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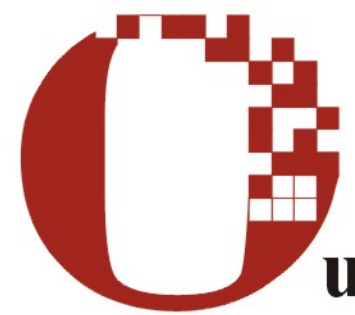
P | | | | |  
resenting a bright & splendid world



**leyard**

P  
resenting a bright & splendid world





# ur Philosophy

High Quality, Best Service, Super Honest, Full Duty, and Customer-Oriented ■ ■ ■



# Brief Introduction



Beijing Headquarter

Leyard is a leading and professional provider of overall solution of LED video display and information display screen and solution of LED lighting system. It is integrated design, production, marketing and service together with a 8000m<sup>2</sup> headquarter in Beijing and modern factory in Shenzhen with an area of about 10,000m<sup>2</sup>. Leyard has over 20 offices and branches all over the country, and the overseas distribution network spread in America, Europe, Africa and Asia.



Shenzhen Factory

Among numerous manufacturers, Leyard always possess cutting-edge technology of the industry and provide clients with most competitive products by virtue of its powerful R&D team and constant investment. We successfully designed and produced the Rolling scroll and the Olympic Five Rings in the Opening Ceremony of 2008 Beijing Olympic Games.

Currently, besides of all kinds of LED video lighting and decoration products, relying on its innovative design, Leyard has developed the Leadshow video display control system, Skylour light control system and Viewnet information screen control system, providing clients with

integral system solution to LED display screen, LCD/PDP display screen and LED lighting.

Since its establishment in 1995, Leyard has been enjoying a very good reputation in the market because of its high quality product, leading technology and perfect service system. Along with the green lighting revolution in the 21st century, Leyard has successfully developed the LED lighting system for a wide market application in LED city landscape lighting, intelligent architecture brightening and LED white lighting, etc.

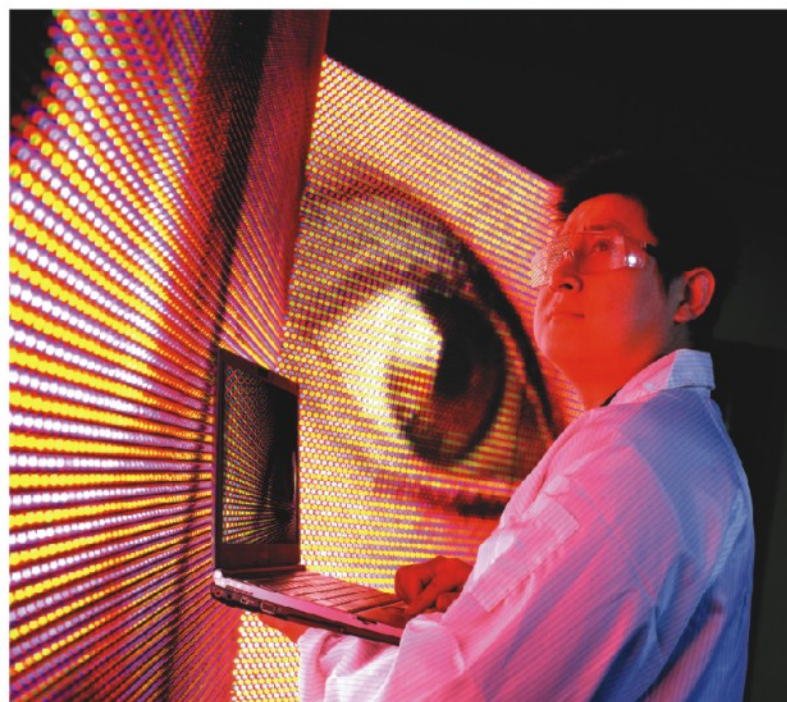




# R & D

## Research & Development

Leyard is a Hi-Tech enterprise and powerful R&D strength is our core competitive edge. 8-10% of sales revenue is invested in R&D each year. The powerful R&D makes Leyard always take the leading place in this industry.



