

MIC Electronics Limited

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ISO 9001:2008 ISO 14001:2004 Certified Company



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News release:

MIC Electronics Ltd., and Leyard Optoelectronics Co. Ltd., announce Strategic Alliance.

On April 10, 2013, MIC Electronics Ltd., Hyderabad, India and Leyard Optoelectronics Co. Ltd, Beijing, China announced that they are entering into a strategic alliance. Dr. M V Ramana Rao, Chairman and Managing Director of MIC Electronics Ltd., and Dr. Li Jun, President of Leyard Optoelectronics Co. Ltd, Beijing, China, formally signed the agreement at InfoComm China 2013 at Beijing National Convention Center. Strategic Alliance Agreement facilitates in-depth cooperation between the two companies in the field of LED Applications. Highlights and benefits include:

- Allows both companies to expand their product offerings in their respective countries leveraging each other's product portfolios.
- Expands MIC's small pitch LED display offering to include 1.6 mm to 3.0 mm. Also the agreement enables MIC to offer other LED displays at 3 different price points to meet the price to performance needs of customers. MIC will continue to use its proprietary controllers and software customized for the Indian market while augmenting mechanical capabilities. The parties have also agreed to setup an LED Application manufacturing Joint Venture in India to meet the growing sales volumes and address price competitiveness globally.
- Enables Leyard to offer high end LED Street Lighting & Solar LED Lighting products for different customers.
- Joint development of Advance LED Application, 3D & holographic Software and content Development for world markets.
- Leveraging their partnerships with leading LED vendors, MIC and Leyard would create a Joint Venture with a total investment of US \$50 million for manufacturing of LED Chip and/or packing in India along with a global LED company to address the rapidly growing LED market in India and South Asia.

India and China as the member of "BRIC Countries" have the technology, cost and market advantages. Leyard and MIC powerful combination of strategic alliance will shape the development of LED Industry in the two countries and have a profound impact on the Global LED Industry.



About MIC Electronics Ltd., : www.mic.co.in

MIC Electronics is a global leader in the design, development & manufacturing of LED Lighting & LED Video Displays Products. With an R&D focus in LED technology MIC has been at the forefront of LED Applications for more than 27 years and acknowledged as the market share leader for Indian LED products. MIC's LED Lighting Products are used in Commercial, Railways, Solar and Rural applications. Its True Colour LED Display systems are widely used in Indian Railways, Sports Stadiums, Transportation Hubs, Digital Theatres, Advertisements and Public Information Display Systems. The company is headquartered at Hyderabad, India with subsidiaries in USA and Australia.

About Leyard Optoelectronics Co. Ltd : www.leyard.com

Leyard Optoelectronics Co. Ltd established on August 21, 1995 is one of the world leading suppliers of LED product across the globe engaged in LED application product development, design, production, sales and service and providing overall solution to its customers. Their Product line includes Full-Color LED Display products, System Display products, Creative Display products, LED TV, LED Lighting products and LED Backlight Identification System. Leyard is headquartered in Beijing, China with a manufacturing facility in Shenzhen, R&D facility in Beijing.

For MIC Electronics Limited



Dr. M.V.Ramana Rao
Chairman & Managing Director