

Geely and XDMicro Launch Joint Innovation Laboratory for Advanced Automotive Display Technology

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On August 20, 2025, Ms. Li Li, Deputy Director of the Technology Planning Center at Geely Research Institute, and Dr. Li Jinhua, Head of the Optical Laboratory, visited XDMicro with two colleagues to inaugurate the Geely-XDMicro Joint Innovation Laboratory. The launch marks a major milestone in collaborative innovation for advanced in-vehicle display technology, an area critical to the accelerating adoption of automotive intelligence.

Geely Automobile, a leading Chinese automaker and global automotive group, continues to drive intelligent travel experiences that exceed user expectations through expertise in vehicle electronic architecture and intelligent cockpit systems. XDMicro is among the few companies with core LCoS technology—its LCoS microdisplay and driver chip is currently the only LCoS chip to have passed the global automotive electronic reliability standard AEC-Q100, paving the way for automotive-grade intelligent displays.

The Joint Innovation Laboratory will combine Geely's strengths in vehicle platform definition and system integration with XDMicro's advanced LCoS display capabilities to overcome key technical challenges and promote large-scale adoption of automotive-grade LCoS displays.



During the ceremony, Mr. Felix Chen, Chairman of XDMicro, welcomed Geely's delegation, stating that XDMicro will leverage its expertise and localized supply chain to ensure quality, reliability, and mutual success. Ms. Li Li expressed Geely's commitment to accelerating technology development through the Joint Lab, while Dr. Li Jinhua outlined the initial cooperation roadmap. Teams from both sides held detailed discussions on expanding collaboration in LCoS-based automotive display applications.

Special guests included Dr. Hiap Ong, Fellow of the International Information Display Society and liquid crystal technology expert, and Dr. Abhishek Kumar Srivastava, Deputy Director of the Display Technology Research Center at the Hong Kong University of Science and Technology.

Following the unveiling, Geely's team toured XDMicro's product showroom, laboratory, and full-process production line.

