

國立陽明交通大學

第三屆傑出校友 陳士元

傑出校友陳士元：
從陽明交大走向世界的投影科技先驅文／鍾乙君
PHOTOGRAPHY

陳士元學長，一位具有深厚實力和豐富經驗的資深企業家，目前擔任奧圖碼董事長。畢業於國立交通大學計算機工程系，是系上 73 級的優秀學長。在他的職業生涯中，他曾先後擔任過中強光電、琉璃奧圖碼科技、奧圖碼歐洲區以及中強光電歐洲區的總經理一職。這些豐富的經歷使他在企業管理和國際市場開拓方面具有卓越的能力和見識。

今年本校第三屆傑出校友獲選名單中，陳士元學長名列其中。這五位優秀的校友們，憑藉著他們長期深耕於各自專業領域，奠定了堅實的基礎，累積了豐富的經驗與資歷。他們不僅在自身事業上有所建樹，更積極回饋國家社會，對環境保護、公益事業、以及發揚大愛等方面作出了重要貢獻。這些傑出校友們的光輝成就不僅為母校帶來了榮耀，也樹立了一個優秀的典範，成為在校學弟妹學習的榜樣。而為了表揚他們的杰出成就與特殊貢獻，本校於 113 年 2 月 28 日舉辦了第三屆傑出校友頒獎典禮，以表達對他們的敬意與褒揚。

陽明交大引以為傲的傑出校友陳士元學長，他的故事就像一部閃耀著勇氣與智慧的傳奇。自民國七十三年畢業於國立交通大學計算機工程學系起，他便踏上了一段光輝之路。如今，作為奧圖碼股份有限公司董事長和中光電的創始成員，他不僅塑造了自己的事業，更在行業中獨樹一幟，成為全球投影機領域的領導者之一。陳學長在民國八十六年前往歐洲創立中光電子公司，之後在民國九十一年成立了奧圖碼品牌公司。他也曾擔任中光電總經理多年，目前專責奧圖碼事業發展，並籌設英國總部。陳校友以中光電的硬技術開發軟體創新，拓展全球布局及在地經營之品牌策略。他主導發展投影機產品，建立市場區隔並靈活行銷，使奧圖碼成為全球領導先驅之一。尤其在 DLP 數位投影技術方面，奧圖碼名列世界第一，服務遍及一百五十個國家，並以綠色環

保的產品設計獲得多項國際大獎肯定。

因為卓越表現而獲獎回到母校，陳學長於頒獎典禮的致詞中，他對母校與系所的感激溢於言表。他說：「感謝交大與資工系的培育與推薦，在大學的時候時常看到學長帶著太太光榮地回到母校，今天我也成功做到了。」這句話不僅是對母校的感謝，更是對自己一路奮鬥的肯定。在交大求學期間，陳士元不僅學到了硬體與軟體平衡發展的系統思考，還鍛煉了團隊合作與拼搏精神，這些在他日後的事業中發揮了重要作用。

陳士元回憶起在交大棒球隊的時光時說道：「大學對我未來的生涯影響很大，在交大棒球隊也學會了團隊合作與運動家的精神，尤其是在梅竹賽的震撼教育。」這種團隊精神與勇往直前的態度，成為了他日後在創業路上的堅實支撐。他還感謝了許多交大校友在他職業生涯初期給予的幫助，特別提到了初入職場時受到的照顧，以及棒球隊的學弟引薦給他加入中光電的機會。

在他的職業生涯中，陳士元多次面對挑戰，但他始終憑借著交大的訓練與自身的努力，迎難而上。他分享了一次在歐洲設立子公司的經歷，當時會計部門結帳電腦出現問題，他依靠自己的工程師背景和交大的培訓，在不到一個小時內就解決了問題。這個小故事展現了交大培養學生綜合能力的重要性，以及具備的解決問題的能力。

如今，陳學長不僅是一位成功的企業家，更是一位回饋母校的熱心校友。他與陽明交大合作成立了「AI 暨虛實互動研發中心」，為培養未來人才和推動產業發展貢獻自己的力量。他期待著交大能夠繼續培養更多的人才，不僅造福台灣，更是全世界。他的故事，是陽明交大的驕傲，更是無數學子的榜樣。他自己的努力與智慧，書寫著屬於自己的傳奇，為交大增光添彩，為社會作出了卓越貢獻。願陳學長的故事激勵著更多的學子，勇敢前行，追逐自己的夢想。

Outstanding Alumnus Shih-Yuan Chen: A Pioneer of Projection Technology Going from NYCU to the World



Shih-Yuan Chen is an experienced entrepreneur with deep expertise and currently holds the position of chairperson at Optoma Corporation. He earned his degree from the Department of Computer Engineering at National Chiao Tung University (NCTU) and is an outstanding student of the class of 73. Throughout his career, he has held the role of President at Coretronic Corporation, Optoma Group, Optoma Europe, and Coretronic Europe in succession. These diverse experiences have equipped him with exceptional skills and insights in corporate management and international market expansion.