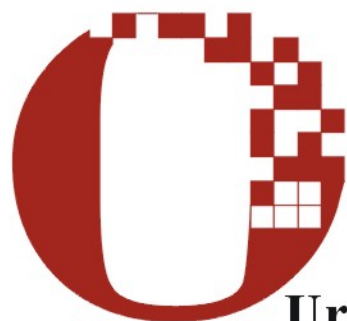
## Software copyright

Name	No.
Railway station train arrival & departure information report system software V1.	0023585
ADT electronic display screen multi-media play system software V1.0	027920
Universal arrival & departure report system V1.0 of railway passenger transportation	037038
Timing & scoring system V1.0 for sports events	0012200
Intelligent announcement system (ARM) software V1.0	023586
ARM electronic display screen multi-media play system software V1.0	006341
Universal guiding system V1.0 for traffic transportation	006342
Bus station comprehensive information management system	045674
Leyard Fly Dragon display system V3.6.4	051809
Leyard universal display system V1.3	051808
Beijing Leyard SkyLour display system V1.0	070998
Beijing Leyard ViewNet display system V1.0	070999
Beijing Leyard intelligent power supply display system V1.0	070997
LeadShow LED control system operation software V1.0	086012

## List of patents

Name	No.
Method of improving LED display screen quality and its unit	02131318.0
Method of LED display screen nonlinear correction display control and its unit	02146711.0
Display control unit of LED display screen and its control method	02153961.8
New type double color surface-mounted light	200420009025X
LED display screen for ticket office (A)	200630021638.X
LED display screen for ticket office (B)	200630021639.4
LED lamp (Opixel BO)	200730108497.X
LED lamp (Ipixel BO)	200730108496.5
Outdoor LED unit pixel construction	200720104065.6
Indoor LED unit pixel construction	200720104066.0
LED projection screen	200720173783.9
New type outdoor turn-page LED advertising billboard	200720173784.3
New type LED module cabinet unit	200720187278.x
LED module cabinet	200730328036.3

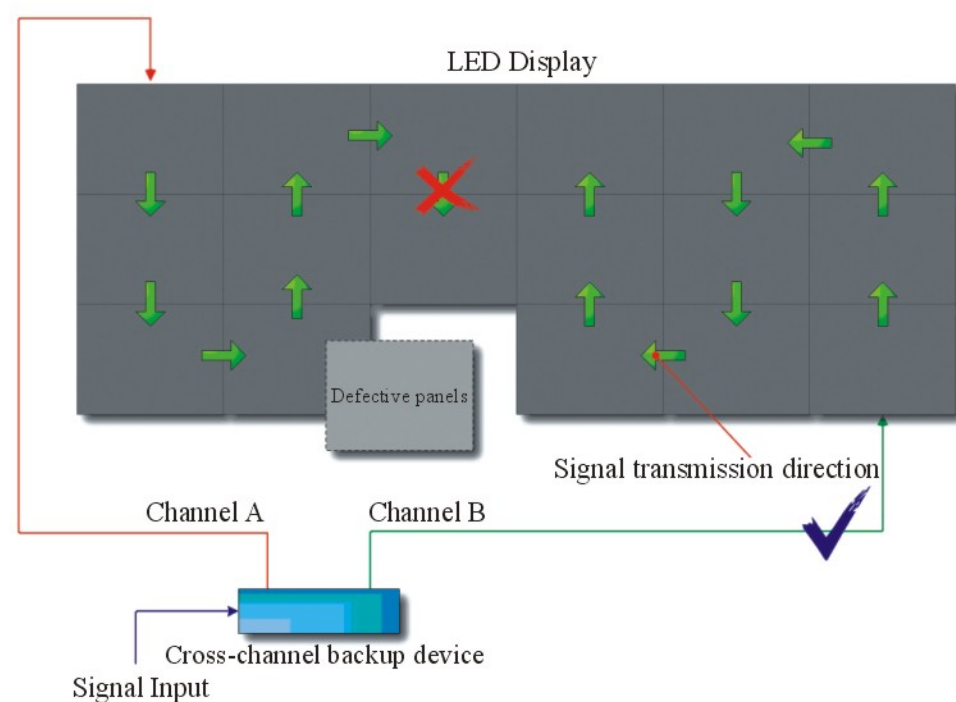




## Ur Core Technology Strengths:

### 1. Cross-channel Backup Technology

Cross-channel backup technology ensures the system reliability.

