Corporate Profile

SOAR CORPORATION

Changing
“not possible” to “possible”
By Manufacturing Spirit

https://www.soar-tech.co.jp/en/

SOAR CORPORATION

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Challenge of our unique technologies for changing “not possible” to “possible”

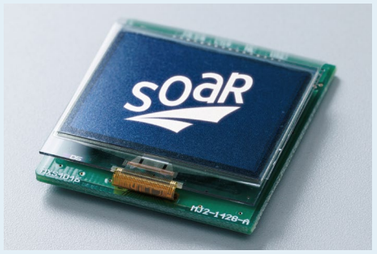
By combining the technologies and know-how in production we have cultivated so far, we concentrate our efforts on manufacturing that creates new value.
And there, motivation for changing “not possible” to “possible” creates trust and credibility, and accelerates the evolution and deepening of technology.
We, SOAR, continue to challenge technological innovation to improve customer satisfaction not only in Japan but also overseas, advancing our strengths in development capabilities and manufacturing technology for mass production.

Our Features

Founded on Capabilities We Have Cultivated in Tohoku Pioneer

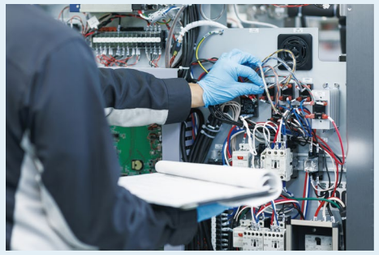
■ The world’s first successful mass production of OLED

Our predecessor is the Yonezawa business office of Tohoku Pioneer Corporation.
As a domestic base of the Pioneer Group, we have developed and manufactured highly functional and highly reliable products, centered on the car electronics field for about half a century.
Among them, with OLED technology, we achieved the world’s first successful mass production of OLED displays in 1997. Since then, we have strived to accumulate technical know-how and have earned high regard.



■ Toward manufacturing that attracts global attention

Aiming at further business development based on these achievements, we look to develop new technology, develop and manufacture products of OLED, and deploy ODM (Original Design Manufacturing) / EMS (Electronic Manufacturing Service) that take advantage of the technology and production capabilities we have cultivated so far.
Through products and support through solutions, we continue to move forward as a company that provides excitement and satisfaction our customers expect.



Two Businesses with the Power to Create

OLED Business

We promote the development, manufacture, and sales of OLED devices.We dig out market needs and wants, and work on the development of new products.

| Points |

- Business development with PM-OLEDs (Passive Matrix Type)
- Maximization of potential of PM-OLEDs
- Pursuit of technological advantages that are impracticable with LCDs
- Further expansion not only for displays but also for light source applications

Manufacturing Solutions Business

As an ODM / EMS business for electronic devices and equipment, we promote solutions to customer problems and support development of new products.

| Points |

- Proposal capabilities that take advantage of our demonstrated record of success in mass production of mechanisms for in-vehicle applications
- Strengths in technology development, production technology, and quality control
- Acquisition of business license for manufacturing medical equipment
- Demonstrated record of success with major domestic manufacturing companies

Realization of increased product value by our technological development capabilities with the world's first mass production as DNA.

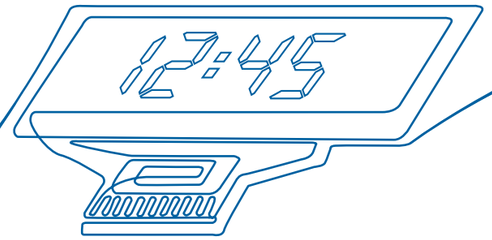
Since we achieved the world's first successful mass production of OLED displays in 1997, we have developed, manufactured, and sold new OLED displays that match the needs of the times, and take advantage of our unique core technologies that we continue to accumulate and expand.
By continually refining our development technology capabilities for OLED devices, we look to provide accurate solutions as a group of specialists.

Compatible Fields

We bring together the technology and know-how on OLEDs we have accumulated ahead of all others in the field. Installations in devices and equipment in various fields continues to expand.
We are also boldly taking on the challenge of creating high-value added products while seeking out new ideas.

Features of OLED Business

We achieved the world's first successful mass production of OLED displays in 1997. Since then, OLED displays have been installed in all kinds of devices and equipment, such as mobile phones and car stereos.



Our Domain

■ PM-OLEDs that enable agile customizations

Applications by drive system

OLEDs, as spontaneous light emitting displays, are characterized by "high contrast," "wide-viewing angle," "high-speed response," "thinness and light weight," "low power consumption," and so on.
These are divided into two types depending of the drive system: AM-OLEDs (Active-Matrix Type) suitable for medium and large size areas, and PM-OLEDs (Passive-Matrix Type) suitable for the small size areas.
PM-OLEDs provided by SOAR, with the features of OLEDs kept, enable agile customizations, which are generally assumed to be difficult with AM-OLEDs.