This year, Chen is among the five outstanding alumni from the third class of National Yang Ming Chiao Tung University (NYCU). These alumni have built strong foundations, amassed extensive experiences and credentials, and shown steadfast commitment to their respective fields. They have not only excelled in their careers but have also actively contributed to the nation and society, making significant impacts in areas such as environmental protection, public welfare, and the promotion of universal compassion. The remarkable accomplishments of these outstanding alumni have not only brought prestige to our alma mater but have also set a commendable precedent, serving as inspirational figures for younger students. To acknowledge their exceptional achievements and notable contributions, NYCU hosted the third Outstanding Alumni Awards Ceremony on February 28, 2024, as a gesture of respect and commendation.

Chen, a distinguished graduate of National Yang Ming Chiao Tung University, has a remarkable story of courage and wisdom. After completing his degree in Computer Engineering at NCTU in 1984, he embarked on an illustrious journey. Today, as the chairman of Optoma Corporation and a founding member of Coretronic, he has not only paved his way but has also emerged as a leader in the global projector industry. In 1997, Chen ventured to Europe to establish Coretronic's subsidiary, and in 2002, he co-founded Optoma. Despite his previous role as the President of Coretronic Corporation, his current focus is on developing Optoma and establishing its UK headquarters. Chen has utilized Coretronic's hardware technology to drive software innovations and expand global reach and local operations through strategic branding. Leading the

development of projector products, he has implemented market segmentation and dynamic marketing strategies, propelling Optoma to the forefront of global innovation. Especially in terms of DLP digital projection technology, Optoma ranks first in the world, serving 150 countries and earning numerous international awards for its environmentally sustainable product design.

Chen's exceptional performance led him back to his alma mater. During his acceptance speech at the ceremony, he conveyed deep appreciation for his alma mater and the Department of Computer Science. He remarked, "I'm grateful for the support and endorsement from NYCU and the Computer Science Department. During my college years, I often saw seniors proudly returning to campus with their spouses. Today, I have achieved the same success." This statement not only demonstrates gratitude towards his alma mater but also affirms his journey of challenges and accomplishments. During his time at NCTU, Chen gained insights into the systematic balance between hardware and software development and honed his teamwork and perseverance, significantly contributing to his future career.

Looking back on his time with the NCTU baseball team, Chen said, "My university experience had a significant impact on my future career. Being part of the NCTU baseball team taught me the values of teamwork and sportsmanship, especially during the impactful Meichu Game." This feeling of unity and determination laid a strong foundation for him throughout his entrepreneurial journey. He also expressed his gratitude to the NCTU alumni who supported him in the early stages of his career. He specifically mentioned the assistance he received when entering the workforce and the opportunity to join Coretronic, which came about through a recommendation from a fellow baseball team member.

Throughout his career, Chen has faced numerous challenges. However, he consistently tackled them directly with the knowledge he gained at NCTU and his efforts. He shared an experience from when he was establishing a European subsidiary, during which the accounting department encountered computer glitches while closing procedures were underway. Leveraging his engineering background and the skills he acquired at NCTU, he quickly resolved the issue within an hour. This incident highlights the importance of NCTU in fostering students' comprehensive abilities and problem-solving skills.

Today, Chen is a successful entrepreneur and a dedicated alumnus who generously supports his alma mater. In collaboration with National Yang Ming Chiao Tung University, he has founded the "NYCU-Optoma AI and Virtual Reality Research and Design Center" to nurture future talent and advance industry development. He looks forward to NYCU's ongoing efforts in cultivating more talent, benefiting not only Taiwan but also the global community. His story fills NYCU with pride and ignites the aspirations of countless students. Through his commitment and wisdom, he is creating a lasting legacy, bringing honor to NYCU, and making significant contributions to society. May Shih-Yuan Chen's journey serve as a beacon, inspiring more students to pursue their ambitions boldly.