Lighting up the World

COMPANY PROFILE · 2026 · EN

Elite Electronics

A total media solution company that owns and operates its own manufacturing facilities



00

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01

Company Overview

that owns and operates its own manufacturing facilities

Company Overview

From planning to manufacturing, installation and operation, everything flows within one company.

The company that plans media is also the company that builds it.
Elite Electronics builds screens to fit each space, fills them with advertising, and keeps them running.

2019 Founded (03.22)	Woohyun Kim CEO	Ansan · Seoul Headquarters · Manufacturing Facility / Media Solution Division	15,000㎡ Monthly CAPA (all processes)

Core · Media Solution

Media Solution Division (M/S)

Advertising agency · Media development · Content production · Media operation

Core · Manufacturing

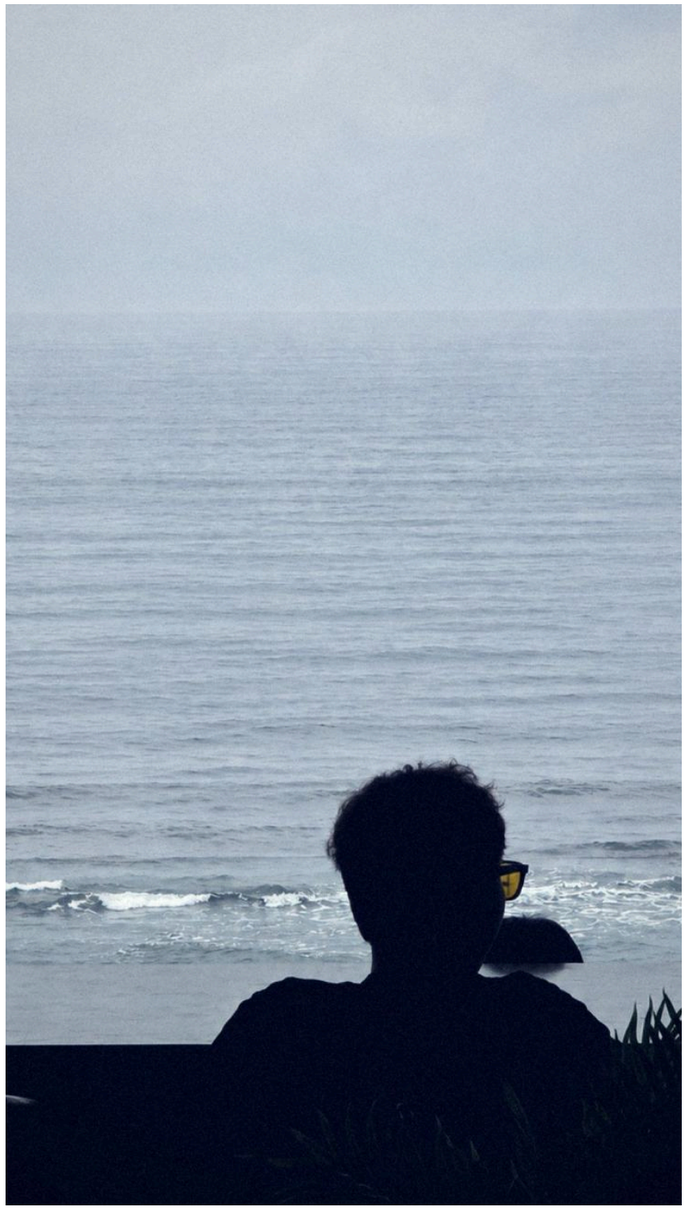
Manufacturing Division

PCB · FPCB manufacturing · Process subcontracting · Transparent display substrates

System

System development

eCMS · MMS · PSA operating software



"Planning it, building it ourselves, and keeping it on to the end. That is how Elite Electronics lights up the world."

Thank you for visiting Elite Electronics.

Elite Electronics began in 2019 by making circuit boards. The process technology and quality standards we built up to make even a single small board precisely have become the foundation of the transparent displays that now turn city glass walls into screens.

We plan media, produce videos and operate them every day. And we manufacture that media ourselves at our Ansan facility. Because the people who plan, build and operate work within one company, we can respond fastest to the needs of each site and be the first to solve problems when they arise.

A screen has value only when it is on. Elite Electronics does not stop at installation; with operating software we developed ourselves, we manage media nationwide to the end so it never goes dark.

We will keep deepening our technology and staying closer to the field. Thank you.