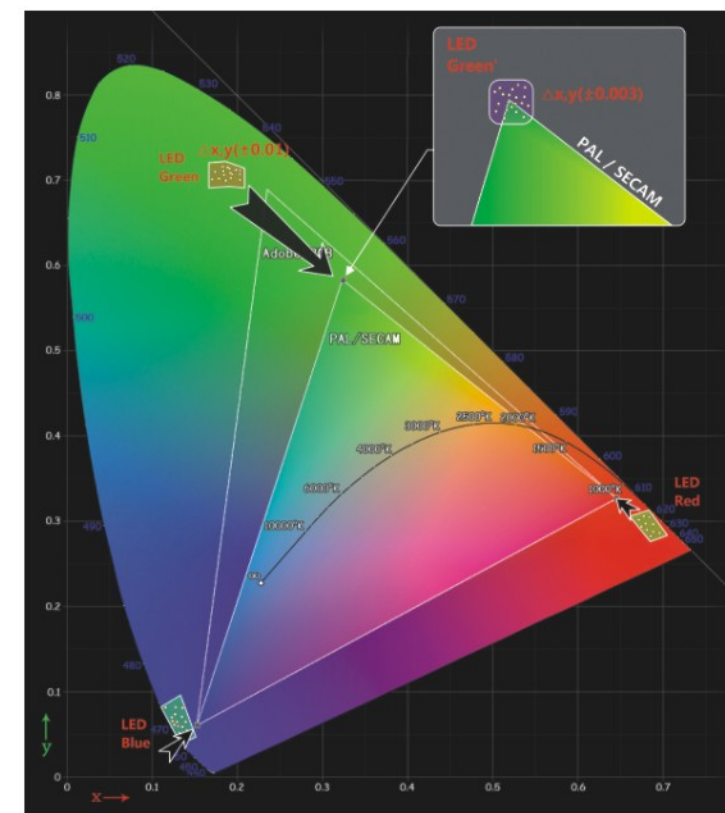


- When Channel A doesn't work, Channel B can automatically emit signal to the LED Display so that the display can keep working and won't be interrupted.
- Defective panel won't impact other panels working normally. So you can remove the defective panels for maintenance.



### 2. Brightness Adjustment without Gray Scale Loss

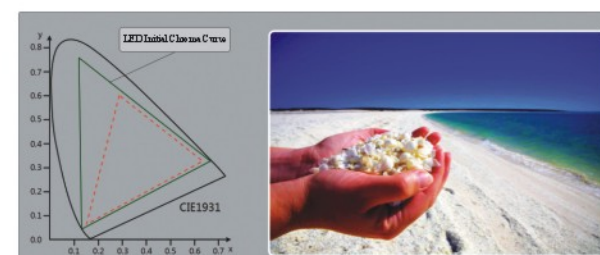
Adopt adjustable constant current source with no gray scale loss, ensuring that the LED display can obtain optimal pictures under all kinds of environments with different brightness, no matter at daytime or nighttime.



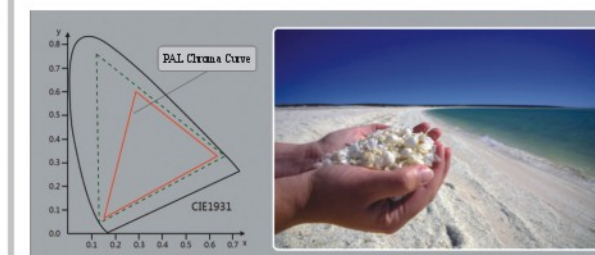
Schematic of Single LED Calibration

### 3. Single LED Calibration

Each LED pixel has its own brightness and chroma value. Our single LED calibration technology can calibrate the brightness and chroma for every LED lamp, ensuring the precise color rendition and  $\pm 3\%$  brightness tolerance guarantee the uniformity of the entire LED display. In the meanwhile, every panel has an independent intelligent module, which can record the running time, LED brightness as well as chroma together, so that after calibration, the entire LED display can keep constant, even brightness and chroma during the whole running life.



