

SINCE 1974

Connecting you to the world with immersive sound waves since 1974.



## SINCE 1974

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SANGEAN  
SINCE 1974

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SANGEAN



***SINCE 1974***

# A WORLD OF LISTENING

In 1936, our founder developed his very first radio with the dream of connecting with the world through music and sound.

38 years later, SANGEAN was established in 1974 with the hope to share that same dream to the world. Today, that dream has come true and continues to be the driving force of SANGEAN for generations to come.



# 1974



Entered the Shortwave Radio Market  
**1980**



Developed Our First Radio for Correctional Facilities  
**1991**

Established the European Branch Office  
**1997**



Entered the Utility Radio Market  
**2003**

Entered the DRM Radio Market  
**2007**



New Factory Built in Dongguan, China  
**2010**

Developed Our First Radio for Mass Production  
**1975**



Established the USA Branch Office  
**1987**

Moved Our Factory to Dongguan, China  
**1993**

Entered the DAB Radio Market  
**1998**



Entered the HD Radio and Wi-Fi Radio Market  
**2005**



Entered the DAB+ Radio Market  
**2009**



iSangean Remote Control App Development  
**2011**



Entered the Southeast Asian Market  
**2020**

Entered the Multi-Room System Market  
**2016**



Entered the Bluetooth Radio Market  
**2012**



To Be Continued...  
**2024**  
New Headquarters Built in New Taipei City

Designed a Radio for the Visually Impaired  
**2019**



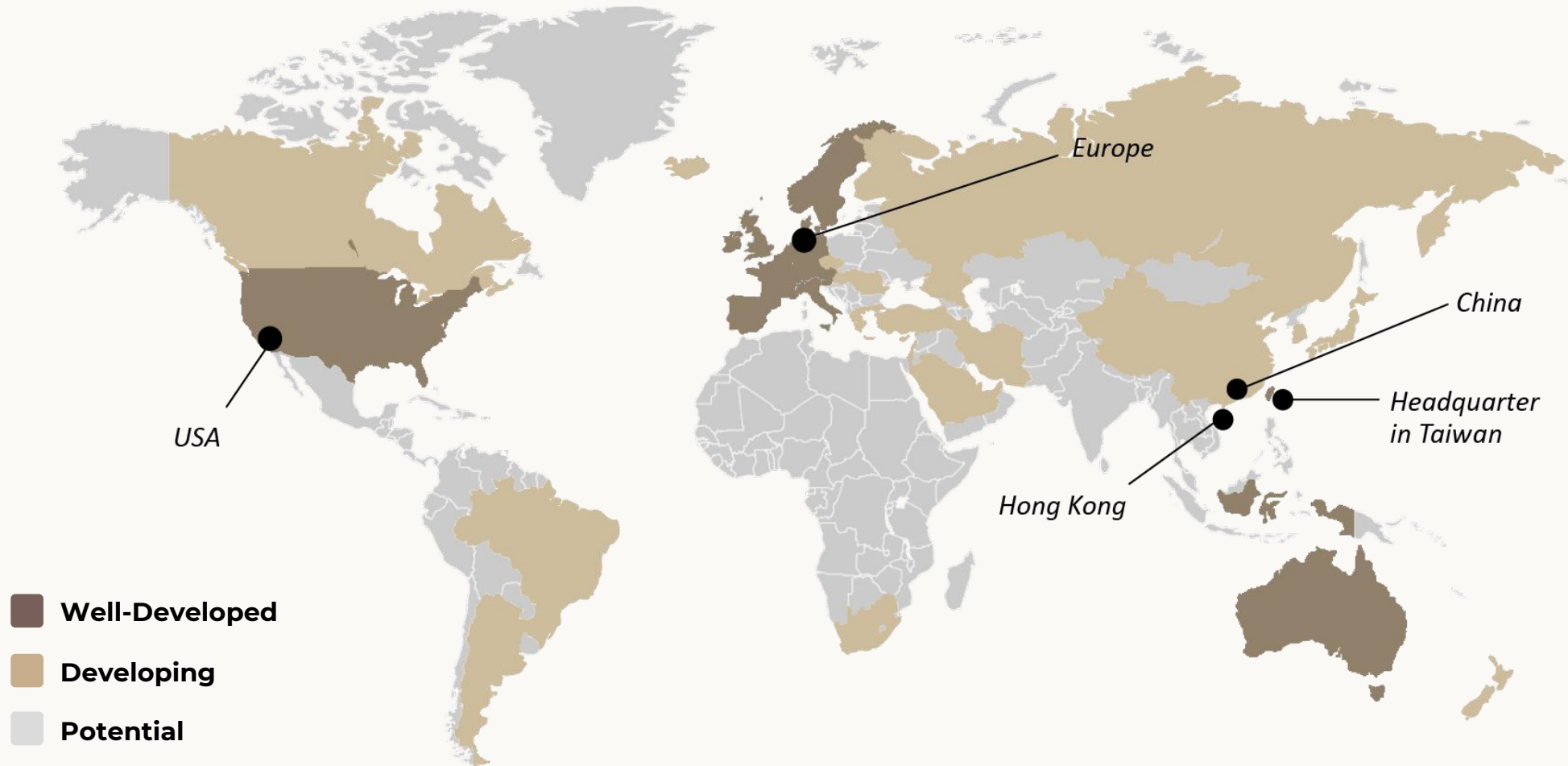
Entered the China Market  
**2014**




48 YEARS OF SANGEAN

# HISTORY

# NETWORK

GLOBAL MARKET



-  Well-Developed
-  Developing
-  Potential

# CUSTOMERS

GLOBAL CLIENTELE BASE

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# A TO Z

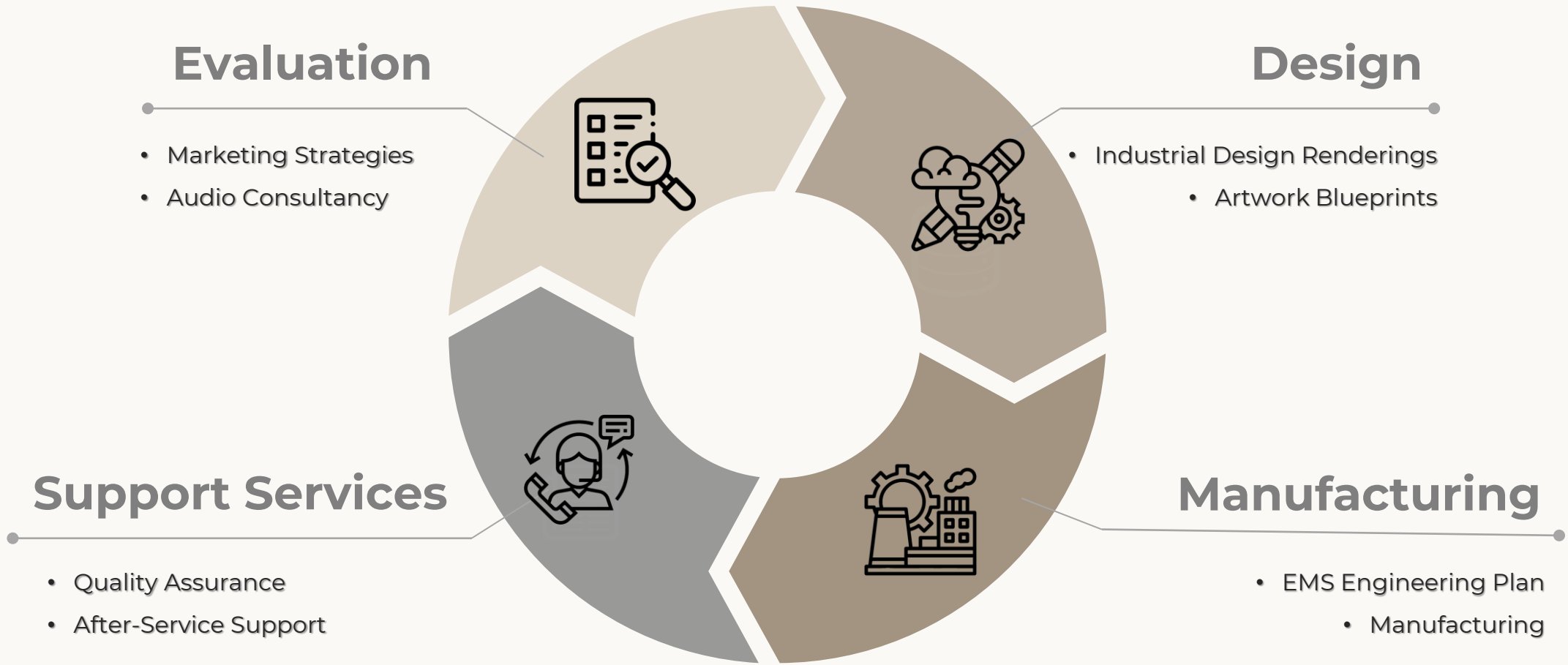


# OEM/ODM SERVICE

The perfectionist ideology that our in-house market visionaries, engineers, designers, and quality guardians uphold for our brand is also implemented on our OEM and ODM collaborations.