CEO, Elite Electronics Co., Ltd. 김우현

03

Vision · Core Values

Vision & Values

From planning to manufacturing, installation and operation. A structure that connects within one company is the promise Elite Electronics keeps.

The company that lights up the world

i.

We build it ourselves

We make displays, boards and even operating software with our own hands.

ii.

We operate to the end

We don't stop at installation; we manage media every day so it never goes dark.

iii.

We add value to spaces

By turning glass and walls into media, we create new value for spaces and brands.

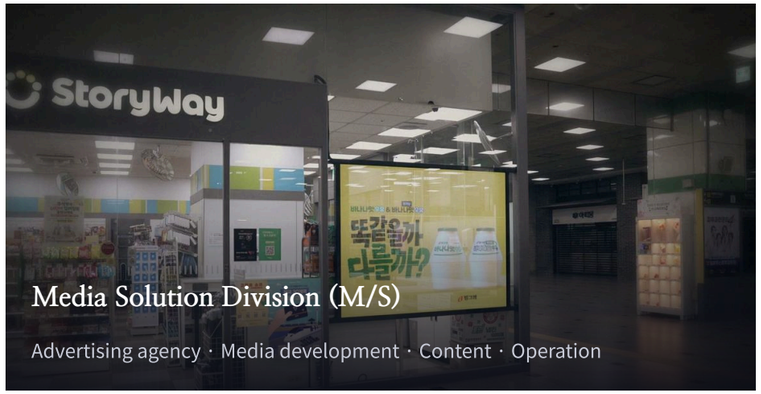
04

Business Structure

Two core businesses and system development

Business Model

The media business and the manufacturing business support each other, and operating software we developed ourselves connects the two.







Core i.

Media Solution Division (M/S)

We open up the glass and wall surfaces of places where people gather as media, fill them with advertising and content, and operate them every day.

Core ii.

Manufacturing Division

At our Ansan facility, we produce circuit boards and transparent display substrates ourselves and provide process-level subcontracting.

System

System development

We develop our own playback, monitoring, maintenance and parts analysis software to improve operational stability.

