



## TO READERS



YAHAM is an LED corporate group with more than 10 product lines, the majority of which rank first in global market share. It is founded in Shenzhen in 2002 by Zhang Xinqing, the former general manager of BOE Shenzhen, Wang Zhanming, the former deputy general manager, and Kuang Ye,. and with the support of strategic shareholder, Han's Laser, the world's second-largest laser supplier.

Sharing the common values with all its 900 members, YAHAM insists on the core value of quality and service prioritizing, technology focusing, vitality empowering, and company culture: of self-improvement, professional decision-making, openness and inclusiveness, and has completed more than 20,000 projects in over 112 countries and regions, and would continue to provide top-notch LED products and services to global customers with the pursuit of Reliable Always.

We are delighted to announce the release of the first edition of YAHAM MONTHLY, which aims to keep all the readers up to date with the latest industry trends and technology, as well as the company's strategic insight, innovation, case studies, and social missions. These articles will motivate and inspire the ideas of the upcoming clients and investors, to achieve unlimited solution possibilities and maximized profits.

Zhu Haitao, PRESIDENT  
09.30.2022

## **MILLIONS OF MEDIA IMPRESSIONS LATEST CHANGSHA LANDMARK**



## ***BIGGEST OUTDOOR NAKED-EYE 3D OOH***

The 12100 square feet giant screen is the city's first UHD 8K resolution screen with a 6.25mm pixel pitch. YAHAM conducted deep customization to accommodate a stunning immersive effect in the heart of the busiest economic area, which attracts 2 million visitors per day. For example, it customized the PCB to achieve 7500nits, which generally can only be around 6500nits at the same pitch, to generate a dramatic impression by higher image clarity, and contrast ratio.

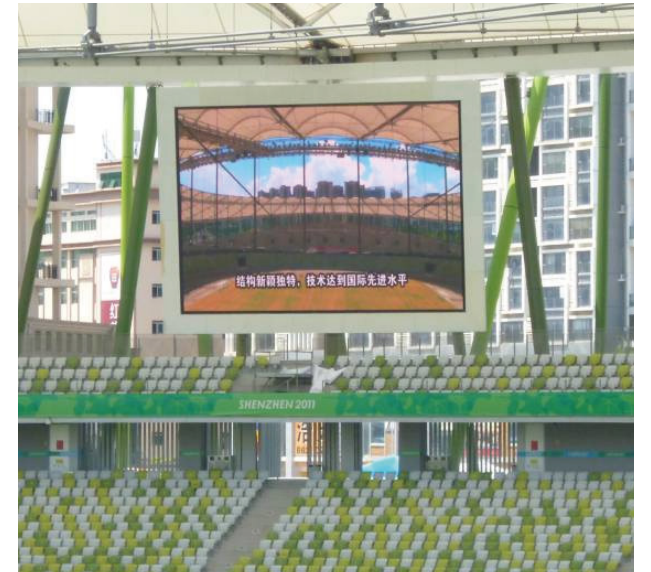
The display, from S4 series, conducts 15% power-saving, optimizes heat dissipation by 33%, and has a 60% lighter cabinet, resulting in stable performance and a longer lifespan. Corners ranging from 45 to 180 degrees seamlessly integrate into the physical environment and the display's visible boundary to create a strong stereo impact, leaving a wow effect.

## NEW SEMESTER EDUCATION SYSTEMS PLANNING



The development of a smart city is in full swing at present. The advancement of education and teaching environments promotes the development of LED display screens in the fields of announcement publicity,, courseware playing, classroom interaction, auditorium, meeting room, and so on, which are effective in engaging students consistently and immediately and providing timely information to them.

Switching from traditional methods such as blackboard, whiteboard, marker and projector to digital display in education solves the problems like low brightness, unclarity time-consuming and inflexibility etc. and delivers seamless splicing and high-definition visual effects under various lighting conditions while remaining flexible in various environments.



It places a premium on eye protection and clear clarity when used in the classroom. With deep customization of low blue light, high contrast ratio and greyscale, YAHAM's solution delivers a delicate and vividly colorful visual performance and keeps people's eyes from rendering sore, tearful and blurred after a long time watching, leaving all students and teachers with a user-friendly courses experience.