# CUSTOMIZED FULL-PICTURE SCENARIO



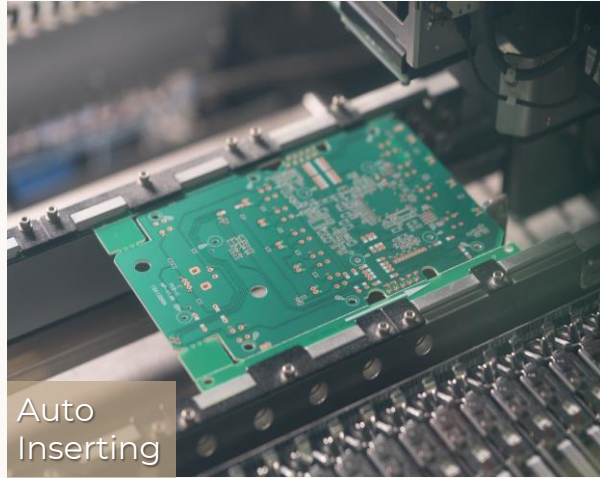
# OUR ADVANTAGES



- Our factory was first launched in 1974 and has since expanded across borders for a state-of-the-art facility that provides a full arsenal of services at your disposal.
- The materials we source are all carefully selected for the precise craftsmanship of every component and to ensure the final product is built to withstand the test of time.
- Every design envisioned through us is handled with a DNA of excellence in order to match our reputation and create a product you can be proud of.

