

# SUPERLEAD COMPANY PROFILE

Suzhou SuperMax Smart System Co.,Ltd.

Intelligent identification, smart vision, industrial vision sensor provider

79%

18%

88%

60%

1D/2D

SCANNING

STRONG PER-  
FORMANCE

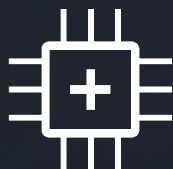
FAST

CONVENIENT



Intelligent identification, smart vision, industrial vision sensor provider

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BACKGROUND



QUALIFICATIONS



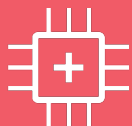
APPLICATION



PRODUCT

# 1

## COMPANY PROFILE



Suzhou SuperMax Smart System Co.,Ltd.



**Suzhou SuperMax Smart System Co.,Ltd.** founded in 2012, is a high-tech enterprise focusing on independent research and development and integrating sales, production and service (it has won the honorary certificate of "high tech enterprise" issued by the Provincial Department of science and Technology).

SuperLead has applied the decoding technology developed for many years to various fields such as "smart retail", "smart payment", "smart transportation", "smart manufacturing", "smart medical" and has been unanimously recognized by many partners.

SuperLead is committed to providing high quality and efficient scanning code solutions for all walks of life, and creating China's high-end intelligent identification visual sensing brand.



Suzhou SuperMax Smart System Co.,Ltd. was established.

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2012

2013

SuperLead launched the first generation of industrial scanning products (8100 series), became the first domestic product which widely used in industrial manufacturing.

2014

Recognized as high-tech enterprise. Venture Capital from SR.

2015

The first and the only 2D code scanner authorized the certificates of Explosion-Protection, and successful used in gas station.

2016

Financial payment project developed rapidly and stably; SR Capital increase Investment.

2017

Superlead scanners widely used in Bus & Metro payment and mobile payment fields.



In the **field of new retail**, quickly seize the market. Won praise from Internet giants.  
Listed in the list of gazelle enterprises in Suzhou Park.

2018

2019

New products in **the industrial field** help China Smart Manufacturing 2025 to efficiently cope with harsh and harsh industrial environments.

**The new X Series** fixed & hand-held code reader comes into the market, making it easy for more bar codes to be read.

2020

2021

**SuperLead** is committed to being at the heart of building the Internet of everything.

Take innovation as the breakthrough and quality as the core!  
Strive for excellence to help **China MFG smart and efficient!**

2022





# 2

## COMPANY QUALIFICATION

Suzhou SuperMax Smart System Co.,Ltd.

