



2023

STORE LIGHTING



BETTER LIGHT BETTER VIEW

COMPANY PROFILE

BLUEVIEW ELEC-OPTIC TECH CO.,LTD. is a pioneer developer in China's LED signage lighting and linear lighting market, not only participating but also promoting the development of the entire LED industry.

Blueview has been offering professional integrated and ingenious solutions with abundant products including signage, lighting products and others since 2004.

To lead the innovation trend, Blueview introduced “Smart Control” to its products which triggered a major breakthrough for the whole LED industry. Blueview aims to provide customers with complete LED smart lighting system solutions, from lamps to systems to IOT, everything.

We always pursuit the faith that Better light could bring Better life and we never slow down the path for innovation&creation.

Missions

Lead the development for LED industry while shouldering the social responsibilities.
Bring the maximum profits to our consumers while maintaining the highest level of lighting solution services.

Strength

Meticulous Quality Control system
High reputation around the world
Seasoned and professional project experiences
Persistent Research&Development


Culture&Values

Perfectionism
We always treat every detail with rigorous and severe attitude.
Consumer Satisfaction
We always provide customization and circumspect lighting solution services for each individual project.
Innovation
We always challenge ourselves and exploit new path to “Blue Sea”.
High Performance Cost Ratio
We always require our products possessed with remarkable performance and reasonable cost.




COMPANY INTRODUCTION

PRODUCTION BASE

 **Scale**
40000m²


 **Employees**
1200+


 **Market Share**
Own the largest market shares for LED advertising signage lighting


 **Management System**
Acquired international management system certification of TUV,ISO9001, ISO14001,ISO45001,quality,environment, occupational health and safety

 **Certificates**
CE,UL,3C,FCC,ROHS etc.

 **Product Lines**
LED Signage,LED Lightbox ,LED Smart Lighting System ,LED Commercial Lighting

 **Global Business**
Domestic :55%,Overseas:45%

 **Revenue**
¥ 650 million in 2022

 **Embranchment**
50 directly affiliated offices in China, 30+ Blueview homes



Headquarters in Chengdu, Sichuan



Production base in Pujiang, Sichuan

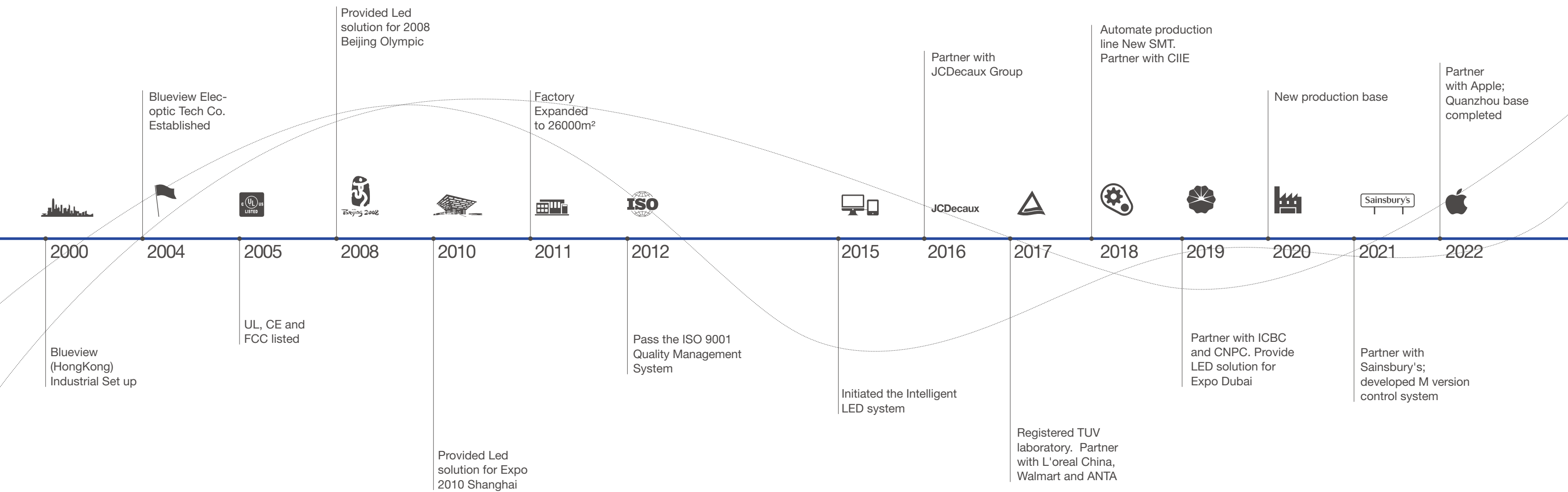


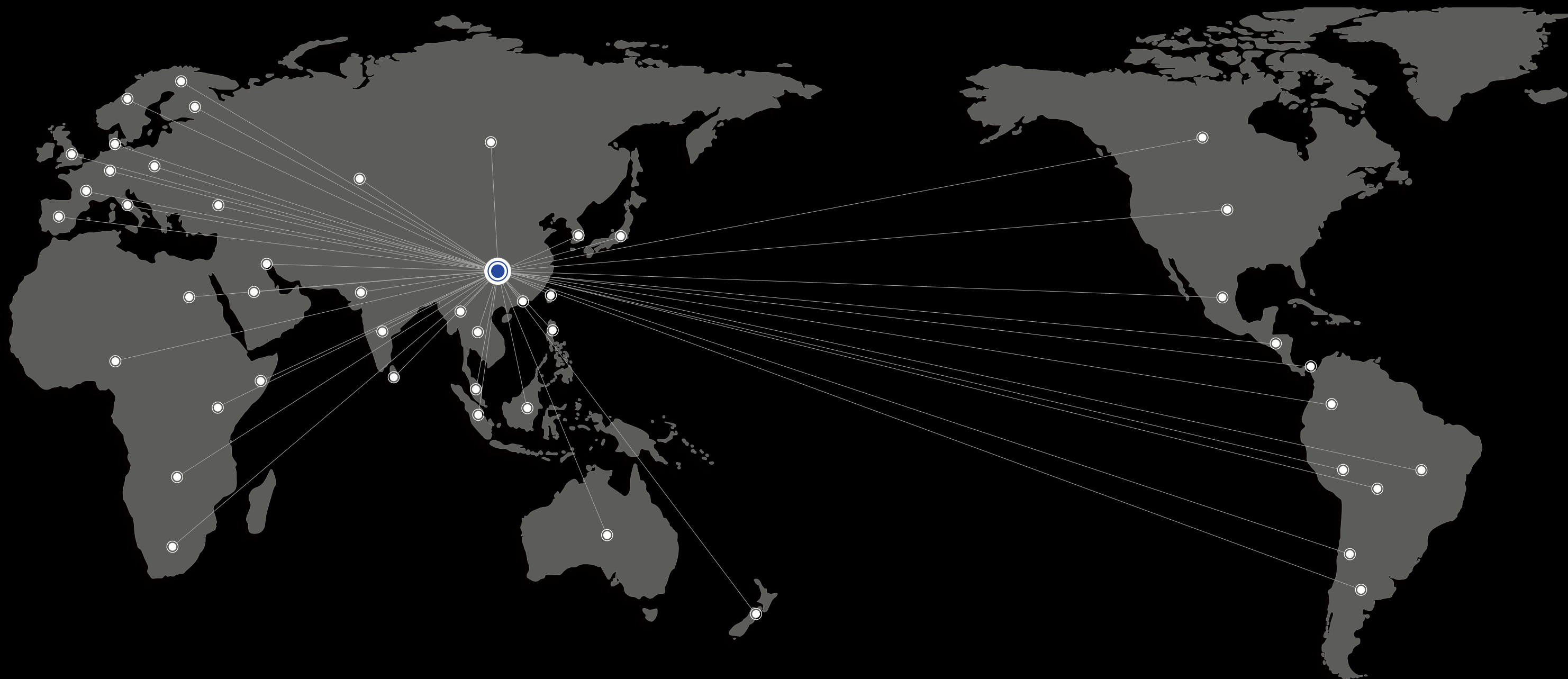
Production base in Dazhou, Sichuan



Production base in Zhongshan, Guangdong

HISTORY & EVENTS





GLOBAL LAYOUT

Blueview not only has strong productivity and advanced quality inspection system, but also has a fast, convenient and personalized after-sales service system with more than 50 offices across the country.

