



## Press Release

### **FORCELEAD TECHNOLOGY Moves towards Public Listing, Focusing on the Smart Cockpit Market: Automotive Display Driver Chips Leading a New Human-Machine Interaction Experience**

**Issued by: FORCELEAD TECHNOLOGY CO., LTD.**

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On the 8th, FORCELEAD TECHNOLOGY (6996) held a performance presentation prior to its public listing. The company has a strong presence in the smart cockpit market, focusing on applications in the automotive field and is committed to the research, design, and sale of display driver chips.

The smart cockpit has become mainstream in automotive design, with in-car displays increasingly becoming digital, thus driving the strong demand for automotive display driver chips. The passenger-centered smart cockpit design incorporates displays for instrument panels, center consoles, heads-up displays (HUD), electronic rearview mirrors, in-car entertainment systems, rear seat displays, side electronic mirrors, and climate control displays, among other intelligent interfaces. These displays integrate advanced features such as driver assistance, audiovisual entertainment, navigation, environmental control, vehicle connectivity, social functions, and AI technology, establishing a human-machine interactive cabin environment that significantly enhances passenger experience and driving safety. According to data from research firm OMDIA, the automotive display market has maintained an annual growth rate of about 10% since 2009, with global shipments of automotive panels expected to exceed 250 million units by 2030. Amidst this trend, FORCELEAD TECHNOLOGY leverages technological innovation to meet the stringent demands of customers in functional design and quality, steadily expanding its presence in the automotive display application market.

Chairman Vincent Mao stated, "FORCELEAD TECHNOLOGY is focused on developing unique, high-tech, and cost-effective automotive display driver chips. Our products integrate analog signal, mixed-signal circuit design, and touch systems, and have obtained multiple electronic safety certifications, making them favored by major global automotive brands." In terms of service, the company provides high-efficiency, on-site technical support for end-



solution vendors, ensuring a swift response to customer needs. The company also collaborates with clients to co-develop new products aligned with market demands, offering diversified solutions and establishing itself as a trusted long-term partner for customers.

FORCELEAD TECHNOLOGY's automotive products have passed the AEC-Q100 reliability certification and comply with the IATF16949 standards, meeting the stringent requirements for reliability and zero defects demanded by car manufacturers and system suppliers. Regarding patent deployment, FORCELEAD TECHNOLOGY has obtained 52 patents, with eight patents pending, covering Taiwan, the United States, Japan, China, and South Korea.

Looking to the future, Chairman expressed, "The company will continue focusing on innovative R&D in automotive display driver chips, seizing opportunities in the development of smart cockpits to provide high-quality and diverse solutions for clients worldwide."

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### **About FORCELEAD**

FORCELEAD TECHNOLOGY CO., LTD., established in 2009, is a professional IC design company dedicated to the research and sales of display driver chips and integrated touch driver chips. The company's products are focused on the automotive field, covering display driver chips for instrument panels, center consoles, HUD, electronic rearview mirrors, and rotary knobs. FORCELEAD serves major international automotive manufacturers across Asia, Europe, and the Americas. The company is also involved in display driver chips for AIoT applications, industrial uses, and customized special applications. FORCELEAD TECHNOLOGY pursues steady market expansion and product refinement as part of its strategy to create corporate value. For more information, please visit the company website at [www.forcelead.com.tw](http://www.forcelead.com.tw).

### **Media Contacts**

Mr. Steven Lee

Corporate Sustainability and Investor Relations

Email: [spokesperson@forcelead.com.tw](mailto:spokesperson@forcelead.com.tw)

Phone: +886-3-5601180

Mr. Tom Huang

Corporate Sustainability and Investor Relations

Email: [spokesperson@forcelead.com.tw](mailto:spokesperson@forcelead.com.tw)