

iMiD 2022

The 22nd International Meeting on Information Display
August 23-26, 2022 / BEXCO, BUSAN, KOREA



| Company Name | SAMBOMOTORS | Company Logo |
|------------------------|--|--|
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| Exhibitor Introduction | <p>Sambo Motors, which started from Samhyup Industrial in 1977, is headquartered in Daegu as an automotive parts company. Sambo Motors operates 12 business sites, including 7 domestic corporations, 6 overseas corporations, and 4 overseas branches at the moment. In addition to Hyundai and Kia, it is growing with global customers such as GM, Stellantis, BorgWarner, Jatco, Dynax, NSK-W, Vitesco, and Magna. With about 3,500 members of Sambo Motors, Sambo Motors Group achieved about 1.5 trillion won in sales in 2021</p> <p>Sambo Motors established the future automotive technology R&D center in 2009 for continuous growth, and is currently researching and developing future vehicle component technologies such as electric vehicles and hydrogen electric vehicles with about 70 professional researchers.</p> | |
| Exhibit Description | <ul style="list-style-type: none">- Capacitive three-dimensional touch sensor that can be thermoformed.- Rim, DAB cover touch sensor of steering wheel using thermoforming technology and the module for various applications such as touch button and | |

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gesture.

- ✓ Electrode material printing technology (IMD technology applicable)
- ✓ Three-dimensional touch sensor thermoforming technology for various shapes
- ✓ Application utilization technology such as touch and gesture

Exhibit Product

Overview

