



Moorechip Technologies CO.,Ltd

Presenter :

Daisy Chen

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Company Profile

- Company Introduction
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- SWOT



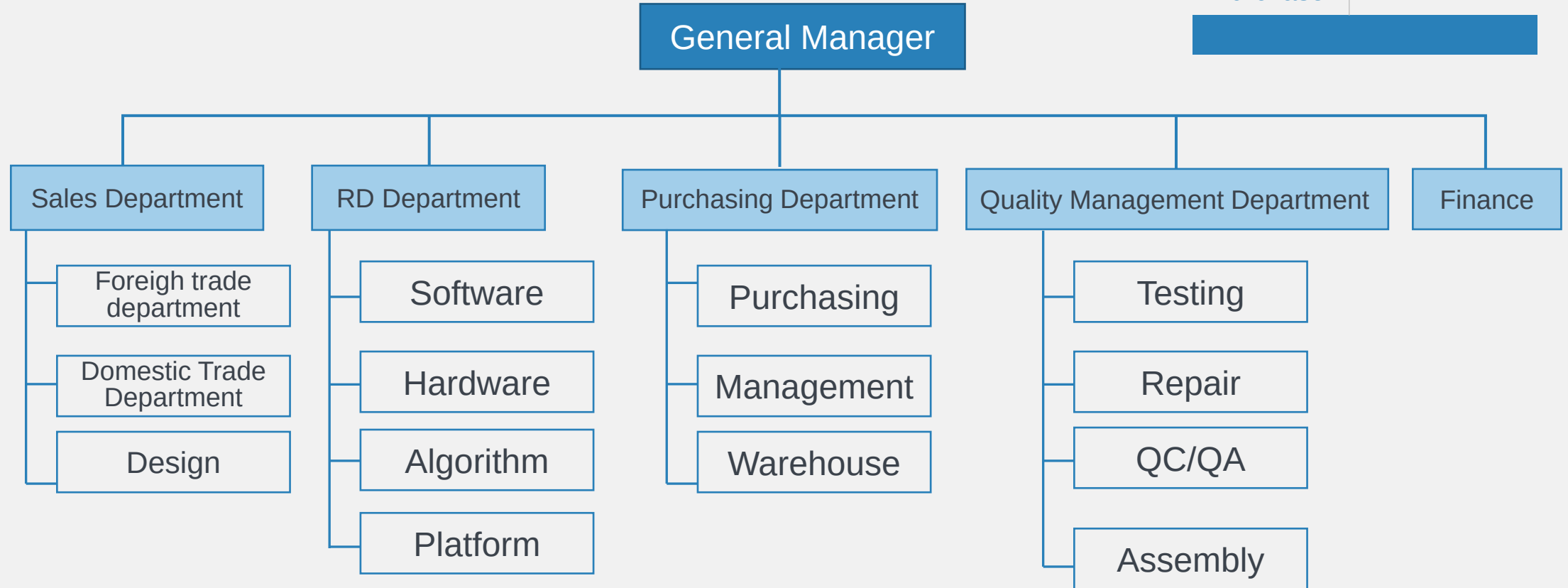


Company Introduction

Company Name	SHENZHEN MOORECHIP TECHNOLOGIES CO.,LTD
Establishment Time	2007
Company Nature	Technical solution supplier
Brand	Nex-adas
Staff Number	40
Address	3F,Dong Lian Business Building,ChuangYe Road,23rd Area,Bao'An District,Shenzhen City.



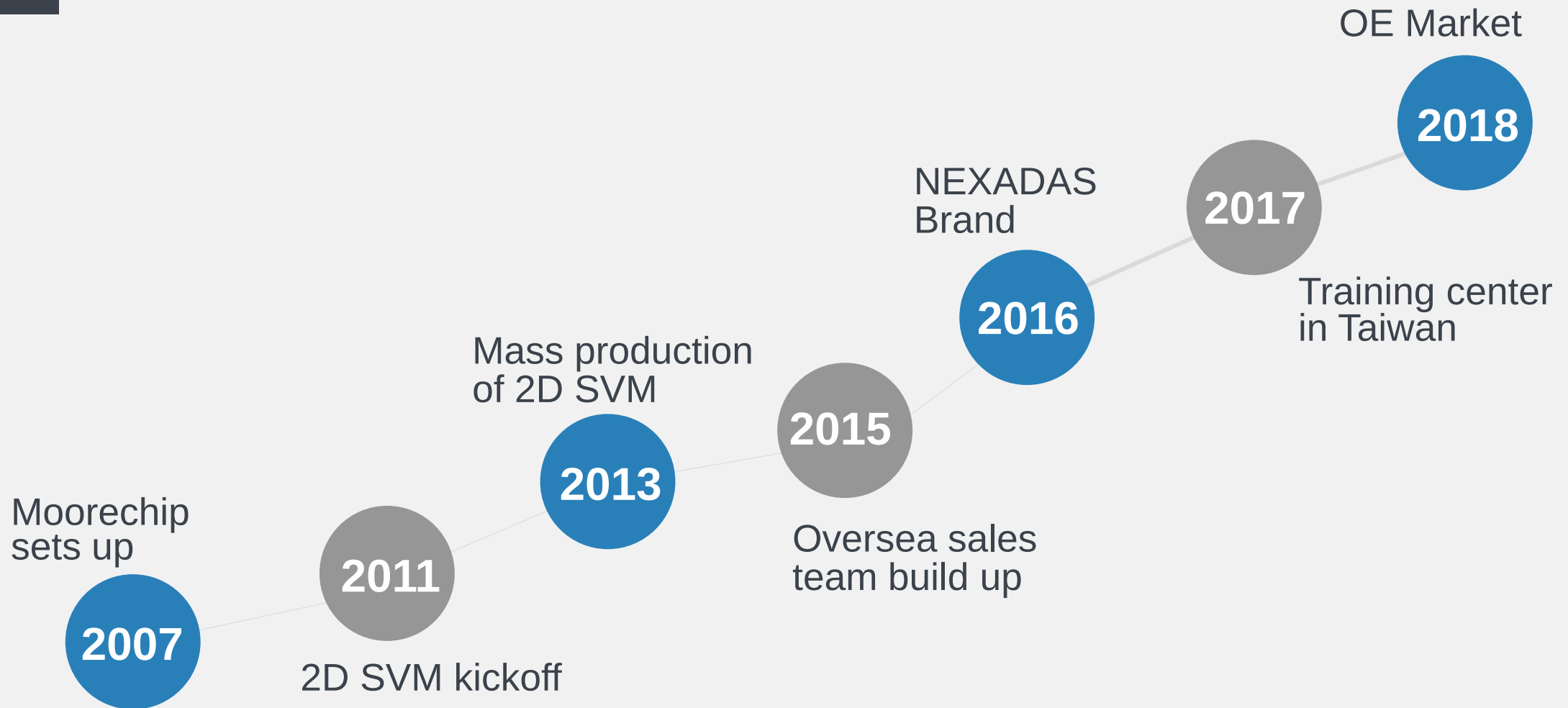
Organization Chart



Sales	5
RD	11
Purchase	4



History





SWOT

Strengths

Rich experience in image processing
Excellent development capacity for new product
Remarkable after-sales service to customer

SW

Weakness

Bad quality in domestic component

Solution :

Import the main chipset abroad

Opportunities

Industry recognition for 360 system
OE market demand for vehicle safety solution
National policy's promotion

OT

Threat

Commotion in price

Solution :

