

Global  
**Digital Screen &  
Audio-Visual Culture**  
Pioneer





Make  
The  
World  
See



# About Leyard Group

1995

Founded

2012

Listed

100+

Countries/Regions

## Established Expertise

Founded in 1995, Leyard Group (stock code: 300296) has consistently held the top spot in the global LED display market for many years. Our involvement and professional service in numerous high-profile events, such as the Olympic Games, APEC summit, the United Nations headquarters, World Economic Forum, etc., which had earned us a strong brand reputation and trust in cooperation both domestically and internationally.

## Visualizing the World

Focusing on intelligent display and integrating cultural tourism, night tours, AI and spatial computing, Leyard is a global leader in the design, production, distribution, and service of digital displays, LED video walls, and visualization products worldwide.

## Worldwide Reach

As the world's premier display provider, we offer display products to customers anywhere, anytime. Through our decentralized service organization, we guarantee local, prompt deployment of our technicians for installation, customer service, or repairs.



# Global Business Network

A Global Marketing Network Spanning **100+** Countries/Regions



## Global Layout

### North America

United States  
Canada

### South America

Mexico  
Brazil

### Europe

Germany  
UK  
France  
Russia  
Czechoslovakia  
Belgium  
Italy

### Asia

Japan  
South Korea  
Singapore  
Hong Kong (China)  
Dubai  
India

### Oceania

Australia

### Africa

Egypt

# Global Production Bases

10 high-end manufacturing bases around the world  
with an annual operating revenue of 10+ billion CNY



Shenzhen Manufacturing Base



Beijing  
Manufacturing Base



Changsha  
Industrial Park



Guangzhou  
Cultural Industry Base



Shanghai  
Creative Product Base



Micro LED Product Base  
(Wuxi, China)



US Intelligent Display  
Manufacturing Base



Slovakia  
Manufacturing Base



US Motion Capture Product  
Manufacturing Base



German  
Manufacturing Base

# Strength & Quality Control

Leyard has established a perfect quality management system which runs throughout the whole process of product design, procurement, production and sales

In the design process, Leyard strictly defines technology and design inception, implement, verification, review and confirmation.  
In the procurement process, strictly controls the quality of raw material and adheres to adopt high quality materials.  
In the production process, improves the automation level and product quality stability.

## Micro LED

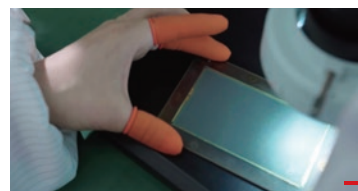
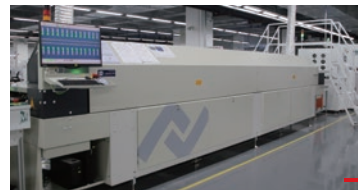


Leading-Edge Micro LED Workshop

## Smart Automatic



Smart Automatic SMT Workshop



## R&D Strength

Independent R&D, Continuous Innovation



**245**

International Patents

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**915**

Registered Trademarks

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**646**

Invention Patent Applications 404 Grants

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**320**

Professional Qualifications

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**2573**

Patent Applications and Grants  
Including 1414 Soft Authorized Patents

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**24**

Countries, Industries and Regions  
Participating in Standard Preparation

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# Perpetual Innovation

## 3 Innovations Driving the LED Display Industry Forward



### Full Color LED Display

#### 1<sup>st</sup> Innovation

In 1998, Leyard independently developed China's first LED full-color display product, and we rapidly occupied the market of LED display projects in major stadiums in China.



### Fine Pitch LED Display

#### 2<sup>nd</sup> Innovation

In 2010, Leyard successfully developed the world's first 2.5mm fine-pitch LED display product — high-definition LED TV, leading the arrival of the era of fine pixel pitch LED display in the industry.



### Micro LED Display

#### 3<sup>rd</sup> Innovation

In 2019, Leyard released the latest R&D results of Micro LED technology for the first time — mass production of 0.6mm fine-pitch Micro LED products and we built the world's first micro LED mass production base in Wuxi, China.



