

BOE

BOE MLED



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*All product appearance and parameters are based on the actual products

To be the leader in MLED display technology and a pioneer in industry development

01 COG

- 01 81 inch MicroLED Ultra Slim Display
- 02 205 inch MicroLED Home Cinema

02 COB

- 03 BYH Ultra P0.9
- 04 BYH Pro P0.9
- 05 BYH V1 P1.25
- 06 P1.25 COB Flexible Curved Display
- 07 BYH Ultra P0.9

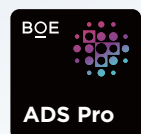
03 Creative Display

- 08 Spherical LED Display
- 09 Transparent LED Display
- 10 Holographic LED Display

04 Single Cabinet Display

- 11 BTS1531ME Plus
- 12 BYB 5.9
- 13 BTQ P1.8
- 14 BTC-ES P1.8
- 15 BKY-ES P15
- 16 BTS050AO

First ever semiconductor display technology brand in the Chinese mainland



ADS Pro

Inject new vitality into mainstream LCD technologies

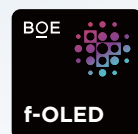
UB Cell
Oxide/LTPS
8K/Ultra-slim/Power-efficient



α-MLED

Accelerate the adoption of MLED

Mini/Micro OLED
COG AM
COG/COB/POB



f-OLED

Promote rapid growth of flexible display

LTPO/FDC
Foldable/Scroll-like/Out-folding display

Achieve the “technology + brand” dual-drive model

BOE MLED Business Introduction

The MLED business is one of BOE's high-potential development paths in the "1+4+N + Eco-chain" strategy.

Vision

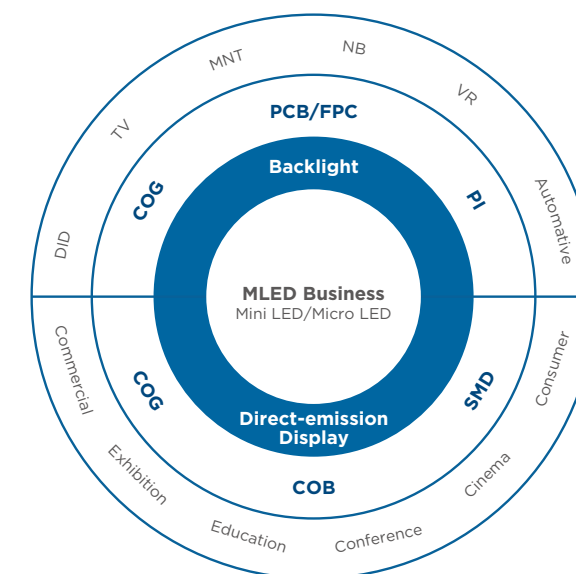
To be the leader in MLED display technology and a pioneer in industry development

Mission

To create the ultimate visual experience through advanced MLED display products and solutions, empowering a wide range of industries

Core Technology

Ultimate Optics + Extreme Thermodynamics + Simple Structure



81 inch MicroLED Ultra Slim Display

Product Highlights

- AM Driving Mode, Flicker-free, Healthier Eye Care
- LTPS Drive+GIA Achieves Seamless Splicing Design
- Innovative Module Splicing Structure Form, Extremely Simplified, Thinner and Lighter
- Higher Brightness, Self-developed Image Quality Enhancement Ip, Achieving Better Visual Performance
- Glass Substrate Naturally Has Higher Flatness, Large-sized Splicing Units Have Better Integration and More Efficient Assembly.



Technology parameter

Resolution	3840 × 2160
Module Size (mm)	23.1"
Brightness (nit)	600nit Typ. 3000nit Peak
Ambient Contrast Ratio	30000:1
HDR	support

205 inch MicroLED Home Cinema

Product Highlights

- AM Driving Mode: Flicker-free Display for Eye Comfort & Health
- LTPS Driving + GIA Design for Seamless Splicing)
- Innovative Modular Splicing Structure
- Self-developed Image Enhancement IP for Superior Picture Quality



Technology parameter

Resolution	5120 × 2160
Module size (mm)	23.1"
Brightness (nits)	600nit Typ. 3000nit Peak
Contrast Ratio@10lux	≥20000:1
HDR	support

BYH Ultra P0.9

Product Highlights

- ACR≥20000:1@10lux
- Power Consumption 180w/m² @600nits Brings 'Cold Panel' Experience
- The High Refresh Rate of 7680hz Effectively Reduces Screen Flickering
- DCI-P3 Typ. 99% Delivers A Colorful Experience



Technology parameter

Pixel Pitch (mm)	0.9375
Module Size (mm)	150×337.5
Brightness (nit)	1500nit Typ 2000nit Peak
ACR@10lux	20000:1
Consumption (W/m²)	180@600nits
Refresh Rate (Hz)	7680