Keep technical advantage and
superior service



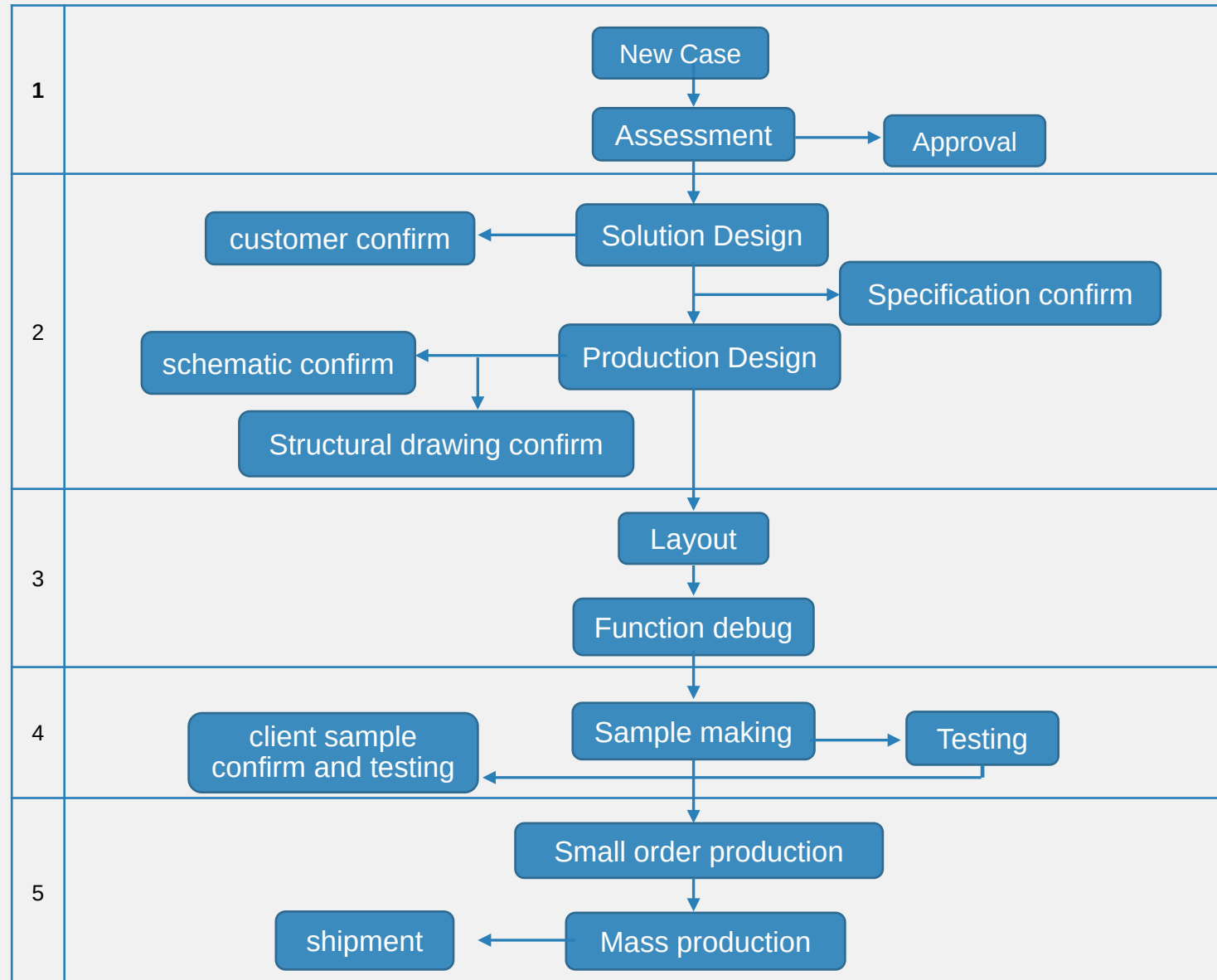
Production & Supply-chain

- RD Development Workflow
- Partners
- Production Equipments
- Certificates





RD Development Workflow





Partners

■ Passive

nichicon

SEMTECH

muRata
INNOVATOR IN ELECTRONICS

ALPS

Coulcraft

■ Memory

SAMSUNG

Micron

■ GPU

LATTICE
SEMICONDUCTOR

XILINX®

VISHAY®

■ Power

RICOH
intersil®

MPS®
Monolithic Power Systems

■ ARM

freescale™
semiconductor

ST

TEXAS
INSTRUMENTS

NXP

■ Sensor

Aptina™
IMAGING

OmniVision®

■ Serdes

maxim integrated

TEXAS
INSTRUMENTS

nextchip



PCB Board-Production Equipment





Camera-Testing machines



● Chamber for constant temperature & moisture test



● Ultrasonic device



● Aging Testing Rack



Camera-Testing machines



- Salt spray test chamber



- Vibration Testing Machine



- High temperature testing machine



Certificate

● ISO/TS 16949

TUV NORD

CERTIFICATE

Management system as per
ISO/TS 16949:2009
(3rd edition, 2009-06-15)

Evidence of conformity with the above standard has been furnished and is certified for

Dongguan Decai Electronics Technology Co., Ltd
Jiedong Industrial Park, Xiaojiejiao, Humen Town,
523919, Dongguan City, Guangdong Province,
P. R. China

Scope

Design & Manufacturing of Camera

IATF Registration No. 0244844
Certificate Registration No. 44 111 160154
Audit Report No. 3517 5143

Issue date: 2016-08-05
Expiry date: 2018-09-14
Audit cycle: 12 months from 2016-05-05

Essen, 2016-08-05

This certification was conducted in accordance with the IATF Rules for auditing and certification and is subject to regular surveillance audits.

TÜV NORD CERT GmbH
Langemarkstraße 20
45141 Essen
www.tuev-nord-cert.de



02-IAO-QMC-01021

page 1/1

A13F200e rev. 02/04.16

TUV NORD

CERTIFICATE

Management system as per
GB/T 19001-2008/ ISO 9001 : 2008

In accordance with TÜV NORD CERT procedures, it is hereby certified that

Dongguan Decai Electronics Technology Co., Ltd.
Jiedong Industrial Park, Xiaojiejiao, Humen Town, 523919, Dongguan
City, Guangdong Province, P. R. China

Organization Code: 79460488-3

applies a management system in line with the above standard for the following scope

Design & Manufacturing of Camera

Certificate Registration No. 44 100 1685 0026
Audit Report No. 2.5-CN7099/2016

Valid from 2016-08-05
Valid until 2018-09-14
Initial Certification 2016-08-05

Printing Address:
TUV NORD Hangzhou Co., Ltd.
Shanghai Branch
11F, Sall Tower, No.288 Han Kou Rd.,
Huang Pu District, Shanghai, China
200001
Issue Date: 2016-08-05

Certification Body
at TÜV NORD CERT GmbH

This certification was conducted in accordance with the TÜV NORD CERT auditing and certification procedures and is subject to regular surveillance audits.

TÜV NORD CERT GmbH
Langemarkstraße 20
45141 Essen
www.tuev-nord-cert.com

Note: This certificate information can be queried at the official Website of Certification and Accreditation Administration of the People's Republic of China: www.cnca.gov.cn

GB/T 19001-2008, GB/T 19001-2008-2008

● GB/T 19001
ISO 9001



Certificate

● CE

TOBY Shenzhen Toby Technology CO.,Ltd.
1A/F, Bldg.6, Yusheng Industrial Zone, The National Road No.107
Xixiang Section 467, Xixiang, Bao'an, Shenzhen, Guangdong
Tel: 0755-26509301 Fax: 0755-26509195 www.tobytab.cn

CERTIFICATE OF CONFORMITY
Certificate No.: TB170716352

Applicant : Dongguan Decal Electronic Technology Co., Ltd.
Address : No 26, Jiedong Road, Xiaojiejiao, Humen Town, Dongguan City, Guangdong Province, China
Manufacturer : Dongguan Decal Electronic Technology Co., Ltd.
Address : No 26, Jiedong Road, Xiaojiejiao, Humen Town, Dongguan City, Guangdong Province, China
Product : Automobile Data Recorder
Brand Name : 黑剑
Model(s) : FHD7900, HD0700, FHD5900, FHD5900S, FHD6900, FHD6120, BDV360HD, BDV360HII, HD0200, HD0600S, HD1600, VD0120, VD0140, FHD5500, FHD6600, FHD5200, HD0300, FHD5000, FHD4130, FHD5600, 5V 500mA
Test Standard(s): EN 55032: 2015;
EN 55024: 2010+A1: 2015.

The EUT described above has been tested by us with the listed standards according to the Council Directive 2014/30/EU relating to electromagnetic compatibility, and found in compliance with all essential requirements of the Directive. It is possible to use CE marking to demonstrate the compliance with the EMC Directive.
The certificate applies to the tested sample above mentioned only and shall not imply an assessment of the whole production. It is only valid in connection with the test report number: TB-EMC154972.

CE

Li Shunhui
Li Shunhui
(Manager)
Jul. 26, 2017

CCC 中国国家强制性产品认证证书

证书编号: 2017010805002780

委托人名称、地址
东莞市德才电子科技有限公司
东莞市虎门镇小捷源捷东工业区

生产者(制造商)名称、地址
东莞市德才电子科技有限公司
东莞市虎门镇小捷源捷东工业区

生产企业名称、地址
东莞市德才电子科技有限公司
广东省东莞市虎门镇小捷源捷东路26号

产品名称和系列、规格、型号
记录仪 (带有音视频播放储存功能)
FHD7900、HD0700、FHD5900、FHD5900S、FHD6900、FHD6120、BDV360HD、BDV360HII、HD0200、HD0600S、HD1600、VD0120、VD0140、FHD5500、FHD6600、FHD5200、HD0300、FHD5000、FHD4130、FHD5600; 5VDC 1A (不带电源适配器销售)

产品标准和技术要求
GB17625.1-2012; GB8898-2011; GB/T13837-2012

上述产品符合强制性产品认证实施规则 CNCA-C08-01:2014 的要求, 特发此证。

发证日期: 2017年09月11日 有效期至: 2022年09月11日
证书有效期内本证书的有效性依据发证机构的定期监督获得保持。
本证书的相关信息可通过国家认监委网站 www.cnca.gov.cn 查询

CQC 主任: *王峰*

中国质量认证中心

http://www.cqc.com.cn 中国·北京·南四环西路188号9区 100070 电话: +86 10 83886666

Q 1794235

● CCC



Certificate

华科检测
HUAKE TESTING

Shenzhen HUAKE Testing Technology Co., Ltd.
404, F1-1008, 1st Floor, No. 1, Huangpu Road, Shenzhen, China
Tel: +86 (755) 2200 8887, http://www.hk-testing.com, Postcode 518011

CERTIFICATE

ATTESTATION Certificate of Compliance

Technical file of the company mentioned below has been inspected and audit has been completed successfully

The EMC Directive 2014/30/EU has been taken as references for these processes.

Certificate's Holder : Shenzhen Moorechip Technologies Company
Address : 3F, Dong Lian Business Building, Chuangye Road, 23rd Area of Bao'An District, Shenzhen City, Guangdong Province, China
Manufacturer : Shenzhen Moorechip Technologies Company
Address : 3F, Dong Lian Business Building, Chuangye Road, 23rd Area of Bao'An District, Shenzhen City, Guangdong Province, China
Product Name : Surround View Monitoring System
Product Model (S) : NEX6030, NEX6031, NEX6032, NEX6033, NEX6034, NEX6035, NEX6036, NEX6037, NEX6038, NEX6039.
Trade Mark :
Related Directive : 2014/30/EU
Related Standards : EN 55032:2015
EN 61000-3-2:2014
EN 61000-3-3:2013
EN 55024: 2010+A1:2015
Certificate Number : HUAKE170707338E
Report No. : HUAKE170707338-1ER
Registration Date : Jul. 18, 2017

James Zhou
Certification Manager

The information of the certificate can be checked through www.cer-mark.com. The CE mark which is shown on the certificate can only be used under the conditions that the products complete with all of the relevant Directives of EC Declaration of Conformity. The Manufacturer should be responsible for the internal production control so that the products complied with the essential requirements of the above mentioned Directive(s). Certificate holder must notify all changes to the original certification laboratory of HUAKE.