Statistics and schedules may be presented attractively and clearly on LED displays to stimulate engagement and participation, which can boost students' morale and motivate them to work harder for better scores. YAHAM's All-In-One solution integrates all the software with the hardware to realize plug-and-play, remote control, video conference, interaction etc, delivering high-impact communications and immersive experience to all audiences.

Giving full play to its 20 years of LED experience and driven by innovation, YAHAM consistently improves its solutions in the field of education and has established the ecosystem integrating hardware + software + content + interaction, to make education, teaching and communication easier, more effective and productive.

# EO—OUTDOOR PRODUCT RELEASE

## FROM -20°C TO 50°C, BORN FOR EXTREME WEATHER

Out of home advertising (OOH) is an important tool for building brand culture, increasing exposures and product influence, as well as promoting the construction of a smart city. For 20 years, YAHAM has specialised in outdoor applications, forming a business system and solution ecology with "reliability + intelligence + interconnection" as the core, providing integrated solutions for billboards, building facades, landmarks, commercial complexes, flagship stores, and so on, doubling the advertising effect with half the work.

OOH comes in huge sizes and a prime location for it needs to ensure better visibility and greater connection with the audiences and is typically on rooftops and roadways with a broad field of view. It is critical that LED displays should withstand all weather-related aspects like heat, cold, typhoons, rainstorms, thunderstorms, hails etc, and have to provide superior brightness, heat dissipation and protection to maintain visibility and stability.



-20°C weather stable operation



Based on specific waterproof designs and high-quality materials, the cabinet delivers IP65 protection and strong resistance to salt, and corrosion, for long-term stability in harsh weather conditions like -20°C, 50°C, 90%RH etc.

Max 33% dissipation optimization



Thermal conductive interfaces, which have received over 10 patents, increase thermal conductivity by 33% and cooling performance by 16%, assuring product stability and competitiveness.

10000nits ultra high brightness



Customized LEDs for superior brightness to maintain visibility in high ambient light conditions. It accurately outputs more lifelike and realistic images even under the glorious sunshine,

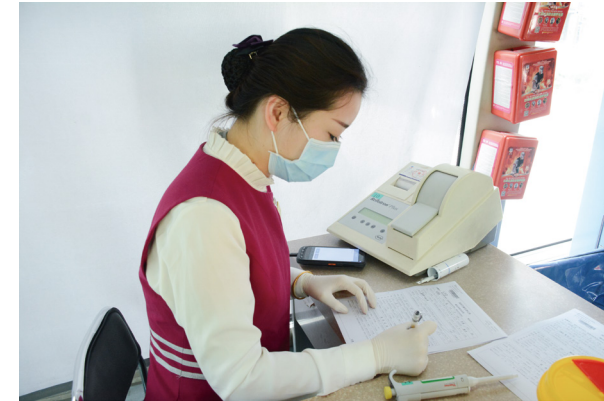
Multi-application compatibility



Compatible with outdoor advertising, billboards and stadiums, it may accomplish cloud management to increase operation efficiency and quality by working with YAHAM self-developed integrated control cloud platform.

**A DROP FOR YOU,  
AN OCEAN FOR SOMEONE ELSE**

## YAHAM HELD BLOOD DONATION



YAHAM, which places great importance on incorporating social missions within and beyond company culture, held a blood donation with the Blood Center of Shenzhen Baoan District and was granted the Shenzhen Blood Donation Charity Unit Award for its active participation in raising awareness about supporting local health systems and saving lives.

“Being a blood donor is a simple but altruistic action that everyone can take to strengthen their communities.” said the YAHAM’s Executive President TonyJiao, the first person who entered the bloodmobile. With the shared objective of spreading positivity and love, 49 members voluntarily participated in the blood donation event, donating 14200 milliliters in total.

Aside from that, the corporation would engage in charitable activities, including traffic directing, beach clean-up, medical workers and so on, in order to demonstrate its commitment to social responsibility and contribute more to the community.

# YAHAM

# 可靠,始终如一

2002



RELIABLE, ALWAYS



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