

NEWAY

**Your Trustworthy Solution for  
OEM & ODM  
Smart Phone**

✉ [sales@neway.mobi](mailto:sales@neway.mobi)

🌐 [www.neway.mobi](http://www.neway.mobi)

## Company Profile

With offices in Hongkong & Shenzhen, China, Neway Communication has been concentrated in [ODM](#) & [OEM](#) for mobile phone since it is found in 2008. Now with an area of [6, 400 square metres](#) and [1, 300 employees](#) (including QC team of [80 members](#) and [100 engineers](#)), our factory in Shenzhen, where Chinese leading cell phone OEM manufacturers gather, is equipped with [20 production](#) lines for mobile phone productions and production capacity of [2, 000,000 units per month](#).

In Neway, product quality come first. Since 2010, our products have been granted [ISO 9001:2008 Quality Management System Certification](#) and have passed [MSDS UN38.3 test](#). The products also meet requirements of international market and have gained certification of [FCC, CE, ROHS, ANATEL](#). Moreover, we fully understand the importance of software support in development of mobile device. By applying [FOTA](#) (Firmware Over-the-Air) technology, our products receive software upgrade more quickly and smoothly and thus improve user experience.



# Our Partner



## Our Factory

- Located in Fuyong
- 5 minutes to Shajing high-speed road
- 15 minutes to Baoan airport
- 35 minutes to Shenzhen city
- 1 hour to Hong Kong



3F, Building A, HPC industrial park,  
Chenxia Rd, PhoenixSociety. Fuyong  
Street. Baoan District, Shenzhen,  
Guangdong, China