### R&D TEAM

≥ 15 years auto ID working  
experience

≥8 years mutual working  
experience

Optics

Electronic

Mechanic

Software

Sales  
Technical  
Support

Testing

Industrial  
Design



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More than **100**  
patents

LEADING THE INDUSTRY

GRANT OF  
INVENTION PATENT  
**15+**

COPYRIGHT  
HT  
**37+**

## Core Algorithm; High performance of Decoding ability

- Core self-developed "Super Scan" algorithm, gained 2D code decoding copyrights

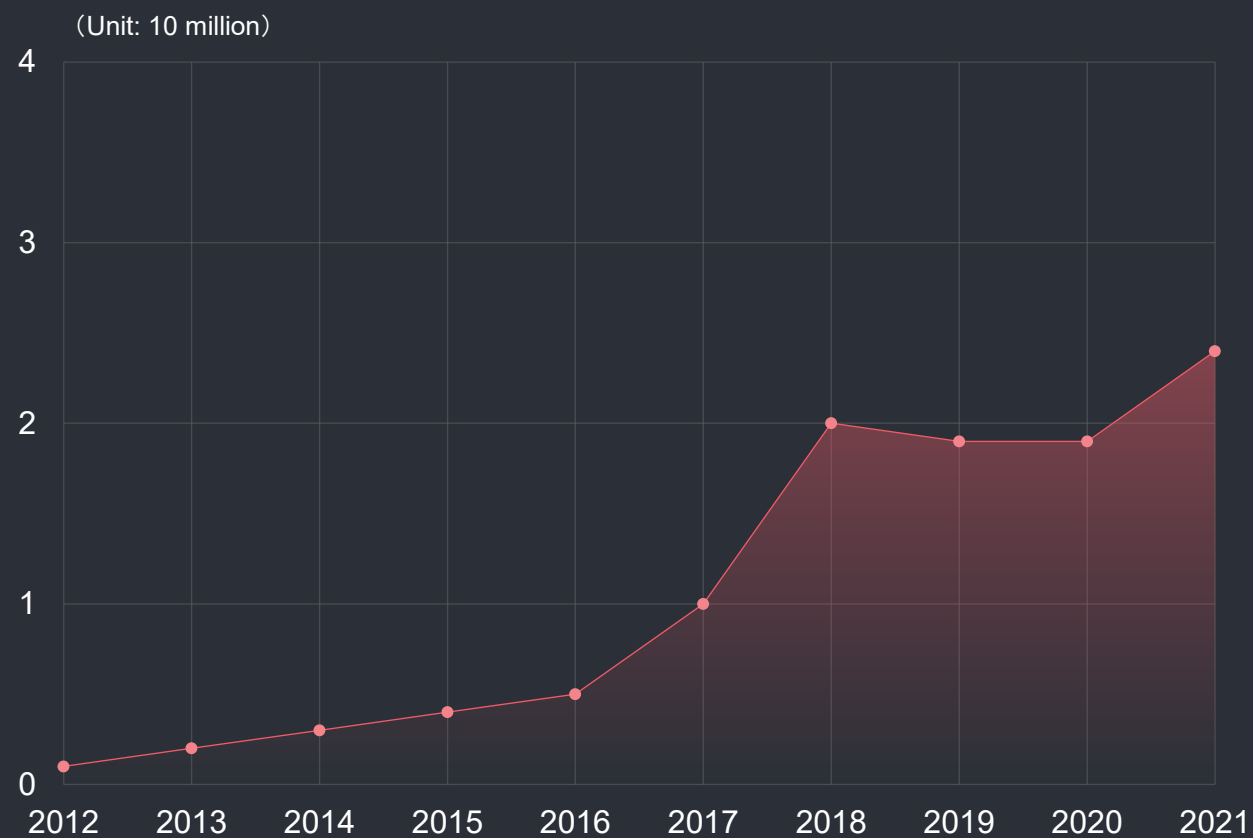


"Super Scan" algorithm  
copyrights: 2015SR182595





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**SuperLead**  
**The trend is increasing**