Before calibration



After calibration

### 4. 16 Bit Color Processing and 1920 Hz Refresh rate

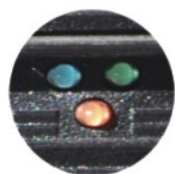
Patented module design ensures 16 bit color processing and 1920 Hz refreshing rate, which can ensure stunning video-rendering image and avoid the flicker problem during broadcasting.





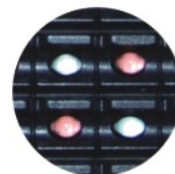
# ot Products

A



True Color 1R1G1B

B



Virtual Color 2R1G1B

## Virtual color-pixel sharing

Our pixel sharing technology makes the visual resolution 4 times as the physical resolution which greatly improve the quality of the video image and enhance the whole screen resolution.

## IV (outdoor ) Full-color video display screen

Model: IV16A / B, IV20A / B, IV25A / B, SIV10, SIV16

- 16 bit color processing and 10 bit grayscale
- Single LED calibration for brightness and chroma
- Pixel sharing technology for 2R1G1B type
- Sheet metal housing
- Standard cabinet size and module size
- Elegant design and easy to mount
- IP65 Protecting rating (front and rear)
- Durable and reliable



## LEADSHOW Control System(2G & 3G)

- State-of-the-art video processing technology
- Great information compatibility
- Multi-channel signal input & video display
- Super-large control resolution
- Parallel and serial cascade connection
- Top-level image processing ability



LV Front View

IV Outdoor Front View

IV Indoor Front View

## IV (Indoor) full-color video display screen

Model: IV6, IV8, IV10, IV12

- 16 bit color processing and 10 bit grayscale
- Single LED calibration for brightness and chroma
- OSD design
- Plastic mould housing
- Standard cabinet size and module size
- Elegant design and easy to mount
- Intelligent internal temperature control
- Special structure achieve perfect panel flatness
- Durable and reliable
- Light weight





- |   |
|---|
| Optional length of 1500mm and 1000mm  |
| Mg & Al-Alloy material cabinet perfectly combines lightness with firmness           |
| Can sustain heavy load (202.64N/cm <sup>2</sup> ) without video distortion          |
| UV proof and IP65 protection rating   |
| Very flexible application   |
| Be able to show lighting effect, figure, letter, animation and video intelligently. |
| Both rigging and standing installation  |



# Production

Absolutely most of our production is completed automatically.

## Our featured technology and devices

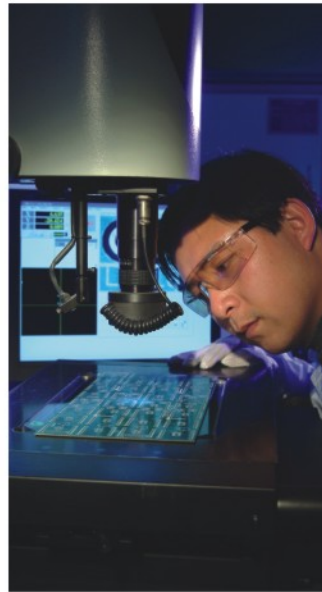
As a professional LED display screen manufacturer, we have advanced testing equipment and veteran quality engineers, which are the guarantee of our display screen quality. LED lamp is one of the most critical raw materials of display screen and we ensure the quality of raw materials by the following means:

- **Scoring Ball Testing**

Use spectrographic analysis system to measure LED lamp wave length and test whether they belong to the same batch and materials of same grade.

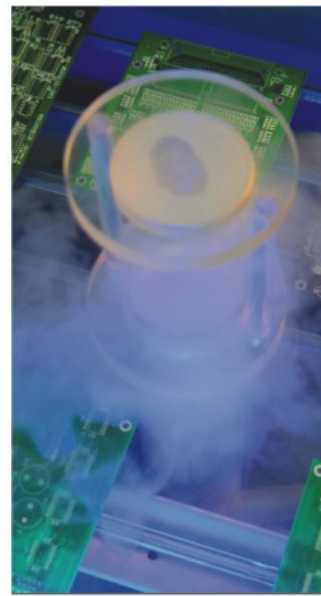


Scoring Ball Testing



- **PCB Checking**

Use optical image measuring instrument to measure whether the tinfoil and openings of the PCB complied with the specifications.