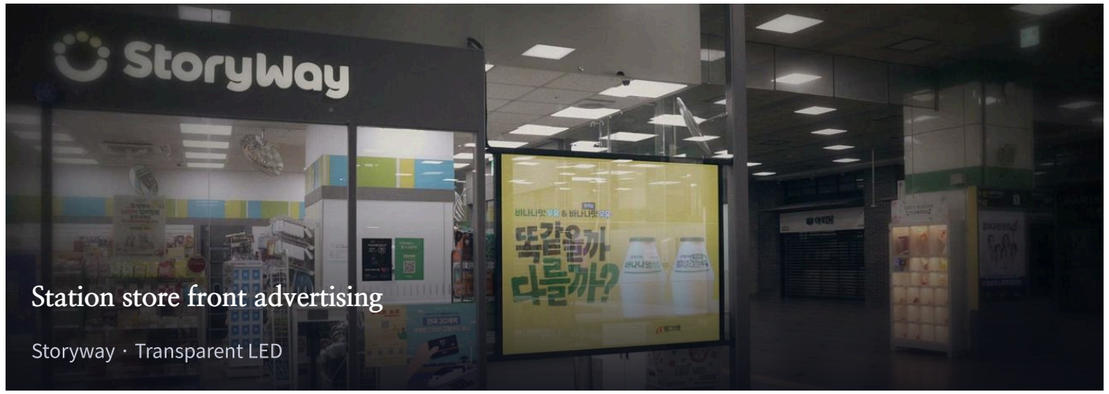
05

Media Solution Division ①

Advertising Agency · Media Development

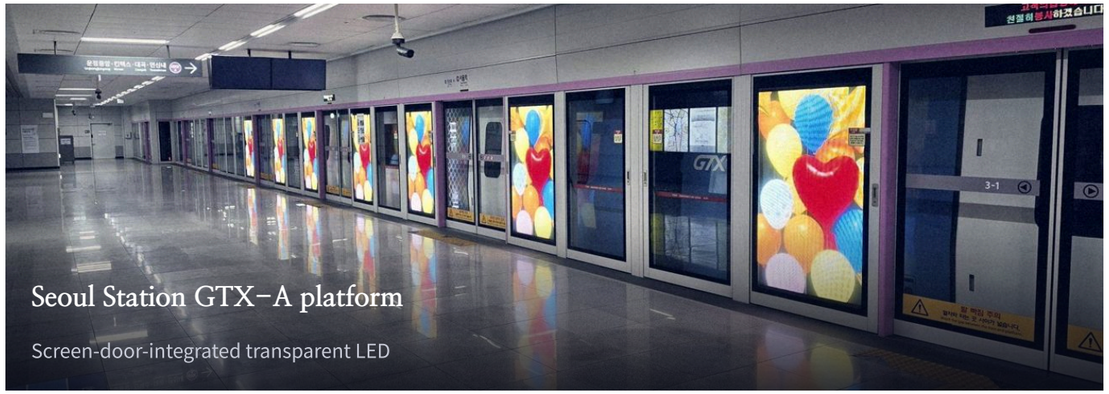
Advertising · Media Development

We choose the places a brand needs to reach and open up glass and wall surfaces as advertising media.



Station store front advertising

Storyway · Transparent LED



Seoul Station GTX-A platform

Screen-door-integrated transparent LED

01

Advertising agency

From campaign planning to media mix, execution and performance reporting. Because we operate the media ourselves, we can adjust scheduling and exposure quickly.

- Campaign planning
- Media buying
- Performance reporting

02

Media development

We identify surfaces with advertising value in transit hubs, commercial spaces and public facilities, and handle the design, installation and permits for transparent and opaque LED media.

- Site discovery
- Revenue structure design
- Installation · Permits

05

Media Solution Division ②

Content Production · Media Operation

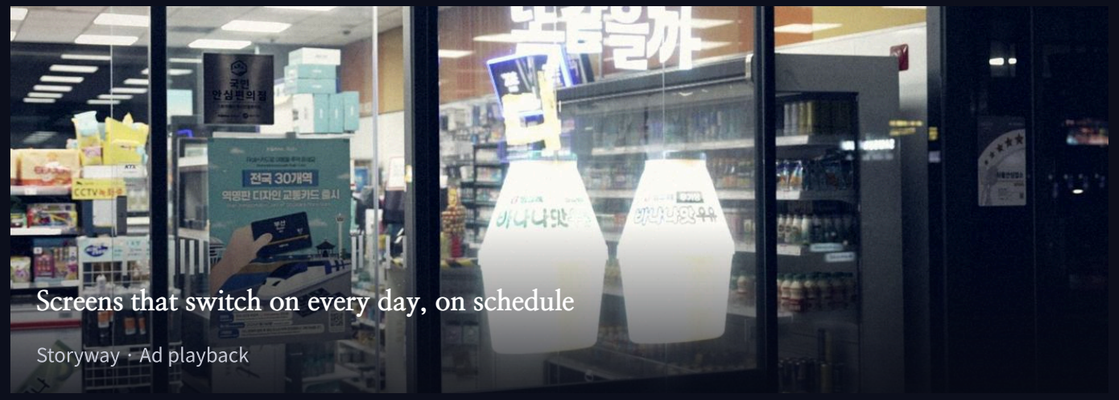
Content · Operation

We fill screens with content that fits them, and keep them from going dark.



Handwriting animation on a transparent screen

Seoul Forest Jeju Olle Pop-up



Screens that switch on every day, on schedule

Storyway · Ad playback

03

Content production

We produce ad videos and motion graphics tailored to the resolution, aspect ratio and transparency of each medium. For transparent screens, we design black as transparency.

- Advertising · Brand videos
- Motion graphics
- Made for transparent screens

04

Media operation

Through scheduling and playback, remote monitoring and on-site maintenance, we keep screens from going dark.