Blueview's products has sold to more than 140 countries in North America, Europe, Asia and South America, and the export volume of LED strips ranked first in China in 2018. In order to expand the market, Blueview introduced its innovative linear lights to foreign customers during the Dubai World Expo in 2019.

"Leading the development of the industry with innovative products and improving people's lighting experiences" is the goal that Blueview always pursues.

FACILITIES

Blueview has full sets of incoming material inspection, environmental test, measurement and analytic equipment. We have been authorized as the third party testing lab by TÜV Rheinland.



Main Production Equipment List

SMT System	32 sets
12 Zone Reflow Soldering Machine	9 sets
Auto Extrusion System	2 sets
Tape Light Auto Soldering System	10 sets
Rigid Bar Soldering Machine	1 set
Semi-Automatic Solder Paste Printer	28 sets
PCB Separating Machines	5 sets
Horizontal Injection Machine	11 sets
Vertical Injection Machine	26 sets
Auto Glue Dispenser	18 sets
Electric Blast Drying Box	10 sets
UV Oven	2 sets
Aging System	75 sets
AOI 4Sets	4 sets
Auto Solder Paste Printer	10 sets
3D SPI	2 sets
Auto Online Laser Engraving Machine	14 sets
Auto Lens Mounter	3 sets
Auto Pad Printing Machine	1 set
Automatic Glue Sprayer	2 sets
Baking Oven	9 sets
Wave Soldering Machine	2 sets
Automatic Stencil Cleaner	1 set



Main Testing Equipment List

Pressure Tester	1 set
Copper Foil Peel Strength Tester	1 set
Two-Dimensional Tester	1 set
Metallographic Microscope	1 set
Drop Test Machine	1 set
Vibration Test Bench	1 set
LCR Tester	1 set
Xenon Lamp Weather Test Box	1 set
Programmable High And Low Temperature Test Chamber	1 set
Tensile Testing Machine	1 set
RoHS Test System	1 set
Electronic Load Tester	1 set
Ground Resistance Tester	1 set
Haas-2000 High Precision Fast Spectrum Tester	1 set
Safety Performance Tester	1 set
UV Weather Resistance Test Chamber	1 set
LED Signage Light Source Product Aging Line	75sets
Light Color Electrical Test System	1 set
Goniophotometers System	1 set
ICT Test System	2 sets
AOI Test System	4 sets
X-Ray	1 set
DC Low Resistance Tester	1 set
Antistatic Tester	1 set

R&D CENTER

Chengdu, Sichuan
Zhongshan, Guangdong

R&D TEAM

76 professional engineers and 5 senior engineers

Certification System

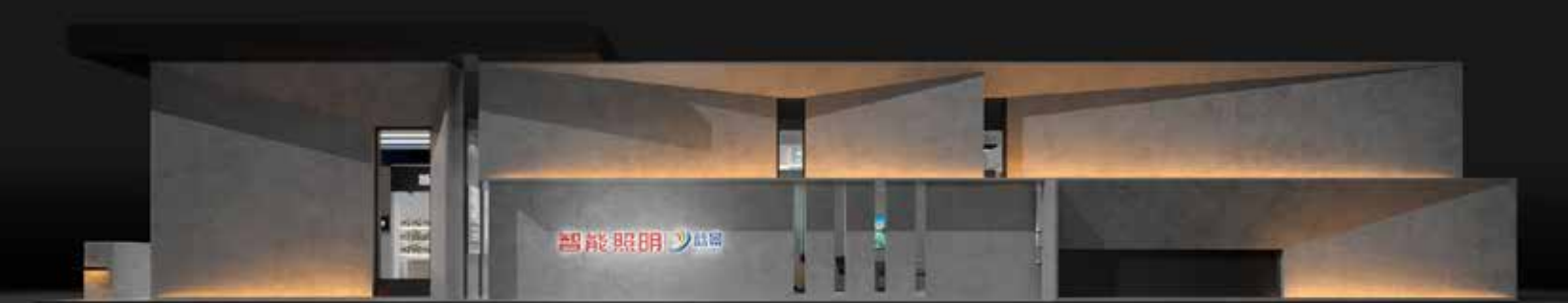


Patents



MARKETING ACTIVITIES

Blueview is the best in class for our forward-thinking capabilities and innovativeness. We work closely with our clients to develop products that are in trend to deliver functional and aesthetical advantages. All of our products are designed and engineered with the principles of captivating, ease of installation, usage and maintenance.



M A R K E T I N G A C T I V I T I E S



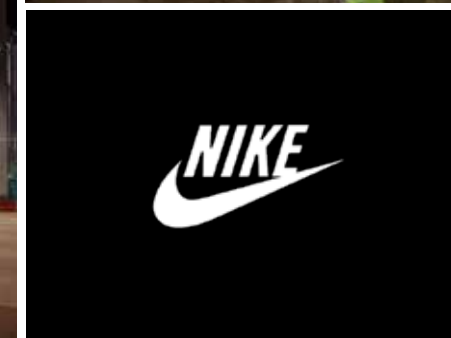
Blueview has always been customer-oriented, putting "product & service quality" in the first place, and persistently pursuing highly valuable products and innovative business models for employees, customers and society. Blueview will continue to lead the development of the industry and contribute to the global LED intelligentization process.

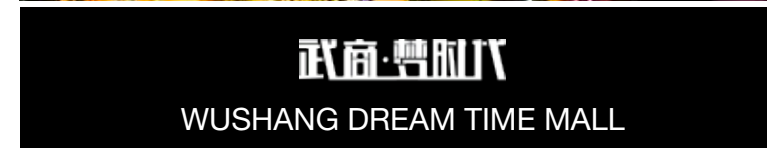
COOPERATIVE PARTNER

Blueview pays attention to customer experience and never slows down the pace of innovation to provide better services. In the past year, Blueview helped Sainsbury, the third largest retail supermarket in the UK, design a display solution for Linksys, provide LG with a digital display solution, and update the lighting fixtures of Volkswagen 4S store and Guerlain.



APPLICATION CASES





RETAIL SHOP

LIGHTING SOLUTIONS

As an effective auxiliary means to directly enhance customers' desire to buy, the choice, arrangement and color of lighting are particularly important. The introduction of intelligent lighting not only enhances the overall sense of lighting hierarchy and sense of technology, but also customizes scene effects and energy-saving plans on demand, reflecting the idea of humanistic lighting.



Display Cabinet / Shelf Lighting

It belongs to commercial lighting, and should pay attention to the color temperature and color rendering of the light, so that the product can be displayed more beautifully and uniquely.

Ambient Lighting

To enhance the brand image and beautify the space, it has a strong ornamental value and needs to be coordinated with the overall lighting design.

LOGO Lighting

Design according to the VI features of the brand, strengthen brand awareness and attract attention, and generally use light strips, modules and etc.

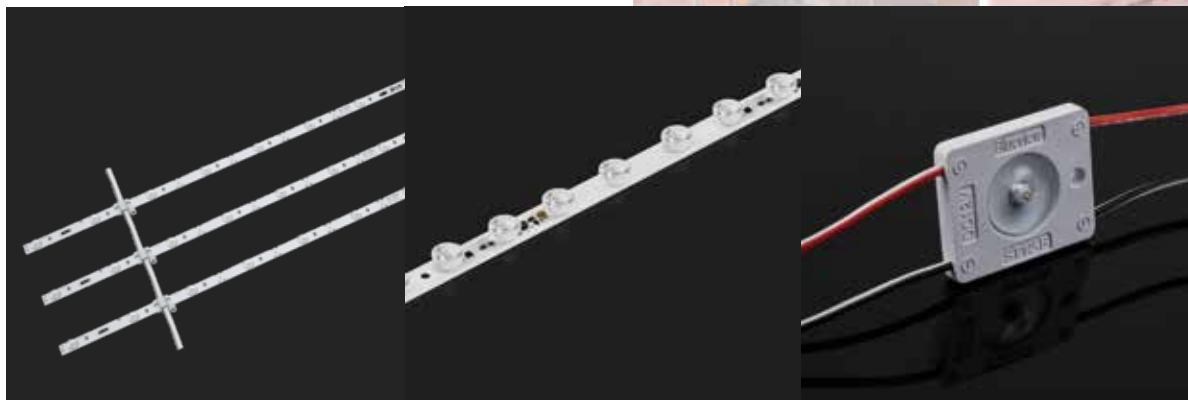
Showcase Lighting

It belongs to the accent lighting of the store, showing the full color and detail of the garment, and generally use LED track lights, LED grille lights and etc.

