, and oranges are symbolic of wealth. These Chinese New Year symbols have developed through a language pun, the word for tangerine having the same sound as “luck” in Chinese, and the word for orange having the same sound as “wealth”.

Chinese culture, pairs of oranges are handed out during the Chinese Lunar New Year period. This is a time when people visit each other in their homes, and usually a pair of oranges are given out to represent auspiciousness and prosperity for the new year ahead.

Strength Together

One unique qualities the mandarin fruit is that its made up of segments. This idea of components packaged together to can be related computer parts packaged together.

Parallels can also be drawn with the AO PEN practice of bringing together professionals in separate fields. Drawing on their ideas and expertise and produce whole solutions and products.



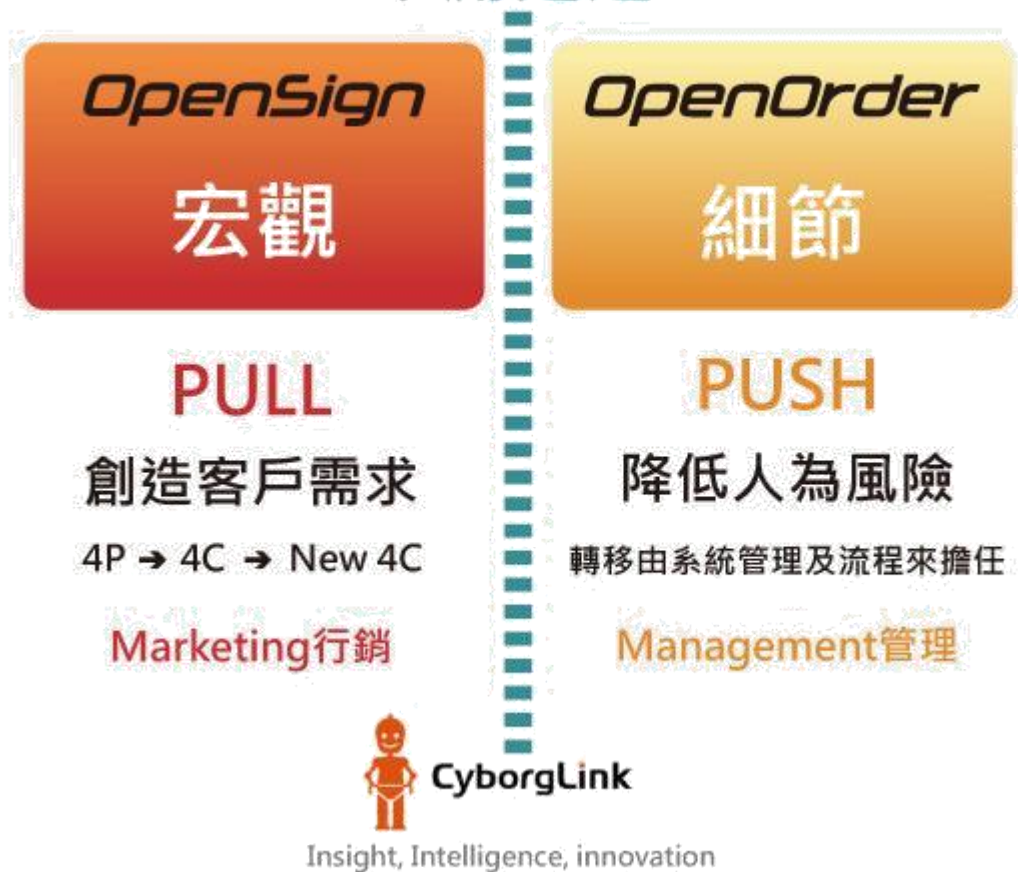


Open & Share



Bright Ideas Connected

中庸之道





「Marketing & Management in Digital」

「insight」 —Provide the needed service

「intelligence」 —Plan for interactive technology

「innovation」 —Digital industrial, Cooperate with partners

Mind in replace Made in
Cooperate replace competition

『REL』 -AOPEN Retail Evolution Lab



THE RETAIL EVOLUTION LABS are centres of excellence where any customer-facing business can come and be truly wowed at the value that our technologies can provide. Spec sheets and video are one thing, but at AOPEN we firmly believe that seeing is believing.