- Scheduling · Playback
- Remote monitoring
- On-site maintenance

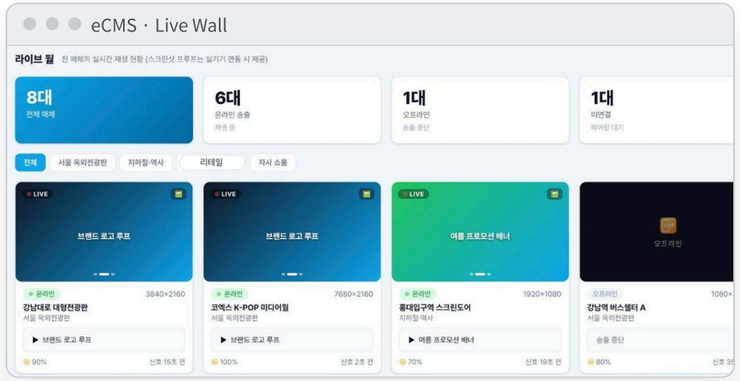
06

System development

Software is the core of operational stability

System Development

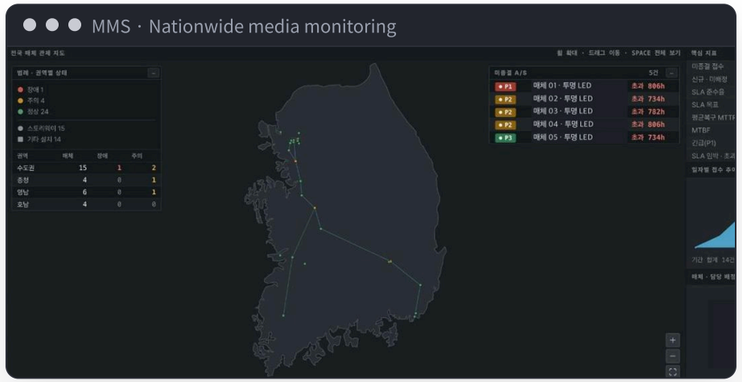
We develop operating software in-house alongside display hardware. The systems we use in the field are built within our own platform, EasyWork, and improved every day.



eCMS

Content management · Playback

View the online status and playback of all media on one screen, and schedule content to each medium's resolution.



MMS

Integrated media A/S management

Monitor media nationwide on a map, and record everything from fault reports to dispatch, action and SLA.



PSA

Part Spec Analyzer

Reads LED, SMPS and receiving card datasheets, scores their performance, and sets component selection criteria.

07

Manufacturing Division

PCB · FPCB Manufacturing and Process Subcontracting

Manufacturing Division

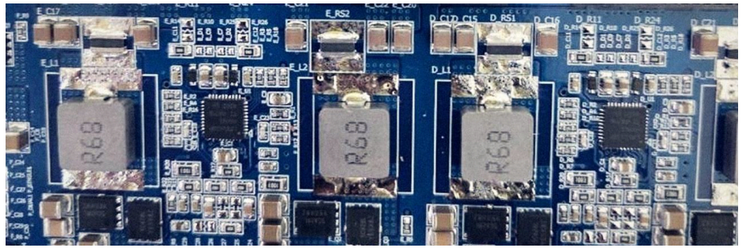
At our Ansan facility, we carry out circuit board processes with our own equipment, from exposure and lamination to WET processing, Tin plating, DFSR and inspection.

700 × 1,500
Max exposure (mm)

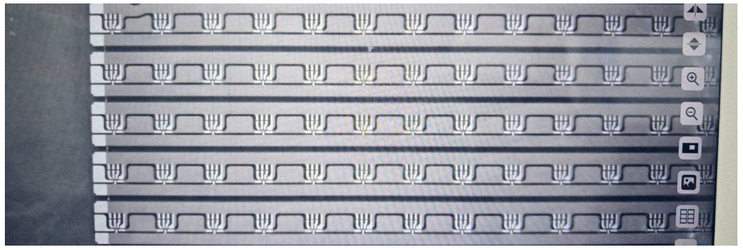
One-stop
Circuit formation to inspection

25 types
Production and inspection equipment

15,000㎡
Monthly CAPA (all processes)







i. PCB · FPCB Manufacturing

We handle PCBs and flexible printed circuit boards (FPCB) from specification review through production and inspection.

ii. Process Subcontracting

You can outsource only the processes you need, such as exposure, lamination, DES, Tin plating, DFSR and BBT.

iii. Transparent Display Substrates

We laminate copper foil onto glass substrates and form fine circuits to produce transparent LED panels.

08

Equipment

Equipment List

Equipment List

Based on equipment in actual operation. With equipment for each process, we go from base-sheet lamination to final inspection without outside processing.