This certificate is responsible for testing sample only.
Please refer to this corresponding test report to get testing process and data.

● CE

华科检测
HUAKE TESTING

Shenzhen HUAKE Testing Technology Co., Ltd.
404, F1-1008, 1st Floor, No. 1, Huangpu Road, Shenzhen, China
Tel: +86 (755) 2200 8887, http://www.hk-testing.com, Postcode 518011

VERIFICATION OF CONFORMITY

ATTESTATION

The Product has been tested and found compliance with the requirement of 47 CFR of PART 15 limit for radiation and conduction emission.

Based on the following criteria and procedures, product complies with FCC rules conformity assessment.

Certificate's Holder : Shenzhen Moorechip Technologies Company
Address : 3F, Dong Lian Business Building, Chuangye Road, 23rd Area of Bao'An District, Shenzhen City, Guangdong Province, China
Manufacturer : Shenzhen Moorechip Technologies Company
Address : 3F, Dong Lian Business Building, Chuangye Road, 23rd Area of Bao'An District, Shenzhen City, Guangdong Province, China
Product Name : Surround View Monitoring System
Product Model (S) : NEX6030, NEX6031, NEX6032, NEX6033, NEX6034, NEX6035, NEX6036, NEX6037, NEX6038, NEX6039.
Trade Mark :
Procedure : ANSI C63.4:2014
Related Standards : FCC Part 15 Subpart B
Certificate Number : HUAKE170707339E
Report No. : HUAKE170707339-1ER
Registration Date : Jul. 07, 2017

James Zhou
Certification Manager

The information of the certificate can be checked through www.cer-mark.com. The FCC mark which is shown on the certificate can only be used under the conditions that the products complete with all of the relevant Procedure of VERIFICATION OF CONFORMITY. The Manufacturer should be responsible for the internal production control so that the products complied with the essential requirements of the above mentioned Procedure. Certificate holder must notify all changes to the original certification laboratory of HUAKE.

This certificate is responsible for testing sample only.
Please refer to this corresponding test report to get testing process and data.

● FCC

华科检测
HUAKE TESTING

Shenzhen HUAKE Testing Technology Co., Ltd.
404, F1-1008, 1st Floor, No. 1, Huangpu Road, Shenzhen, China
Tel: +86 (755) 2200 8887, http://www.hk-testing.com, Postcode 518011

CERTIFICATE

ATTESTATION CERTIFICATE OF RoHS DIRECTIVES

Technical file of the company mentioned below has been inspected and audit has been completed successfully

The RoHS Directive 2011/65/EU has been taken as references for these processes.

Certificate's Holder : E-Concept
Address : 120, rue Sebastien Charley 73490 La Ravoire FRANCE
Manufacturer : Shenzhen Moorechip Technologies Limited
Address : 3F, Dong Lian Business Building, Chuangye Road, 23rd Area of Bao'An District, Shenzhen City, Guangdong Province, CN.
Product Name : JAMMA cartridge
Product Model (S) : RCA1701JC
Trade Mark : R-Cade Atari
Related Directive : 2011/65/EU
Related Standards : EN 62321:2012
EN 14372:2004
EPA 3540:1996
Certificate Number : HUAKE170213019R
Report No. : HUAKE170213019-1RR
Registration Date : Feb. 14, 2017

James Zhou
Certification Manager

The information of the certificate can be checked through www.cer-mark.com. The CE mark which is shown on the certificate can only be used under the conditions that the products complete with all of the relevant Directives of EC Declaration of Conformity. The Manufacturer should be responsible for the internal production control so that the products complied with the essential requirements of the above mentioned Directive(s). Certificate holder must notify all changes to the original certification laboratory of HUAKE.

This certificate is responsible for testing sample only.
Please refer to this corresponding test report to get testing process and data.

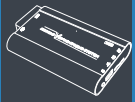
● RoHS



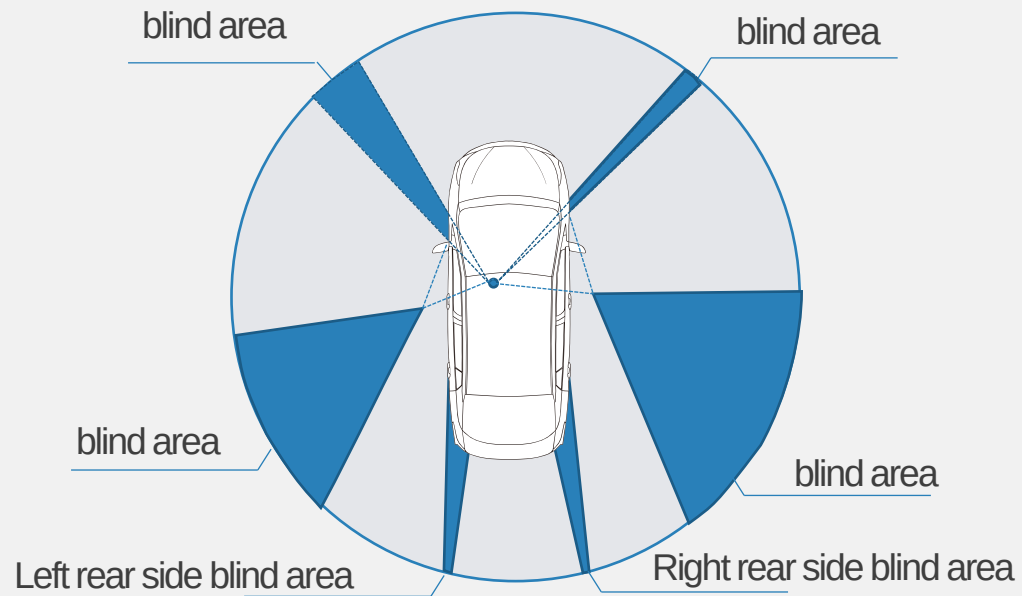
Technical Application

- 360 SVM (main product)
- E-Mirror (2018 new product)