- **Brine Spray**

Use brine spray tester for salt-fog test (16 hours) of PCB plate, hardware and structural parts to test their anti-corrosion capacity.



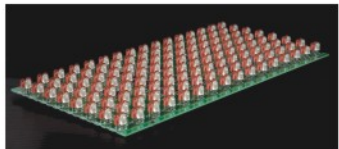
- **LED Lamp Aging Test**

Aging tester to burn the LED lamp to test its degradation

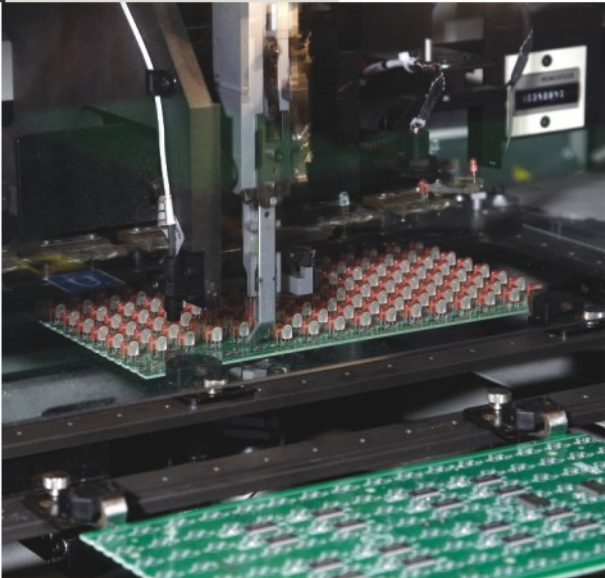




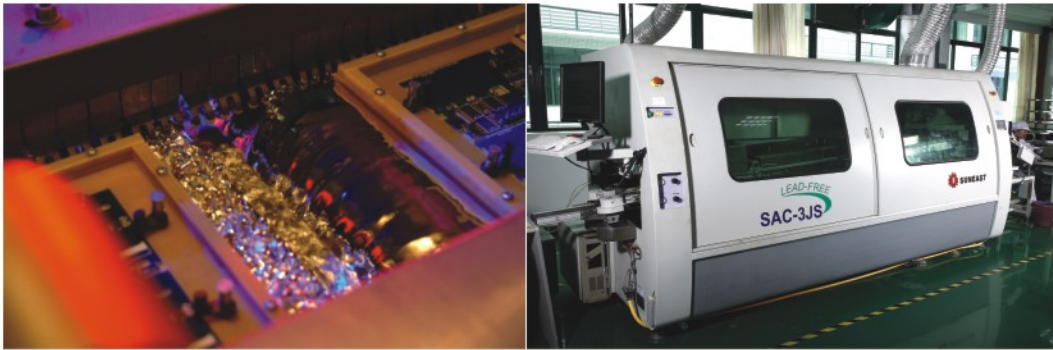
Let's come to the production line



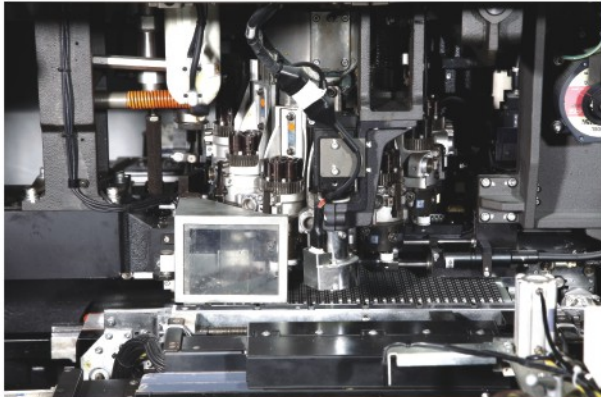
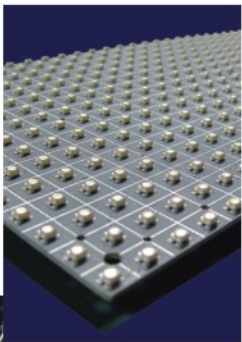
Even and nice LED board



● **Insert LED Lamps**  
Our machine can ensure that all LED pins are plugged in tightly with the same angle and the lamp plate can keep level but not cured.