OLED Characteristics of SOAR

■ Standard Model

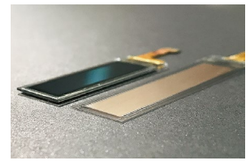
Sharp and easily viewable display that increases the degree of freedom in design. Customization is possible according to customer applications at low installation costs.

■ High-Value Added Model

Transparent OLEDs

Future see-through display. Pursues excellent transparency by vapor deposition technology and optical design technology.

Ultra-Thin OLEDs



Ultimate ultra-thin OLEDs. The thinnest in the industry is realized by our own OLED sealing structure and back protection structure.

Curved OLEDs

Glass-based curved display realized by our unique process. By making it as thin as possible, even glass can be bent.

Column Differences between OLEDs and LCDs

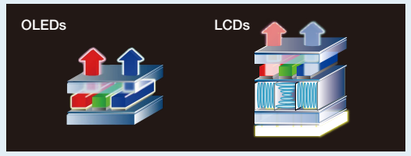
■ High Contrast

Since OLEDs emit light spontaneously, they can express perfect black and achieve high contrast.

■ Wide Viewing Angle

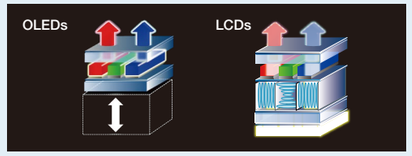
OLEDs do not change in brightness with viewing direction due to their thin-film structure and spontaneous light emission.

■ High-Speed Response



Since OLED elements emit light themselves, the response time is short, which is approximately 1/1000 of liquid crystals.

■ Thinness and Light Weight



Since OLEDs do not require a backlight, they can be made thinner and lighter than liquid crystals.

Manufacturing Solutions Business

We ensure support for the mass production of products that do not actually exist yet in the world by making proposals that exceed customer expectations.

What we value most is not only to realize customer-required specifications but also maintain close support for the realization of products by making proposals that capture the essential issues from the perspective of our customers.
We provide optimum solutions, and realize quality improvements of products and enhance their appeal.

Compatible Fields

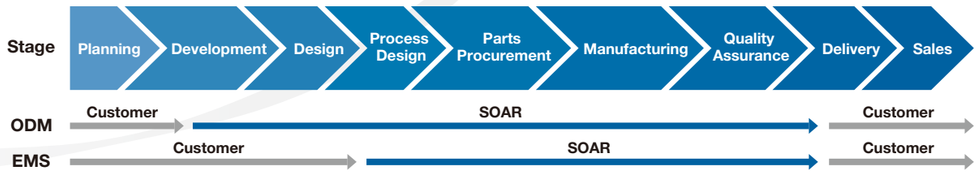
We support ODM and EMS for electronic devices and equipment across a wide range of fields, such as the in-vehicle equipment field, industrial field, medical field, and consumer field.

Features of the Manufacturing Solutions Business

SOAR realizes high-function and high-quality manufacturing in a one-stop process that takes advantage of its design development capabilities in which “mechanical,” “electrical,” and “software” technologies are combined.
We conduct a series of production activities from development and design, assembly, inspection, quality assurance, through delivery. We also collaborate with overseas business partners to provide services including board mounting and parts production.

Our Domain

Flexible “manufacturing” Capabilities in Response to Requests



- **Development and Design:**
  Electrical / Mechanical / Circuitry / Software
- **Mass Production Design:**
  Electrical Design, Board Design, EMC Measures / Mechanical and Casing Design / Proposals of Optimum Specifications
- **Manufacturing:**
  Board Mounting / Prototyping / Process Design / Production Equipment Design
- **Quality Assurance:**
  Traceability Control / Environmental Response / Reliability Testing / Analysis

Collaboration with Business Partners


SVI Public Company Limited

TOHOKU SOLUTIONS Co., Ltd.

Business promotion in collaboration with our business partners in Thailand is also one of our strengths.
For instance, SVI, which is a world-leading EMS company, provides procurement capabilities for electronic parts and board mounting in addition to the assembly of products across a wide range of fields.
TOHOKU SOLUTIONS also provides integrated support from mold and die manufacturing to parts production for precision pressed sheet-metal parts and molded resin parts for in-vehicle products.

Technology Capabilities to Shape Moving Objects

As members of the Pioneer Group, our engineers in the manufacturing solutions business have been engaged in the design and mass production of “drive mechanism modules” and “disk playback mechanism modules” installed in car navigation and car audio systems.
As such, our engineers offer extensive experience in the design of drive unit mechanisms that combine gears and motors as well as electrical and software design, through the design of processes, equipment, and inspection machines on production lines.
With this experience, our engineers can solve customer problems and contribute to the mass production of products across a wide range of fields.

Column **Points of rooted strengths**

01.
Design Development Capabilities

High value-added proposals

Mechanical, electrical, through software design are performed in-house. Therefore, we can provide highly detailed and comprehensive proposals.

02.
Mass Production Quality

Demonstrated record of success in high quality mass production

We also support mass production design and VA/VE that takes advantage of our demonstrated record of success in the mass production and supply of in-vehicle mechatronics products for more than 40 years.