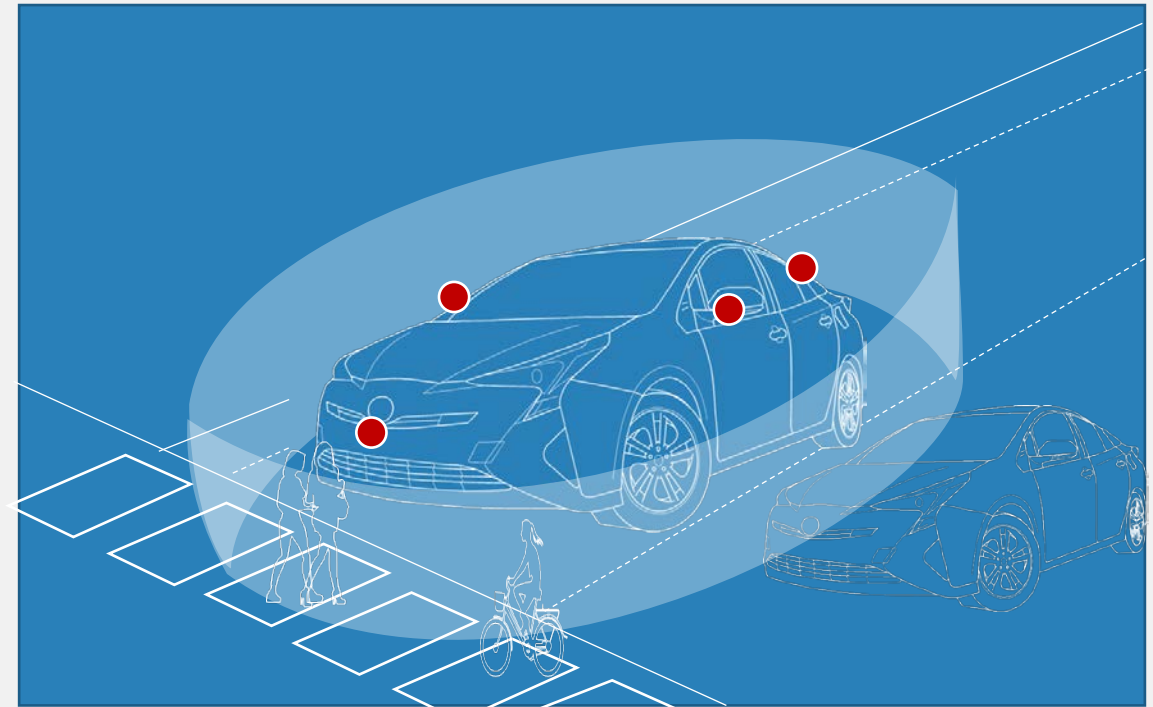


360 SVM

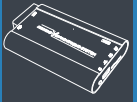


Car Driving Blind Area

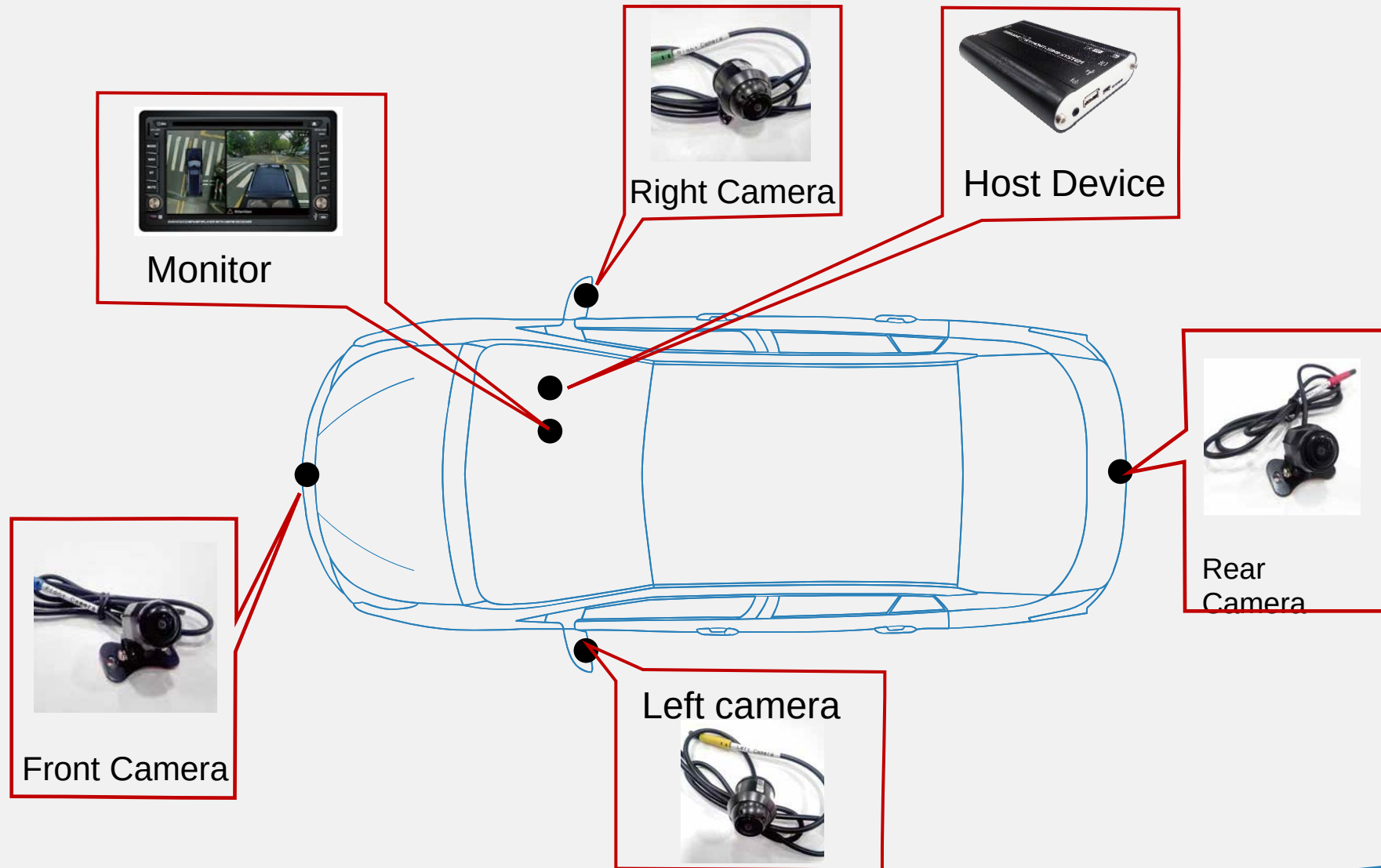
blind area visual center visual range

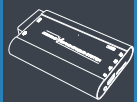


360° non-blind area

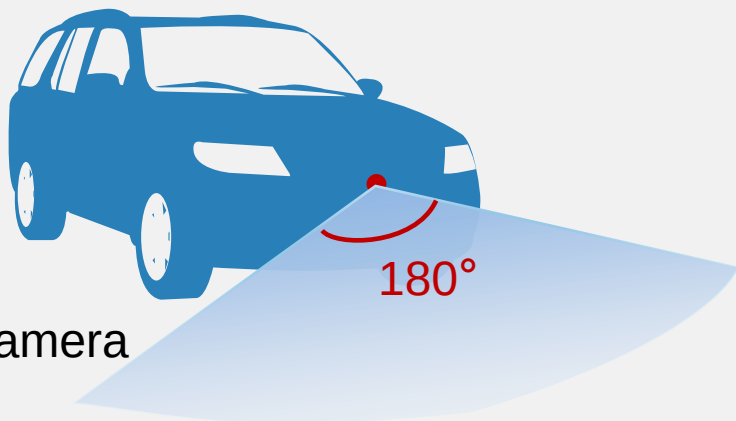


360 SVM

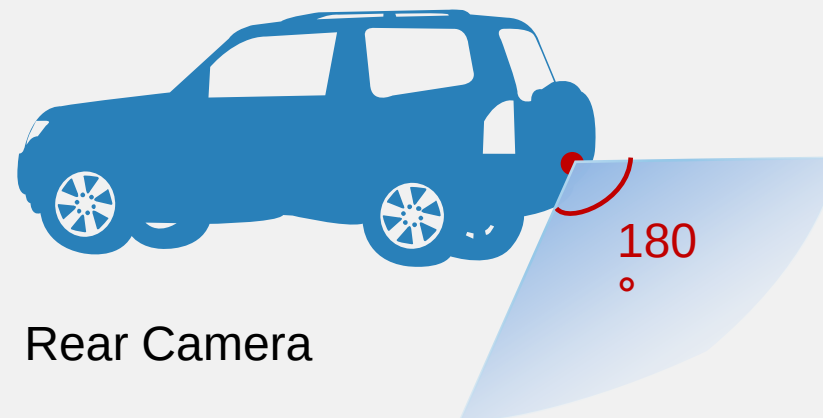




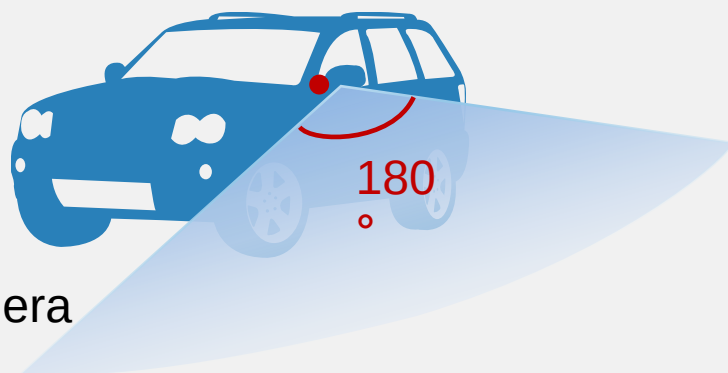
360 SVM



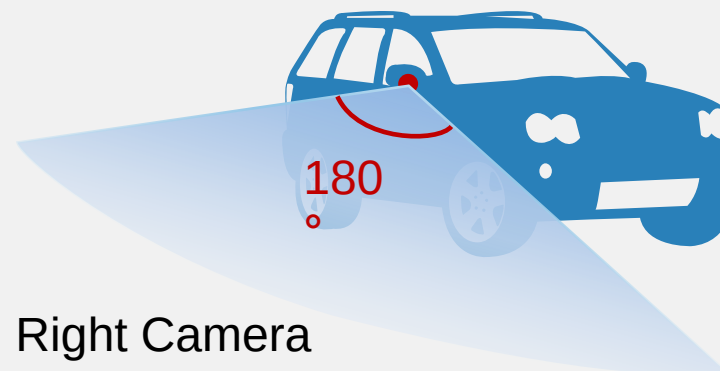
● Front Camera



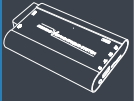
● Rear Camera



● Left Camera

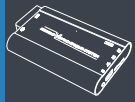


● Right Camera

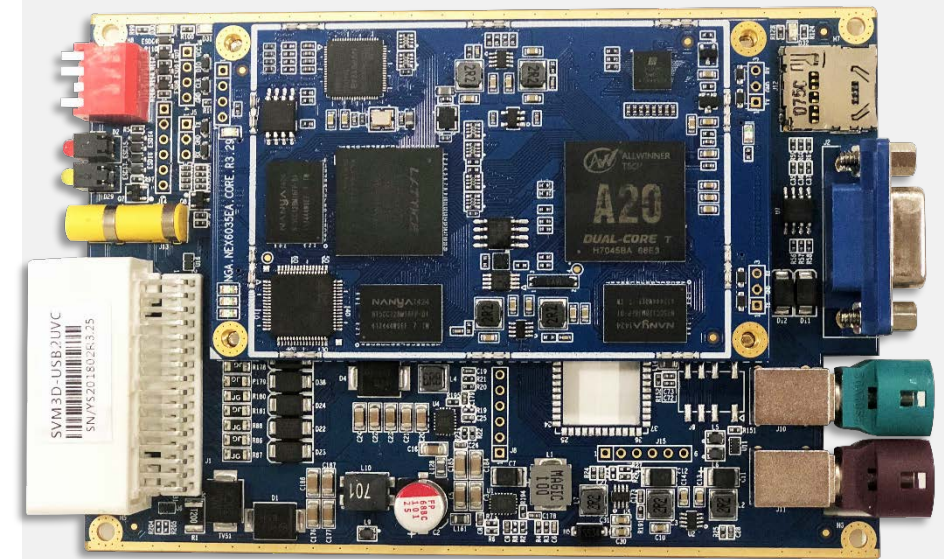
