TAEHA

Taeha Mechatronics Co.,Ltd.

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TaeHa

COMPANY OVERVIEW

Taeha Mechtronics Co.,Ltd.

CEO	Sang Hee, Lim
Foundation	1995. 1. 26
Business	Industrial control parts, Sports goods
Location	Anyang, Gyeonggi-do, Republic of Korea
Employees	95
Revenue	$16 million (USD) (2021)

CEO

Planning

R&D Center	QC Electronic parts -OEM/ODM -KONVIS	STEX	Management Production

Organization

- R&D : 37persons

-QC/Production : 35persons

-Sales / Management / Planning : 23persons

TaeHa

COMPANY HISTORY

1995~2004

1995
- TAEHA MECHATRONICS CO.,Ltd. was founded in 1995

  TƏEHɑ
- Developed Mode Selection Controller for excavator

1996
- Established R&D Center
- Developed treadmill for exercise tolerance

2000
- TAEHA MECHATRONICS moved offices and manufacturing facility to Anyang, South Korea
- STEX brand launched
- Developed automatic control unit for excavator of Hyundai Heavy Industries

  HD HYUNDAI CONSTRUCTION EQUIPMENT

2002
- Developed Hyundai Heavy Industry Teaching Pendant

2004
- Certificated ISO9001:2000

2006~2015

2006
- Developed and started mass production of ECU for mid-size excavator
- 5 million (USD) export tower achieved

2007
- TAEHA MECHATRONICS moved offices and manufacturing facility to larger location in Anyang, South Korea (Current address)

2007-2015
- Developed and started mass production of ECU, cluster, monitor, telematics, rotary switch, ETC (Excavator & Wheel loader & Fork lift)

2019~2022

2019
- Acquired IATF16949 certification
- Registered as Volvo CE Group partner and development projects in progress

  VOLVO

2020
- Registered as Daedong group partner and development projects in progress

  daedong

- KONVIS, off the shelf products division brand launched

  KONVIS

2022
- Registered as LSMtron partner and development projects in progress

  LS Mtron

TƏEHɑ

OUR BUSINESS

Electronic parts Division

KONVIS Division

STEX Division

TaeHa

CURRENT STATUS OF TECHNOLOGY

| What we do

Mechatronics Control
—

Machine Control
Motor Control
E&E Control
Robot Control

Engineering Competences
—
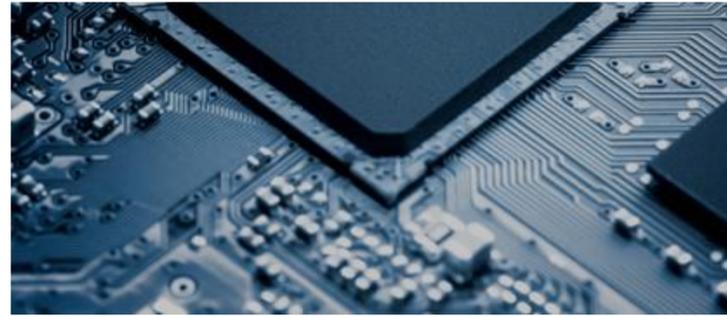
Hardware & System Design
Product Design
UI/UX Design

Operating System Scope
—

RTOS (C++)
Linux
Android
Window CE
CODESYS

Network & Telecommunication
—

Telematics Management System
FMS (Fleet management System)
Connected Vehicle Solution

TaeHa

MASS-PRODUCED PRODUCTS

1st Generation

EXCAVATOR S1
MCU(1995)

EXCAVATOR S2
MCU(1995)

EXCAVATOR S3
MCU(1997)

EXCAVATOR S5
MCU(1997)

2nd Generation

EXCAVATOR S7
MCU(2000)

Wheel Loader
S7MCU(2002)

3rd Generation

EXCAVATOR S9
MCU(2007)

Wheel Loader S9
MCU(2008)

