



Company Profile

# ***Plug into 2008 A Brand-new World***

"SUNIX culture is based on artistic approach towards development of innovative solutions. We provide cutting edge products with creative and user friendly design."

人文 · 藝術 · 科技完美的結合 — 串連美麗新世界



# About SUNIX



SUNIX Group was established in 1986. It focuses on Research & Developed and manufacturing of communication products. Currently, the company employs more than 350 employees worldwide, and vertically integrate its expertise of IC design, Manufacturing and sales into a great market success. Based on the product lines, three different divisions are established including Information Technology (I.T.), Commercial Communication (C.C.), and Industrial Networking & Communication (I.N.C.).

The head office of SUNIX Group is located in Taipei County - Taiwan. The production is based on extensive Research & Development efforts while focusing on innovative design and strict quality assurance. In this way the company has established top grade factories, and successfully achieved the loyalty of countless customers. For the last many years, the serial cards from SUNIX are known as "Golden Card" due to their strong reputation worldwide. Additionally, in 2006, SUNIX group was lauded as "One of China's ten most influential communication brands".

- ✦ 1995 Launched the world's first PCI bus I/O control card
- ✦ 1996 Released the world's first serial single chip SUN1889
- ✦ 2003 The full range of I/O products receive Microsoft WHQL certification
- ✦ 2006 Developed the world's first serial single chip Matrix - supporting up to 16 ports

## Vision

SUNIX provides communication intelligence through expertise of its R&D team which is dedicated to develop innovative, reliable and cost effective product lines. SUNIX sincerely vows to keep taking the lead in serial & networking technology along with environmental and humanitarian concern. We are committed to form a unique company culture based on cultural and artistic development. From this background, SUNIX wishes you to join our experience of "plug into a brand-new world".

## Green SUNIX

As technological developments have improved people's standard of living, respecting nature can also ensure the continuation of life - this has become initiative to our green policy to protect environment.

SUNIX products strictly conform to RoHS and WEEE standards, and uses environmentally friendly materials for products and packing. At the same time, new buildings are designed to use entirely natural light, and thus reduce energy expenditure. A proportion of 1:2.5 of the 30 hectare energy saving production base is largely green. Bringing technology and nature together is one of the company's values.

# 關於三泰

三泰 (SUNIX) 集團成立於 1986 年，專注於研發與生產通訊產品，目前全球擁有逾 350 名員工，為一集 IC 設計、製造、產品銷售於一身的產業垂直整合提供者，產品線涵括資訊產品 (Information Technology)、商業通訊 (Commercial Communication)、工業網通 (Industrial & Networking Communication) 三大事業群。

三泰集團總部設立於台灣台北縣，以堅強的研發為發展的基石，並以持續創新設計及優異的產品品質，獲得世界一級大廠及無數使用者的信賴與喜愛，多年來以 SUNIX 經營自有品牌，串列通信卡的系列產品，在全球享有黃金卡「Golden Card」的美譽，三泰集團並在 2006 年被評選為「中國最具影響力的十大通訊品牌」。

- ✦ 1995 推出全球首張 PCI 匯流排 I/O 控制卡
- ✦ 1996 發表全世界第一顆串列 (Serial) 單晶片 SUN1889
- ✦ 2003 全系列 I/O 產品，通過微軟 WHQL 認證
- ✦ 2006 推出全球第一顆支援 16 埠串列單晶片 Matrix

## 願景

SUNIX 期許成為『智慧通信』(Communication Intelligence) 的最佳橋樑，提供客戶最佳的通信產品與合理的價格，並且透過三泰強大研發團隊的能力來滿足客戶的最大需求；三泰衷心的許下承諾，將以領先的串列通信科技，重視環保、人道關懷的世界胸懷，結合三泰特有對人文、藝術涵養的企業文化，引領全球的人們一同『串連美麗新世界』(Plug into A Brand-new world)。

## 綠色三泰

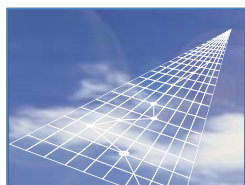
以創新科技為人們帶來便利的生活，同時尊重自然為未來帶來永續的生命活力，內化為綠色三泰的核心價值。

三泰嚴格遵行RoHS及WEEE產品規範，並堅持用環保的材質來生產和包裝產品，同時以最新的建築設計來充分利用日光降低廠區內電力的消耗，打造節能的生產基地，在佔地三十畝的園區內以1:2.5的比例大量綠化，用心的實踐科技與自然並存的企業價值。



# Core Values of SUNIX

## 三泰的核心價值



win-win situation with its customers.