Exposure *Exposure*

LED exposure unit	2 units · Up to 700 × 1,500 mm
LDI exposure unit	Laser direct imaging (Orbotech Paragon)
Manual exposure unit	Samples · Small batches

Lamination · Bonding *Lamination*

RTR laminator	DFR · DFSR · Copper foil roll lamination
Sheet laminator	Sheet DFR lamination
Automatic laminator	Automatic sheet lamination
Vacuum laminator	DFSR adhesion
Cu laminator	Glass · Copper foil lamination

WET Process *Wet Process*

Soft etching unit	Copper foil pretreatment
DES line	Developing · Etching · Stripping
D/F developer	DFR developing
SR developer	DFSR developing
Horizontal plating line	Tin plating
Pure water · Wastewater treatment	Process water · Environmental equipment

Drying · Curing *Curing*

Box Oven	DFSR drying · Additional bake
Oven (2 racks)	Intermediate drying

Machining *Machining*

Laser unit	Laser Drill
Hole drilling machine	Hole machining
Thomson · Punching machine	Outline punching
Cutting machine	Base-sheet cutting

Inspection · Measurement *Inspection*

AOI	Pattern optical inspection
Flying BBT	Electrical test (intermediate · final)
BBT JIG	Dedicated jig test
3D measuring machine	Scale · Dimension measurement
Inspection bench (loupe · CCD)	Visual · Vision inspection

08

Process Capability · CAPA

Process Capability · Production Capacity

Capability & Capacity

With large-format exposure and film processes, we produce large glass panels and flexible substrates on the same line.

Max exposure size	**700 × 1,500 mm**
Standard panel size	500 × 1,020 · 530 × 1,120 · 460 × 1,040 · 520 × 520 · 170 × 170 mm
Substrate	Glass · PI (FPCB) · PCB base sheet
Copper foil	Cu 70 µm (negotiable by specification)
Circuit formation	DFR lamination · LED / LDI exposure · DES
Surface finish	Tin plating (horizontal plating line)
Solder resist	DFSR (film-type) lamination · Exposure · Developing · Drying
Inspection	AOI · Flying BBT · BBT JIG · 3D measurement · Visual inspection

Monthly Capacity

15,000 ㎡/month

Monthly production capacity, all processes (approx.)

Samples · Small batches · Process-level subcontracting · CAPA by specification · Lead time by agreement

01

Circuit formation

Photosensitive film lamination, large-format and laser exposure, developing, etching and stripping

DFR | LED · LDI exposure | DES

02

Surface finish

In-house tin (Tin) plating on a horizontal plating line

Tin plating | Soft Etching

03

Solder resist

Film-type solder resist (DFSR) lamination, exposure, developing and curing

DFSR | Box Oven

04

Inspection · Measurement

Process quality verified by optical and electrical inspection and dimensional measurement

AOI | Flying BBT | 3D measurement

08

Manufacturing Facility · Field

We build it, and we install it ourselves

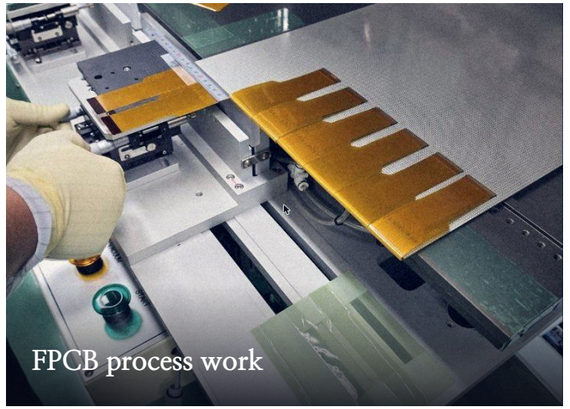
Facility & On site

Our installation team transports and installs the panels made at our Ansan facility, and tests them through power-on and wiring.



WET process line

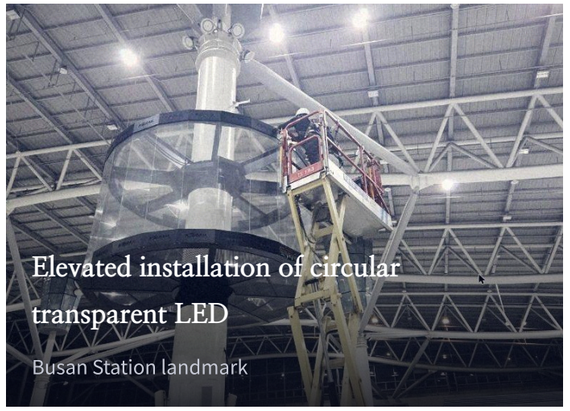
Developing · Etching · Stripping · Plating



FPCB process work



AOI inspection room



Elevated installation of circular transparent LED

Busan Station landmark



Screen door panel mounting

09

Product Lineup ①

Displays

Display

Transparent and opaque displays made at our Ansan facility.



