

Innovation in the 2K TV Industry: ESWIN and Three Companies Collaborate to Develop and Mass-Produce a Full Turnkey Solution Board. Plans to Gradually Introduce Solutions for 4K Smart TVs as Well.

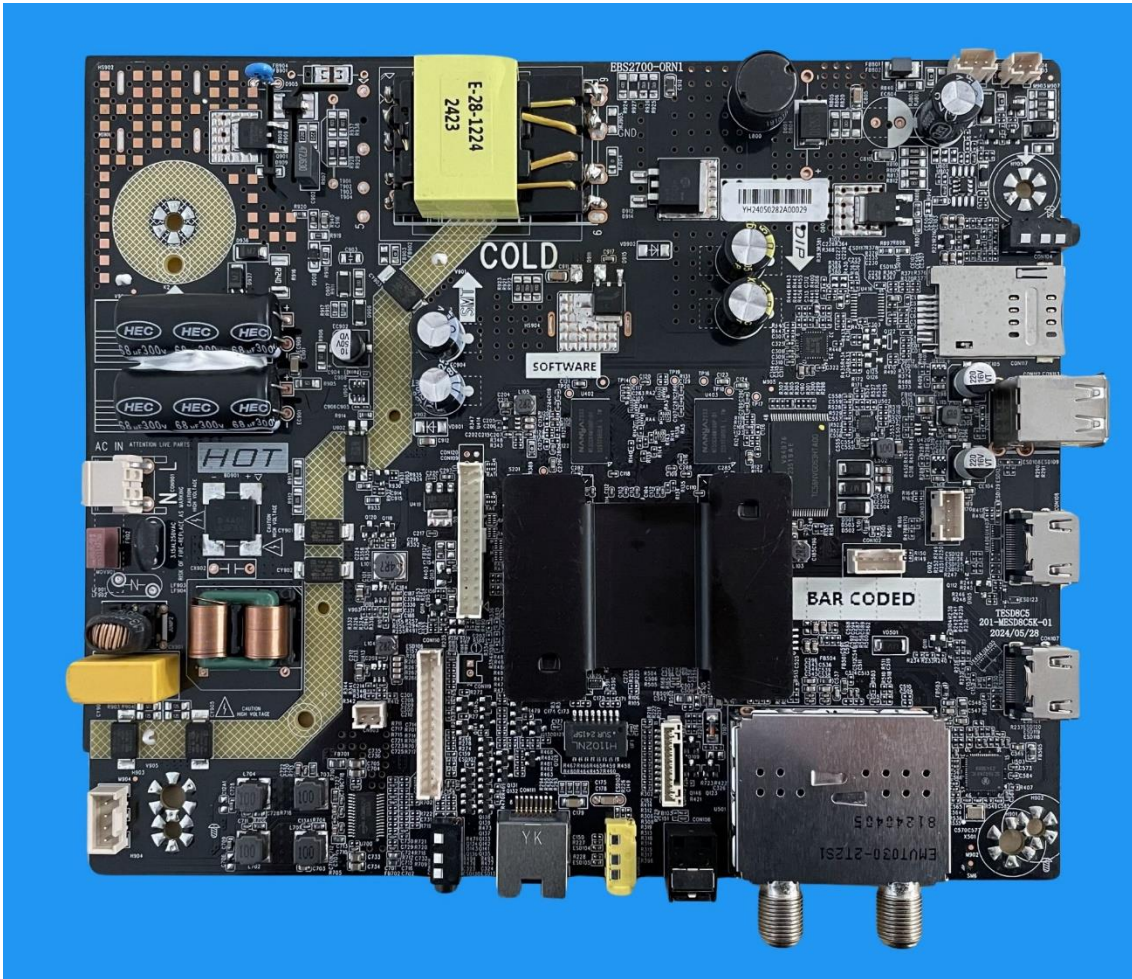
Beijing ESWIN Computing Technology Co., Ltd., ESWIN Japan Inc, (hereinafter referred to as ESWIN), ORION Co., Ltd. and Shenzhen Talent Technology Co., Ltd. jointly announced that the complete 2K TV (Non-Smart version) Turnkey Solution-Board, designed and developed by the four companies targeted Japan market, is going to enter the mass production stage.

Following the release of the 2KTV (Non Smart) Turn Key Solution-Board, ESWIN will sequentially introduce Turn Key Solution-Boards for 4KTV (Non Smart) and 4KTV (Smart) to the market.