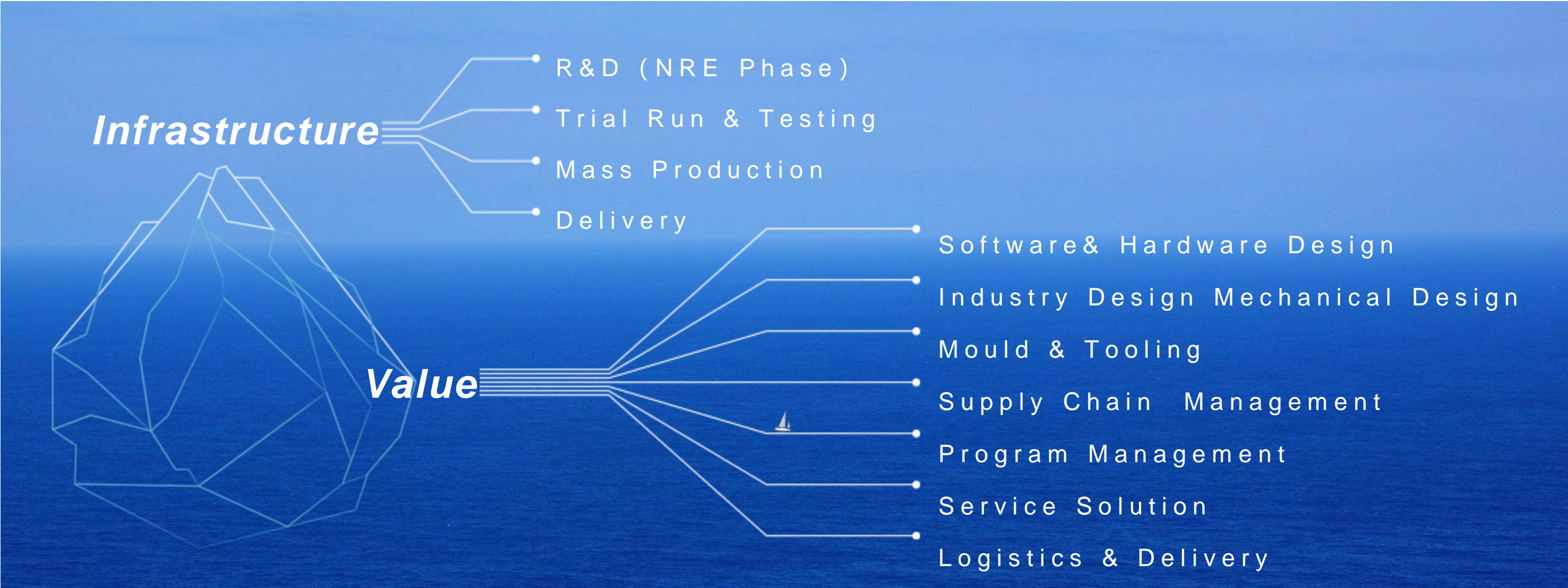
**Executive Assistant & NEWAY**

**Organization Chart**

- After service Department
- Engineer Department
- Quality Department
- Production departmtent
- Storage Division
- PMC Department
- Purchasing Department
- Admin Department
- Finance Centre

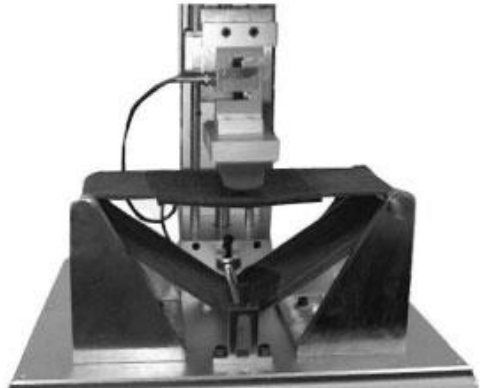


# Total Solution Infrastructure





R<sub>f</sub> Test



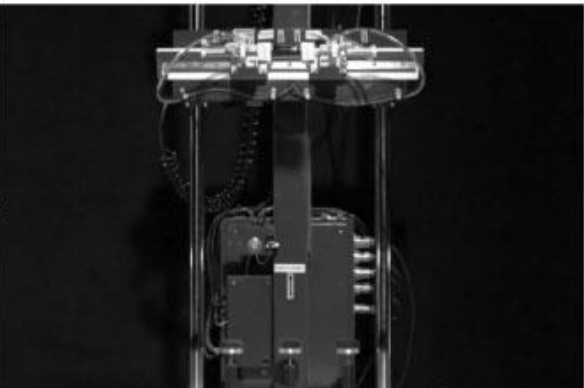
Soft pressure test



Static electricity test



Twist test



Drop test



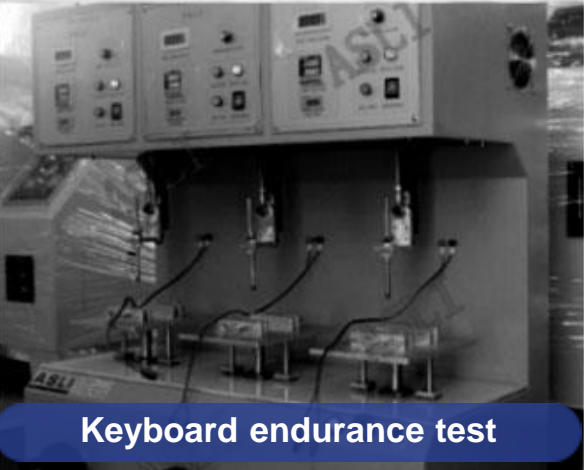
High and low temperature test



On screen steel ball impact test



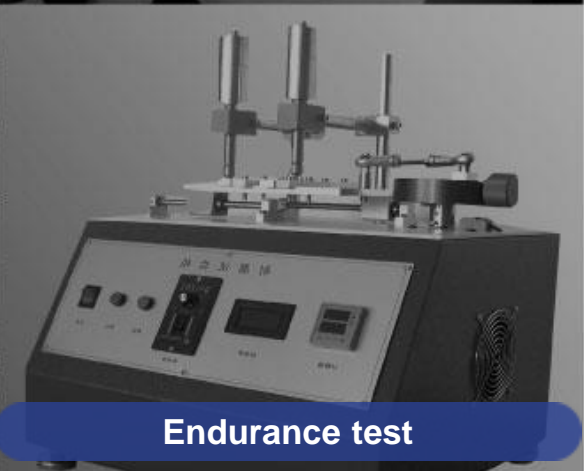
Micro drop test



Keyboard endurance test



Salt-spray test



Endurance test

# S

tructure test



## Orientation drop:

height 80 CM, 6 surfaces, 4 corners, Overall loop 2 times.