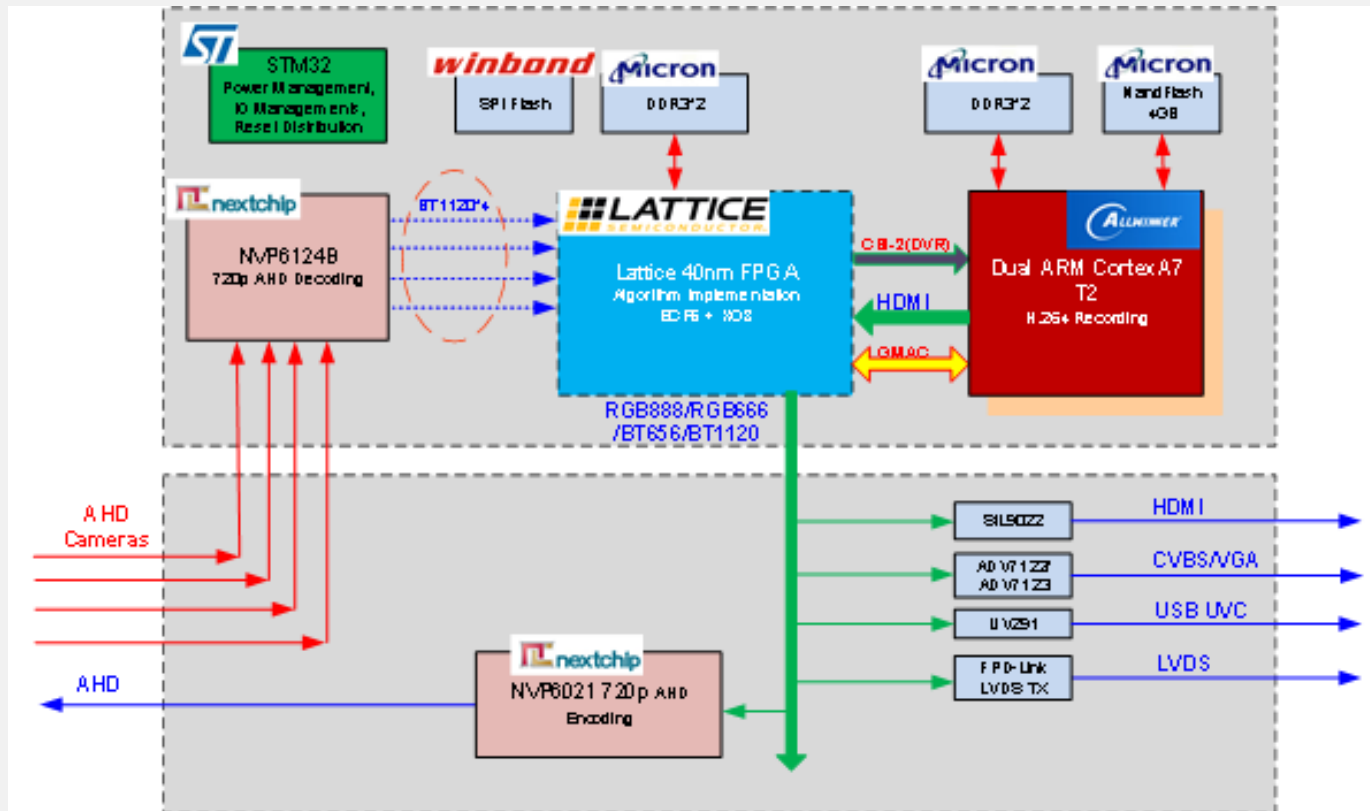


System-Specification

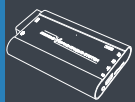
System	Type	Specification	Explanation
Product			
ARM system	CPU	Allwinner T2	Dual ARM Cortex A7 @ 1.0GHz
	System Memory	2Gbit	DDR3_1066MHz
	NandFlash	4Gbyte	
FPGA system	FPGA	LatticeECP5	40nm low consumption FPGA
	Graphics Memory	4Gbit	DDR3_1066MHz
Video System	Decoding chip	NVP6124B	Support 4-CH1080p30
	Video Standard	AHD2.0	



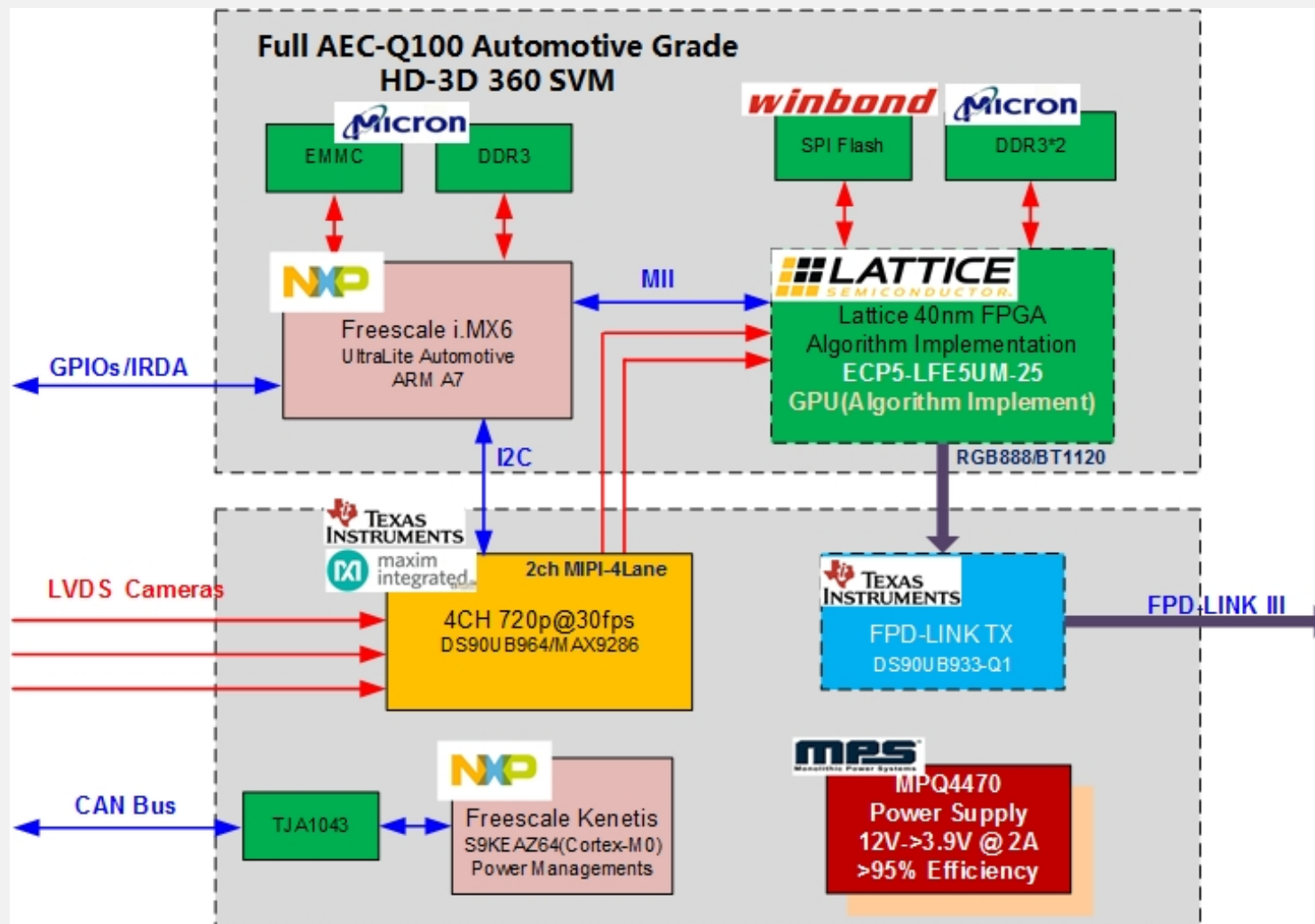
AM-Structure



● 6030E



OE-Structure



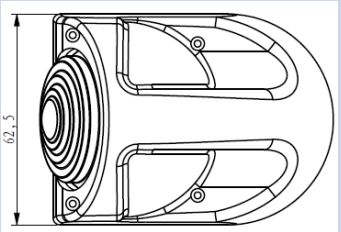
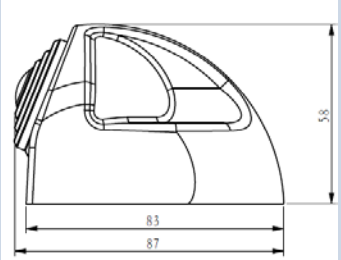


