

**15**  
TH  
YEARS  
**SINCE 1999**

# Tt<sup>®</sup> CULTURE BOOK

www.thermaltakecorp.com

August 2014 Volume 6



**Pure Performance.  
Built for Enthusiasts by Enthusiasts.**

**Tt Thermaltake**  
COOL ALL YOUR LIFE

**Tt ESPORTS**  
By Thermaltake

**LUXA<sup>2</sup>**  
A Division of Thermaltake

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eSPORTS TEAM





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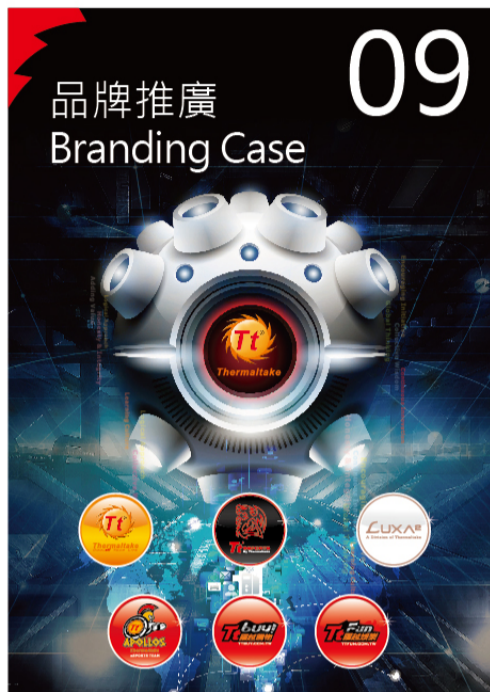
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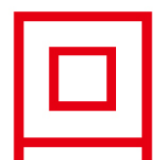
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董事長的話  
CEO's Corner

# 曜越15週年榮耀 15th Year of Excellence 回到基本 Back to Basics



顧曜越這一路走來，15年的光景奠定了持續發展的軌跡，並在2011年開始強調企業文化，而近期對於戰略的積極規劃，正因為“文化”和“戰略”是支撐企業永續發展重要的梁柱！

## 從優秀到卓越 From good to great!

「從A到A+ (Good to Great)」一書提到為何非得追求卓越不可？作者管理大師Jim Collins提到其中一個答案是，「努力將優秀公司提升為偉大卓越，並不會比安於平庸更痛苦或更費力氣」。要從優秀到卓越當然得費些勁，但若持續停留在平庸狀態上，士氣低落，這樣卻會損耗更多的組織能量。「從優秀到卓越」與「保持平庸」都需要花費力氣，只是前者將力氣用在對的事情上。

## 基業長青之道

企業需要永續經營的決心和毅力，而如何使曜越基業長青？當今企業要生存和發展在高度變化和動態的環境中，基業長青的核心，經營之道在於人，散熱是曜越的核心技術，在明白了“我是誰”之後，定義誰是我們最核心的關鍵客戶，因為以客戶為中心是企業經營永恆的主題。

接下來問我們自己“我該怎麼做”才能實現我的目標？企業生存的法則，資金的多寡可以輕易被複製，只有企業領導人的理念、遠景、激情決定了企業發展的走向，如此的企業文化和精神才是無法取代！

## 回歸基本 Back to basics : 蹲好馬步成為長跑冠軍！

沒有文化或者軟實力介入的企業戰略，只是維持企業暫時生存的硬實力戰略，不是企業未來生存戰略，因為環境、資源是變化的；因此，我們必須重視與環境互動，進而設定策略與關鍵客戶連結，才能有效的創造價值、成為一個永續成功的企業！

企業要想基業長青，基本蹲馬步的功夫不能忽略，因此我們需要練好內功打好基礎，需要樹立產業整合與合作共贏的思路；需要與時與市俱進，提升我們的核心競爭力，包括曜越的硬實力(如資金、技術、設備等生產所需的元素)和軟實力(含企業文化、管理制度、洞悉市場趨勢等)，兩股力量緊緊捏在一塊，才是曜越牢不可破的企業的核心生存力，在面對曜越未來生存之路上，成為長跑冠軍而非短跑健將。

曜越集團董事長 暨 執行長

28<sup>st</sup> Jul., 2014



董事長的話  
CEO's Corner

# Thermaltake 15th Year of Excellence Back to Basics



**D**ating back to the invention of Thermaltake, the past 15 years Thermaltake has gone through, the foundation which pushed us to make great progress consistently is actually

our corporate culture we strengthened since 2011. And recently, we have planned for new strategies and tactics aggressively; it is because our “culture” and “strategy” are the core pillars to support the sustainable development of our business.

