Customer Reception

**Visit and explain in sequence:**

The gate of the Software Park - The entrance of the block E - The exhibition hall - Channel Department - Personal Administration Department - The history wall - Operation Management Department - Marketing Department - Financial Department - Purchasing Department - Commerce Department - The entrance of the block B - The photo wall - International Department - Channel Department - Legal Department - The video test - The second floor of the Research and Development Department - The fourth floor of the Research and Development Department

**Main body:**

Welcome everyone to the Nova headquarter. My name is xxx and I work at Personal Administration Department. Today, I’ll introduce Nova to all of you.

**Publicity Column:**

Please look at this publicity column, it shows what we advocate the striver culture. These are our strivers we appraised and elected in 2015. This is our group photo of last year’s annual conference, there are lots of people in the photo. This year, we also attracted many talented people to join our company. Currently, there are more than 650 people.

**Hall:**

This is our exhibition hall, we put our honors and qualifications here, but this only a small part. They are the recognition of from the industry and customers.

The screen is playing our advertising video.

As we all know, Nova manufactures the core control part of the screen display, it is the brain of the screen, which light up every light in it.

Besides control system, we also have service system. The cloud service platform we built is the biggest one in the world now. Currently, our registered screens have reached 10,000 units, and this data is increasing daily. Everyone can register and use it for free, we have 24-hour monitoring system. We can promise to our clients whenever there is malfunctioning in the screens, our clients will receive a notification within 5 minutes, and arranging engineers within 1 hour. Normally, the screen will be fixed within only 1 day. Joining this platform can help users to improve their customers’ loyalty, in order to provide better services and gaining marketshare.

**Channel Department**:

This is Channel Department, which provides services. There are over 90 experts being assigned to different areas of the country. Regardless of time, location, weather, as long as there are demands from our clients. We will solve it like superman. Even at middle of the night, experts will be sent to your location and fixing your problem in a timely fashion, as long as there is a office in your region. This is our service guarantee.

**Personal Administration Department:**

This is our Personal Administration Department.

**The history wall:**

Now, please move to here. This is our company’s development history wall. Our company was founded in 2008 in Xi’an. Our first project was the main screen of the Morgan Plaza in Beijing Olympic Games, and it has been functioning properly even till today. Many the world’s most well-known projects are using Nova system, such as Guangzhou Asian Games, Xi’an International Horticultural Exposition, World Cup Brazil and Rio Olympic Games. Everyone knows our control system market share has reached No.1 in its market, but many people don’t know our video processor’s shipment quantity is also ranked the first in the industry.

In the past 8 years, we have accomplished and gained so much, each milestone on the history wall is a mark of excellency of the team. We are hoping to accomplish wonders through hard works with all of you in the future.

**Operation Management Department:**

This is Operation Management Department, it is primarily responsible for the company strategy planning and operation monitoring.

**Marketing Department:**

This is Marketing Department, it is primarily responsible for promoting our brand, Such as WeChat promotion and new product releasing meeting. Particularly, WeChat promotion, everyone should focus on it, through the WeChat public platform, you can get the latest market dynamic and information about our new product. I’m often asked about who is the editor of the WeChat platform, Is the editor a beautiful girl or a handsome boy? Please look at here, she is our editor!

**Financial Department:**

That is our Financial Department.

**Purchasing Department:**

This is our Purchasing Department.

**Commerce Department:**

This is our Commerce Department, they follow up our contracts, order quantity, shipment and many other things. At the end of each month, girls in the Commerce Department will be busy.

**The photo wall:**

This is our photo wall of striver’s.

We have started the equity incentive for all of our employees. Each staff on this photo wall is beneficiaries of the equity incentives, they come from every department, include our ordinary workers in the production line. The people on this wall are highly identified with Nova’s mission, value and culture; possess a strong sense of career goal; great abilities and can contribute tremendously to Nova’s development. This is our striver’s culture.

**International Department:**

This is our International Department.

