

因應與日俱增的車內娛樂需求 凱銳光電即將上市！ | JET Opto to go public amid soaring demand for in-car entertainment.

By Dimitri Bruyas, translated by Eric Chuang, The China Post, Taiwan | November 8, 2021



Jerry Lin (林傳凱) is the founder and chairman of JET Optoelectronics Co., Ltd. (凱銳光電). (By Dimitri Bruyas, The China Post)

【看CP學英文】台灣凱銳光電股份有限公司的創辦人兼董事長林傳凱於週二宣布，為了因應車載顯示器及後座娛樂系統的急切需求，凱銳光電預計在2022年的第三季申請在台股上市。

Taiwan's JET Optoelectronics Co., Ltd. (凱銳光電) plans to apply for a stock market listing on Taiwan Stock Exchange in the third quarter of 2022 amid soaring demand for in-car displays and rear-seat entertainment systems, JET Optoelectronics founder and chairman Jerry Lin (林傳凱) announced Tuesday.

林傳凱表示，今年年底公司的股份將會在首次公開募股前作為新櫃股票在櫃檯買賣。他更補充道，此舉不只是为了要募得讓公司進一步擴大的資本，同時也能提升凱銳光電在業界裡的知名度。

Lin said the company's shares will start trading as an Emerging Stock over the counter (OTC) by the end of the year ahead of the planned IPO. The move is poised to raise the profile of JET Optoelectronics in the industry while generating the capital needed to further expand, Lin added.

與日俱增的車內娛樂需求 | Raising Demand for In-Car Entertainment

許多報導指出自駕車的來臨將會對人們移動的方式帶來革命性的變化，對此林傳凱強調，通勤的人們必然會對他們的車內娛樂有更多的要求。

「你可以在你的自駕車上做什麼？基本上如看線上電視或者是觀看智慧型手機上的任何影片。」

Amid reports that autonomous cars are coming and will revolutionize the way that people travel, the chairman stressed that commuters will surely ask for more entertainment in their cars. "What are you going to do in your self-driving car? Basically, watch online TV or watch whatever content that you have on your smartphone."

由於5G的發展，乘客必然會要求能夠直接將智慧型手機上串流影片的功能與車子做連結。他補充道「所以這是我們正在努力的兩個面向」。

他繼續說道，「由於大多數的自駕車製造商都希望自己的產品能夠勝過其他競爭者，所以我們很難預見哪種平台能夠成為主流」。

Thanks to 5G, travelers will surely require the ability to stream content directly from their phones, he continued. "So those are the two platforms that we are working on," he went on. "It's really hard to say which will go mainstream because most auto automakers want different types of systems so that they can stand out against their competitors."



JET Optoelectronics has reportedly developed a system to stream content on the in-car entertainment system of a car. (Courtesy of JET Optoelectronics)

在此一背景下，凱銳光電已經著手與知名自駕車廠牌合作打造能夠在車內串流影片的車內娛樂系統。林傳凱透露，加上等級三(有條件自動駕駛)及等級四(高度自動駕駛)自駕車的問世，自駕車將會進一步推動對車載娛樂的需求。

Against this backdrop, JET Optoelectronics is already working with major automakers to stream content on the entertainment system of a car, Lin unveiled, adding that the arrival of Level 3 (Conditional Driving Automation) and Level 4 (High Driving Automation) autonomous cars are poised to further boost demand for in-car entertainment.

等級三與等級四自駕車最大的不同在於當系統出問題或是出意外時，等級四的自駕車能夠進行介入。這也意味著等級四自駕車在大部分情況下不需要與人互動，也代表乘客可以在通勤時將注意力放在其他事情上。

The key difference between Level 3 and Level 4 automation is that Level 4 vehicles can intervene if things go wrong or there is a system failure. In this sense, these cars do not require human interaction in most circumstances, meaning travelers can put their attention on something else during their commute.

操作系統為主的資訊娛樂系統發展讓許多不同的行動裝置和網路能相互連接，讓凱銳光電的車內娛樂系統有著更多變化且為客戶創造更高的價值及競爭力。

The development of an OS-based infotainment system that can connect with various mobile devices and network makes JET Optoelectronics' in-car entertainment system even more versatile and creates higher

value and competitiveness for customers.

利用車載行車紀錄器來捕捉你需要的證據 | Capturing The Evidence You Need With A Vehicle Drive Recorder

儘管自駕車再怎麼先進，意外終究還是會發生。這意味著駕駛、車廠以及保險業者必須獲取證據來確認要向誰究責，為了預防類似狀況，汽車製造商正逐漸為車輛配備駕駛紀錄器，也稱為行車紀錄器。

Despite all improvements in autonomous driving, however, accidents happen too, meaning that drivers, manufactures and insurers will require evidence to demonstrate who is at fault. To prevent this, automakers are increasingly equipping vehicles with drive recorders, also called dash cams.

這種錄影機是先進且高自定義的車載監控設備。凱銳光電也提供大範圍的多管道駕駛錄影機，來為乘客的安全保障創造奇蹟。

Such recorders are advanced, customizable vehicle surveillance devices. JET Optoelectronics also offers a wide range of multi-channel drive recorders that can do wonders for the safety and security of passengers.



Thanks to 5G, travelers will soon have the ability to stream content directly from their phones onto the in-car entertainment system. (Courtesy of JET Optoelectronics)

「我們目前的主要市場位於日本，但是我們也在歐洲和美國看到需求逐漸上升」。林傳凱告訴The China Post，「行車紀錄器在台灣一些擁擠的城市也很流行，所以很多保險公司也在推動類似的設備」。

“Our main market is currently Japan, but we are seeing some rising demand in Europe and in the U.S.,” Lin told The China Post. “Drive recorders are also popular in Taiwan’s crowded cities. So, a lot of insurance companies are pushing for similar devices.”

林傳凱預告，如果未來的晶片能夠單純錄下意外過程的同時為人臉打碼的話，對行車紀錄器的要求將會在不違反隱私法的狀況下不斷攀升。

If future chips can blur out faces while just recording accidents, demand for drive recorders could continue to soar without infringing on privacy laws, he predicted.

有了這些資訊後，公司在明年上市的計畫肯定有助提升公司知名度，同時募得擴展海外市場所需的資金。

With this information in mind, the company’s plans to go public next year will certainly help to raise its profile in the industry while generating the capital needed to further expand in overseas markets.