Sedan Camera Specification

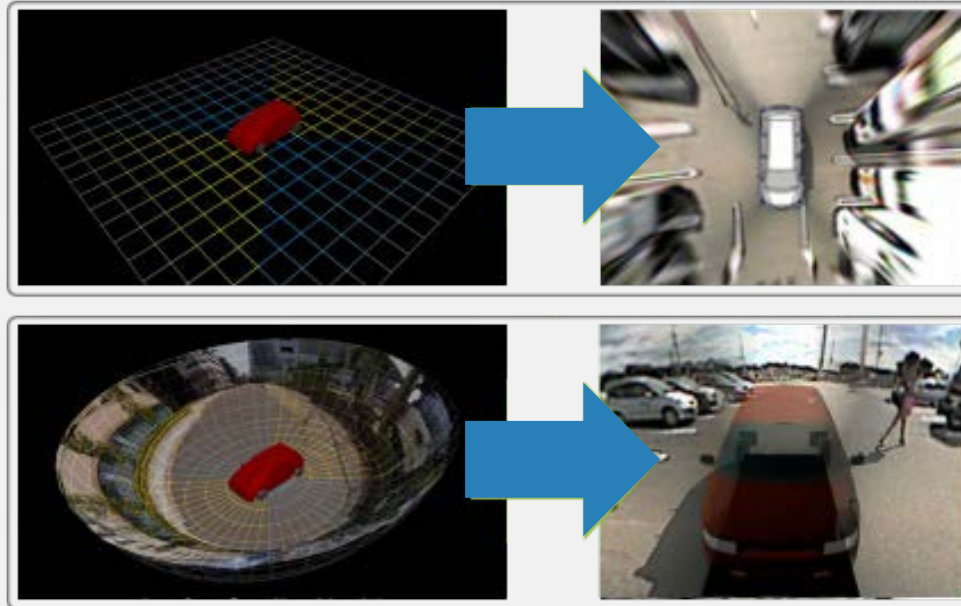
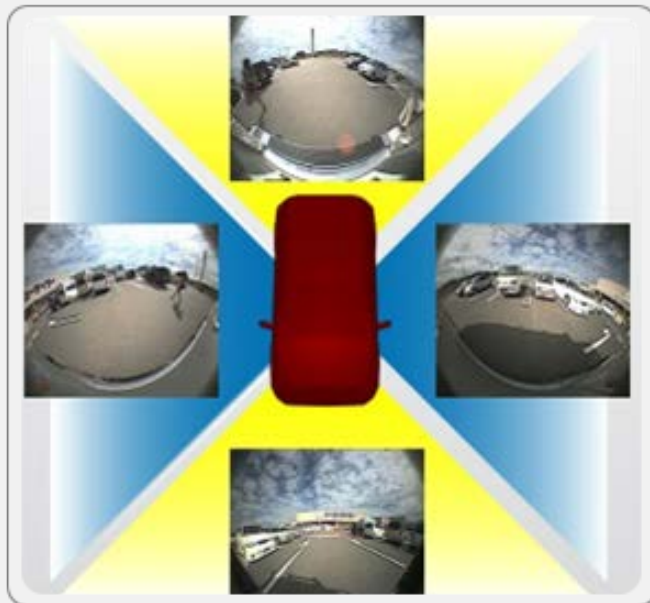
Product		Type	Specification
Front Camera		Housing	Black metal
		View angle	180° (diagonal)
Rear Camera		Video Format	PAL/NTSC (optional)
		Lens	1.9mm/F 2.0
Left Camera		Image sensor	1/3"COMS AR0130
		Output	1280*720@30fps
Right Camera		Power supply	DC 3.3V~5V+5%
		Water Proof	IP 67
		Current consumption	110mA



Bus Camera Specification

Product	Type	Specification
  	Image Sensor	1/2.8" Sony IMX290
	Video Format	PAL/NTSC (optional)
	Dynamic range	120 dB
	Lens	f1.58mm Lens
	Output	AHD
	Power Supply	9-18V DC
	Power Consumption	100mA
	Dimensions (L x W xH)	87 x 62.5 x 58mm
	Net Weight	152g
	Water Proof	IP67
	Power Supply	9-18V DC

Technical Advantage-3-Dimensional Modeling



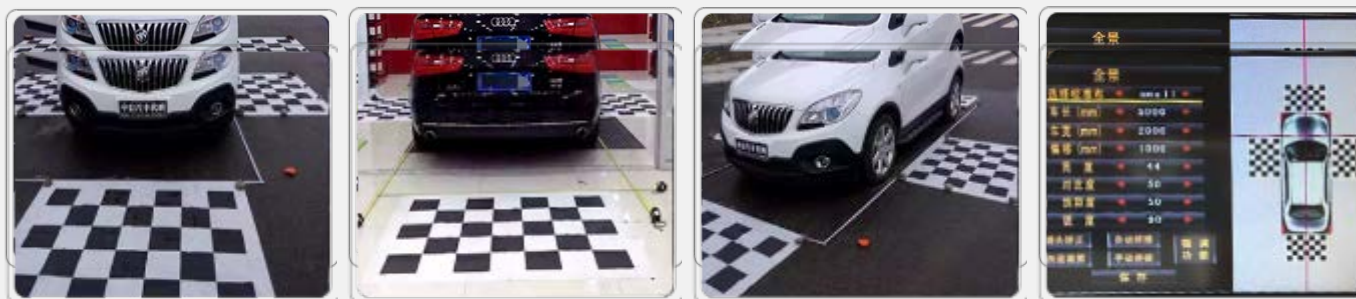
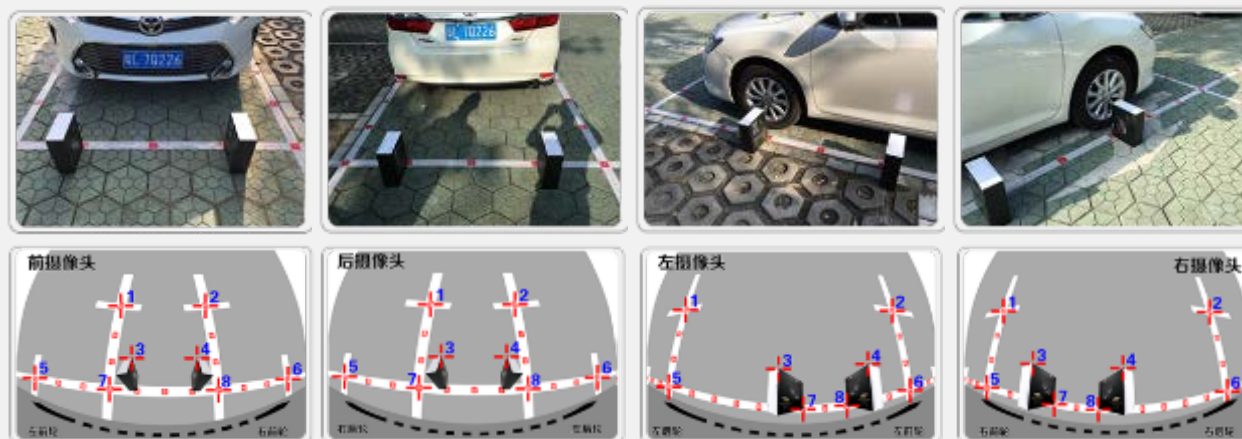
- Plane modeling

- NEXADAS creative 3-Dimensional Modeling

Technical Advantage-Calibration

Simplest Calibration

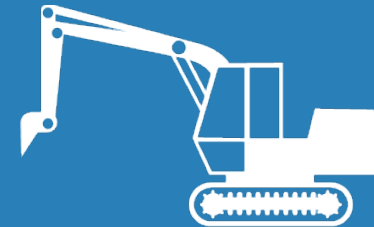
no measuring ruler,
no chess board,
only a calibration tape to finish



Complicated Calibration:

using measuring rule,
chess board together to adjust
calibration point manually.

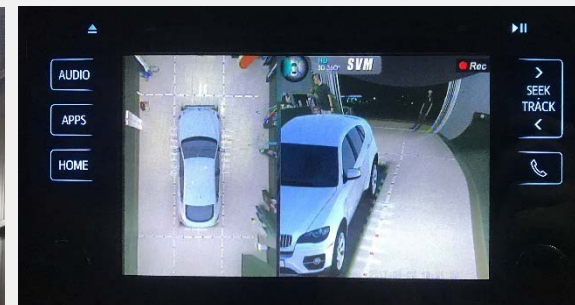
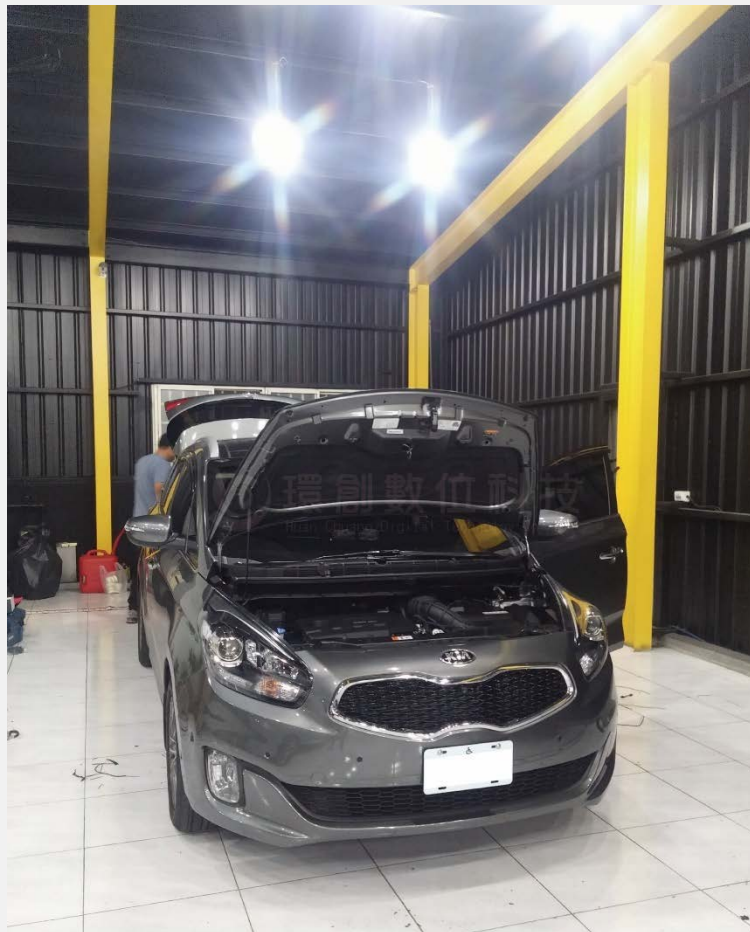
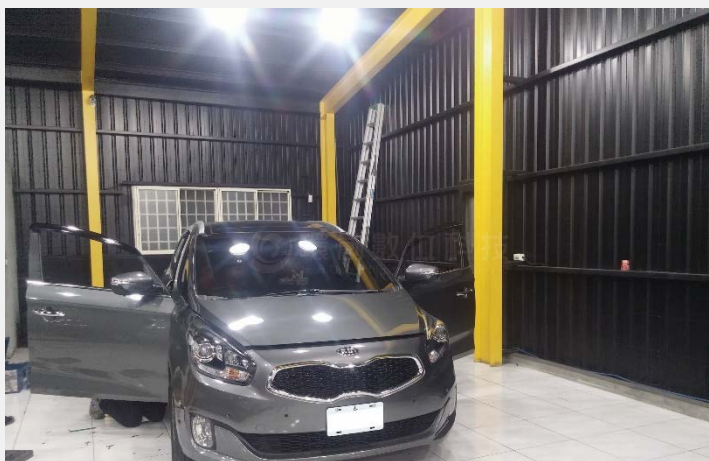
Technical Advantage-Wide Application