LOGO LIGHTING

Product:

- ✓ Back-lit bar
- ✓ Edge-lit bar
- ✓ Module



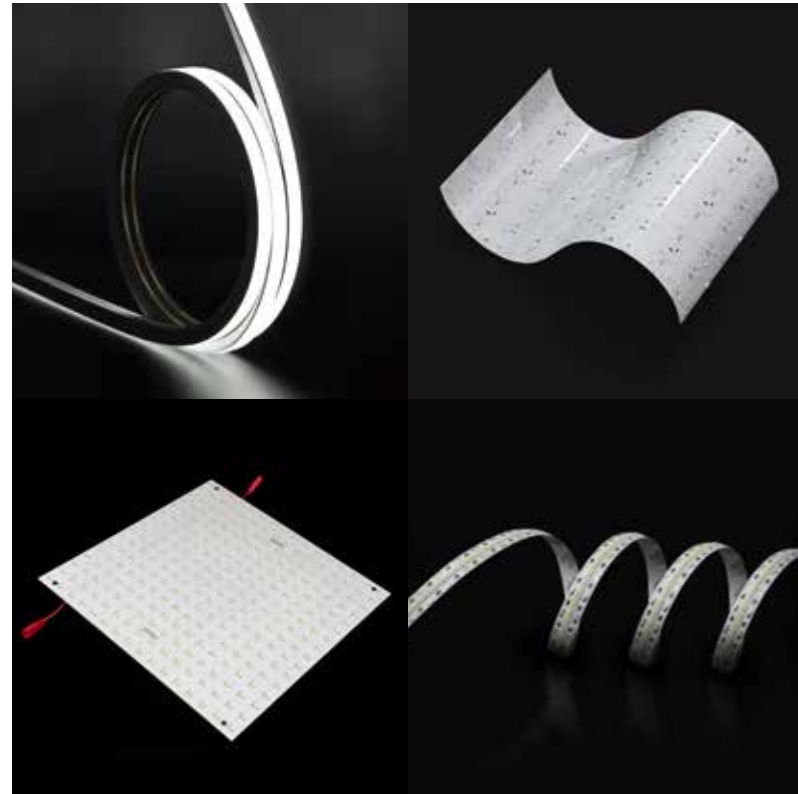


SHOWCASE LIGHTING

Product:

- ☑ Rigid bar
- ☑ Lighting fixture
- ☑ Dynamic panel





AMBIENT LIGHTING

Product:

- ☑ Neon
- ☑ Flexible panel
- ☑ Dynamic panel
- ☑ Strip

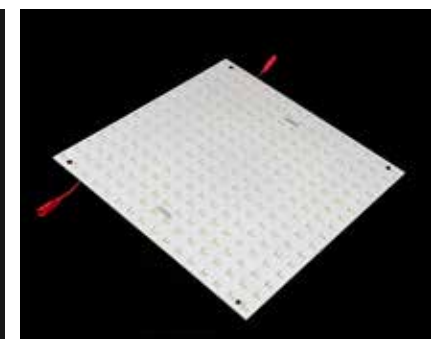
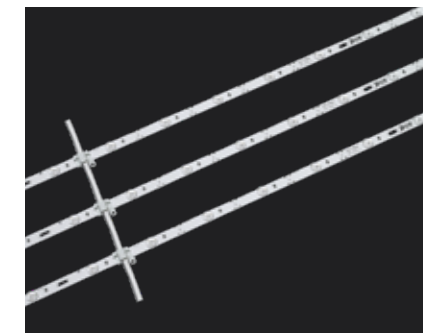




DISPLAY/ CABINET / SHELF LIGHTING

Product:

- ☑ Rigid bar
- ☑ Lighting fixture
- ☑ Flexible panel
- ☑ Dynamic panel





LED MODULE

Blueview Modules are suitable for indoor and outdoor light boxes, channel letters, etc.

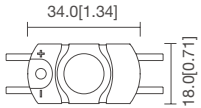
Designs include through hole series, mini series, digital series, etc.



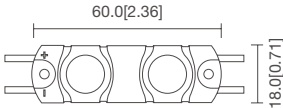


LED MODULE

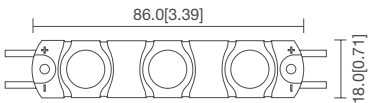
STL-H Suitable for 5-18cm depth light box,subway station,supermarket,bus station etc



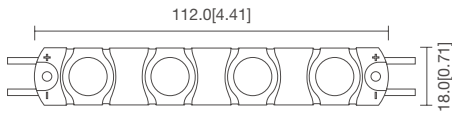
Light Color :	STL-H-1
CCT (K) :	6000-7000
Luminous Flux (lm/pcs) :	58
Efficacy (lm/W) :	160
Voltage (V DC) :	12
Power (W/pcs) :	0.36



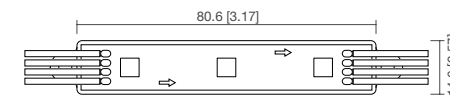
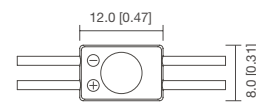
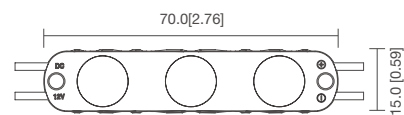
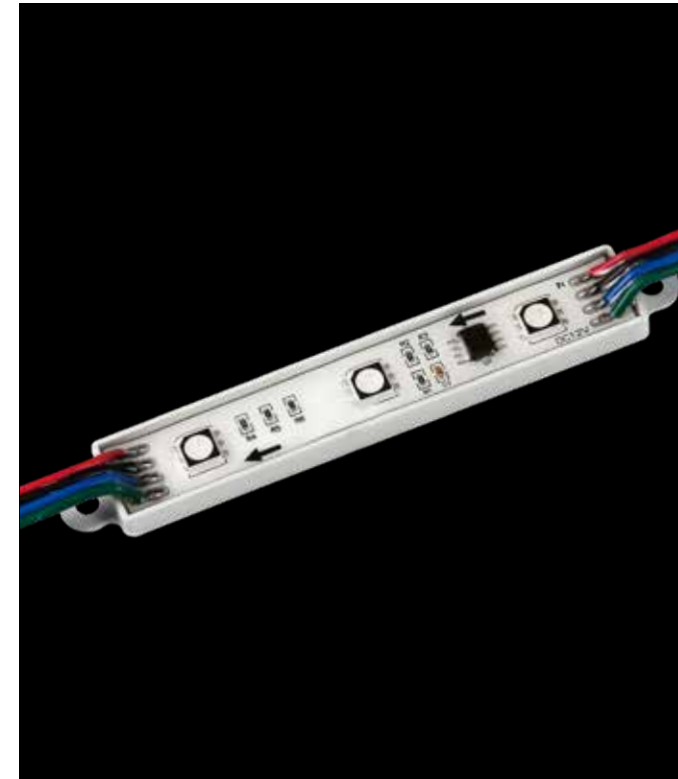
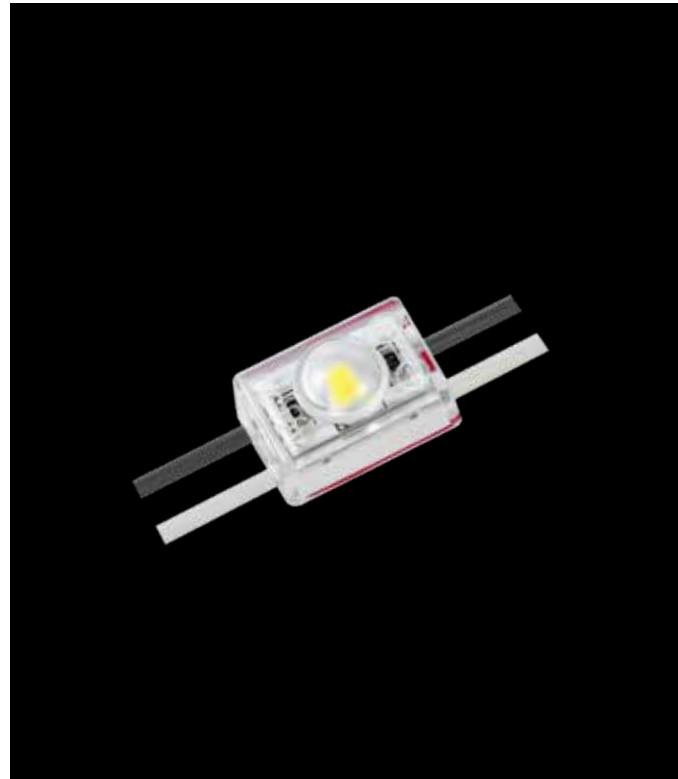
Light Color :	STL-H-2
CCT (K) :	6000-7000
Luminous Flux (lm/pcs) :	115
Efficacy (lm/W) :	160
Voltage (V DC) :	12/24
Power (W/pcs) :	0.72



