

## Company Profile

### 公司简介

南京博创工业设计有限公司成立于2009年4月，致力于为客户提供从产品概念设计到市场导入的整体解决方案，公司在产品设计、UI交互体验、品牌策划、PI/CIS整合、展示设计、模型模具制作、批量化生产等领域都有着雄厚实力。

2015年底，博创设计成为南京唯一的一家人入选省级工业设计中心单位的设计机构，并成长为国内知名的产品设计机构。博创设计始终坚持为客户设计能赢得市场的产品为目标，为企业创造价值，让企业的产品研发变得简单通畅。

博创工业设计公司成立至今服务客户超过300家，国外客户十余家。其中包括大烟草智能科技有限公司、南瑞太阳能科技有限公司、赛特斯信息科技股份有限公司、广州恒大集团等上市公司。博创采用股份制形式吸引了大批优秀设计及研发人员，团队经验丰富并始终保持活力与战斗力。

博创在智能硬件、智能家居、机器人等新兴领域也已积累了较为成熟的技术。目前拥有国家发明专利37项，实用新型及外观设计专利500余项。先后获得德国红点、iF等诸多奖项；在灯具玩具设计领域，博创的优势也比较明显，出版《灯具创意与造型设计技巧》一书，由人民邮电出版社出版发行；曾先后为奥运会、亚运会及全国少数民族运动会进行设计灯具；2014年博创自主专利的水果切片球及球形积木玩具成功上市，深受小朋友及家长的认可与赞誉；2015年由中国照明学会主办的“三星灯饰杯”设计大赛，博创设计荣获设计机构类第一名；2015年度成功中标广州恒大集团1600亿投资的海花岛岛灯灯具设计项目。

博创设计的诚信与专业能力在业内广受好评，开发产品不是搭积木，要有严谨的工作作风及担当精神，为客户节省成本，保证结构的科学合理。服务到客户满意、服务到产品完美的走向市场、服务到与客户成为朋友是博创设计的宗旨与不懈追求。博有道、创不凡！让我们帮您节省时间提高效率，打造出更具有市场竞争力的产品！

Nanjing Birchen Industrial Product Design Co., Ltd. was established in April 2009, is committed to provide customers from product concept to market introduction of the overall solution, the company in product design, UI interactive experience, brand planning, PI/CIS integration, display design, model mold making, mass production and other fields have a solid strength.

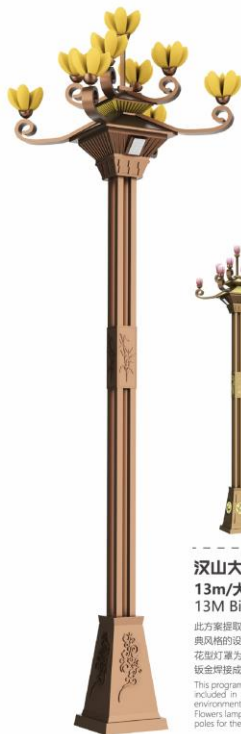
The end of 2015, Birchen designed to be the only company in Nanjing elected provincial industrial design center unit design agency, and the growth of domestic well-known product design agency. Birchen design always adhere to the customer design win market products as the goal, to create value for the enterprise, so that enterprises in product development easier unobstructed.

Birchen industrial design company since its establishment more than 300 customer service, more than a dozen foreign customers. Including listed companies Tobacco trees Intelligent Technology Co., NARI Solar Energy Technology Co., Sailyr Information Technology Co., Ltd., Guangzhou Hengda Group. Birchen using joint-stock form attracted a large number of excellent design and R & D personnel, experienced team and always maintain vitality and combat effectiveness.

Birchen in the emerging field of intelligent hardware, intelligent home, robot, also has accumulated a mature technology. Currently it has three national invention patents, utility model and design patents, more than 500. Germany has won the Red Dot, iF and many other awards; toy design in lighting field, Borch advantages are more obvious, published "lighting creativity and design skills," a book published by the People's Posts and Telecommunications Press; has for the Olympic Games, Asian Games and the National Minority Games to design lighting. 2014 Borch own patented fruit slices spherical ball and toy building blocks successfully listed by the recognition and praise from children and parents. 2015 by the China Illuminating Engineering Society organized the "Samsung lighting Cup" design competition, Birchen design won first class design institutions; by the end of 2015 the successful bidder for Guangzhou Hengda Group invested 160 billion sea island flower power lighting design projects.