Car-Volkswagen



Car - KIA



Truck



SF-Truck



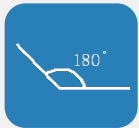
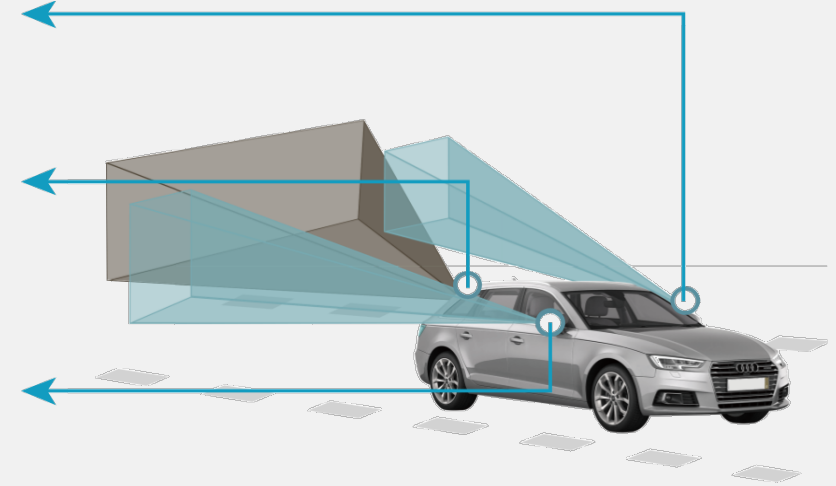
Bus-BYD