Manufacture service, Service International



Onstage & Backstage

Combine on/off-line experience and consulting marketing



Technology and retail combine by CyborgLink



Right to left:

Mr. Shan from Ministry of Economic Affairs R.O.C.

Mr. Lin from Wistron

Mr. Hsu from Pxmart



Mr. Tai from Wowprime

Chromebox Commercial & Chromebase Commercial launch at DSE Show on 11th March, 2015





Introduction- AOPEN Chromebox Commercial <AOPEN Digital Engine>

Before 11am

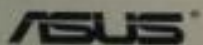
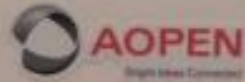
vacancy

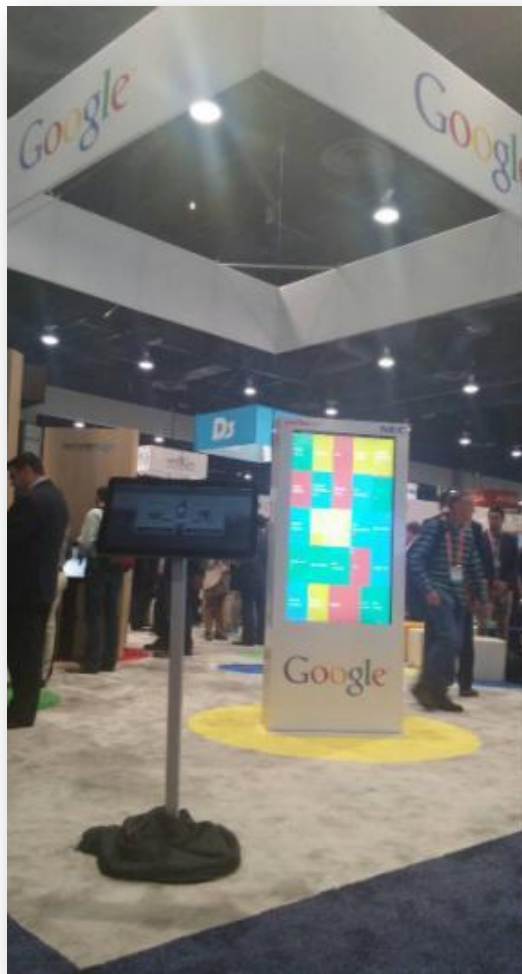


After 11am



**AOPEN is the King of
Chromebox**







Together
WE WIN

DSE 2015: Google Chrome Introduces the Commercial Chrome Box with AOPEN



NEC visix® **CHRISTIE®** AOPEN



March 18, 2015 in DS Digital Signage / DSE 15 / DSE 15 Featured / DSE 15 News & Blogs / Featured / rAVE Pubs

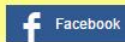
The 2015 Digital Signage Champs



By Emily Dean

@EmilyDean

792
SHARES



Welcome to the 2015 Digital Signage Champs! This year's **DSE Expo**, held last week in Las Vegas, saw a packed show floor, over 200 exhibitors and the best show in the past two years.

Here is the list of award winners from rAVE that represent the 2015 Digital Signage Champs.

Each each link below is a video we shot of the product from DSE and you can hear each winner describing the products in their own words. If you missed anything from



Subscribe
to our Newsletters

Visit NEC
at the Digital Signage Expo!
Booth #2213
March 11-12, 2015



Visit us



<http://www.ravepubs.com/the-2015-digital-signage-champs/>



AOPEN Chromebox Commercial and Chromebase Commercial on youtube

AOPEN announces Google Chromebox Commercial and Chromebase Commercial in DSE 2015