Light Color :	STL-H-3
CCT (K) :	6000-7000
Luminous Flux (lm/pcs) :	173
Efficacy (lm/W) :	160
Voltage (V DC) :	12
Power (W/pcs) :	1.08



Light Color :	STL-H-4
CCT (K) :	6000-7000
Luminous Flux (lm/pcs) :	230
Efficacy (lm/W) :	160
Voltage (V DC) :	24
Power (W/pcs) :	14.4



M6-Pro

Suitable for 6-18cm depth advertising light box, signage lighting, letters etc.

Light Color :	W
CCT (K) :	6000-7000
Luminous Flux (lm/pcs) :	116
Efficacy (lm/W) :	105
Voltage (V DC) :	12
Power (W/pcs) :	1.1

SS10

Suitable for Ultra mini letters with $W \geq 1.3\text{cm}$, $H \geq 3\text{cm}$; or advertising light box with $H \geq 3\text{cm}$.

Light Color :	W
CCT (K) :	2000-12000
Luminous Flux (lm/pcs) :	40
Efficacy (lm/W) :	110
Voltage (V DC) :	12
Power (W/pcs) :	0.36

PQ5-B

Suitable for 5-18cm depth light box, subway station, supermarket, bus station etc

Light Color :	R	G	B	RGB
Color Available (K/nm) :	620-625	525-530	465-470	100000
Luminous Flux (lm/pcs) :	5-7	10-12	2-3	19-21
Efficacy (lm/W) :	≥ 24	≥ 49	≥ 9	≥ 24.5
Voltage (V DC) :	12	12	12	12
Power (W/pcs) :	0.2	0.2	0.2	0.65

LED MODULE



LED RIGID BAR

Blueview rigid bars are suitable for 4-12cm light boxes.

Designs include single and curtain styles, multiple sizes are available and customization is supported.

DC12V

180°

3030

IP20

Ra

80+

5Years

Model No :	H3-4807	H3-9313
Light Color :	W	W
CCT (K) :	3000-9000	3000-9000
Luminous Flux (lm/pcs) :	780	1430
Efficacy (lm/W) :	130	130
Power (W/pcs) :	6.0	11.0

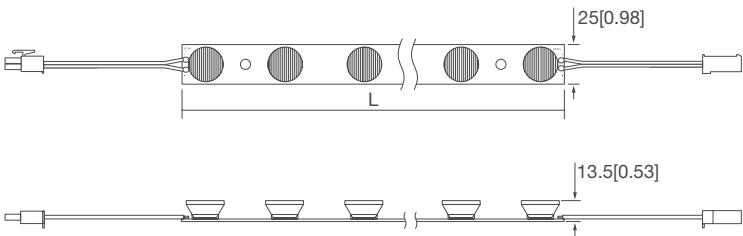
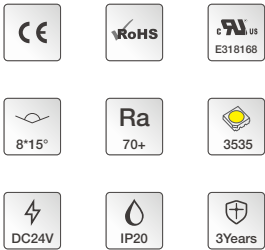


LED RIGID BAR

Suitable for double-sided back-lit light box
with 8-30cm depth and a reach distance of
less than 3m



Model No :	BPS300-C-0205	BPS300-C-0510
CCT (K) :	3000-6500	3000-6500
Luminous Flux (lm/pcs) :	972	1944
Efficacy (lm/W) :	90	90
Power (W/pcs) :	10.8	21.6
LED Qty/pc :	5	10



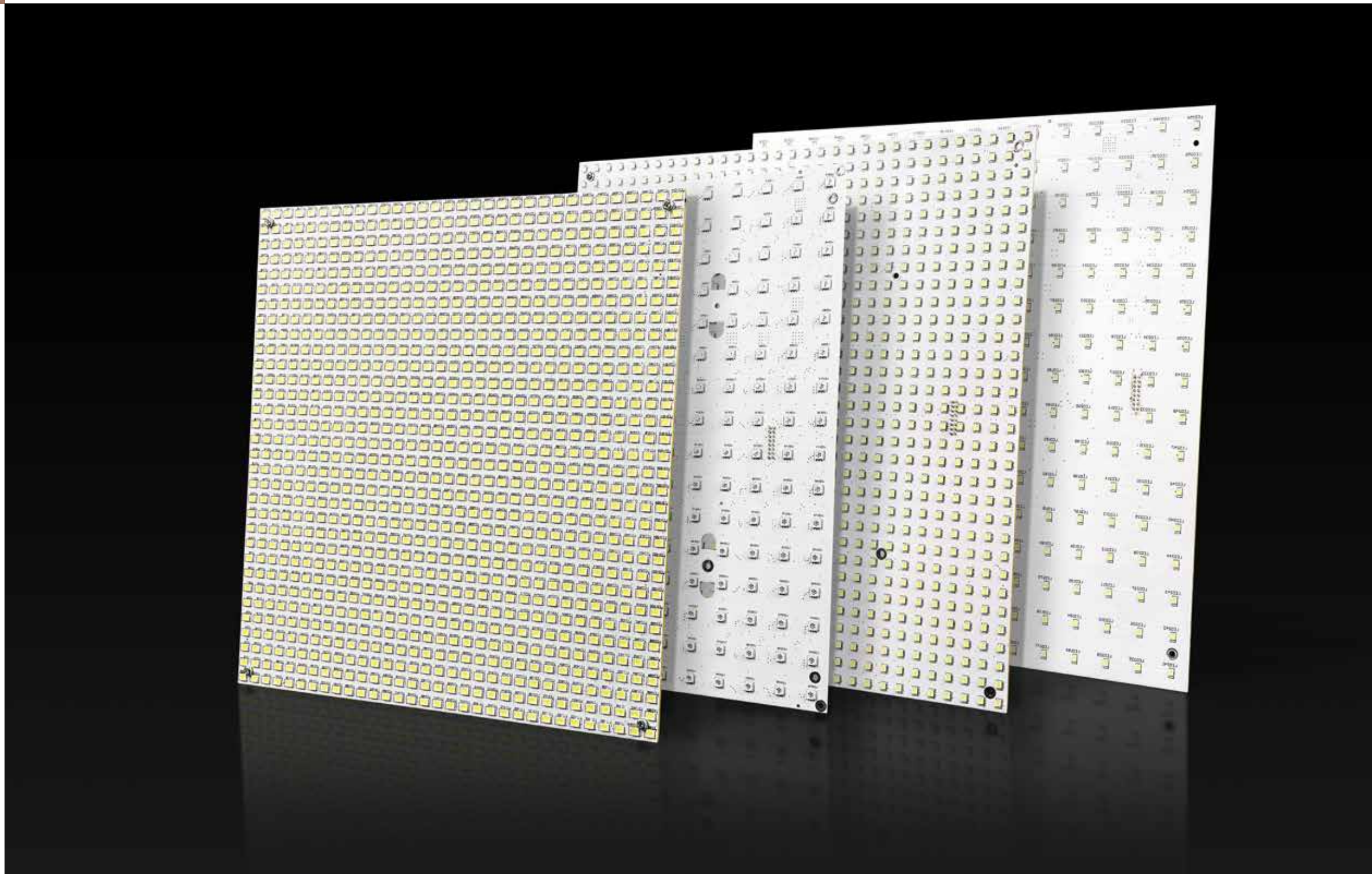
Model No.	L:mm/inch
BPS300-C-0205	250[9.84]
BPS300-C-0510	480[18.90]



DYNAMIC PANEL

Blueview's dynamic light box supports hard decoding of various animation and video formats, and can play various media files smoothly.