Integrity and professional competence Birchen design acclaimed in the industry. product development is not building blocks, have a strict style of work and the spirit of play, cost savings for customers, to ensure that scientific and rational structure. Service to customer satisfaction, service to the perfect product to market, and customer service is the purpose of serving as a friend Birchen design and unremitting pursuit. Bo tactics, creating extraordinary! Let us help you save time and improve efficiency, create a more competitive market product!





汉山大道景观路灯  
13m/大型/景观灯  
13M Big Size View Lamp

此方案提取了汉柱、宫阙、孔明帽等元素，将多种元素包含在统一的框架中，中国古典风格的设计，夜晚与环境相融，特征独树一帜，夜景光色宜人。

花灯灯罩为PC注塑灯罩，房顶式结构，钣金拼接成型，灯杆为四个标准方柱，底座钣金焊接成型。

This program extracts Han Gui, palace, Ming hats and other elements, the plurality of elements included in a unified framework. Chinese classical style of design, night blending with the environment, characterized by unique, pleasant night light color.  
Flowers lampshade is PC plastic lampshade, room structure, sheet metal forming stitching, four poles for the standard square columns, forming the base sheet metal welding.



广州亚运会海心沙主题 灯具设计  
10~15米风光互补道路灯  
10~15M Wind-Solar  
Conversion Roadway Lamp

从体育馆主馆造型中提取框架线条，并融入“羊”城的造型元素，打造出简洁时尚，极具科技感的照明产品。钣金折弯焊接成型，灯杆为标准矩形杆，太阳能板定制成型，风机为标准配置。

Extract frame lines from the main stadium building modeling and blend into the "sheep" of the city, to create a concise fashion, great sense of technology lighting products. Bending sheet metal is welded poles for standard rectangular bar, custom shaped solar panels, fan as standard.

奥林匹克水上公园 灯具设计  
8m/大型/景观灯  
8M Big Size View Lamp

运用奥运五环现代而简洁的造型元素，塑造出流畅而流畅的曲线，百转千回却又失生命的张力，与奥运精神“更高、更快、更强”不谋而合，从产品的外观上进一步增加了产品的亲和力之感，形式兼具活力与生气。

非标识别灯具，焊接加工成型，灯具采用标准灯具。

Using the Olympic rings, modern and simple modeling elements, the shape of winding and smooth curve. BaZhanQianhu but without losing the life of tension, and the Olympic spirit "higher, faster, stronger" coincide from the appearance of the product further increases the product and feeling, lost form more vitality and vigor.

Unlabeled lamp, welding processing, lamps standard lamps.





### 庭院灯 Garden Light

创意来源于一个超现代化的透明折纸状的现代体育场建筑，将硬朗的线条和大小多面体的造型特征，使其通过主次的叠练，应用到本款庭院灯的方案设计中，使其更加柔和并极具现代感，同时该款庭院灯可实现吊装和底座两种连接方式。

灯头为铝压铸件，灯杆为铝型材拉伸，底座为翻砂式压铸。

Creativity comes from an ultra-modern stadium transparent origami-like modern architecture, the shape and size characteristics tough lines polyhedron passed through primary and secondary refining, applied to this paragraph garden lights program designs to make it softer very modern and, at the same time which can be achieved garden lights and top-mounted lifting two connections.

Lamp aluminum die casting, aluminum poles for stretching, the base for the die-casting foundry.

### LED模组道路灯具 Module LED Road Lamps

LED型材灯具的一种，前后为压铸件，中间为型材，由于型材的工艺特点，使整个外观看上去觉得空而不大，该方案通过一条从底部发起，向前延伸并分别在头部向上向下发散的带级流线，最终延伸灯具另一侧汇合，通过这条主要流线，将灯具的三段完整性更加突出起来，整体造型饱满且圆润。

An LED lamps profile before and after the casting, the middle sections, profiles die process characteristics, so that the entire appearance looked much room to play, the program initiated by one from the rear, respectively, raised forward and upward to the head under the two swirling flow lines, eventually extending to the other side of the same convergence, through this main frame line, the integrity of the three sections of lighting up more prominent, the overall shape is full and mellow.