Fan Drive Control
Unit(2010)

4th Generation

EXCAVATOR F-SERIES
MCU

EXCAVATOR F-SERIES
MCU

MASS-PRODUCED PRODUCTS

Remote Management Control System

· Location Information
· Alarm Alert
· Status of equipment by MCU to RMCU
· Geo-fencing / Time-fencing / DTC
· FOTA(F/W over the air)

Robot / Teach Pedent

TP300 MP (2001)

TP510 MP (2012)

TP511 MP (2014)

TP520 MP (2015)

TELEMATICS MANAGEMENT SYSTEM
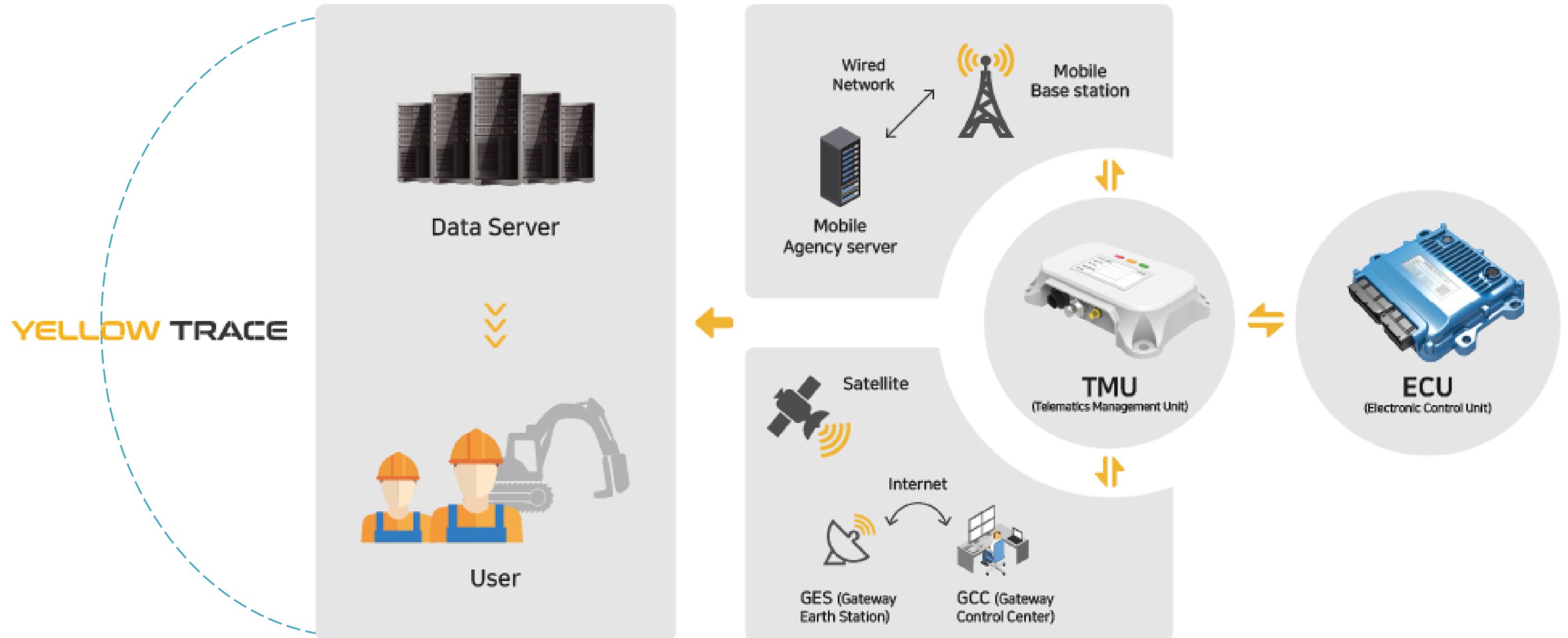
USER INTERFACE ASPECT

관리자 (Administrator)