It has the advantages of low power consumption design, energy saving and long service life and especially suitable for light box advertising.

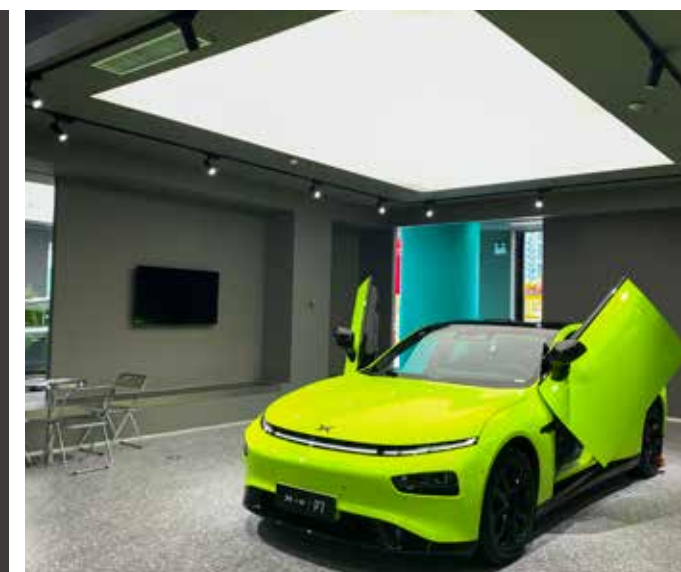
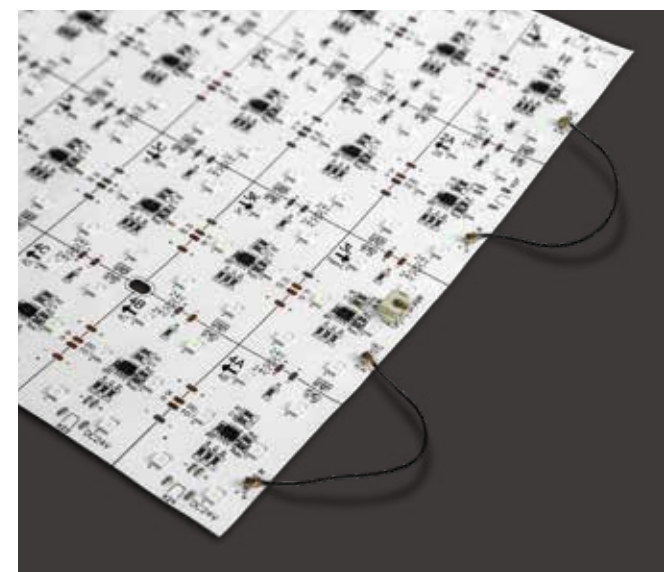




FLEXIBLE PANEL

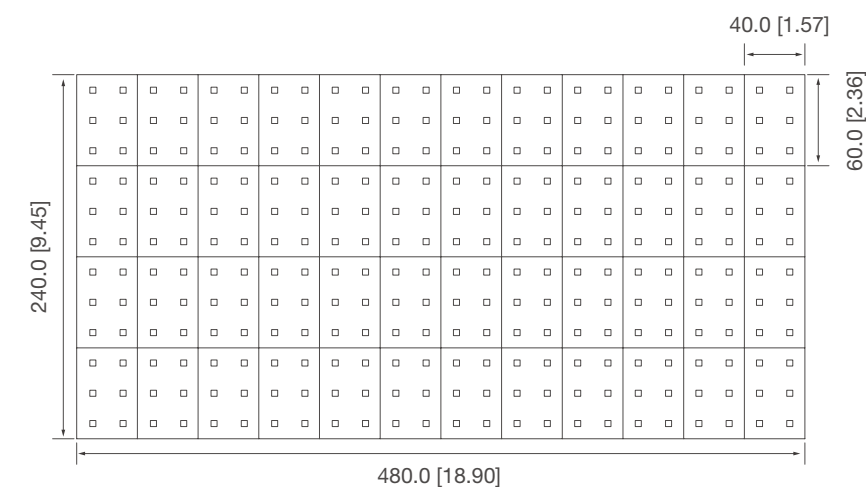
- ☒ W ☒ CCT
- ☒ RGB ☒ RGBW ☒ Digital

Blueview flexible panel can be cut according to actual needs, available with single color, CCT, RGB, RGBW, and widely used in walls, ceilings, light boxes and curves spaces, etc.



H150-D3-DN4040-XXX-XX

Light Color :	R	G	B	RGB
Color Available (K/nm) :	620-625	515-530	460-470	/
Luminous Flux (lm/pcs) :	548	1525	330	2343
Efficacy (lm/W) :	15	41	9	28
Power (W/pcs) :	31	31	31	72