**Year 2021: \$18 Million USD**

**Year 2022: \$20 Million USD**





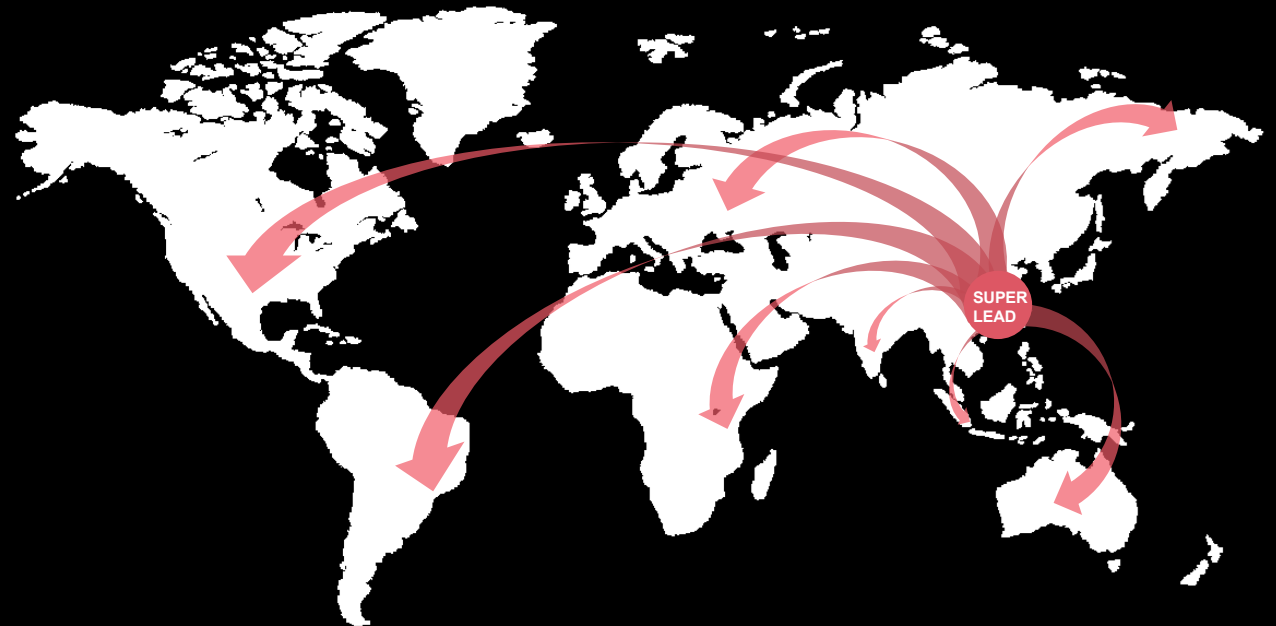
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**SUPERLEAD Global Market Share is Growing Year by Year.**

**200+**  
**Products & Solutions**

**100K+**  
**Monthly Delivery Volume**

**Strategic Partner worldwide**



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**SUPERLEAD products** have been exported to the United States, Japan, Germany, Australia, Greece, India, Spain, Indonesia and other countries and regions; Reached strategic cooperation with famous enterprises such as ASUS, Samsung, Gree, Midea, Lenovo, China Mobile, China Unicom, Sinopec, etc.. It has provided high-quality solutions for leading manufacturing customers such as Apple supply chain, Huawei, Oppo and Foxconn.



# AWARDS AND TROPHIES

Be recognized and praised by partners

## Be recognized and praised by partners



"Excellent  
Supplier" from  
Wintec



Issued by TenCent  
"Best Smart  
Transportation  
Technology  
Innovation Award"



"Excellent Supplier"  
from transportation  
leader



Smart retail "Potential  
New Product Award"



By Meituan  
Dianping "Excellent  
Payment Award"



By Meituan  
Dianping "Best Supplier"

# 3

## SCENE APPLICATION

It is used in industry, retail, self-service, medical treatment,  
finance, logistics and other fields