Busan Station circular landmark



Daegu HQ lobby media wall

GLASS · G-TLD

Glass-integrated transparent LED

A semi-noncombustible (Grade 2) transparent display with LEDs mounted directly on a glass substrate. Aperture ratio of 75% or more, front luminance of 2,391 cd/㎡.

COB 2.38mm | 4mm | 6mm | 10mm | 20mm

OPAQUE LED

Opaque LED display boards

A standard lineup of information displays, from high-resolution indoor COB to high-brightness outdoor IP65.

0.75mm | 0.9mm | 1.05mm | 1.25mm | 1.56mm | 2.5mm | Outdoor 3.9–7.81mm

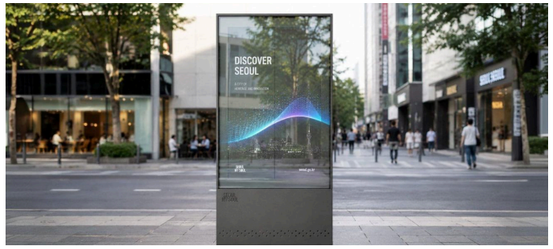
09

Product Lineup ②

Media Structures

Media Structures

Media structures designed to fit each space. Some images are design renderings.



STAND · MEDIA POLE

Urban media pole

A stand-type transparent display that stands without a wall.



MEDIA BOLLARD

Media bollard

A linear information display placed along pedestrian routes.



MEDIA BICYCLE RACK

Media bicycle rack

A rack structure with a transparent display mounted on its roof.



SMART BOARD

Smart notice board

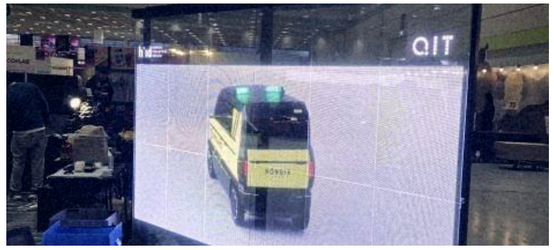
A transparent information board for notices, weather and guidance.



DIGITAL SIGNAGE

Digital public restroom sign

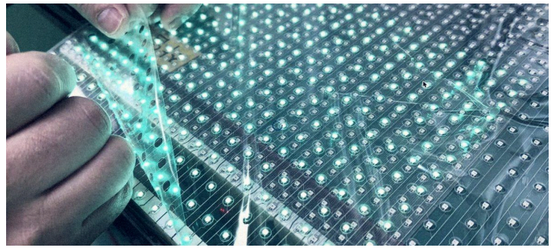
Suspended and projecting transparent guide signs.



STAND

Freestanding stand

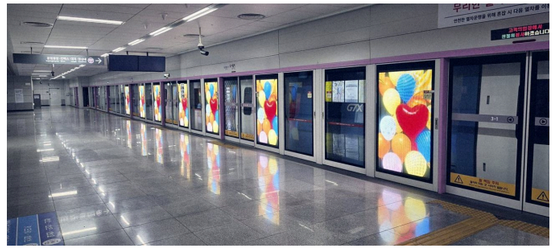
A stand-type display that is easy to move and reposition.



FLEXIBLE · TDS

Flexible display

A film-type panel that wraps around curved and irregular structures.



BARRIER · SCREEN DOOR

Smoke barrier walls · Screen doors

Media integrating transparent displays into safety structures.

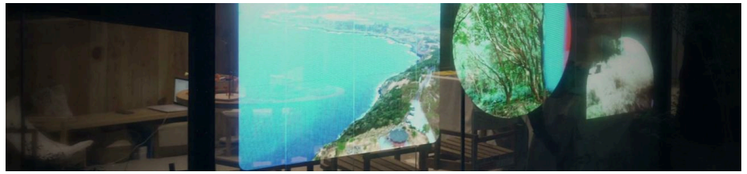
10

References

Places lit by Elite Electronics

References

We have installed and operated media in transit hubs, retail, exhibition and public spaces.



Seoul Forest Jeju Olle Pop-up

Exhibition · Pop-up · Transparent LED



Storyway

Station retail · Transparent LED P4



Busan Station landmark

Transit · Transparent LED P4 · 24㎡



Seoul Station GTX-A

Transportation · Platform screen doors



RAINS COEX

Retail · Transparent LED P4 · 15㎡



HOKA Pop-up, Seongsu

Brand pop-up · Transparent LED cube



Dongdaemun-gu Office event

Public · Mobile transparent LED



Hongik Univ. Art & Design Valley

Showroom · Media Solution Division



Daegu HQ lobby

Public · LED media wall

II

History

From a company that builds to a company that lights

History

From circuit boards to transparent displays, and to a company that lights up spaces with that media.