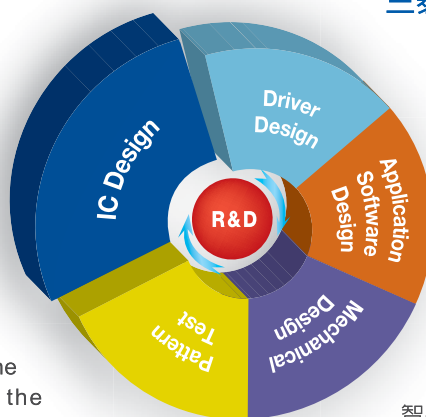
SUNIX has accumulated more than 20 years of experience, and has nurtured core values of research and development, sales, and production. Based on these core values and competence, SUNIX achieved

三泰累積 20 餘年的成長經驗，從研發、銷售、生產所蘊育出多面向的核心價值，與顧客間連結成強大的核心競爭力共創雙贏。

## The Core Values of SUNIX Research & Development

### IC Design

Since 1995, when the first IC was developed, SUNIX has introduced total of 10 ICs. The IC Design Team focuses on UART serial port and IEEE1284 parallel port controller ICs. With in-depth understanding of the core technology, the team can do any type of customization for the particular requirements of customers or applications. The newest generation IC Matrix™ single chip can support up to 16 serial ports with UART controllers. Due to energy efficient design, it only consumes <0.35W. Currently, it is the world's most integrated and intelligent chip.



### 三泰研發核心價值

#### IC 設計

三泰 (SUNIX) 自 1995 年開發出第一顆自有 IC，至 2007 年底已有 10 個 IC 問世，三泰的 IC 設計團隊專注 UART 串列埠與 IEEE1284 並列埠的控制 IC，掌握關鍵技術的核心能力，可依客戶特殊需求高度客製化，充分貼近與滿足市場的需求；最新一代的 IC Matrix™，單晶片即可支援 16 埠 UART，搭配超低功耗 < 0.35W 的節能設計，是目前全球整合度及效能最高的智慧晶片。



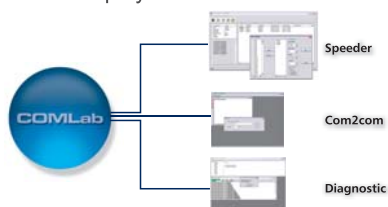
2007	UL7534EB	Matrix series, PCI Interface 16C750 16 UART Controller
2006	UL7522EQ	Matrix series, PCI Interface 16C750 Octal UART & Two IEEE1284 Controller
2006	UL7512EQ	Matrix series, PCI Interface 16C750 Quad UART Controller
2005	SUN8899	SLAN series, ARM Based Ethernet Controller SOC
2004	SUN8989	SLAN series, Ethernet to 16C550 Quad UART Controller
1996	SUN1888	Golden-IO series, PCI Interface IEEE1284 Controller
1996	SUN1889	Golden-IO series, PCI Interface 16C650 Dual UART Controller
1996	SUN1699	Golden-IO series, Local Bus 16C750 UART Controller
1995	SUN1688	Golden-IO series, Local Bus IEEE1284 Controller
1995	SUN1689	Golden-IO series, Local Bus 16C750 UART Controller

### Device Driver Development

SUNIX established its Device Driver Development Team in 1996. Since then we offer complete range of device drivers that works with all major Operating System. Along with Microsoft WHQL Certification and compatibility with new system, the customer satisfaction is achieved.

### Application Software Design

Application software and utility software interface development are directed towards meeting the practical requirements of customer's application operation and system error resolution. This can substantially facilitate the engineers for solution deployment.



## SUNIX Electronic Hardware Research and Development Team

The SUNIX Electronic Hardware Research & Development Team is dedicated to design of products having ICs developed by IC Design team. In addition, they carry out the product customization as required by customers - from the PCB layout to the structure and casing design. By extensive and continuous testing, they make sure that customers are receiving quality and reliable products.