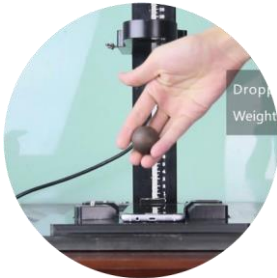
## Twist test:

0.98 Newton, overall loop 1000 times.



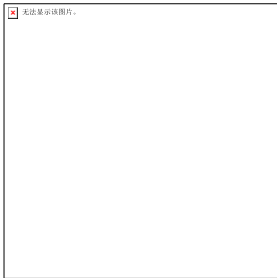
## Microdrop test:

height 10 CM, front and back, overall loop 3000 times, other surface 1000 times.



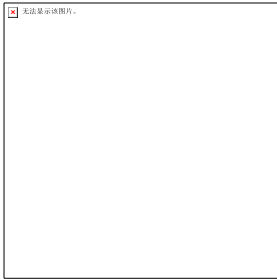
## Steel ball impact:

Energy 0.25 J, 4 corner + center point, 1 times.



## Rolling drop:

Height 50 CM, overall loop 250 times.



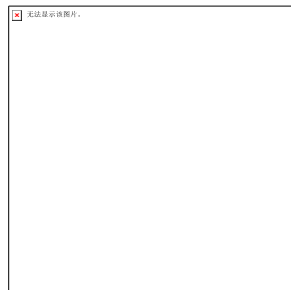
## Soft-pressure test:

25 KGF press sample 2000 times in 10-30 times/  
Per minute, 1000 times on LCD pressure.



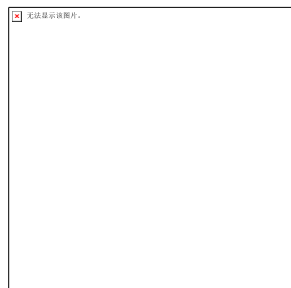
# E

## nvironment Test



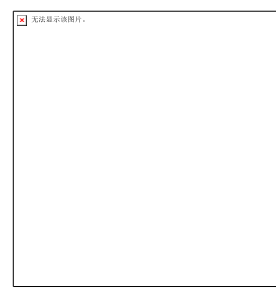
### Dustiest:

Temp 15-35 c. Humidity 45%-75% RH wind-speed  
2M /S, volume 2KG/ m3, lasting 8 hrs.



### Temperature impact:

Low-temp -30C/ 30 min, turn to hight-lamp 70c/ 30 min,  
Interval time 3 min start from low-temp, overall loop 48  
times.



### Salt spray test:

Temp 35C + -2C, humidity 85%, concentration degree:  
5%, PH value 4.7-7.2, lasting 48 hrs.

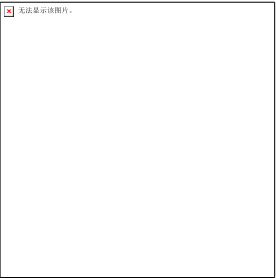


### High temperature and Humidity:

Temp +65c, humidity 90% RH, lasting 48 hrs.

# E

## lectricity Test



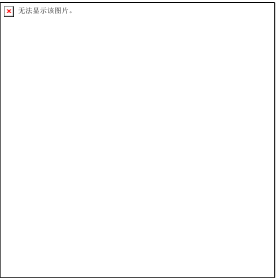
### Motor lifetime-test:

200000 timescale (0.5 S stop/ 0.5 S vibrate) .



### ESD test:

Air discharge 5 KV - 10 KV/ touch discharge 4 KV - 8KV.



### Speaker and receiver life-time test:

Place mobile-phone to 55 + -2C box, maximum MP3 volume, test 96 hrs, single test of white/

Dust noise, 96 hrs.