### LED模组道路灯具 Module LED Road Lamps

LED型材灯具的一种，前后为压铸件，中间为型材，该方案通过三个大的体面关系，由上盖、中间腔、下盖凸的层次关系组成，头部的斜面在整个造型呼应的同时，又产生能变化，使得整个灯具个性硬朗、鲜明。

An LED lamps profile before and after the casting, the middle sections of the program by three large discent relationship, the above cover, middle recess, comes hierarchy under cover composition, the head of the lamp in the entire shape echoes at the same time, it has produced some changes, so that the entire lamp personality tough, clear.



### 传统钠灯光源道路灯具 Traditional Sodium Lamps Road Lamps

该款道路灯具设计灵感来自于兰博基尼跑车造型，灯具前部的射线与跑车前部的流线如出一辙，赛车的速度与道路灯具前部灯杆向前延伸的张力相融合，体现的是一种速度与对未来未知的积极展望，灯具头部为压铸件，上下表面更质感处理。

Which road lighting design was inspired by the Lamborghini sports car styling, lighting the side of the ridge line and the sports side of the flow line is exactly the same, the dynamic tension of the car and road lighting poles extended for exactly extending integration, is a manifestation of speed and Discovery of a positive outlook for the future. Lamp's head for the die casting, the upper and lower surface of the cover spray.





### 多功能多组合庭院灯 Multifunction Multi Combination Garden Lights

主光源与辅光源模块组成一个单元，分别可以进行三个单元的主辅光源的多种形式其设计种形式的组合，侧装法接件配合主辅光源，则可以进行2种形式以及配合灯杆组合的更多变化的道路路灯形式的组合。草坪灯、投光灯、以及辅光源模块组合图案可作

为墙体亮化的装饰性光源。  
灯头为铝制压铸件，辅助LED模块为智能控制灯杆为

铝型材拉伸，共八种连接方式。

The main light source and secondary light source form a unit, respectively, can carry out various forms of three main and auxiliary light source unit of a total of 12 forms of combination, side-mounted connector with main and auxiliary light source, you can make two kinds of forms, and with pole more varied combination of road lights in the form of combination, lawn lamp, wall lamp, spot lights, and auxiliary light source module pictorial light as the house of lighting decorative light.

The cap is made of aluminum die casting, auxiliary LED module for the intelligent control of aluminum poles for stretching a total of eight kinds of connectors.





### 轨道灯 Track Light

轨道灯属于定向式照明工具，只有它的对立面才能受光。此款灯适用于各种高级商业照明场合。这样的设计保证了灯具头部有个大面积的造型，而且进行了适当的切割，使整体造型不至于太过单调，效果还是比较时尚、现代。

Track lights belong to directional lighting tools, only its light is opposite to. This section applies to all kinds of advanced commercial lighting applications. This design ensures that the lamp head has a large area of the other, then the proper cutting, so that the overall shape is too then, the effect is quite fashionable and modern.



### 无极灯 Track Light

无极灯是一种磁能灯，是综合应用光学、功率电子学、等离子体学、磁性材料学等领域最新科研成果研制开发出来的高新技术产品，是一种代表照明技术高光效、长寿命、高显色性未来发展方向的新型光源。

Lamp is a magnetic energy lamp is integrated optics, the latest scientific and technological achievements in the fields of power electronics, plasma science, magnetic materials science and other research and development out of the high-tech products, is a representative of lighting technology high luminous efficiency, long life, high the color of the new light source of the future direction of development.



### 影视灯 Track Light

影视灯是在舞台演出和影视拍摄中，为了照明及达到某种光线效果而使用的一类灯具。实际上由大功率闪光灯与造型灯组成。闪光灯一般是环型的，环的中央有造型灯的接口，造型灯一般是石英灯、白炽灯等。

Television lights and video shooting is performed on the stage, in order to achieve certain lighting effects lighting and the use of a class of lamps. In fact, by the high-power flash and modeling lamp. Flash tube is generally ring, the ring has a central interface modeling lamp, modeling lamp is usually quartz lamp, incandescent lamp and so on.