BYH Pro P0.9

Product Highlights

- Low power consumption design with upgraded packaging solution and driving IC, achieving a low power consumption of 265W/m² @600nits
- Large panel design reduces the number of horizontal splicing seams by half and doubles the installation efficiency



Technology parameter

Pixel Pitch (mm)	0.9375
Module Dimension (mm)	150 × 337.5
Brightness (nit)	1200nit Typ 1500nit Peak
Contrast @10lux	10000:1
Power Consumption (W/m²)	265 @600nits

BYH V1 P1.25

Product Highlights

- Advanced full flip-chip packaging process
- Self-developed optical packaging film for ultra-thin splicing
- Lower power consumption for a better near-screen viewing experience
- High protection and high reliability



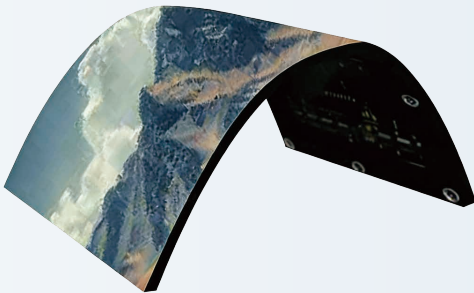
Technology parameter

Pixel Pitch (mm)	1.25
Cabinet Dimension (mm)	600 × 337.5
Maintenance Method	Front Maintenance
Flatness (mm)	≤0.15
Cabinet Material	Aluminum
Brightness (nit)	600nit Typ

P1.25 COB Flexible Curved Display

Product Highlights

- New Ultra-thin, Large-sized PCB Design with A Min. Bending Radius of 600mm.
- Unique Manufacturing Process Expands The Application Scenarios, Enabling COB Display Modules To Be Used in Corners or Cylinders.



Technology parameter

Pixel Pitch (mm)	1.25
Module Dimension (mm)	300 × 168.75
Brightness (nit)	600nit Typ.
Contrast @10lux	7700:1
Minimum Bending Radius (mm)	600

BYH Ultra P0.9

Product Highlights

- All flip-chip COB Mini-LED technology solution with low flicker, delivering a more eco-friendly and healthier image display effect.
- Adopting leading drive and surface treatment designs, it achieves low power consumption and ultra-high contrast ratio.
- O407Plus (Optional) configuration features a high color gamut for ultimate image quality, and integrates spatial audio to create an immersive audio-visual experience.



Technology parameter

Pixel Pitch (mm)	0.9375
Module Size (mm)	150x337.5
Brightness (nit)	1500nit Typ 2000nit Peak
ACR@10lux	20000: 1
power use (W/m²)	180@600nit
Refresh Rate (Hz)	7680

Spherical LED Display

Product Highlights

- Uniform dot extraction display for distortion-free and tear-free images
- Seamlessly spliced trapezoidal PCB design for bright/dark line-free image display



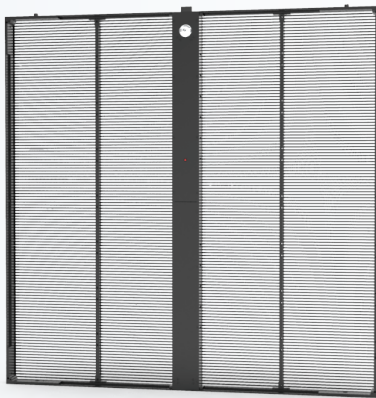
Technology parameter

Resolution	2354 × 1176
Refresh Rate (Hz)	3840Hz
Brightness (nit)	800cd/m²
Contrast	3000:1
Pixel Pitch (mm)	P2

Transparent LED Display

Product Highlights

- Ultra-thin and lightweight cabinet design for easier installation and maintenance
- High brightness, high transmittance and flexible dimensions



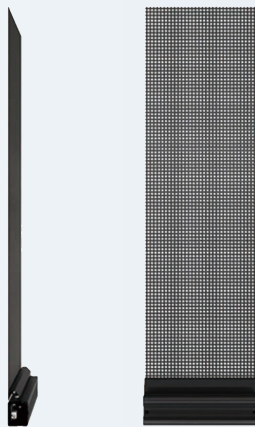
Technology parameter

Product Model	BTX3978TPA
Cabinet Dimension (mm)	1000 × 1000mm
Refresh Rate (Hz)	3840Hz
Brightness (nit)	2000cd/m²
Single Cabinet Weight (Kg)	8Kg
Pixel Pitch (Pitch)	3.9 × 7.8

Holographic LED Display

Product Highlights

- Ultra-thin and light design with frameless installation, can be directly attached to glass
- Customizable dimensions with support for arbitrary cutting