Public  
transportation



Self-service



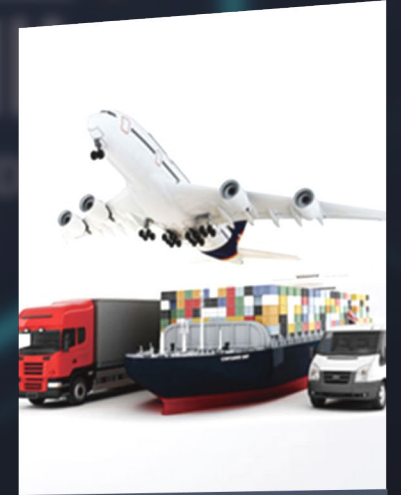
Retail finance



Industrial field



Smart medical



Express logistics

transportation  
public

Self-service

Retail finance

Industrial field

Smart medical

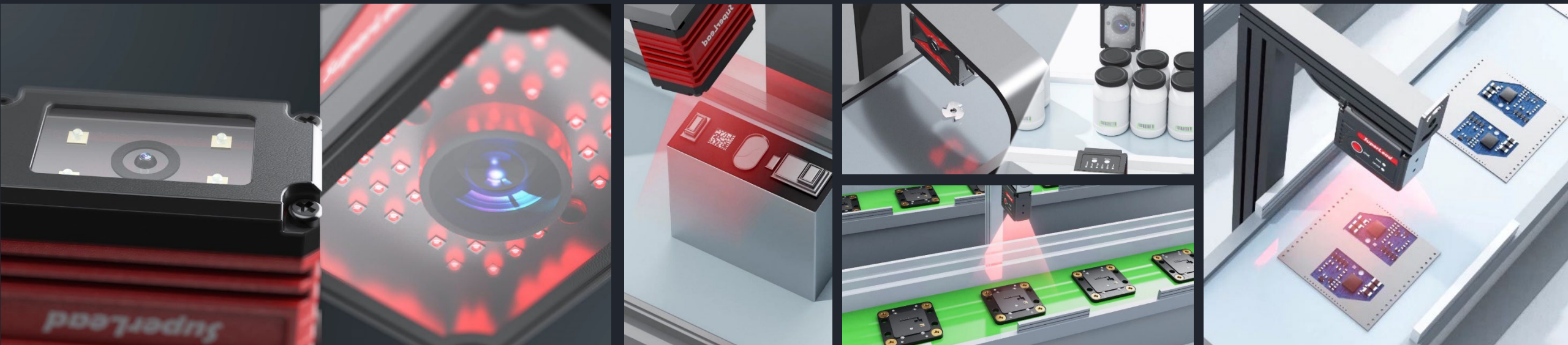
Express logistics





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## SuperLead Industrial Scanner used in 3C electronics manufacturing, PCBA manufacturing, Battery manufacturing, New energy, LCD industry





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# SuperLead Scanner used in Retail--Chain Store, Supermarket

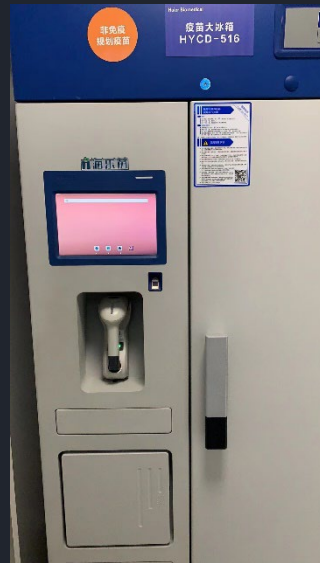






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# SuperLead Scanner built in Kiosk, self-check out machine, Vending Machine





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# SuperLead HC Scanner in Medical Field