# OUR FACTORY

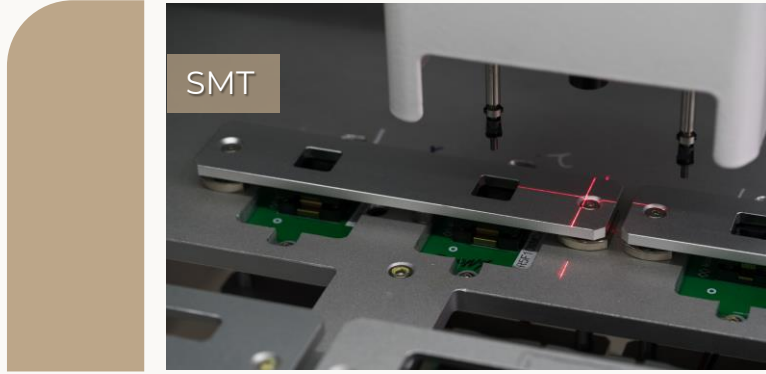
DONGGUAN, CHINA



Auto Inserting



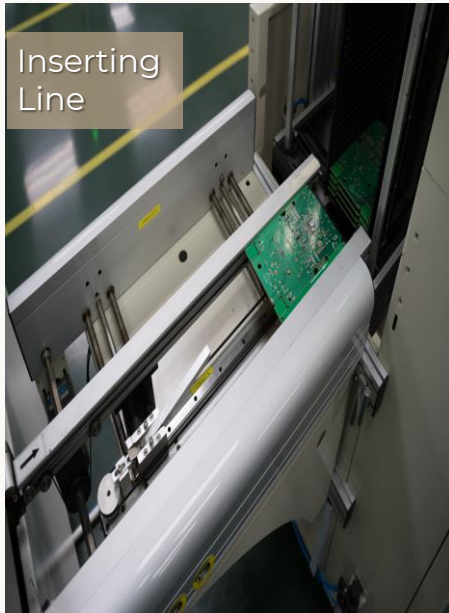
Adjustment Line



SMT



PCB Assembly Line



Inserting Line



Final Assembly



Finished Product Warehouse



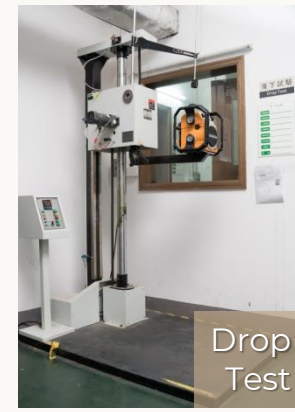
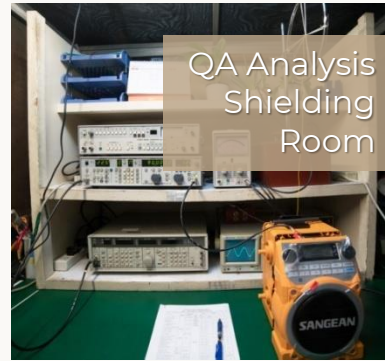
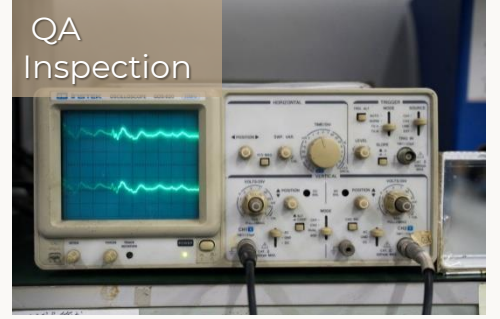
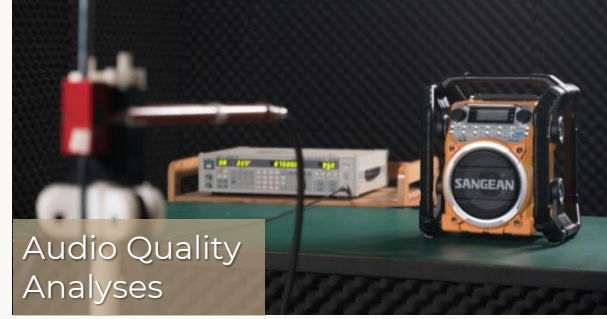
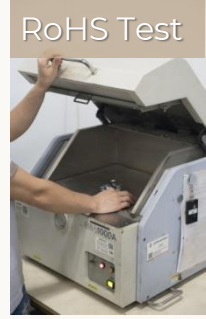
Reflow



Welding

# OUR FACTORY

DONGGUAN, CHINA



# INNOVATION



## R&D

- Mechanical Engineers
- Electrical Engineers
- Software Engineers
- Audio Quality Consultants



## Quality Control



## Design

- Artwork Design
- Industrial Design



## Marketing



## PROCESS

New Product Proposal



Industrial Design  
Audio Quality Consulting  
Mechanical Engineering  
Electrical Engineering  
Software Engineering



Manufacturing



Marketing  
Logistics  
After Service

## Quality Control



# CERTIFICATIONS



ISO 14001:2015



ISO 9001:2015



RoHS 2.0  
Compliant



AEO Certificate



FSC Certificate

# AWARDS



iF Product Design Award



reddot design award  
winner 2012

Red Dot Design Award



Taiwan Excellence Awards



Golden Pin Design Award



Sound+Image Awards



WRTH Awards:  
Best Shortwave  
Portable Award

SANGEAN

# OUR BRAND —



<https://www.sangean.com/>

SANGEAN

# OUR PRODUCTS



# OUR PRODUCTS



*Tabletop*



*Portable*



*Utility*



*Accessories*

## MAIN FEATURES

- AM / FM
- Bluetooth
- Clock
- DAB+
- Emergency
- Internet
- World Band
- Weather
- HD
- Wi-Fi

# EXHIBITIONS

CES Las Vegas  
CES Shanghai  
IFA Berlin  
Hong Kong TDC



**CES Las Vegas**  
January



**CES Shanghai**  
January



**IFA Berlin**  
September



**Hong Kong TDC**  
November

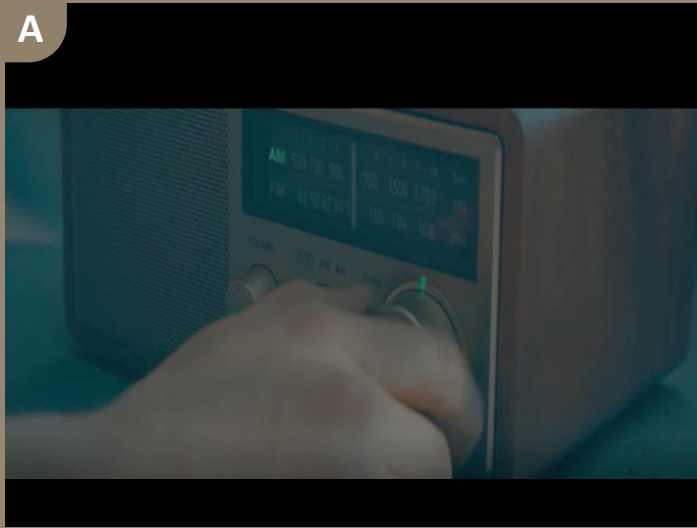


# 2020 HKTDC VIRTUAL BOOTH



# MEDIA RECOGNITION

A



JEEP Commercial

B



Korean TV Show

C



Taiwan Era TV Show

# MEDIA RECOGNITION

A



3C Dog Unboxing Video

B



Todderbert Unboxing Video

C



Craftmanship Commercial

# TESTIMONIALS

★★★★★

I love this radio. Everything talks, and is very intuitive. The sound quality exceeded my expectations!