NEWAY

Neway Communication Co.,LTD 「纽维通讯有限公司」

Factory





Factory





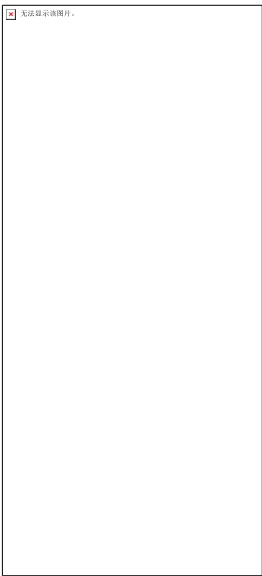
## This Sector addresses the following key areas:



- ▣ Concept of Mobile Phone operation proposed
- ▣ Scope of the operation
- ▣ Execution methodology
- ▣ Planning and procurement
- ▣ KPI Analysis

**S**cope of Business & Operation

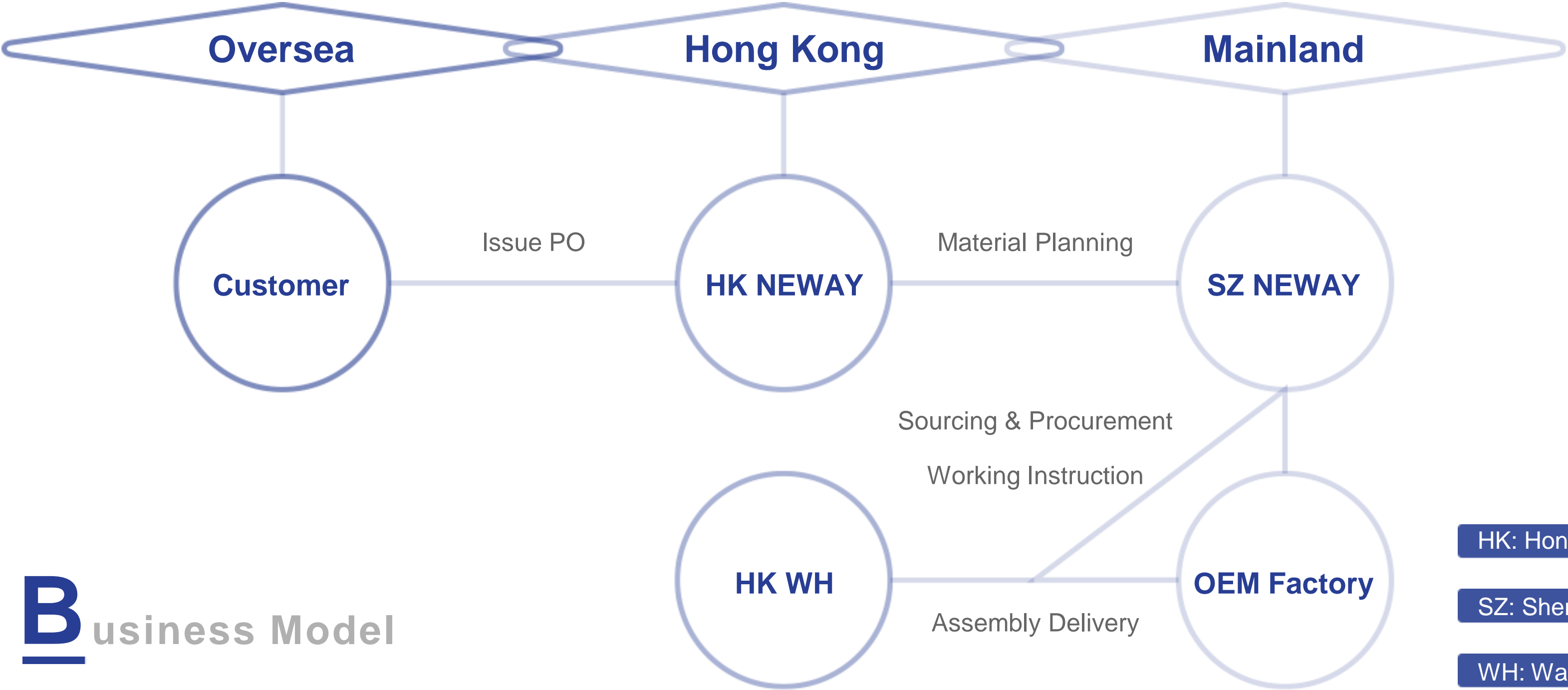
# We identified the CSF as:



- A Good Understanding of Mobile International Business
- Efficient Planning and Execution
- Strong Supply Chain Partnership
- Information visibility

**C**ritical Success Factors





**B**usiness Model

Procure-to-pay management, managing outsourced operation and disposition with OEM, NEWAY sites, and external vendors;  
Order-to-cast management, managing the fulfillment of whole units & parts to customers

**Supply Chain Management**

Parts demand forecasting and planning;  
Sourcing of parts;  
Sourcing of (repair) services (quote management);  
Vendor contract management;  
Parts EOL management;

**Source Management**

**Quality Management**

Process control;  
Operations quality management;  
Vendor quality management;

**E**xecution Methodology



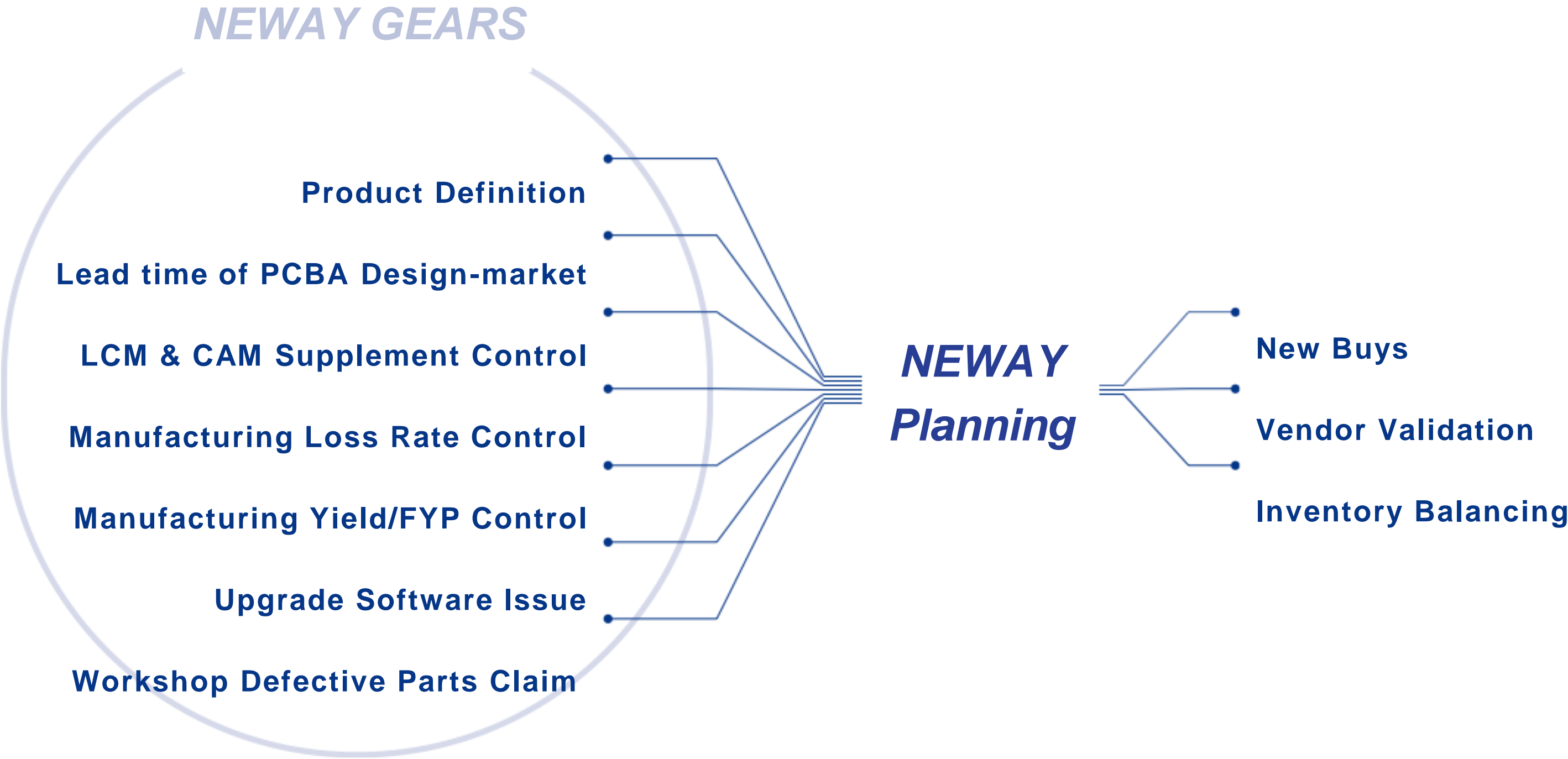
(Outsourced) forwarding & reverse logistics operations: Delivery FG to HK, Receiving, warranty validation, and NDF testing of returned defective parts from the field operations;  
(Outsourced) warehousing: Located in HK;  
(Outsourced) fulfillment logistics operations: Swap up or screening;  
Freight management;  
Customs and tax management.