<https://www.youtube.com/watch?v=uqa4PFFHa54&feature=youtu.be>

DSE 2015: AOPEN Presents Google Chrome Base 22" All-in-one Kiosk Device

<https://www.youtube.com/watch?v=bxiU1m3owBU>

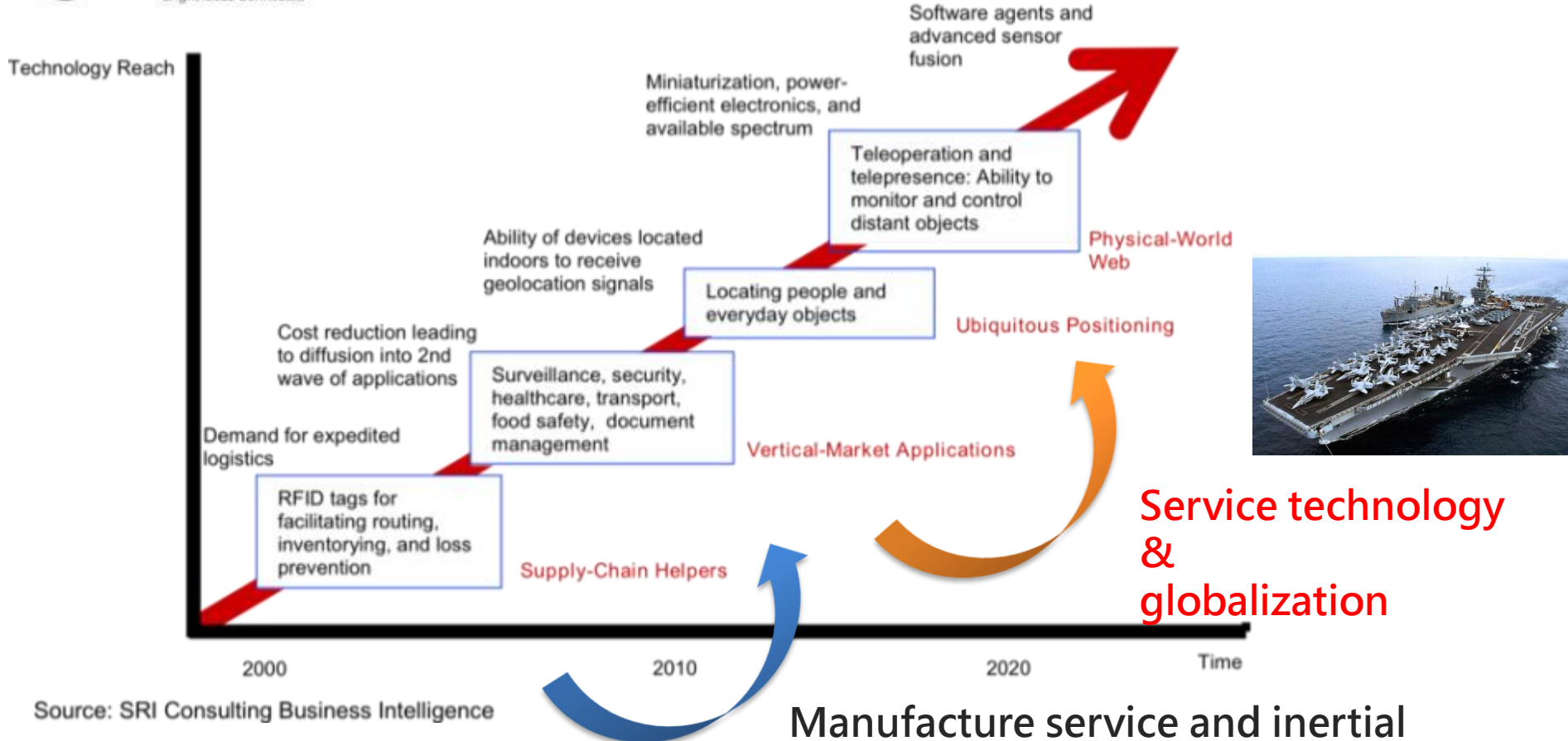
DSE 2015: Gary Kayye Interviews AOPEN's Steven Borg About Google Partnership, DSE 2015

<https://www.youtube.com/watch?v=QN1unU3BelY>

DSE 2015: Google Chrome Introduces the Commercial Chrome Box with AOPEN

<https://www.youtube.com/watch?v=RRBFEGQDpaQ>

The Technology Roadmap: The IoT





AOPEN

Bright Ideas Connected

Thank You!



www.aopen.com