2019
Foundation

03.22 Elite Electronics Co., Ltd. founded

PCB · PCBA manufacturing business started

Sihwa National Industrial Complex, Ansan

2020–24
Expansion

Transparent film display manufacturing line established

Glass-integrated transparent LED manufacturing line established

ISO quality management certification · Corporate R&D Center established

2025
Transform

Media solution business launched in earnest · Media Solution Division

Transit hub landmarks · Retail media built

Patent applications for LED modules and light sources

2026
Scale-up

Headquarters R&D building extension · Manufacturing facility expansion

COB mounting process brought in-house · Mass production line established

Development of operating software including eCMS and MMS

Station and retail media network expansion

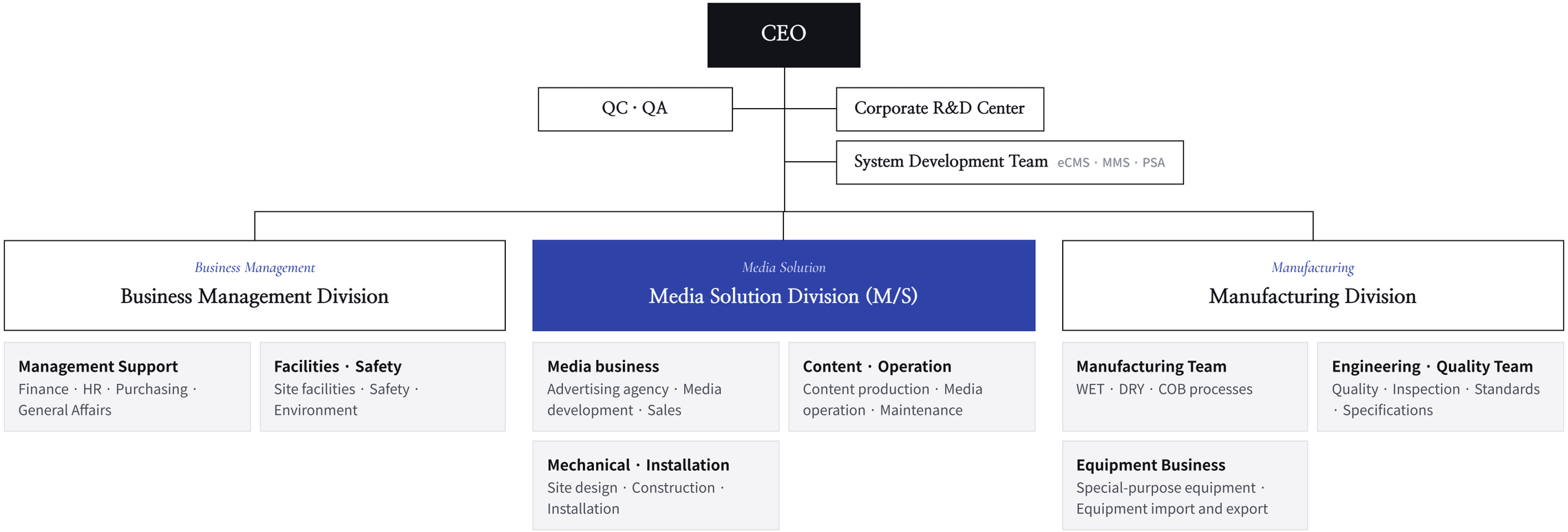
II

Organization

Organization Chart

Organization

Under the CEO, the Business Management Division, Media Solution Division and Manufacturing Division work together within one company, from planning to manufacturing and operation.



I2

Certifications · Patents

Proven Manufacturing Standards

Certification & IP

Backed by quality and environmental management certifications, product testing and patented technology, we meet the requirements for public procurement and large-scale project delivery.

9	1	2	19types	approx. 19types
Registered patents	Design registrations	Patent applications	Test reports	Licenses · Qualifications Specialty construction business · Bid participation, etc.