## Logistics Management

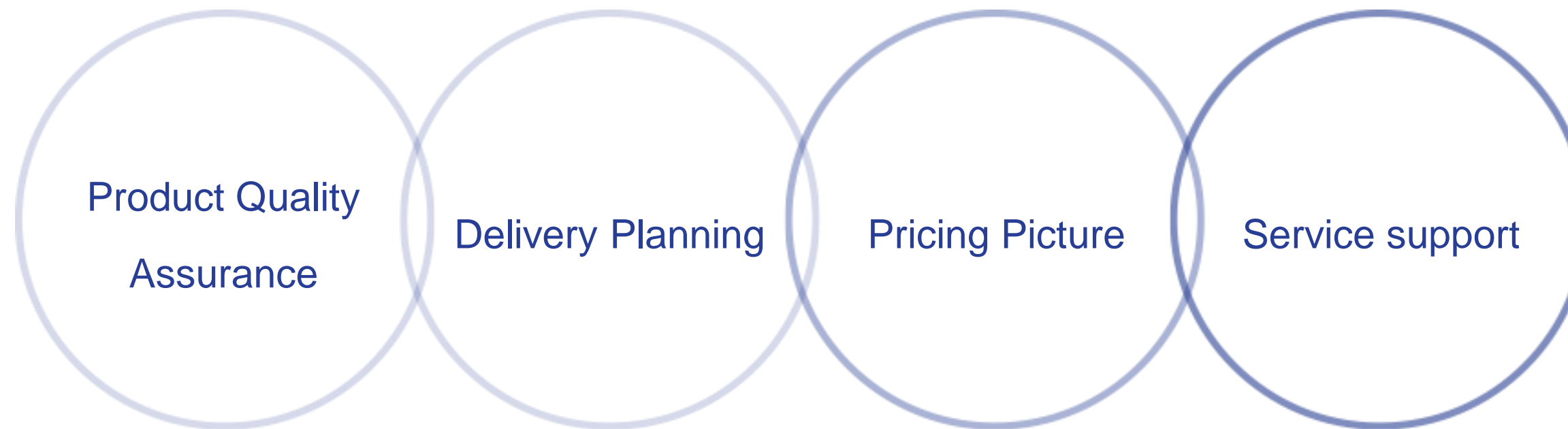
## **E**xecution Methodology

## Engineering Management

Parts master management/ data management (warranty, yield, TAT);  
Engineering change (EC) management ;  
OEM warranty management;  
RoHS management;  
Certificate management;



## We address in the following 4 sectors







THANKS FOR WATCHING