유지보수 (Maintenance)

판매자 (Dealer)

최종사용자 (End-User)

YELLOW TRACE

MASS-PRODUCED PRODUCTS

Wheel loader

F-Series Wheel loader Cluster
2.7inch LCD Touch

F-Series Wheel loader Moniter
7inch LCD Touch

Excabators

F-Series Excavator COU
HVAC
Navigating Display by haptic control

F-Series Excavator MCU
Hydraulic pump control

Fork lift

Compact
Electric **folk lift**
2inch LCD Touch

Mid-size
Electric folk lift
3.5inch LCD Touch

Mid-size
Electric folk lift
4.3inch LCD Touch

5.7inch Monitor

9s large folk lift Cluster
4.3inch LCD Touch

7inch Monitor
4ch Camera

MASS-PRODUCED PRODUCTS

VOLVO

F-Series Excavator MCU
4.3inch LCD Touch

F-Series Excavator MCU
7inch LCD Touch

F-Series Excavator MCU
7inch LCD Touch

daedong
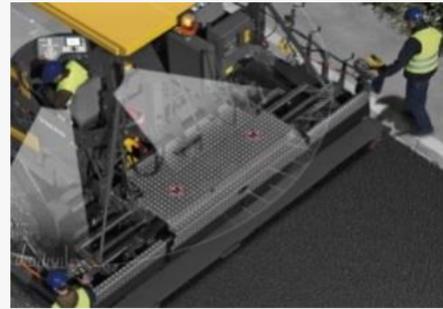
F-Series Excavator MCU
proposal

F-Series Excavator MCU
4.3inch LCD

F-Series Excavator MCU
10inch LCD Touch

한성티앤아이

F-Series Excavator MCU
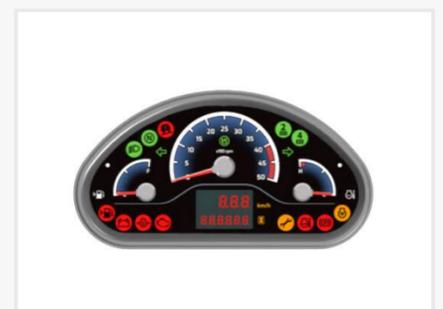
F-Series Excavator MCU

MASS-PRODUCED PRODUCTS

STEX DEPARTMENT

| Treadmill / Bike / Elliptical / Weight Equipment

S24 SERIES

S25U SERIES

S25R SERIES

S25E SERIES

Ergonomic movement trajectory system
(Paten registration Number: 10-0499232)

STEX

NO.1 in Korea

PRODUCT DEVELOPMENT PROCESS CHART

Plant Facilities

Plant Site: 2,600 m²

Manufacturing facilities: 6,300 m²

Other area: 4,040 m²

4F	R&D / Planning Dep. / Sales
3F	Production Line (Electronic parts)
2F	Sales / QC / Customer support
1F	Production Line (Fitness equipment)