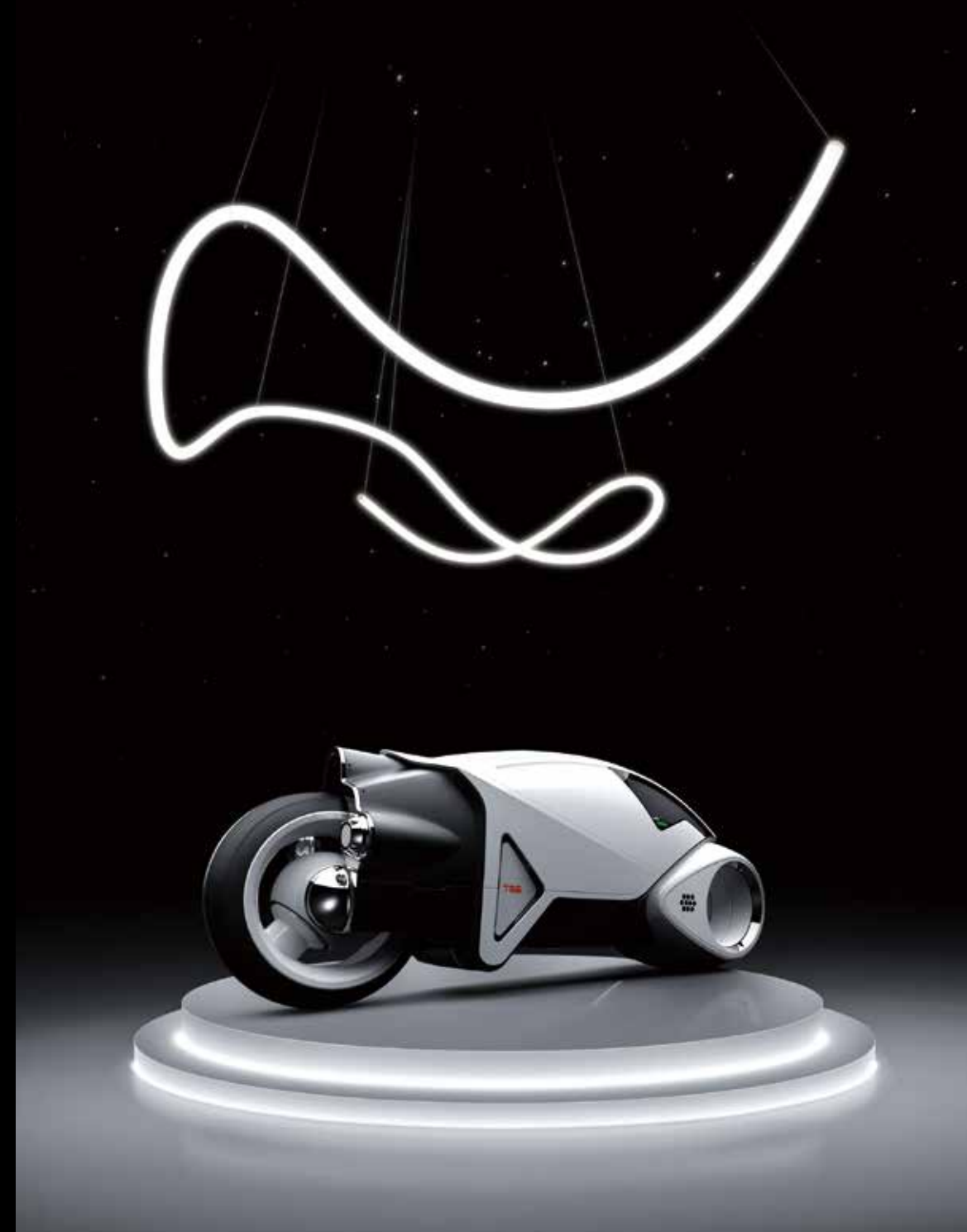


LED NEON

Blueview's Neon products have superior design with exquisite craftsmanship ensure stable and reliable performance.

Designs including side bending, top bending, 360° lighting, Neon cover, etc.

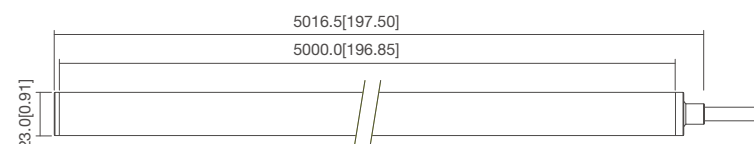




360° BENDING

NCR23

- 360° bending, easy to shape
- Uniform light emission in all directions
- With Designo Polish, eliminate sticky feelings



Light Color :	Single color
Ra :	>80
CCT (K) :	4000
Luminous Flux (lm/m) :	1466
Efficacy (lm/W) :	90.5
Voltage (V DC) :	24
Power (W/m) :	16.0

Light Color :	Red	Green	Blue	RGB
Luminous Flux (lm/m) :	108	498	103	696
Efficacy (lm/W) :	17.8	67.0	15.6	35.4
Voltage (V DC) :	24.0	24.0	24.0	24.0
Power (W/m) :	6.4	6.4	6.4	19.2

Note: all available colors including white/ red/green/blue/yellow/orange/RGB.

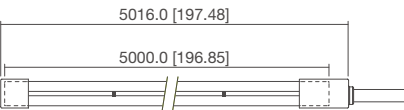
TOP BENDING NEON FLEX

- Multiple colors available.
- Waterproof IP67/68 available.
- Stable and reliable performance.

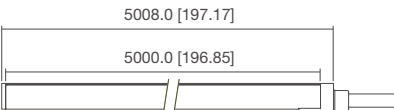


NDF1212-Single color						
Color :	4000K	Red	Green	Blue	Yellow	Orange
Ra :	>80	/	/	/	/	/
lm/m :	734	260	758	154	184	304
lm/W :	62.8	22.3	65.0	13.2	16.0	26.1
W/m :	11.5	11.5	11.5	11.5	11.5	11.5

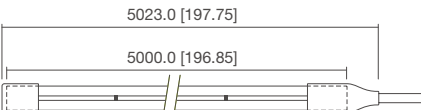
Glue Process (IP67)



Molding pressed (IP67)

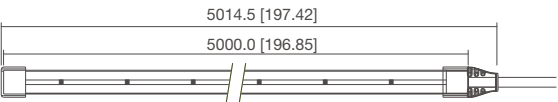


Molding pressed (IP68)

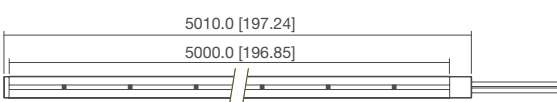


NDF1005-Single color						
Color :	4000K	Red	Green	Blue	Yellow	Orange
Ra :	>80	/	/	/	/	/
lm/m :	470	45	510	98	48	40
lm/W :	63.0	6.0	71.0	13.0	6.0	5.0
W/m :	7.2	7.2	7.2	7.2	7.2	7.2

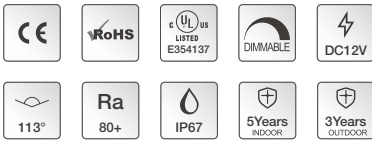
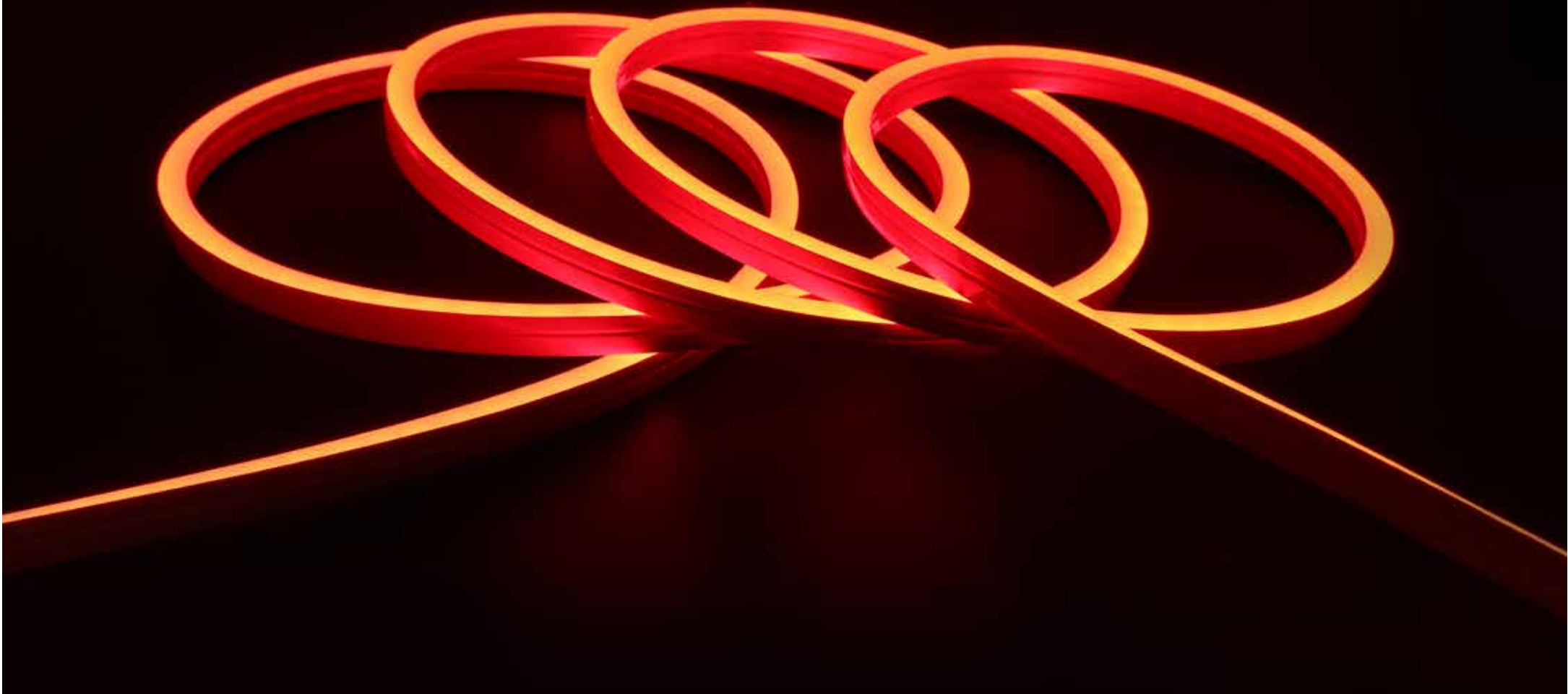
Glue Process (IP67)