- RT. on PR-D17

★★★★★

I bought this radio to replace my Sony waterproof shower radio, which I loved. This is a great radio also -- very solidly built, very waterproof, reception is nearly always good, and I just found out from another review that the curved handle is an antenna also, in addition to the antenna wire, so now I will put that up too when listening in the morning as I get ready for work. The sound is very good quality .....

-MH. on H201

★★★★★

An excellent little radio, the sound quality is amazing and reception is very good. It has plenty of features including RDS providing song and time information. The product feels very sturdy and not at all cheap, in fact it is very heavy for it's size which tells me that there's a good speaker inside. Overall a great product.

- J. on HDR-18

★★★★★

Amazing how much quality sounds comes out of this little radio. Bluetooth works great. Cool retro look. Perfect for my bedside table.

- NB. on CP-100

★★★★★

The Sangean ATS-909x is a truly superior radio for Broadcast band AM/FM, AND for broadband Shortwave, including Ham bands. THIS IS A GREAT RADIO FOR NEWBIE AND EXPERIENCED ALIKE! TAKE THAT TO THE BANK! TEN STARS!

- A. on ATS-909X

★★★★★

I just received this. At first sight I loved the look. It was not too hard to set up. It took a few times but I know how to set alarm etc. It looks awesome on my nightstand. The sound for AM radio is perfect.

- LB. on RCR-9

★★★★★

I have so many great things to say about this radio, so I've tried to organize this review because I could go on forever. Exceptional. I would recommend it to strangers, not to my family or friends \*because\* I love showing it off so much.

- G. on WR-11

★★★★★

This is the best job site radio I've ever owned. As far as being a radio, it far surpasses the DeWalt, Bosch, Milwaukee, or the Rigid all of which I've owned or used. Some of the others have features like a 115V outlet, etc. that this does not, but I bought it to use as a radio, not an extension cord or a charging station

- ZS. on U4

Amazon's Choice

# CORPORATE SOCIAL RESPONSIBILITY (CSR)

- Reduction of non-recyclable materials on packaging.
- Increase of warranties on products and availability for fixing older models.
- LEED Gold Certified new headquarter building to provide a comfortable working place for our employees and to transform the company's image.
- New building set close to an MRT station to eliminate the need for employees to drive to work and reduces their carbon footprint.
- SANGEAN cares about our employees' health, where top-of-the-line air purifiers are placed in each room.
- FSC Certification for our packaging.



# BRANDING



- Facebook Followers Reach 47,600+
- Engagement Reach 17,000,000+

- Instagram Followers Reach 23,200+
- Engagement Reach 3,200,000+

- Blue Badge Certification



# SOCIAL MEDIA



FaceBook



Instagram



Twitter



LinkedIn

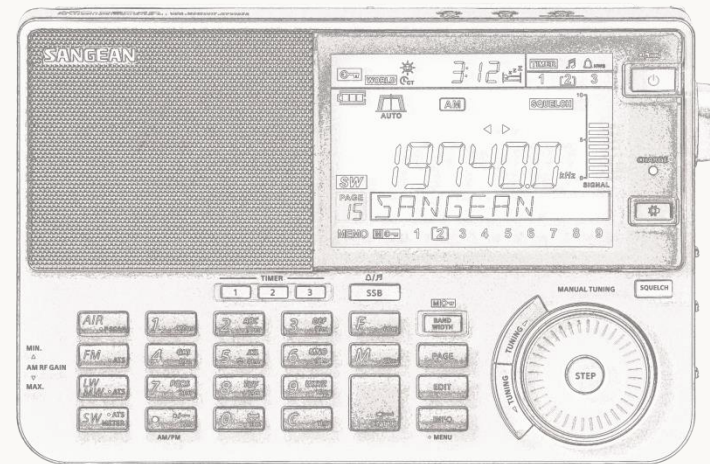


Pinterest



LINE

Reach out to us if you want to actualize your dream and build a future together.



Connecting you to the world with immersive sound waves since 1974.