United Nations Office at Geneva, Room XIX, Switzerland



CoStar Group's New Toronto Headquarters, Toronto, Canada



Church Of The Servant, Oklahoma City, Oklahoma, United States



World Economic Forum, San Francisco, California, United States



Tedx Portland Conference, Portland, Oregon, United States



Hengli Petrochemical Headquarters Control Center, China



China Aerospace Force --Long March 5 Series Launch Vehicle



Control center of Chengdu Public Security Bureau, China



Eurotunnel New Security Control Center, French



Smart City Control Center In Jinan, China



TF1 News Studio, Paris, France



CNN Washington



RTL Netherlands, Hilversum, Netherlands



CCTV Studio Spring Festival Gala Show



SporTV, Rio De Janeiro, Brazil



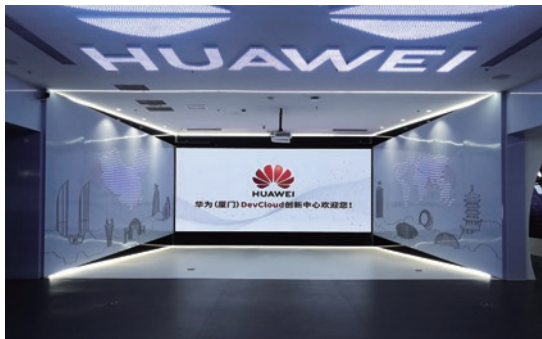
H&M Newly Refurbished Flagship Store in London, UK.



Video Wall in the Lobby of McDonald's New Headquarters, US.



H&M Store Window Display in Shopping Mall, Latin America



Huawei Store Showroom in Xiamen, China



Sberbank Main Office in Moscow, Russia



Roger Waters' epic North American Farewell, United States



Foro Prosa 2023, Mexico



AV Awards in Battersea Park, United Kingdom



A Conference Hall in Riyadh, Saudi Arabia



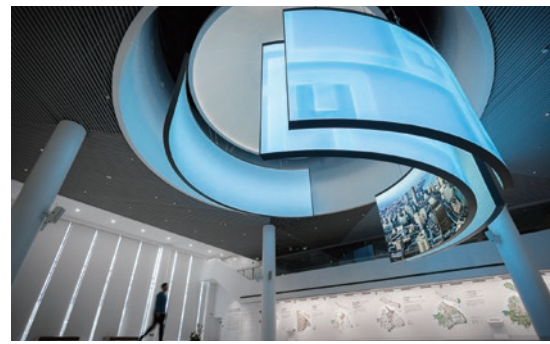
Conference Staging of Congress Center in Uzbekistan



Queensland University of Technology, Australia



Doha Dome Display, Qatar



Shanghai Urban Planning Exhibition Hall, China



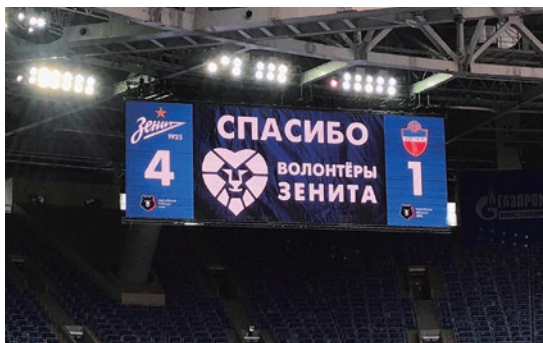
Museum Catamaran ARTEXPLORER, France



National Stadium Bird's Nest, China



Olympic Winter Games Beijing 2022, China



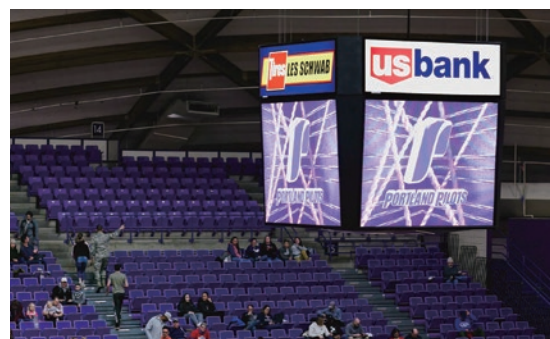
Zenit Arena in Petersburg, Russia



2018 FIFA Russia World Cup Opening & Closing Ceremony, Russia



Providence Park, Portland, Oregon, United States



Chiles Center in the University of Portland, United States



Huawei Store in Shenzhen One Avenue, China



Gold House in the Metrotown Community, Canada



Giant Outdoor LED Advertising Screen in Israel



Advertising LED Display in Manama, Bahrain



Shanghai Nanjing Road Pedestrian Street, China



Lowa 35North Studios' New Virtual Production Volume, United States



Pier59 Studios in New York, United States



Leyard Malanshan Virtual Production Base, China



XR Stage at NAB & Infocomm 2022, United States



Xinhua News Agency Virtual Studio, China