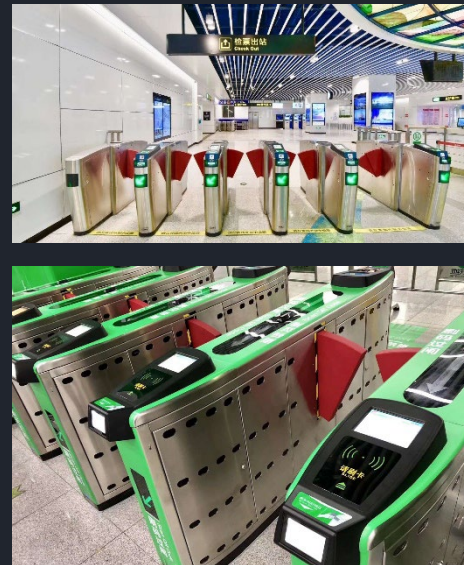






Intelligent identification, smart vision, industrial vision sensor provider

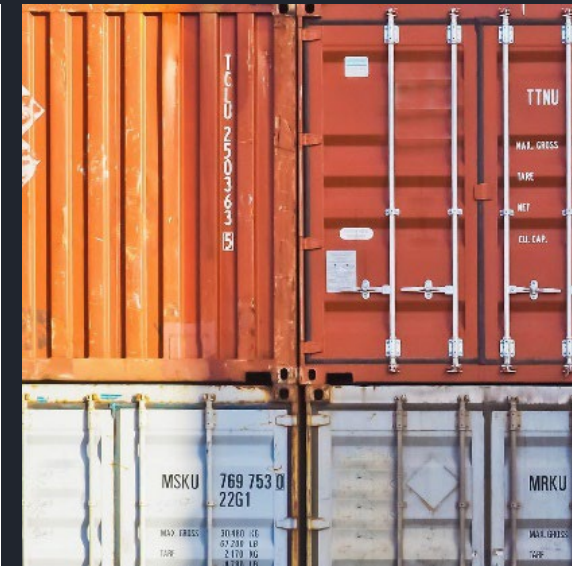
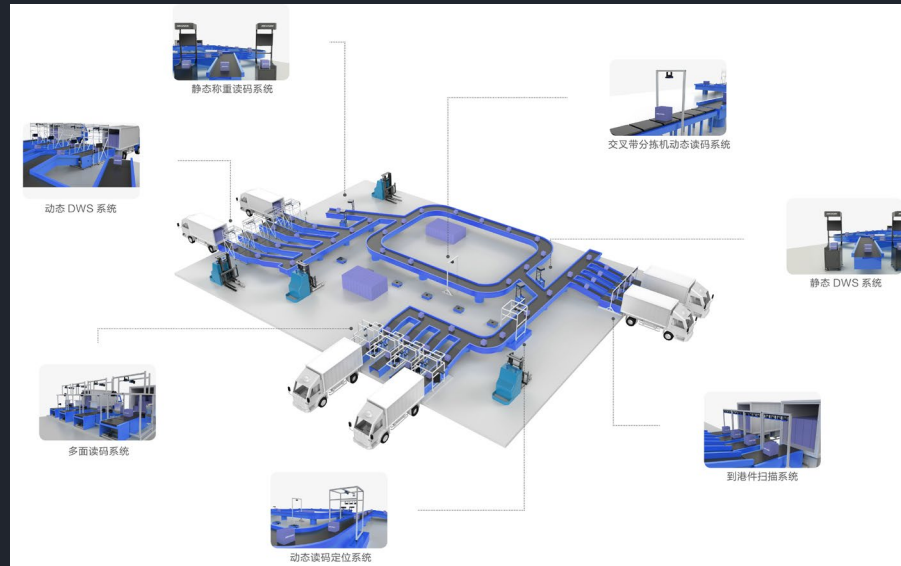
# SuperLead Scanner in Public transport across the country





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# SuperLead Scanner in Express logistics –AGV/AMR





# PRODUCT INTRODUCTION



Different scenarios of product application in various industries

# 4

# INDUSTRIAL VISUAL

Used in warehousing and logistics, battery manufacturing, 3C electronics, PCBA electronics, etc



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X821V



X820V



8160



X82



X81



5280

## Handheld Scanner



# INDUSTRIAL VISUAL

Used in warehousing and logistics, battery manufacturing, 3C electronics, PCBA electronics, etc



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X21



C20DE



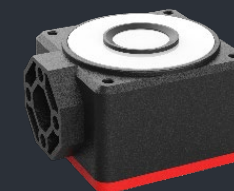
C25E



X25E



X25E-C



V30



X27



X31



X35

## Fixed Code Scanner

# RETAIL FINANCE

Used in shopping malls, supermarkets, shops, bazaars, front desk, etc



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2108



2200



2600



5300



5203



5608



2620BLE



5330



5230



RS32-SR



BT-2130HS

## Handheld Scanner

# RETAIL FINANCE

Used in shopping malls, supermarkets, shops, bazaars, front desk, etc



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73MINI



7201



7250



7330



7350



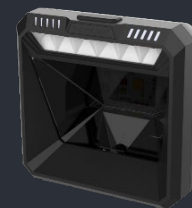
7181



7190



7801



7708



7200DHS

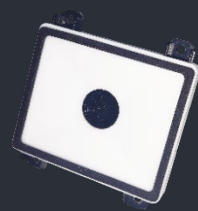
## Desktop Scanner

# SELF SERVICE

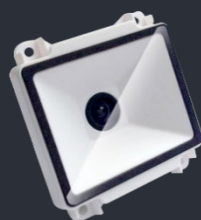
Used in self-service terminal equipment such as intelligent counter, express cabinet and order machine