In Japan, due to the longstanding habit of watching TV, the diverse range of content available, and the desire for real-time information, there remains a steady demand for 2K TVs (Non Smart) in the domestic market. However, due to intense price competition, there is a growing trend among TV manufacturers to adopt Original Design Manufacturing (ODM). One critical issue with ODM products is the trade-off between "price" and "quality." ESWIN addresses this by providing a TV stack compatible with Japan's broadcasting standards. By leveraging the technical capabilities and market understanding of its partner companies, ESWIN combines Japanese TV system design with the cost benefits of Chinese manufacturing. This provides customers with a "one-stop solution" that shortens TV development cycles, reduces development costs, and enhances product quality.

1. 2K TV(Non Smart) Board Specifications

CPU		RISC/600MHz
GPU		2D/3DGraphics
DDR		DDR3@1600:(1Gbit x 2), 32bit, External. Total size: 1Gbit x 2pcs
NAND		1Gbit
Panel		FHD 1920 x 1080 @60Hz
		WXGA 1366 x 768 @60Hz
Tuner		2 channels (ISDB-T/S/C)
Net Work: Ethernet		1, Internal 100M PHY
USB External		USB2.0 x 2
HDMI		HDMI1.4a x 2
Demodulator		2 channels
TCON		No
Main system		TKS FreeBSD
Recording		Yes(1ch)
Input	Component	No
	Composite	1 : CVBS, Audio L, Audio R
Output	Headphone	1
	Digital Audio(SPDIF)	1: Optical
Media Player (USB)		JPEG, MP4(2K)
VOD		No
Video Decode		MPEG-2



2. Product features and advantages

- Full turnkey solution with the complete TV-Stack software
- Integrated design realized by mounting the power supply circuit on the same board
- Common board for 24/32/43 inch TVs
- High quality through Japanese design
- HDMI terminal layout for easy insertion of dongle devices with HDMI insertion
- Equipped with a USB port that can supply power to dongle devices
- Signage function that automatically plays MP4 and JPEG files mounted on USB memory devices, to be used for commercials
- Verified for connection to standard 2K panels (FHD, WXGA)
- Performed Field Test of radio reception performance in Japan
- Tailored image and sound quality to meet customer needs
- After-sales service after mass production by our Japan sales & marketing center

3. Sales

The TV-Turnkey Solution-Board will be marketed and technically supported by ESWIN.

4. Contact

If you have any question, please be free to contact us though our ESWIN Japan website.

<https://www.eswin.co.jp/contact-us/>

5. Company Profile

Beijing ESWIN Computing Technology Co., Ltd.

Representative: Dongsheng Wang, Chairman of the Board

Location: No.3 Building, Beijing Dongbei Science and Technology Park, No.18, Keisyu 10th Street, Beijing Municipal Economic and Technological Development Area, Beijing, China.

Established Date: September 2019

Business Description: Beijing ESWIN Computing Technology Co., Ltd. is an IC and solutions provider of new-generation computing architecture with RISC-V as the foundation, and provides customers with IC and solutions in the fields of multimedia systems, display & interaction, smart connectivity, power management, intelligent computing, and automotive systems.

Company URL: <http://www.eswincomputing.com/en/>

ESWIN Japan Inc.

Representative: Yasuo Iizuka, President and Representative Director

Location: Room 501, Daiwa Securities Kyoto Bldg. 28-2 Tachiurihigashi-cho, Shimogyo-ku, Kyoto

Established Date: September 2020

Business Description: Subsidiary of Beijing ESWIN Computation Technology Co., Ltd., which provide SoC sales and technical support to Japanese customers.

Company URL: <https://www.eswin.co.jp/>

ORION Co., Ltd.

Representative: Jun Miura, President and Representative Director

Location: 41-1 Iehisa-cho, Echizen City, Fukui Prefecture

Established Date: December 2018

Business Description: The company can provide customers with board design, mechanism design, software development, prototype fabrication, product evaluation, materials

procurement, mass production, development support and solution proposals, and provide customers with after-sales service operations for electrical products.

Company URL: <http://www.orion-jpn.com>

Shenzhen Talent Technology Co., Ltd.

Representative: Yuren Chen, Chairman of the Board

Location: T3, 105-107, Shenzhen Software Park, Nanshan Gaoxinnan 7th District 011, Shenzhen, China.

Established: April 2023

Business Description: Talent-Tech was founded in 2003, headquartered in Shenzhen with a branch in Hong Kong, China. The company has over 20 years of experience in the development and production of video-related products. Talent-Tech offers expert technical support to renowned domestic and international TV brands and ODM/OEM businesses, along with the provision of high-quality PCBA boards.