### 驅動程式開發

三泰同時於 1996 年建立驅動程式開發團隊，藉由自主開發驅動程式使硬體的功能得以完全發揮，搭配微軟 WHQL 認證，在相容性以及新系統的支援給予客戶永續及最佳的保證。

### 應用軟體設計

三泰在應用軟體及應用軟體介面開發的能力，是針對客戶現場操作與系統除錯的實際需求，可以有效並大幅提升現場工程師對於串列開發的便利性與時效性。

### 三泰電子硬體研發團隊

三泰電子硬體研發團隊主要針對三泰自有 IC 完成產品市場化設計，以及執行客製化產品的需求，從 PCB 的佈線 (Layout)、到機構與外型設計一氣呵成，並通過品保實驗室反覆驗證，確認產品的質量與可靠度，提供客戶最佳設計的產品。



## The Core Values of SUNIX Sales Specialization

Sunix has been concentrating on serial communication for more than 20 years. The Sales Team has always served global customers and provided customized manufacturing for top brands, and has accumulated production information and specialized product knowledge. Thus, the team can offer the best solutions and complete product information and service to the customers.

## Sales Strategy

Sunix has actively established global strongholds. Currently SUNIX has branch offices in Germany, US, Brazil, and China, and representative partners all over the world. SUNIX offers full marketing support and protection (price, project, territory etc) to our partners to avoid channel conflict, and assist them to grow. The aim is to achieve customer trust and satisfaction.

## Customer Service

The Sunix Sales Team listens carefully to the customer in order to understand their real requirements, makes heartfelt commitments, and spares no effort to serve them. They aim to apply our product technology and cordial service to help the customers achieve success. They also offer product guarantees, as well as service centers offering customers the best technological support.

## The Core Values of SUNIX Production

SUNIX has had its own manufacturing unit since 1995, and operates it with two main core values - environmental friendliness and quality guarantees.

## Environmental Friendly

### Green & Energy Saving Factory Design

The new SUNIX factory is located in Kunshan City, Jiangsu Province, China. It occupies 30 hectares and incorporates the latest environmental technology. The glass tent design allows the use of natural light - during daytime it is possible to totally use sunlight, this reduces energy expenditure by 4560MW. The natural green environment, which occupies 37% of the factory space, consists of a large amount of vegetation and water resources. This means that the manufacturing unit is green and uses minimal energy.

### RoHS/WEEE

SUNIX products conform to RoHS (restriction of hazardous substances) stipulations. SUNIX devotes itself to adopting the highest WEEE principles for prevention, recycling, and safe disposal of products.

## Quality Systems

SUNIX uses staff training and education as a basis for creating a high level factory environment. The TQA quality system is adopted to ensure design quality, production quality, and customer quality. This means that customers are provided with high quality products and customer rights pledges.

## 三泰銷售核心價值

### 專業

三泰專注於串列通信 20 餘年，銷售團隊一直以來服務全球客戶及一線大廠的客製化經驗，累積了豐富的產業資訊及專業的產品知識，適切的提供給客戶最佳的解決方案及完整的產品資訊與服務。

### 行銷

三泰一直以來積極的佈建全球業務據點，目前在德國、美國、巴西、中國設有分公司，並在全球各地擁有品牌代理夥伴，針對 SUNIX 的品牌客戶提供區域保障及銷售支持，並成立行銷團隊提供客戶所需求的行銷策略及素材，與客戶在市場上共創雙贏。

### 客戶服務

三泰銷售團隊秉持 " 用心傾聽 衷心承諾 全力以赴 " 的宗旨來要求團隊同仁能透過用心傾聽了解客戶的真正需求，期許能藉著我們的產品技術與熱誠服務來實現客戶的成功，並提供客戶產品保固服務，以及設立客服中心提供客戶最佳的技術支援服務。



## 三泰生產核心價值

三泰在 1995 年擁有自有的生產基地，即以綠色環保及品質系統做為三泰生產的二大核心價值。

## 綠色環保

### 綠色節能的廠房設計

三泰昆山新廠座落於中國江蘇省昆山市，佔地三十公頃，建築體引進最新環保技術，運用導引自然光源的玻璃帷幕設計在日間充分利用日光，可減少 4560 千瓦能源消耗；佔廠房總面積 37% 的自然綠化環境，植被大量綠色植物及水資源生態，打造綠色節能的生產基地。

### RoHS/WEEE

三泰產品皆符合 RoHS( 有害含鉛物質限用 ) 規範；三泰產品同時致力於 WEEE 以預防、回收及安全丟棄為最高指導原則。

## 品質系統

三泰以人員教育訓練為根本，建構高規格的廠房環境，導入全面品質系統 (TQA)，從設計品質、生產品質、客戶品質三大保證，提供客戶高品質產品及權益保證。

# SUNIX Main Product Lines 三泰三大產品事業群



Taking their core values as a base, SUNIX has developed three main product lines: Industrial Networking & Communication, Commercial Communication, and Information Technology; using high product quality and full technical support to offer ultimate user experience.