ISO 9001 Quality Management System Quality Management	ISO 14001 Environmental Management System Environmental Management	KC EMC KC EMC conformity LED display	KS F 5660 Semi-noncombustible Grade 2 KS F ISO 5660-1
Procurement Direct production Direct Production Confirmation Public procurement requirement	R&D R&D Center Corporate R&D Center Dedicated R&D organization	Venture Venture Venture Business Confirmation Technology innovation company	KTL · KCL Testing Test reports Issued by accredited testing laboratories

10-2900821	Transparent display and manufacturing method thereof
10-2910256	Method of manufacturing a transparent display with enhanced adhesion of fine-pattern circuits

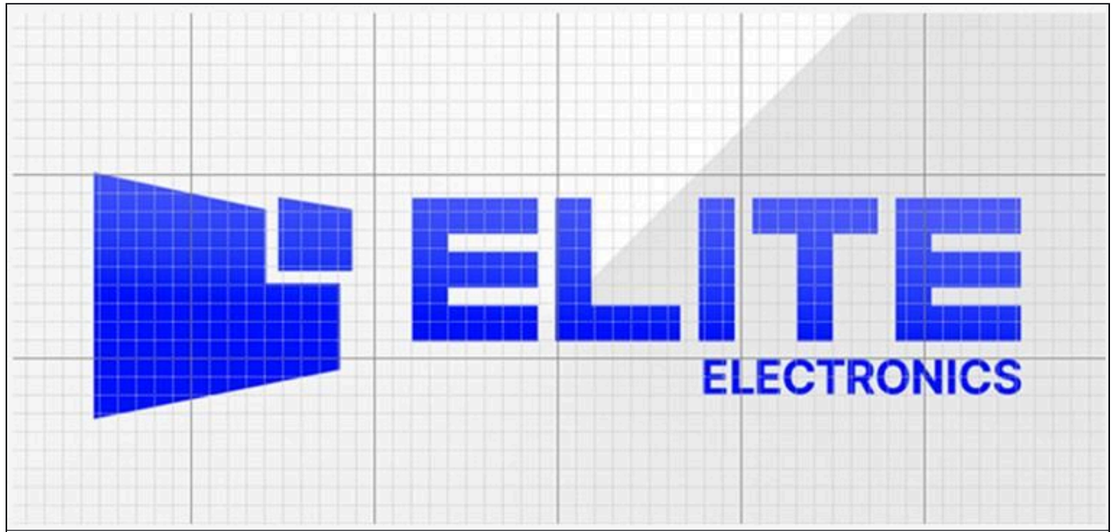
I2

CI

The most perfect units come together to create infinite expansion

Corporate Identity

The Elite Electronics CI gives form to Elite's historical record and technical pride through numbers (Data). The symbol visualizes the layout of precisely mounted LED modules.



Symbol Symbol and grid system visualizing the LED module layout

Typography · Pixel & Integrity

Pretendard

An open typeface combining universality and precision. It represents honest corporate ethics and precise technical capability.

Primary

Reverse

Heritage Blue

C85 M75 Y0 K0 · #384E9E

Founded in 2019 — A solid technical foundation and trust

Vision Blue

C90 M65 Y0 K0 · #1A5BAB

Founding date 03.22 — A vision of innovation and infinite expansion







13

Locations

Planned in Seoul, built in Ansan

Locations

Media planning and customer consultation are handled at the Media Solution Division in Seoul, production and research at the Ansan headquarters and manufacturing facility, and the local community base in Jeju.



Ansan Headquarters · Manufacturing Facility

Address 28, Beonyeong-ro 185beon-gil, Danwon-gu, Ansan-si, Gyeonggi-do (Sihwa National Industrial Complex)

Phone 031-431-8705~7

Fax 031-433-8708



Media Solution Division, Seoul

Address B121 · B122, Hongik University Art & Design Valley, 94 Wausan-ro, Mapo-gu, Seoul

Email eets@eets.co.kr



Jeju Community Center

Address 21 Deoksuseo-ro, Andeok-myeon, Seogwipo-si, Jeju-do (2421-2 Deoksu-ri)

Postal code 63527

ELITE
ELECTRONICS

Contact Us

Ansan Headquarters · Manufacturing Facility

28, Beonyeong-ro 185beon-gil, Danwon-gu,
Ansan-si, Gyeonggi-do
T 031-431-8705~7 · F 031-433-8708

Media Solution Division, Seoul

94 Wausan-ro, Mapo-gu, Seoul
Hongik University Art & Design Valley B121 · B122

Contact

eets@eets.co.kr
www.eets.co.kr