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7130Plus



7130



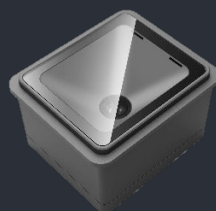
73IS-HPS



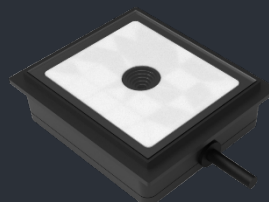
72CJ



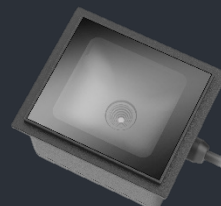
72ISM-HPS



7160



7163



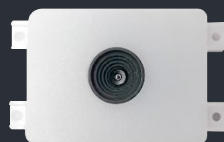
7167



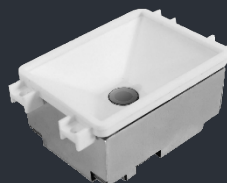
4210



4108WP



7110LT



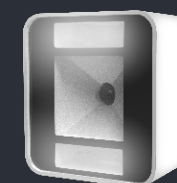
7110



7100



7120



7108

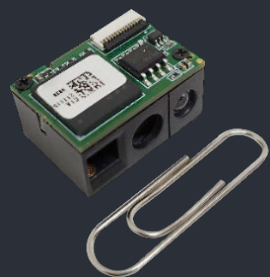
## Embedded Barcode Scanner

# SELF SERVICE

Used in self-service terminal equipment such as intelligent counter, express cabinet and order machine



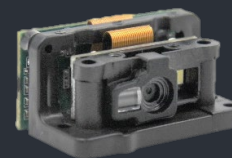
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SE2102



SE6150



SE3102



SE6102

## Code Scanning Engine



# MEDICAL TESTING

Used in payment settlement, ward patrol, laboratory testing, drug management, etc



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HC7130P



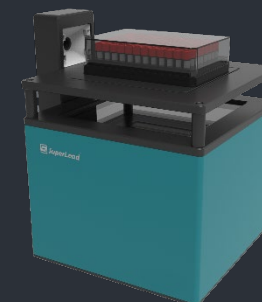
HC4210



HC7120



HC7350



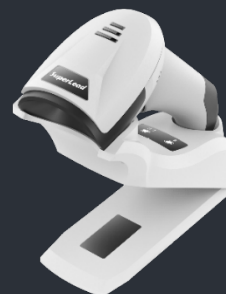
VM610



HC7250



HC7190



HC2620-BT



HC2130-BT



HCP3S

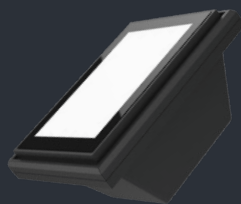
Embedded · Desktop · Handheld

# PUBLIC TRANSPORTATION

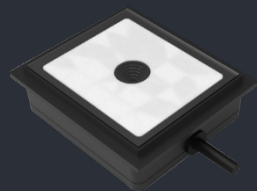
Used in subway, bus, light rail, parking lot, expressway, airport, high-speed rail, etc



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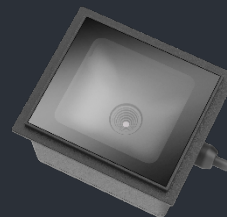
7168