Company URL: <https://www.talents-tech.com>

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2KTV 行业革新：ESWIN 与三家公司携手计划共同开发并量产 Full Turn Key Solution-Board。4K 智能电视也将陆续推出。

北京奕斯伟计算技术股份有限公司、奕斯伟日本株式会社（以下统称为奕斯伟）、ORION 株式会社和深圳市泰霖科技有限公司联合宣布，四家公司共同设计的针对日本 2K TV（非智能型）的拥有完整解决方案的板卡（Turn Key Solution-Board）即将进行量产。

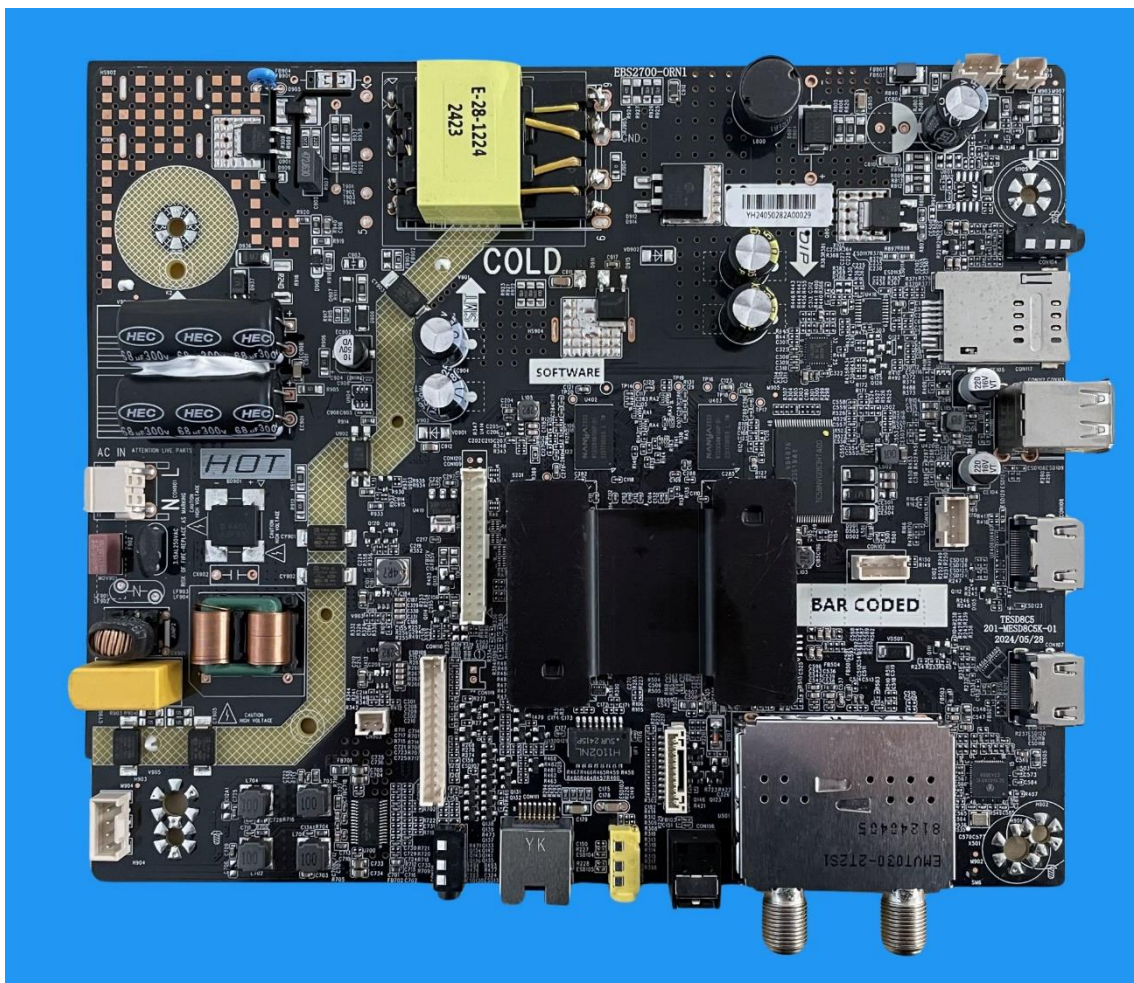
后续，4K TV（非智能型）和 4K TV（智能型）的完整解决方案板卡（Turn Key Solution-Board）也将由 ESWIN 陆续推出并投放市场。

在日本，由于长期的电视观看习惯、丰富的内容以及实时获取信息的需求，2K 电视（非智能）在今后的日本国内市场仍将有一定的需求。然而，在激烈的价格竞争中，电视制造商越来越倾向于采用 Original Design Manufacturing（ODM）模式。而对于 ODM 产品而言，“价格”与“质量”之间的权衡成为一项重要的课题。奕斯伟很好地反映了合作企业的技术实力和对市场的理解力，结合中国及日本在设计 and 制造方面的优势和特点，为客户提供“一站式解决方案”，包含可对应日本放送系统的电视协议栈（TV-Stack），能够有效缩短客户开发周期，减少开发费用的投入，提升产品品质。