● **Wave-Soldering**  
By wave-soldering machine, the inserted LED lamp is firmly fixed on the LED board by the high temperature soldering tin.



● **SMT**  
The SMT technology can greatly improve our production ability, efficiency, and minimize the welding inaccuracy. Moreover, the applied world famous brand soldering paste ensures the welding spot won't fall off even under bad weather and vibration.

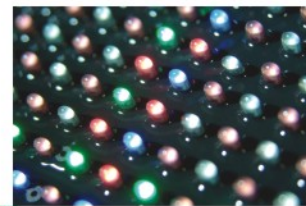




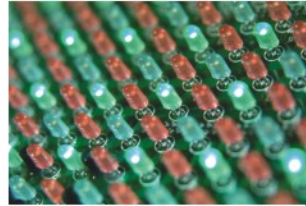


### ● Module Aging

We have advanced aging workshop which can control the temperature and humidity during aging. The module aging will last for 72 hours to ensure that only flawless modules put into use.



Before potting



After potting

### ● Potting:

Potting is the most critical step for ensuring the electric circuit plate free of bad weather effect. Our automatic potting device ensures that the glue can be evenly dispensed on the surface of the module, and the cooling time of the module potted can be intelligently controlled. The black glue can not only ensure the heat dispersion of electric but also beautify the module. On the whole procedure, no glue will touch the LED surface and won't cause the mosaic because of glue stain.



### ● Single LED Calibration

Our top level single LED calibration technology can make the chroma and brightness of the LED lamps with the same data to obtain the optimum vision effect.