Nova is an international brand! Our products have been spreaded to every country on the five continents. In the more developed regions, we have even higher market share. Our market share in Europe reached 80%, and up to 90% in North America.

Samsung, Sony, Panasonic, Mitsubishi and many other famous international companies are our cooperative partners. Manchester United, Liverpool Football Club, Chelsea, Arsenal, Barcelona, Real Madrid CF, Milan and Juventus, they all use Nova system in their home screen. Now, Brazil Olympic Games also use our Nova system.

All in all, Nova is an international brand worthy of the name.

**Legal Department:**

This is our Legal Department, is responsible for our contract trial, intellectual property protection and other legal matters.

**The video test:**

This is one of our test station. Its main function is testing video products and controllers. Later, I’ll guide everyone to Research and Development Department to know the process of products.

**Research and Development Department:**

This is our RDC. It has nearly 200 employees, they are the most qualified team, 95% of them are equipped with the industry-Bachelor degree or above. We’ve put more than 60 millions into Research and Development in 2016. It’s more than the annual income of most systems companies!

Now, we have 5 product lines, they are the most complete product lines in the industry. This is our product line’s patent statistics. Up to now, we have owned 432 patents, it does not include software copyright, trademark and others. Only from the aspect of patents, we’ve occupied up to 90% among the industry, and it keeps growing by 30% every year.

Calibration of product’s market share rests at 95%, control system’s market share is 55% ,video shipment is No.1 in the market, Nova Cloud is the biggest cloud service platform in the world, at the same time, our asynchronous system is our flagship product.

Our 200 people’s team carry through more than 20 projects at the same time, everyone can see clearly each project’s processes on the screen. From project approval, requirement determination, frame structure, module design, critical time code control and other aspects to monitor the whole process and control our products quality and delivery date. Because of our careful and precise control, we can ultimately control the process of products and improve product’s qualities.

Over here, it is our synchronization product lines, we are currently researching and developing 4K small spacing controller, it can achieve even wider broadband input, to save resources of the front-end devices and reducing system complexity, cascading multiple controls into one main control.

This is our video product lines, Series K and VS are our video line’s star products. Video is our new product, from 2015 to now, our video’s shipment has reached No.1 in the industry. Of course, there will be more new products available, and the launching speed will be faster than ever.

This is our UI Design Department. Making beautiful software interface and user experience, because of their contribution, we can offer better products to you.

This is our Data development Department. All of our products’ instructions and user manuals are finished by them. Because of their hard work, our clients can enjoy a better user experience and convenience.

**The fourth floor:**

This is our cluster product line, it is the biggest screen cloud service platform worldwide.

This is correction product line, it is our science team. 8 years ago, correction is monopolized by Americans, equipment is very expensive, each equipment costs 1,000,000 RMB and it is very difficult to use. We have to hire American technicians, and pay their round-trip tickets, five-star hotel and 1,000 dollars per day. When it comes to holidays, they would say, I want go home! In 2009, we launched correction product, customers can access the free trials. In the end, we kicked other companies out of the correction market, even the whole LED industry.

This is asynchronous product line, it is mainly for vehicle display screen, traffic display screen, door head full-color LED display screen and others. The biggest difficult in asynchronous product is stability, it involves network transmission, operating system and other unstable environment. We faced many difficulties. Just a year ago, our product was also unstable.

So, how do we solve this problem? Each card on this test frame represents a system. They’re constantly running for 24/7 over a year, and it refreshes information timely. Whenever any card has a problem, our test department will find R&D to solve it completely. After more than a year of hard working, we can say we solved the product stability problem. At present, we are the only company solved asynchronous system stability problem. So, you can use our product at ease.

You can see, all of us are striving for succeed, for our mission, for making life-changing technology, for driving the industry forward. Continuing to create values for our customers, our industry and the society! We always remember our mission! Our dream is to be a world-leading technology company and everyone is striving for this dream!

That’s all for our introduction, thank you very much for your precious time, thank you!