03.
Integrated Production

Full complement of resources and equipment as required

We are equipped with a full complement of resources and facilities that are required for production, including design development, procurement, manufacturing, and quality control.

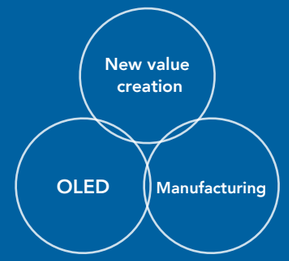
Future

Tomorrow connected by SOAR with manufacturing that turns changes into evolution.

Manufacturing is constantly evolving, and the sites that give shape to technologies and products that society demands are constantly changing.
We, SOAR, create capabilities to support changes in manufacturing and accelerate evolution.

The Future SOAR Aims For

SOAR looks to accelerate technological development and strengthen marketing and sales channels to construct new business models.
SOAR looks to improve product value for its customers and contribute to society by creating synergies between the two businesses without being bound by conventional practices and concepts, in addition to the reliable manufacturing capabilities that have been cultivated so far.



Past

From Tohoku Pioneer to SOAR

We as Tohoku Pioneer Corporation have continued to provide innovative technologies, including the world's first successful mass production of OLEDs.
In April 2022, we established a new company SOAR CORPORATION in order to create even greater value products with a pioneering spirit that cannot be matched by other companies. We will leap forward as a "Solution Provider" to solve our customers' problems by combining the technologies and production capabilities we have cultivated over the years.

1981

Completed construction as the Yonezawa Plant of Tohoku Pioneer Corporation.
Started operation of the labor-saving speaker line.

1993

Obtained ISO 9002 certification.

1997

Succeeded in developing the world's first technology for mass production of OLED.

1999

Started mass production of OLED displays, and shipped for car audio systems.
Obtained ISO 14001 certification.

2000

Received orders for OLED panels for mobile phones.

2003

Started mass production of full-color OLED displays (domestic first).

2004

Started mass production of full-color OLED displays using phosphorescent materials (world's first).

2017

Started mass production of transparent type multi-color OLED displays.

2019

Launched manufacturing solutions business at the Yonezawa Plant.

2022

Established SOAR CORPORATION.

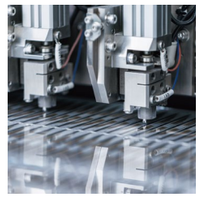
Our History

Top Message

Shaping a new future pioneered by a spirit of manufacturing

We started as a mass production plant for audio equipment within the Pioneer Group in 1981, and since that time have continued to thoroughly pursue sound-making and manufacturing.
In the 1990s when manufacturing shifted overseas, we took on the challenge of transforming into a new business, and achieved the world's first successful mass production of OLED displays in 1997.
Since then, we have created many innovative displays under the concept of creating more products that excite and create a better society, and have contributed to the development of society and improvements in people's lifestyles.
In addition, by combining technological assets that other companies do not have, we launched a manufacturing solutions business as an ODM / EMS in the Yonezawa business office in 2019, and we support solutions for companies that aim for value creation.
Today the realization of a sustainable society is required, as the values of the world and the demands of society experience a rapid state of change. Taking this change as an opportunity, we aim to provide solutions for the problems our customers face around the world and realize a better society by manufacturing that changes "not possible" to "possible."

President and CEO
Masatoshi Yamaki



Continue creating value and contribute to society

We contribute to society though realizing affluent lifestyles, by constantly challenging ourselves to create value rooted in manufacturing and continuously providing excitement and happiness to our employees, customers and all related people.

Philosophy
Significance of SOAR's existence

Vision
What SOAR should be

Code of conduct
Basic actions we should take

Solution Provider, pioneering the future with enthusiasm and wisdom

The spirit that pioneered the market by achieving the world's first mass production of OLED displays.
Advanced design/production technologies rooted in high precision/reliability in-vehicle mechatronics.
We are committed to becoming a provider of products and services that solve our customers' problems and improve convenience.

We conduct ourselves as follows:

1. We persist with a pioneering spirit
2. We demonstrate innovative thinking
3. We pursue quality and speed
4. We act with sincerity to inspire society
5. We respect the people we work with

Corporate Profile

Name	SOAR CORPORATION
Location	Headquarters 4-3146-7 Hachimanpara, Yonezawa, Yamagata 992-1128, Japan Phone: +81-238-28-1211 FAX: +81-238-28-7828
Established	January 14, 2022
Representative	President and CEO Masatoshi Yamaki
Paid-in capital	301 million Japanese yen
End of fiscal year	March 31
Major shareholder	Tohoku Pioneer Corporation
Main products	OLED devices (displays/special light sources, etc.) ODM/EMS
Certifications	ISO 9001 ISO 14001

"SOAR" means
"fly, rise high, and ascend rapidly."
The company name demonstrates our desire to achieve rapid growth as a new company and create a corporate culture that raises the hopes and dreams of all of our employees and stakeholders.
The corporate color is sky blue with a logo in the image of wings flapping ever higher.