

## JET Opto unveils latest in-car entertainment innovations

Reporter Dimitri Bruyas

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TAIPEI (TVBS News) – The 2024 Taipei AMPA, Autotronics Taipei, and 2035 E-Mobility Taiwan kicked off on Wednesday, showcasing the latest in electric vehicles and their components at the Taipei Nangang Exhibition Center. Nearly 1,000

exhibitors from 19 countries, including the United States, Malaysia, Thailand, and Japan, have come together for this major event, organized by the Taiwan External Trade Development Council (TAITRA).

## **The rise of JET Opto**

One of the standout exhibitors at the show is JET Opto, renowned for its advanced in-car entertainment systems. JET Opto has emerged as a leader in the industry, having established major partnerships with high-end automotive brands such as Porsche, Lamborghini, and Bentley. Chairman Jerry Lin, at the helm of JET Opto, shared insights into the company's latest developments and future plans.

"In the second half of this year, I think there's going to be new RSC for Ford for the US market that we're gonna launch about quarter three this year. And then, by the end of the year, there's going to be a very, very big global project with your very big European brand that we are going to launch. So these are the biggest two revenue drivers for JET Opto for the second half of this year," Lin said.

## **Entertainment on the Go**

Lin further elaborated on the unique selling proposition of JET Opto's systems. "The rear seat entertainment system mainly is for the pleasure of having content that has been distributed through your phone that you can watch in the rear seat of your car," he explained.

He highlighted the comfort and connectivity features, adding, "So basically, you're in your car, it's like you're in your living room, you can watch your Netflix, you can watch Amazon Prime, you can watch YouTube, you can gain access to all of your contents from your wish entertainment system."

This integration of technology represents a significant shift towards more connected and luxurious driving experiences, reflecting broader trends in the automotive industry.



This year's Taipei AMPA exhibition, themed "360° Mobility," underscores the advances in automobile and motorcycle technology and enhances the smart mobility ecosystem. It serves as a crucial platform for exhibitors and potential buyers to forge meaningful connections in the automotive field.

As JET Opto continues to expand, with a recent factory setup in Kaohsiung's Cianjhen Technology Industrial Park, Lin's confidence in Taiwan's economic future remains strong. The company's impressive growth trajectory has positioned it as a key player internationally, often referred to as one of the "invisible champions" of the auto industry.