### ● Waterproof Test



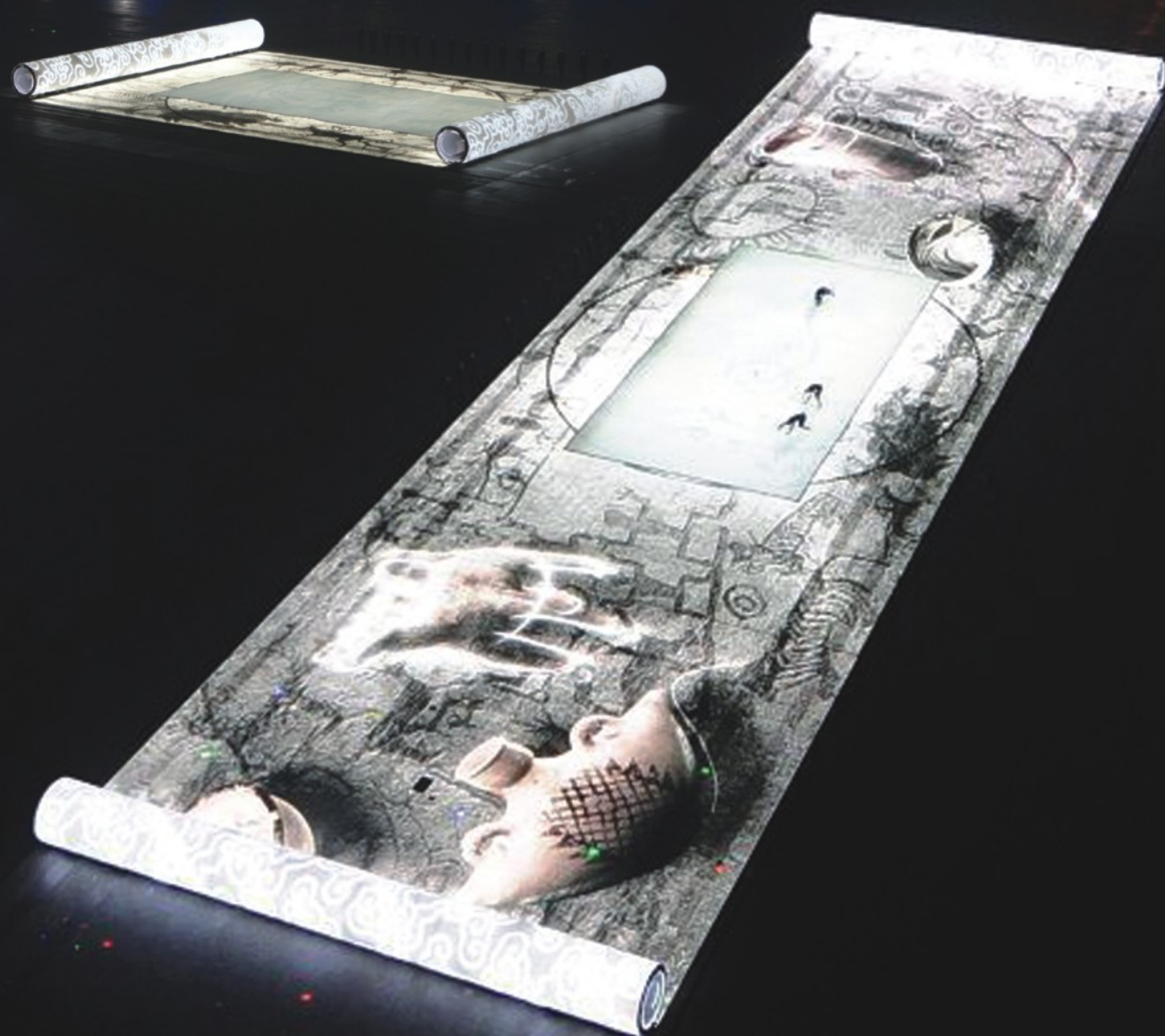
### ● Whole Display Aging

This procedure can help us to check whether there is any hidden defect in our LED Display, and we can replace defected part in our factory before shipping.



# Leyard Products

## Highlight Splendid Olympics



Olymbar 20 (1330.4 m2)



### Rolling Scroll and Ground Screen System in the Opening Ceremony of 2008 Beijing Olympics

The complete success of the opening ceremony performance for the Olympic Games made all Chinese descendants proud of it, and the large scale ground picture scroll running through the performance all the time undoubtedly became the largest spot of light in this unparalleled excellent performance. The relayed broadcasting or paper media of almost all countries in the world were full of exclaiming words such magical , amazing , incredible , etc.

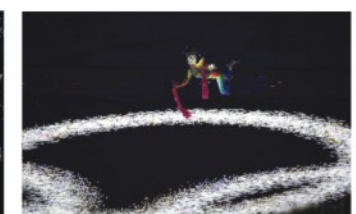
The Olympic Motto "Citius, Altius, Fortius" always stimulates Leyard overcome all difficulties during the designing and production for this project. Leyard is very proud and excited to successfully fulfill this task and make it perfect. This picture scroll represents the top LED level in the world and showing the whole world a high-tech China.





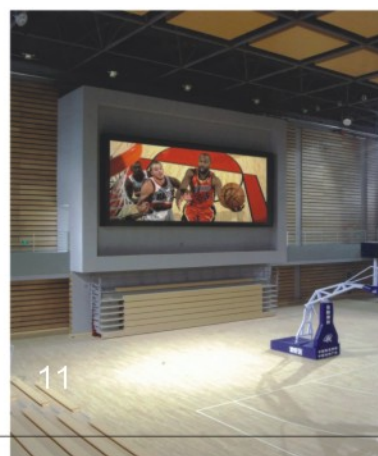
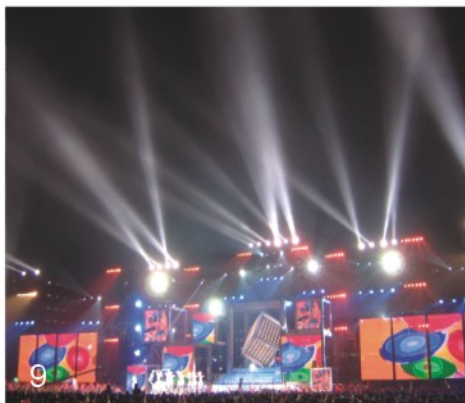
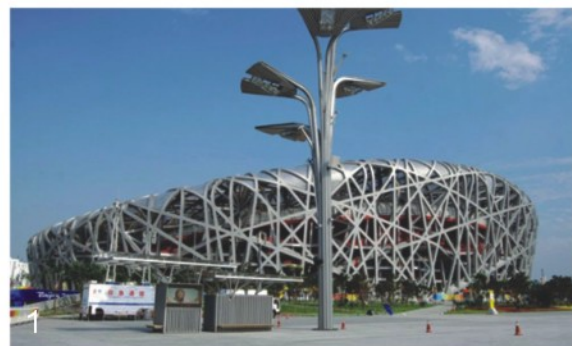
# The Dreamlike Olympic Rings