· R&D

· Design House

· Development & Verification

· Production Line

· Test & Inspection

· Bench Test

· Shipping

· Packaging

· Aging
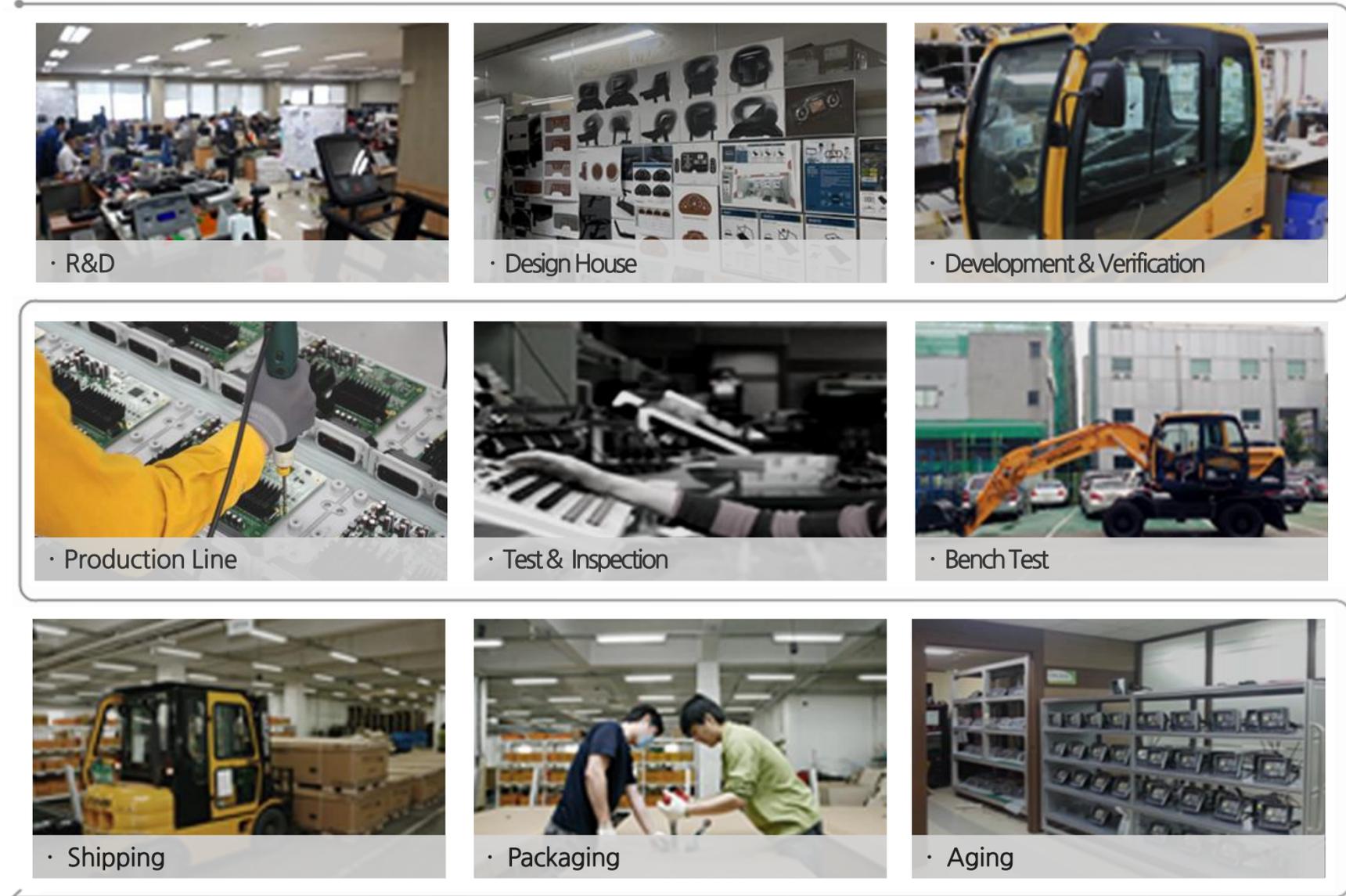
INTELLECTUAL PROPERTY RIGHTS

1. Patent

· Camera module (No. 10-1480166)

· Medical robot base with improved braking structure (No. 10-1376544)

· Medical robot base with improved steering structure (No. 10-1376543)

· Multi-mode dial device (No. 10-1369927)

· Treadmill that outputs the number of steps or runs in letters, numbers, and voice

(No. 0379018)

· Electromagnetic braking device and ergometer using it (No. 0389478)

· Exercise information provision system using the Internet and its operation method

(No. 0398958)

· Elliptical (No. 0499232)

· Exercise device with improved exercise load control performance (No. 10-0944809)

· Intelligent composite motorcycle (No. 10-0974341)