## I.N.C. - Industrial Networking & Communication

SUNIX industrial control networking service includes six major product lines: Industrial RS-422/485 Serial Cards, Industrial Ethernet Switches, Industrial Device Servers, Industrial Modbus I/O Modules, Industrial Wireless Solutions, and Industrial Media Converters. These products provide serial and network connectivity solutions for mission critical and harsh environment applications such as: traffic control, power plants, refineries, mining, telecommunications, wastewater treatment plants, factory floor and many more. The entire series of products emphasize high reliability, harsh environment tolerance, and human control interfaces.



Industrial RS-422/485 Serial Cards  
工業級RS-422/485串列通信卡



Industrial Ethernet Switches  
工業以太網路交換器



Industrial Device Servers  
串列設備連網伺服器



Industrial Media Converters  
訊號轉換器



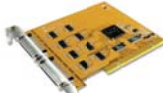
Industrial Wireless Solutions  
無線通信解決方案



Industrial Modbus IO Modules  
工業級Modbus IO模塊

## C.C. - Commercial Communication

SUNIX Commercial Communication products are based around the main fields of serial and parallel cards, and the newly introduced Powered USB. Developing single chip IC design, based on core competence and expertise of technology, SUNIX is able to offer the best products in the field of commercial communication. SUNIX commercial communication products are making your daily life easier without being noticed. Bank ATM machines and counter systems, supermarket and restaurant POS systems, coin operated vending machines, gas stations, traffic lights on the street, and control of neon lights are being controlled by SUNIX products.



RS-232 Serial Cards  
RS-232串列通信卡



Multi-I/O / Parallel Cards  
Multi-I/O 及並列通信卡



Bluetooth to RS-232  
藍芽轉RS-232



USB to Serial / Parallel  
USB轉串列及並列



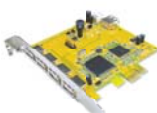
PoweredUSB

## I.T. - Information Technology

The SUNIX information technology series mainly consists of interface CardBus for desktop computers and notebooks / laptops. These include USB, 1394, Serial ATA, and Giga Lan extended interfaces, and are able to offer high quality peripheral computer products for users globally.



PCI Cards  
PCI 擴充卡



PCI-Express Cards  
PCI-Express 擴充卡



PC Accessory  
電腦週邊產品



CardBus



ExpressCard



USB Adapter  
USB轉換器

三泰以核心價值為紮實的根基，發展出跨領域的三大產品線，『工業網通』、『商業通訊』、及『資訊產品』事業群，以高品質產品、完善的技術服務，提供客戶創新、可靠、穩定的合作及使用經驗。

## 三泰 INC『工業網通』

三泰工控網通事業群擁有「工業級RS-422/485串列通信卡」、「工業以太網路交換器」、「串列設備連網伺服器」、「工業級Modbus IO模塊」、「無線通信解決方案」，以及「訊號轉換器」六大產品線，提供全方位串列通信連網解決方案，廣泛應用於交通控制、水力發電、煉油、礦業、電信、水處理，工廠自動化等產業。全系列產品著重可靠度最高，嚴苛環境耐受度，以及最人性化的控制界面。

## 三泰 CC『商業通訊』

三泰商業通訊產品，主要以串/並列通信卡，以及近年來興起的PoweredUSB 為產品主軸，三泰以領先全球的串列控制單晶片研發技術，提供在商業通訊領域中最佳的產品。在日常生活中三泰的商業通訊產品無所不在，無論是銀行的ATM及櫃檯系統，或是超市、餐廳的POS結帳、投幣式販賣機、加油站、路上的紅綠燈及七彩的霓虹燈控制等等，都有三泰的產品在其間默默運作著。

## 三泰 IT『資訊產品』

三泰資訊產品系列，主要以桌上型電腦，以及筆記型電腦的各種介面的擴充卡為主，舉凡USB、1394、Serial ATA、Giga Lan...擴充介面，完整的提供全球的使用者高品質的電腦週邊產品。

***www.sunix.com.tw***

## 三泰科技股份有限公司

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