1. 2K TV（非智能型）板卡规格

CPU	RISC/600MHz
GPU	2D/3DGraphics
DDR	DDR3@1600:(1Gbit x 2), 32bit, External. Total size: 1Gbit x 2pcs
NAND	1Gbit
Panel	FHD 1920 x 1080 @60Hz
	WXGA 1366 x 768 @60Hz
Tuner	2 channels (ISDB-T/S/C)
Net Work: Ethernet	1, Internal 100M PHY
USB External	USB2.0 x 2
HDMI	HDMI1.4a x 2

Demodulator		2 channels
TCON		No
Main system		TKS FreeBSD
Recording		Yes(1ch)
Input	Component	No
	Composite	1 : CVBS, Audio L, Audio R
Output	Headphone	1
	Digital Audio(SPDIF)	1: Optical
Media Player (USB)		JPEG, MP4(2K)
VOD		No
Video Decode		MPEG-2



2. 产品优势

- 拥有一套搭载 TV-Stack 全套软件的完整解决方案。(Full Turn Key Solution)
- 包含有电源转换电路的一体化设计，简洁且小型化。
- 电视板卡的通用化即一个板卡可以对应 24/32/40 三种不同英寸的电视
- 经过日本设计和验证，确保板卡的优良品质。
- 配备可兼容 Dongle 设备的 HDMI 接口。
- 配备可为 Dongle 设备充电的 USB 接口。
- 能自动播放 USB 存储设备上的 MP4 和 JPEG 文件，可用作广告宣传。
- 已完成标准 2K 面板 (FHD、WXGA) 的对接验证。
- 已完成日本国内放送电波接收性能的 Field Test 验证。
- 能够根据客户需要灵活调整画质和音质。
- 奕斯伟日本公司可为客户提供完善的售后服务。

3. 产品销售

奕斯伟将为 TV 完整解决方案板卡提供销售和技术的全面支持。

4. 联系方式

如有疑问，欢迎通过奕斯伟日本株式会社(ESWIN Japan Inc.)网站联系我们。

<https://www.eswin.co.jp/contact-us/>

5. 关联公司介绍

北京奕斯伟计算技术股份有限公司 (Beijing ESWIN Computing Technology Co., Ltd.)

公司代表： 董事长 王东升

公司地址： 北京市经济技术开发区科创十街 18 号京东贝科技园 3 号楼

公司创立时间： 2019 年 9 月

公司简介： 北京奕斯伟计算技术股份有限公司是一家以 RISC-V 为基础的新一代计算架构芯片与方案提供商，为客户提供多媒体系统、显示交互、智慧连接、车载系统、智能计算、电源管理等芯片及解决方案。

公司 URL : <http://www.eswincomputing.com/en/>

奕斯伟日本株式会社 (ESWIN Japan Inc.)

公司代表 : 代表取締役社長 飯塚 康夫

公司地址 : 京都市下京区立売東町 28-2 大和証券京都ビル 501 号室

公司创立时间 : 2020 年 9 月

公司简介 : 奕斯伟日本株式会社是北京奕斯伟计算技术股份有限公司 (Beijing ESWIN Computing Technology Co.,Ltd.) 在日本地区的子公司, 主要进行 SoC 芯片及关联产品的销售, 并为客户提供技术支持与售后服务。

公司 URL : <https://www.eswin.co.jp>

オリオン株式会社 (ORION Co.,Ltd.)

公司代表 : 代表取締役社長 三浦 淳

公司地址 : 福井県越前市家久町 41-1

公司创立时间 : 2018 年 12 月

公司简介 : 该公司可提供电路板设计、电器结构设计、软件开发、原型制作、产品评估、元器件采购、量产、开发支持和解决方案等多方面服务, 并可为客户提供上述电器产品相关的售后服务。

公司 URL : <http://www.orion-jpn.com>

深圳市泰霖科技有限公司 (Shenzhen Talent Technology Co., Ltd.)

公司代表 : 总经理 陈誉仁

公司地址 : 深圳市南山区高新南七道 011 号深圳软件园 T3 栋 1 层 105-107 室

公司创立时间 : 2003 年 4 月

公司简介 : 该公司成立于 2003 年, 总部设在中国深圳, 在香港设有分公司, 拥有 20 年以上视频、音频领域相关产品的开发和生产经验, 不仅能提供高质量 PCBA 板, 还能为国内外知名品牌彩电厂商和 ODM/OEM 公司提供专业技术支持。

公司 URL : <https://www.talents-tech.com>

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册商标。