· Registration of rotation operation conversion device (No. 21-134472)

· Provides an interface for display device and user settings

Display system application (2021.10.08)·

· Application for industrial vehicle telematics system (2022.03.04)

2. Practical Design

· Bike saddle adjustment device (Utility Model No. 20-0410965)

3. Design registration

· Commercial treadmill design registration (No. 219564)

· Home treadmill design registration (No. 0238127)

4. Trademark registration

· INTERTRACK trademark registration (No. 0511331)

· FITPIA trademark registration (No. 0502339)

·STEX trademark registration (No. 0025159)

· KONVIS(2020.02.12)

5. Product Design registration

· Display device application (2021.12.27) - Dot product

· Display device application (2022.02.23) - Cube product

· Display device application (2022.04.21) - Duke product
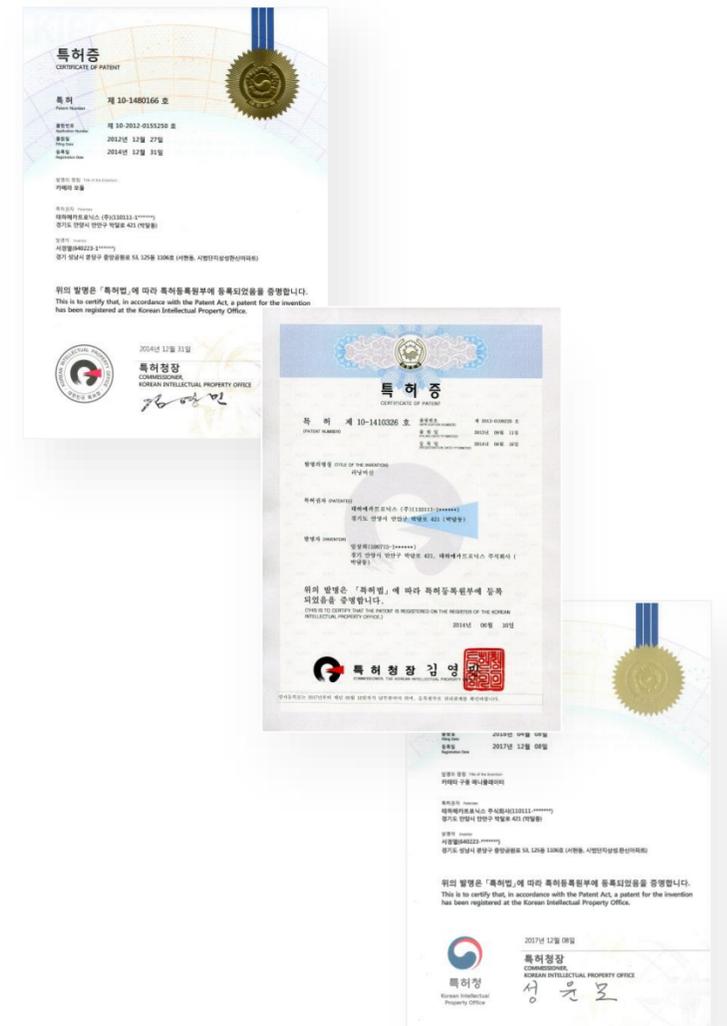
CERTIFICATION HOLDING STATUS

· INNO-BIZ company confirmation

· Venture business certification (R&D part)

· ISO 9001 (renewed in 2015)

· Designated as an excellent sports equipment manufacturer (Ministry of Culture, Sports and Tourism)

· CE for home and commercial treadmills (1997 to present)

· ETL certification

· TUV certification

· KISS quality certification
 (Korea Sports Science Research Institute)

· K mark certification
 (Korea Industrial Technology Testing Institute)

· KC safety certification (all products)

· ISO 14001 (April, 2019)

· IATF 16949(September, 2019)

5 branches in domestic
Over 30 countries in overseas

THANK YOU