The Olympic Game opening ceremony was in full swing when the dreamlike Olympic Rings rising. This dreamlike Five Rings was completed with 46794 LED lamps, among them, 2000 blue ones and 44794 white ones, through special workmanship and by being weaved on an enormous net. It looked simple, but the people in Leyard cherished the feelings for perfection, made painstaking efforts that other people are difficult to imagine.





# Gallery





**ONE**  
Bixby Project IV10, US

**SIX**  
UTAH PET Center IV20, US

**FIVE** **TEN**  
SBS TV Station IV16, Korea  
Oral Roberts Project IV10, US

**FOUR**  
ISA, US

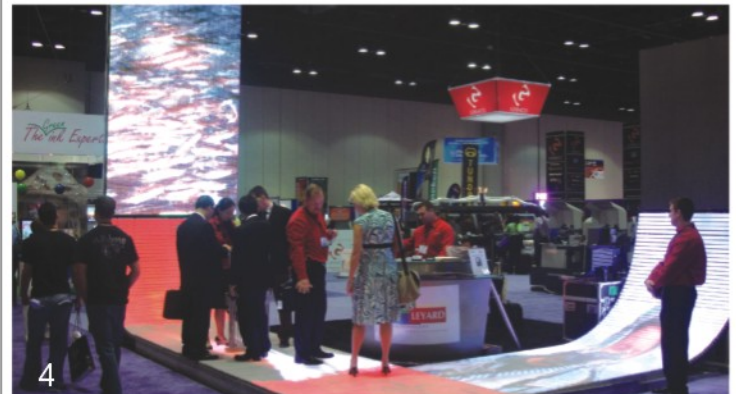
**THREE**  
Huffman Project IV10, US

**TWO**  
Shangniwan Project IV10, Canada

**SEVEN**  
Wild Cat Stadium IV20, US

**NINE**  
Trailer IV20, US

**EIGHT**  
Bamberg Project IV20, Germany







# Our Highlights

Aug. 1995	Leyard established
Dec. 1997	Grew up rapidly and had double annual turnover than in 1996
Nov. 1998	Developed LEYARD2000 IC which is applied widely successfully
Jul. 1999	Passed ISO 9001 International Quality System Certification
Oct. 1999	Successfully launched the first large-sized abnormality LED display installed on the parading float for celebrating the 50th anniversary of People's Republic of China.
Apr. 2000	Took part in ISA (International Sign Association) exhibition of America for the first time.
Jan. 2001	Passed the UL Certification
Apr. 2001	Installed the first outdoor full-color display screen in the US
Jul. 2002	Installed two full-color LED display screens in Amsterdam for the wedding celebration of the crown prince of the Netherlands.
Sep. 2003	Set up joint venture BARCO LEYARD COMPANY with Barco
Mar. 2005	Released the new full-color outdoor and indoor display.
Dec. 2006	Won the bid for LED Lighting Engineering Project for the building body of China World Trade Center (Third Phase), the landmark building of Beijing
Aug. 2008	Undertook the ground screen system and the Olympic Rings in the Opening Ceremony of 2008 Beijing Olympic Games
Sep. 2008	Set up a new and modern factory in Shenzhen with an area of 10,000m2
Mar 2009	Reached 15 million USD sales turnover in the first quarter of 2009

M

arketing

Network

## Our Vision

To be the most competitive international supplier of display system solutions and LED application products.

GB/T19001-2009001

ISO 9001:2008