

While colour CRT TVs have size limitations, LCD TVs have overcome this barrier.

彩色顯像管電視機有體積上的限制，但LCD電視卻能打破這個界限。

PRIME VIEWING

低成本高質素 | 進軍發展中國家市場 |

Olymp Electronics Factory's televisions delight families across the developing world
奧林普電子廠的電視機為第三世界國家的家庭帶來視聽之娛

Those of us who enjoy the modern comforts of city life should feel a sense of mission to help the underprivileged increase their quality of life. Founded in 2005, Olymp Electronics Factory (Macau) focuses on producing high-quality, affordable, safe and reliable cathode-ray tube (CRT) television sets that deliver a satisfactory and a hassle-free TV-viewing experience to customers in the developing world.

Modern designs to keep up with the times

Many countries in the developing world have yet to support flat-screen TVs, so many of their residents use CRT TVs. The quality of this type of television depends on the quality of the CRT, whose primary function is to pick up the radio waves, or video signals, from the transmitting TV station via luminance variation to the receiving end, and then display the signals on the fluorescent screen. The size and resolution of the CRT screen has to

身處現代化都市的我們，本當肩負起一份使命，即力所能及地幫助欠發達地區提昇生活質素。2005年成立的奧林普電子廠(澳門)有限公司重點生產高質量、價廉物美且安全可靠的彩色顯像管電視機，為發展中國家的人民兌現買得開心、用得放心的承諾。

新款外型 與時並進

由於不少第三世界國家仍未能支援平板電視系統，因此當地的民眾還在使用彩色顯像管電視。這類電視的質素關鍵在於顯像管的優劣，顯像管主要作用是將發送端(即電視台)攝像攝取轉換的電信號(即圖像訊號)，以亮度變化的形式在接收端接收，然後展現於熒光幕上。要能重現高質量圖像，顯像管屏幕尺寸必須夠大，熒光幕亮度亦要夠高，才能使圖像清晰無誤地呈現眼前。



“CRT TV combines the advantages of high brightness, high contrast ratios and wide viewing angles.

顯像管電視畫面質量有極高的水準，並具備亮度及對比度高、色彩鮮明、觀看視角大等優點。”

Above: Olymp is planning to introduce the mega 42-inch LCD TV for next-generation users. **Right:** A cathode-ray tube (CRT) television sets

上：奧林普電子廠計劃推出42吋的LCD大電視，予新一代用家選擇。右：彩色顯像管電視機

be sufficiently good with a high brightness on the fluorescent screen for the images to appear sharp and clear for viewing.

CRT TV is the earliest version of television format, and its technology has progressed to an advanced stage after several decades of development. With exceptional image quality and prices lower than those of other TV types, CRT TV combines the advantages of high brightness, high contrast ratios, vivid and crisp colours and wide viewing angles. Also, unlike the LCD monitor, the picture quality of the CRT monitor is not affected by a light source.

Since it officially began production, in March 2006, Olymp Electronics Factory has achieved a remarkable sales performance. The production was relocated to a building in the Zhuhai-Macao Cross Border Industrial Zone in 2007, and its capacity was increased to 200,000 units per year to meet consumers' needs, proving that there is still demand for CRT TVs today.

顯像管電視是最早面世的電視款式，經歷了數十年的發展，技術上已十分成熟，畫面質量有極高的水準，價格亦比其他類型的電視便宜，並具備亮度及對比度高、色彩鮮明、觀看視角大等優點，畫面更不會像液晶體電視般受環境光線等影響。奧林普電子廠在2006年3月正式投產後，短時間內已取得極佳的銷售成績，並於2007年遷移至跨境工業區澳門圍區工業大廈，產量更大幅增加至每年20萬台以滿足客戶所需，可見社會大眾對顯像管電視仍有一定的需求。

奧林普電子廠除了擁有成熟的製造技術外，亦十分注重產品的外型設計。現時奧林普電子廠所生產的彩色顯像管電視，尺寸主要分為14吋、21吋及29吋，這三種尺碼於各種不同型號中亦已齊備。外型方面亦加入時尚元素，例如強烈對比的紅黑色外殼，或是簡潔高雅的銀黑色調，把細緻無瑕的影像襯托得更為出色。



Olymp Electronics Factory also attaches great importance to product design as well as using advanced manufacturing technologies. The company focuses on producing 14-, 21-, and 29-inch CRT TVs in an array of different models, and incorporates trendy elements into their designs, such as an outer shell in high-contrast red or elegant silver and black, to complement the flawless moving images in a more flattering manner.

Developing new products to boost sales

Exporting its colour CRT TV sets mainly to Africa, the Middle East, Southeast Asia, and some Portuguese-speaking countries, Olymp Electronics Factory has been actively planning on developing other flat-screen TVs such as LCD and LED. The factory also commissions other business partners to make parts or subassemblies at the request of the client. With eight years of experience, the company has always been committed to lowering production costs in order to seek a reasonable profit and increase the competitiveness of its products.

Until now, Olymp Electronics Factory has produced several millions of TV sets without any serious issues with product quality. Should any problem arise during the warranty period, the commissioned dealer will replace the relevant parts for free. For each batch of products, Olymp Electronics Factory offers one per cent of parts and accessories for replacement, free-of-charge, so consumers can be assured of the company's product quality.

While brands that produce colour CRT TV sets are rare in the modern and prosperous world, it leaves a lot of room for development for the industry. Olymp Electronics Factory believes that only constant self-improvement, development of new models, upgrading of technologies, and a strict monitoring of production costs can lead the company forward in the low-cost TV market, and motivate it to provide quality products at low prices to customers in the developing world. **M**



開發新品 擴闊銷售市場

現時奧林普電子廠的彩色顯像管電視大多出口到非洲、中東及東南亞，包括部分葡語系國家，廠方現正積極籌備開拓LCD、LED等平面電視，因應客戶要求，可委託合作伙伴代為加工。經營逾八年的奧林普電子廠一直致力於降低生產成本，並只要求合理的利潤，以增加產品的競爭力。時至今天，廠方共生產出幾百萬台電視機，且從未出現嚴重的質量問題；倘若在保修期內出現故障，委託的代理商會免費更換有關配件（每批貨均免費提供1% 配件作更換），可見其質量足以令人安心。

生活於繁華先進的都市，生產彩色顯像管電視機的品牌已寥寥可數，但反而為這一行業留有很大的發展空間。奧林普電子廠相信，只要自強不息、開發新機型及改進技術，加上嚴格監控生產成本，就能在廉價電視機市場上繼續邁進，為第三世界國家提供價廉物美的商品。 **M**

Above: A feast for eyes and ears, this TV set features a simple, sleek look and a high-quality screen with vivid and sharp colours.

上：簡潔流暢的外型，配以色彩鮮明的高質素畫面，令買家盡享視覺之娛。

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