7163



7161WP



7167



7130



SL-H610



SL-H790



2200



5102N



5150BLE

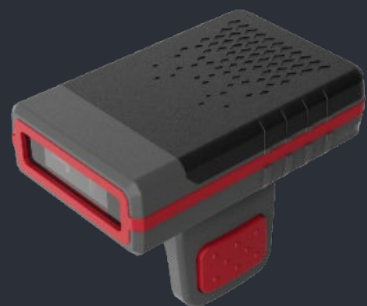
Embedded · Desktop · Handheld

# EXPRESS AND LOGISTICS

Used in express delivery, logistics, warehouse, inventory, etc



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RS32-MR

## Accessories





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## Production Management

### Production Technical Engineer:

- ✓ Provide technical support for production line.
- ✓ Apply the sales requirement into manufacture requirement

### Worker:

- ✓ well skilled or trained workers

### Regulation:

- ✓ Follow up Standard Operation Procedures

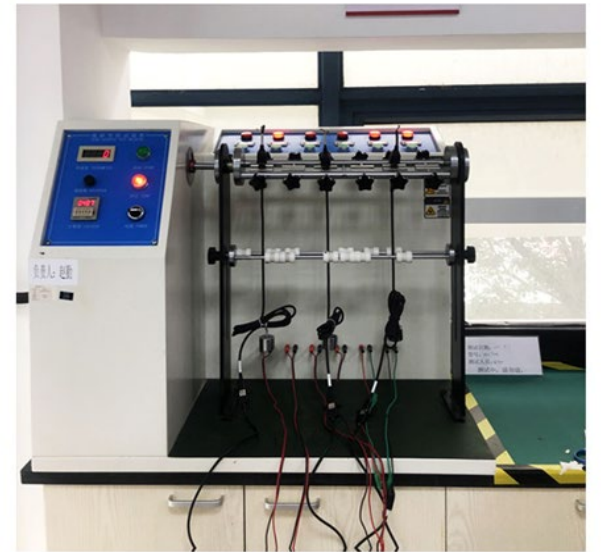
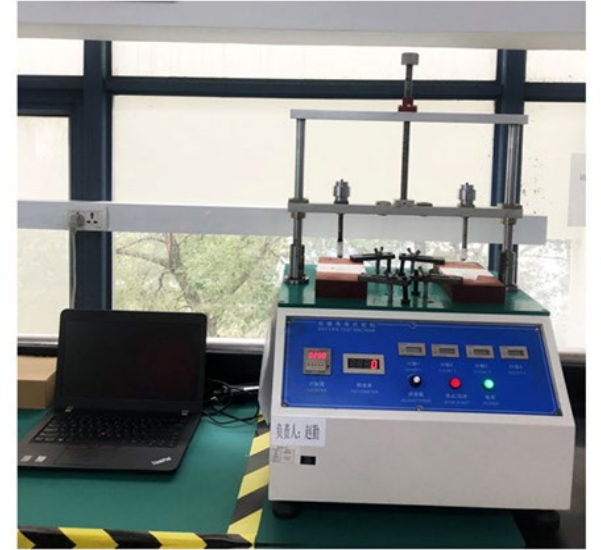






Intelligent identification, smart vision, industrial vision sensor provider

- ◆ **High-low temperature:** storage : $-40^{\circ}\text{C}$ - $70^{\circ}\text{C}$  working: $0^{\circ}\text{C}$ - $50^{\circ}\text{C}$
- ◆ **Drop resistance:** 1.5m
- ◆ **IP Grade:** common: IP42, medium: IP54, high: IP 67 ( water and dust resistance)
- ◆ **Life Span:** at least 5 years, support firmware update during the time
- ◆ **Cable & Button:** cable bending 100K times. (strength:150g, bending angle: $90^{\circ}$ ), Button: 1million times (weight:200g)
- ◆ **Motion Tolerance:** 2m/s-6m/s
- ◆ **ESD:** 8KV
- ◆ **EFT:** 2KV







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# Certifications



ISO9001

ISO14001

ISO45001

IPXX

FCC

CE

RoHS

Explosion-Proof





# THANK YOU

S u z h o u   S u p e r M a x   S m a r t   S y s t e m   C o . , L t d .