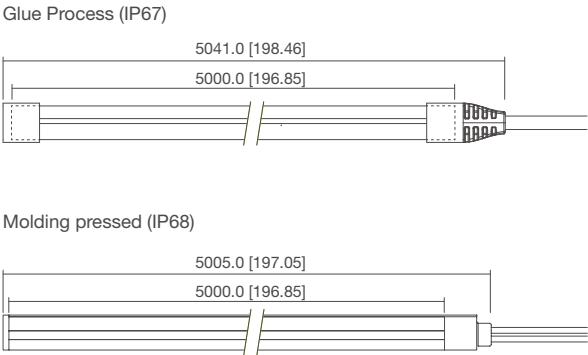
Molding pressed (IP67)



SIDE BENDING
NEON FLEX



NSF0612
Strong weather resistance
Small in size, easy to install
External controller/dimmer support



NSF0612-Single color

Color :	3900K	Red	Green	Blue	Yellow
Ra :	>80	/	/	/	/
lm/m :	218	86	114	39	201
lm/W :	19.3	7.2	9.5	3.3	16.8
W/m :	12.0	12.0	12.0	12.0	12.0

LED STRIP LIGHT

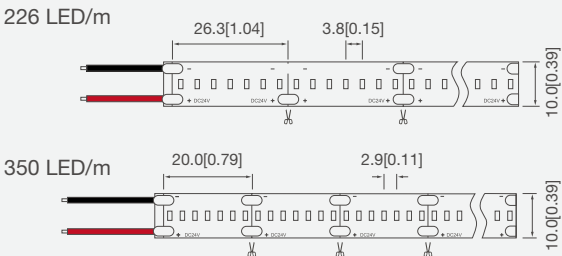
There are many kinds of products including mini series, high efficacy series, long run series, etc., which support customization to meet various needs of customers.



FN-2110-266/350-24



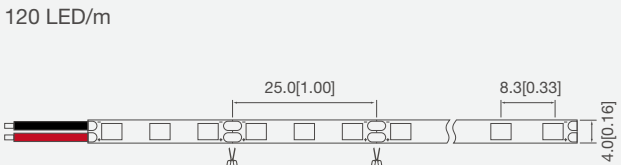
Model No :	FN-2110-266-24	FN-2110-350-24
Light Color :	W	W
CCT (K) :	4000	4000
Ra :	>90 / 95	>90 / 95
Luminous Flux (lm/m) :	1135 / 930	1210 / 965
Efficacy (lm/W) :	83 / 68	84 / 67
Power (W/m) :	13.68	14.4



MN-2835A-120-12



Model No :	MN-2835A-120-12
Light Color :	W
CCT (K) :	4000
Ra :	>90
Luminous Flux (lm/m) :	912
Efficacy (lm/W) :	95
Power (W/m) :	9.6





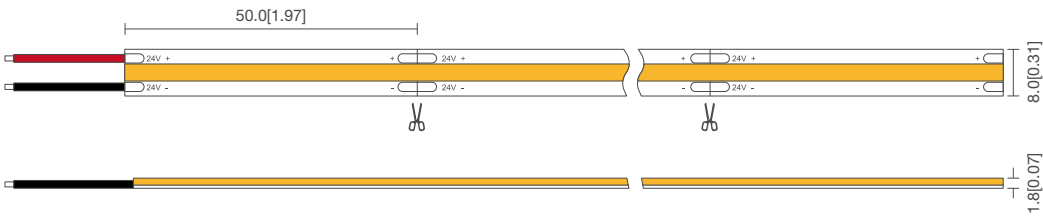
REEL-TO-REEL COB

Model No :	FN-FC-480-24(HS)
Light Color :	W
CCT (K) :	4000
Ra :	>90
Luminous Flux (lm/m) :	950
Efficacy (lm/W) :	95
Power (W/m) :	10.0



FN-FC-480-24(HS)

Good linear effect for container and display rack lighting, wardrobes, dark grooves, wall corners, shopping malls, entertainment clubs and so on.





FN-H2835K-90-24



120°



Ra
80+



2835



DC24V



IP20

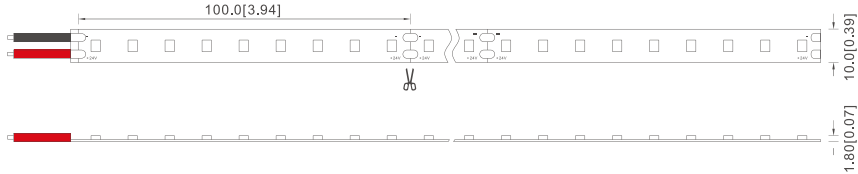


5Years

Suitable for the lighting of hotels and high-end commercial complexes.

SUPER HIGH EFFICIENCY
H2358K STRIP

Light Color :	W
CCT (K) :	4000
Ra :	>80
Luminous Flux (lm/m) :	1042
Efficacy (lm/W) :	217
Voltage (V DC) :	24
Power (W/m) :	4.8