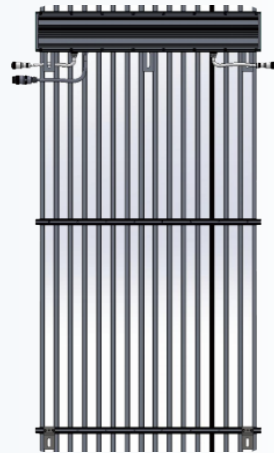
Technology parameter

Module Dimension (mm)	250 × 1500mm
Refresh Rate (Hz)	3840Hz
Brightness (nit)	2000cd/m²
Single Module Weight (Kg)	3Kg
Pixel Pitch (Pitch)	3.9

BTS1531ME Plus

Product Highlights

High brightness, high transmittance and high protection



Technology parameter

Pixel Pitch (mm)	15.625-31.25
Cabinet Dimension (mm)	500x1500
Brightness (nit)	8000
Refresh Rate (Hz)	7680
Transmittance	67%
Weight (Kg/m2)	13

BYB 5.9

Product Highlights

High-efficiency heat dissipation without air conditioning, 10,000nit brightness with low energy consumption



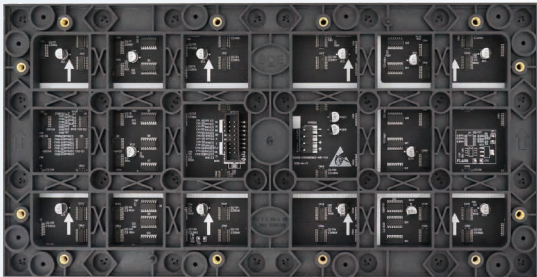
Technology parameter

Pixel Pitch (mm)	5.9
Cabinet Size (mm)	480x960
Brightness (nit)	5000
Refresh Rate (Hz)	3840
Cabinet Material	Aluminum Alloy

BTQ P1.8

Product Highlights

- High contrast, wide viewing angle, realistic & delicate imaging
- Stable and reliable with rigorous reliability tests



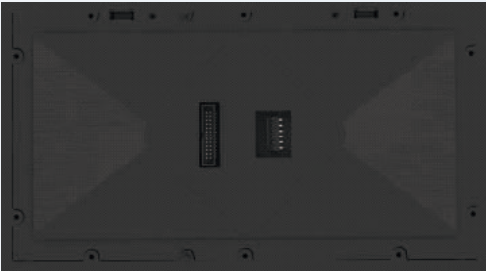
Technology parameter

Pixel Pitch (mm)	P1.8
Module Dimension (mm)	320 × 160
Brightness (nits)	450nit Typ.
Resolution	172 × 86
Refresh Rate (Hz)	3840Hz

BTC-ES P1.8

Product Highlights

- Low-Temperature Cold Screen: Screen surface temperature close to human body temperature ($\leq 37^{\circ}\text{C}$)
- Common Cathode Drive: Energy-saving and eco-friendly, saving 30%-40% energy consumption per square meter on average compared with conventional products
- Robust Structure: Light steel bottom shell paired with snap-on module back cover
- Golden Ratio: 16:9 ratio design applied to the entire product series



Technology parameter

Pixel Pitch (mm)	P1.8
Module Dimension (mm)	320 × 180
Refresh Rate (Hz)	3840Hz
Gray Scale (bit)	13
Brightness (nit)	500nit

BKY-ES P1.5

Product Highlights

-  Low-Temperature Cold Screen: Screen surface temperature close to human body temperature ($\leq 37^{\circ}\text{C}$)
-  Common Cathode Drive: Energy-saving and eco-friendly, saving 30%~40% energy consumption per square meter on average compared with conventional products
-  Dual Backup Optional: Cabinet products can be customized with signal and power dual backup versions
-  Golden Ratio: The entire product series features a 16:9 ratio design



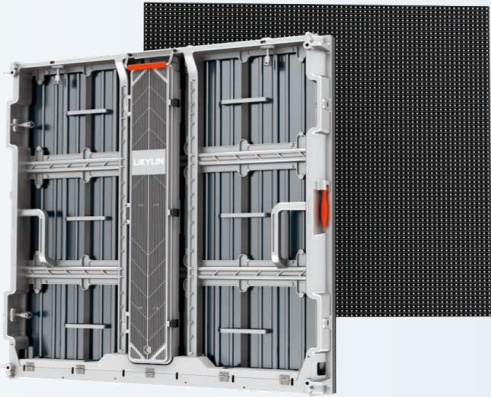
Technology parameter

Pixel Pitch (mm)	P1.5
Cabinet Dimension (mm)	640 × 360
Refresh Rate (Hz)	3840Hz
Gray Scale (bit)	13
Brightness (nit)	500nit

BTS050AO

Product Highlights

-  Uniform heat dissipation and excellent white balance consistency
-  SMD1921 solution with a higher contrast ratio than conventional products



Technology parameter

Pixel Pitch (mm)	P5
Cabinet Dimension (mm)	960x960
Brightness (nit)	7500-10000
Refresh Rate (Hz)	3840
Cabinet Material	Die-cast aluminum