● aviation cable



E-Mirror-2018 New Product



WDR &
Wide Angle



Low Latency &
High Framerate



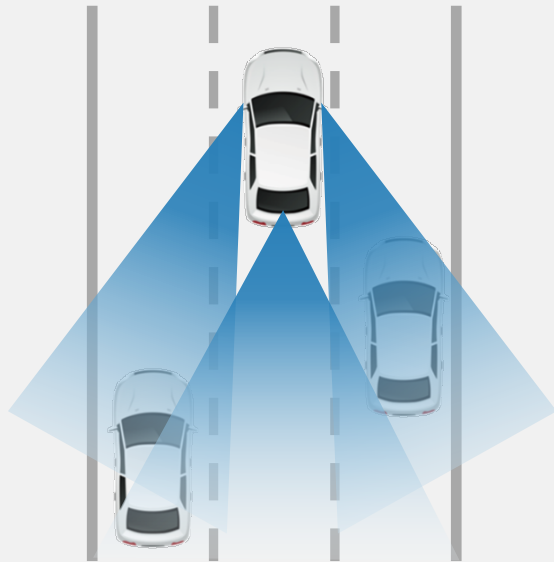
Low power
consumption



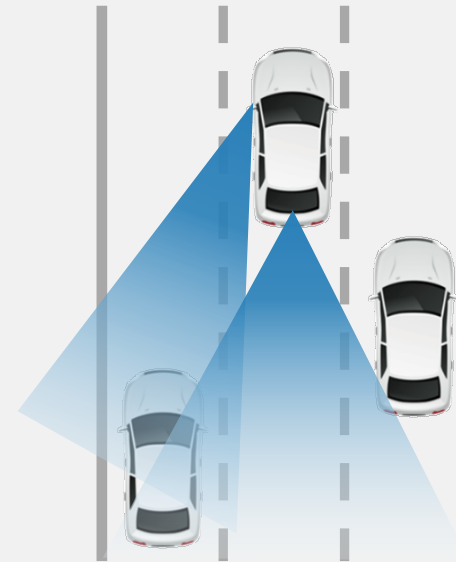
De-Fog &
Image Enhancement



E-Mirror-Optional Camera Combination



Rear Camera
Left Camera
Right Camera

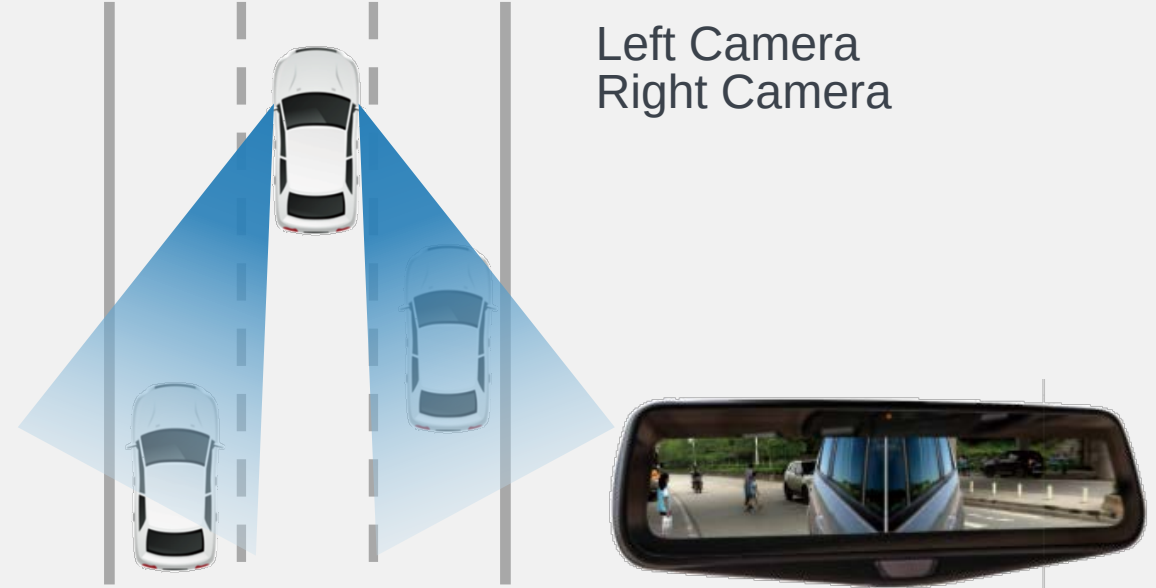


Rear Camera
Left Camera



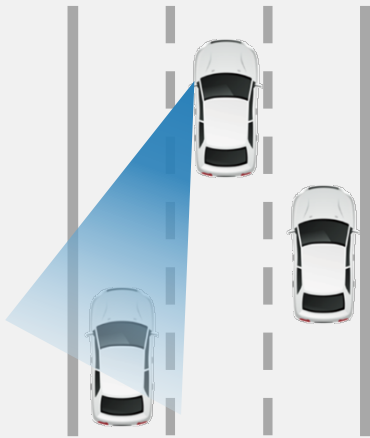


E-Mirror-Optional Camera Combination

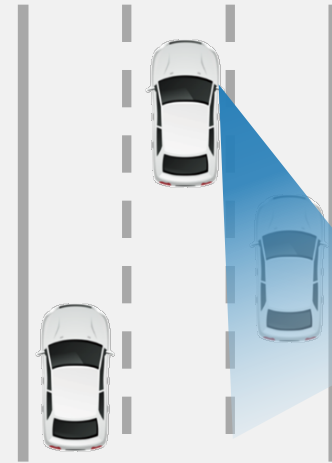




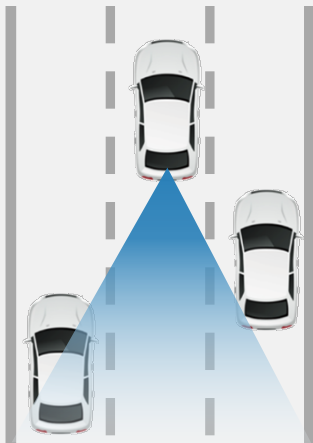
E-Mirror-Optional Camera Combination



Left Camera



Right Camera



Rear Camera





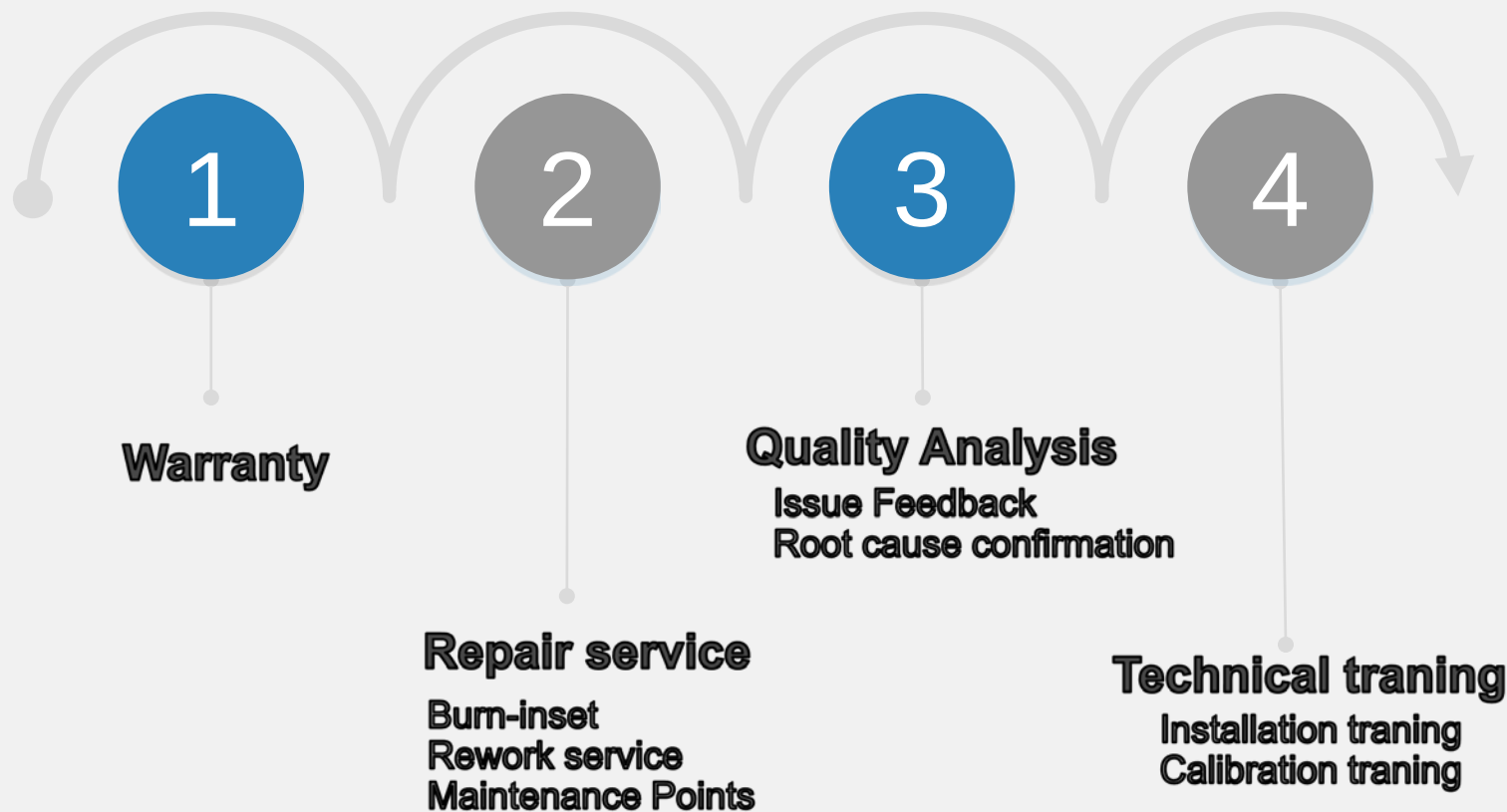
Service

- Service
- Maintenance Points



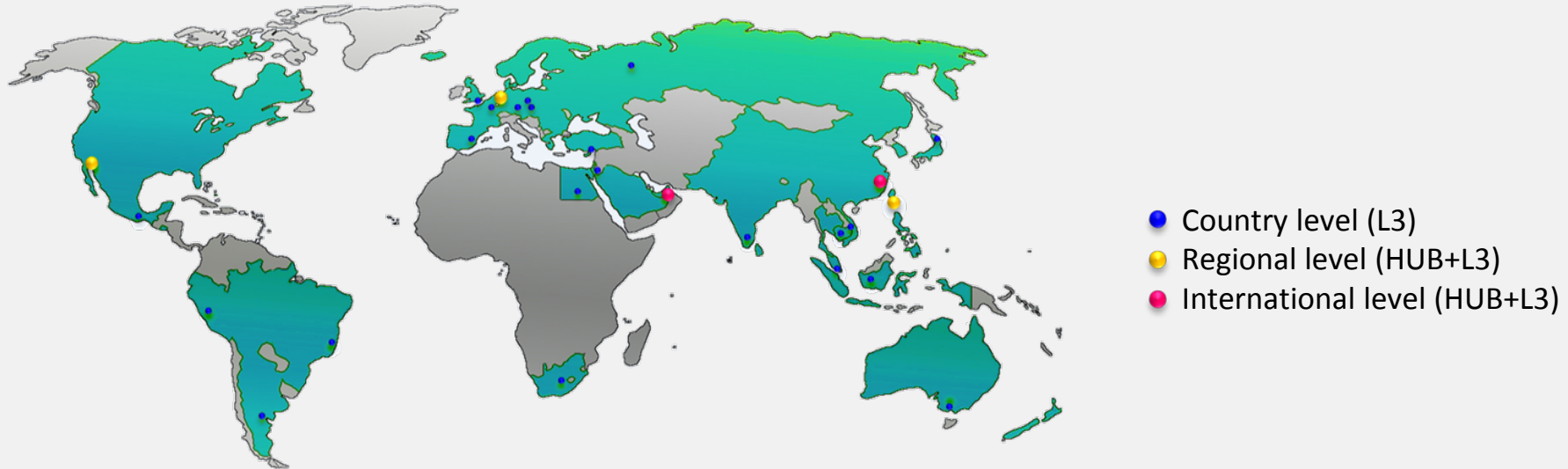


Service





Maintenance Points



America	Europe	Africa & Middle E.	Asia	Oceania
● USA	● Netherland	● Dubai	● China	● Australia
● Mexico	● UK	● Turkey	● Taiwan	
● Brazil	● Poland	● Israel	● Japan	
● Peru	● Germany	● Egypt	● Korea	
● Argentina	● Ukraine	● South Africa	● India	
	● Russia		● Thailand	
			● Malaysia	
			● Vietnam	



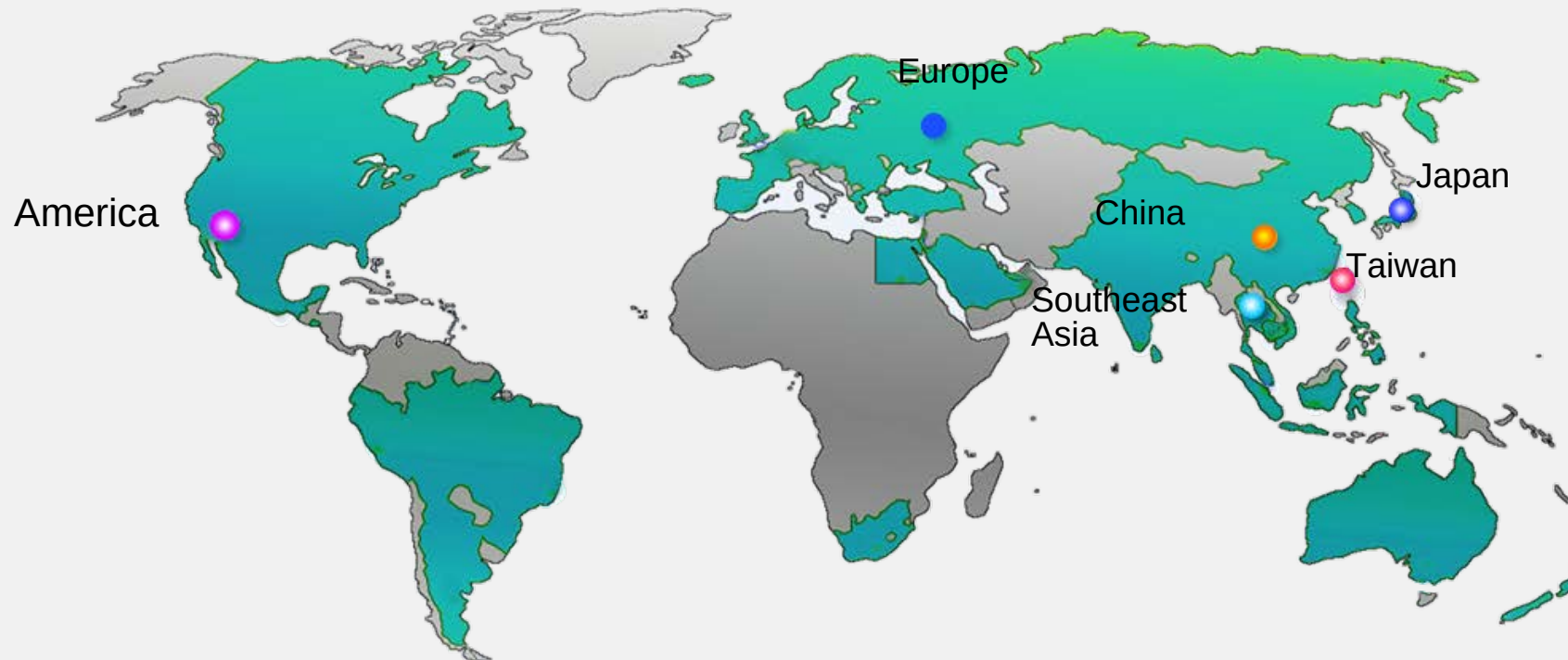
Conclusion

- Customer distribution





Customer Distribution



- China : AM/OE
- America : AM/OE
- Taiwan: AM/OE

- Japan : OE
- Southeast Asia : AM
- Europe : AM

- Powerful R&D ability
- Better after-sales service
- Best Moorechip



Thank you