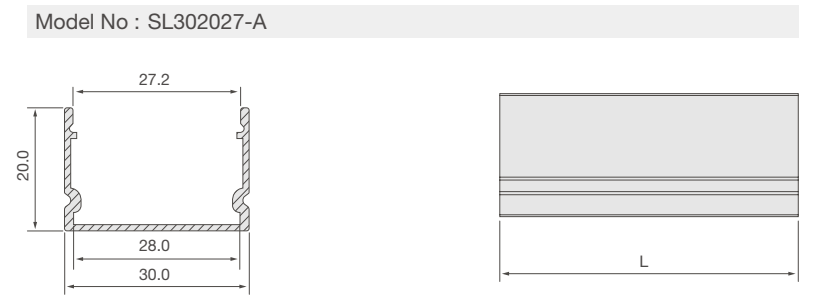
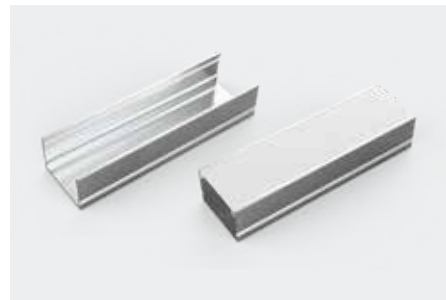
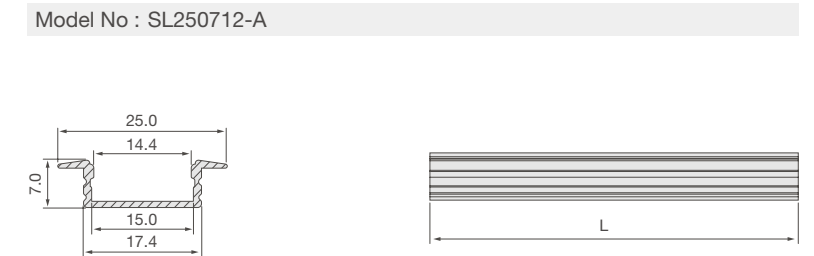
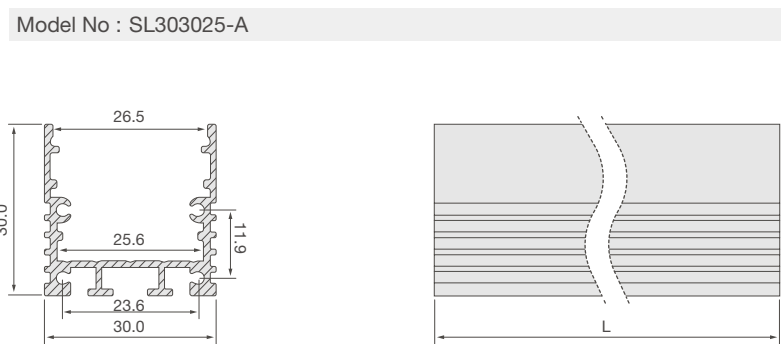
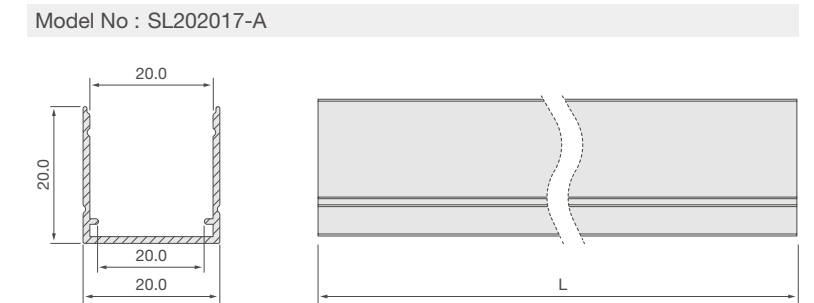
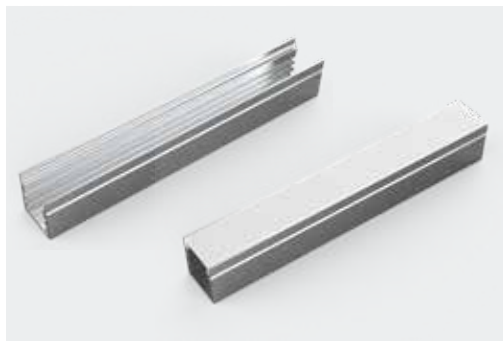
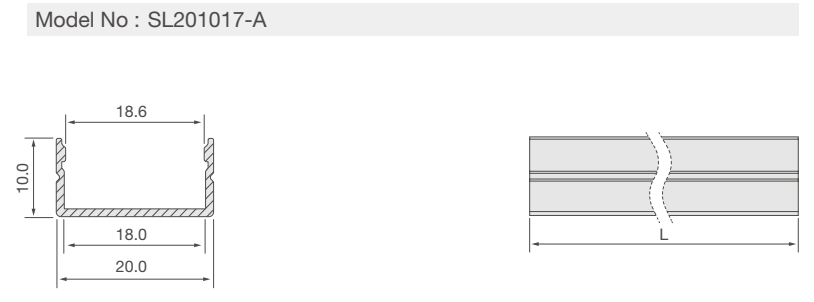
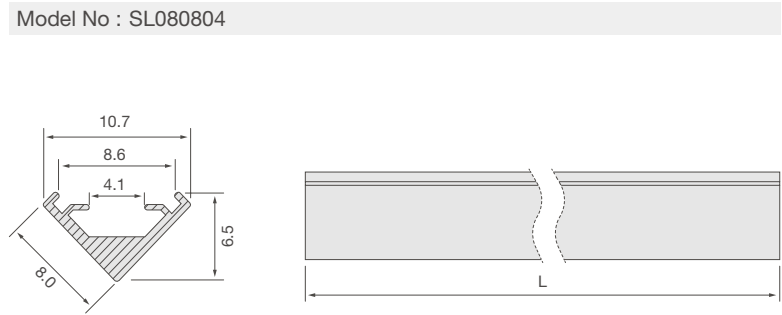
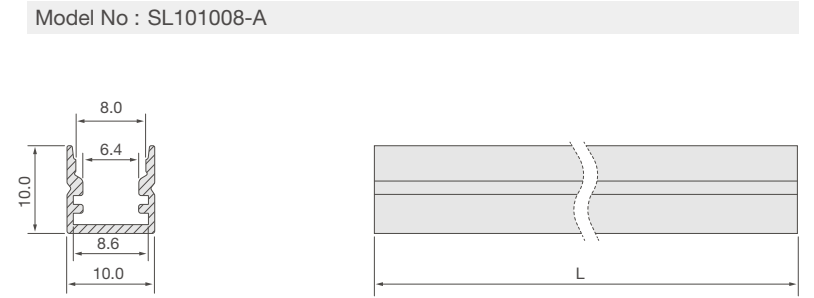




ALUMINUM PROFILE

Blueview profiles are made of high-quality 6063 aerospace aluminum with a silver anodized surface, a press-fit PC cover and push-fit plugs. Suitable for indoor lighting, with humanized design, it can bring a comfortable experience.





SEAMLESS RIGID BAR LED MODULAR LIGHTING SYSTEM

CG2-B

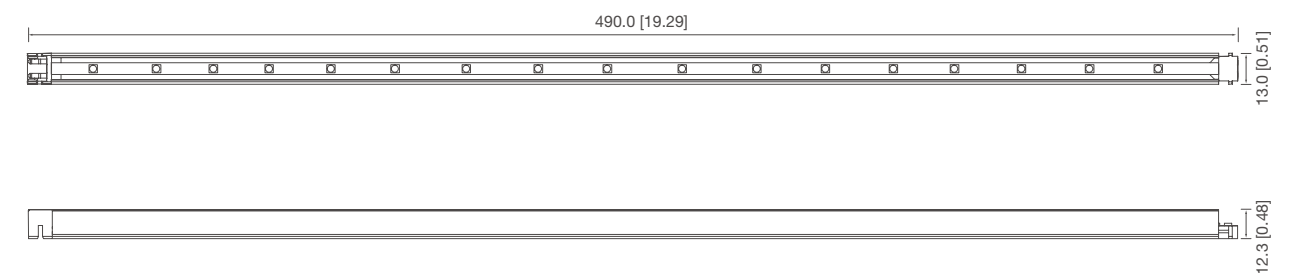
Features

- No dark spot at the linkage point for continuous seamless effect
- Super slim linear LED with spot free high output
- Quick connection system
- Perfected with color consistency
- Various mounting methods including magnetic

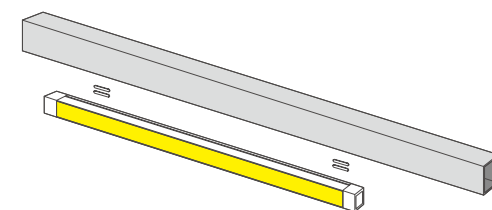


Application

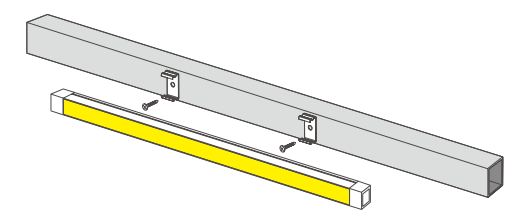
Suitable for the lighting of shelves, cabinets, display rack, props, etc



Installation



Magnetic Mounting



Fixed Mounting

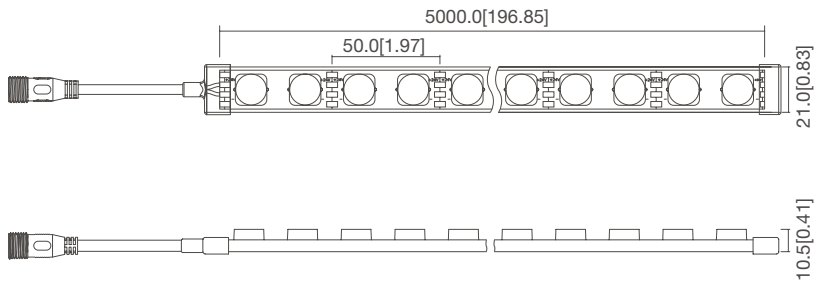


- Optical lens design and waterproof, suitable for wall washing.
- Good brightness maintenance, long life span
- Excellent flexibility and bendable
- Support PWM, 0~10V, DALI, DMX dimming
- Multiple specifications, support customization

FLEXIBLE WALL WASHER

DFO-3030-40-24

Light Color :	W
Color Available (K/nm) :	4000
Ra :	>80
Luminous Flux (lm/m) :	2044
Efficacy (lm/W) :	142
Voltage (V DC) :	24
Power (W/m) :	14.4





BLUEVIEW ELEC-OPTIC TECH CO.,LTD

□ Tel: +86-28-8148 0011
□ Fax: +86-28-8148 1258

□ Web.: www.blueviewled.com
□ Email: sales@blueviewled.com

□ Add.: No.1000,section 2, Konggang 2nd Road,
Shuangliu, Chengdu 610207, sichuan, CHINA