## From good to great!

The book “Good to Great” mentioned the reasons why we do have to strive for excellence. Jim Collins, the author and master of management, expressed that taking an enterprise from good to the realm of great excellence; it won't require any more strenuous effort than being mediocre. We'd rather spend more efforts to pursue for the greater realm and level, than staying mediocre with low morale,

because it also consumes more energy of the organization. “Strive for excellence” and “be mediocre” both conditions require efforts, the only difference is “strive for excellence” means having the efforts to be spent on the right things and tasks.

## Build to Last

An enterprise needs determination and perseverance for sustainable development, but how to make our base industry ever green? Nowadays, enterprises need to survive and develop in dynamic circumstances, and the core to build to last is “people”. Heat dissipation is our core technique, once we figure out “who we are”, and then we need to define our target customers. After all, “clients first” is the everlasting theme for enterprise sustainable development.

And now we can ask ourselves “how do we achieve our goals”? Survival rules and capital can be copied easily, therefore, only management philosophy, vision and passion of the enterprise leader can determine the direction of enterprise development, and it makes the corporate culture and spirit irreplaceable!

## Back to basic: establish our basic foundation to be the long-distance race champion!

Corporate strategy without culture or soft power employing only hard power will only help us survive temporarily. Environment and resources are changeable, therefore, we have to place a high value on interaction with the environment, and then set our strategy to link with our main customers. That's how we create value efficiently and become a sustainably successful enterprise!

If an enterprise wants to build to last, establishing the basic foundation is a must. We need to develop our basic foundation, establish the logical thinking for the industry integration and cooperation, advance with times, evaluate our core competence, which includes hard power(e.g., capital, technique and equipment) and soft power(e.g., corporate culture, management system and market trend study). Only when the two powers stick together can it become our core survival ability, which will help us to become the long-distance race champion rather than short-distance runner or sprinter on the future path.

The President and CEO of Thermaltake

28<sup>st</sup> Jul., 2014





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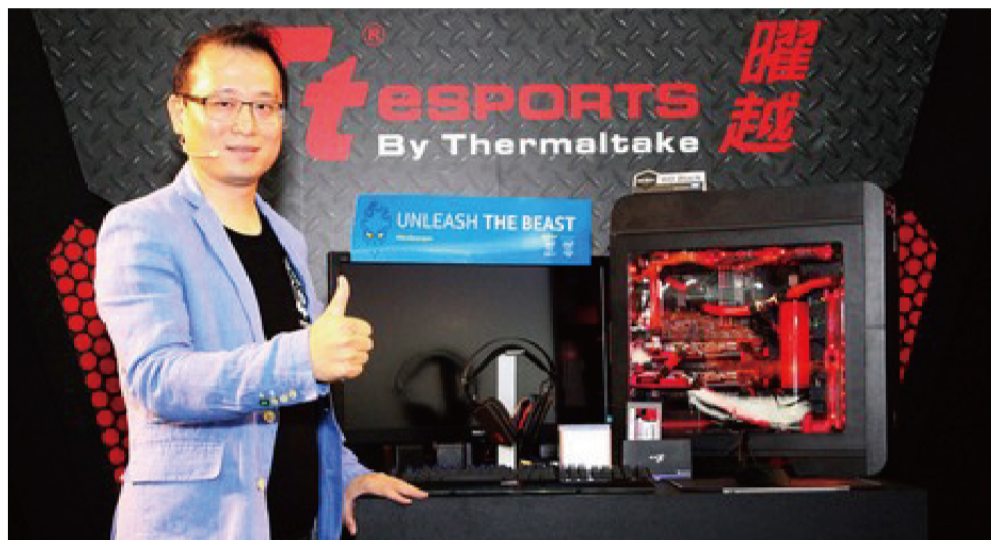
市場趨勢  
Market Trend



市場趨勢  
Market Trend

## 電腦DIY之專家—The One Thermaltake

Tt品牌事業處業務部 / 國外業務專員 / Sharin Wu 吳湘苓



1 躍越董事長暨執行長林培熙親自向全球玩家發表《One Thermaltake》純正水冷式電競專業機配備



2 以 Core V1 做 Modding 的機殼展示



3 搭上小機殼的潮流，Tt 推出全新的 Core V1 系列，玩家可以自由選擇將透明窗裝在左右各兩側藉以展現自己電腦的個人風格特色

今年，有幸與躍越科技一同參與 COMPUTEX 2014 台北國際電腦展，第一次參加這種大型電腦展覽，除了期待自家產品受到外界的關注外，另外，不免對其他廠商所推出的產品感到新奇。

而在這個盛大的活動裡，結集了海內外各大精英業者，大約有 1,700 家廠商使用超過 5,000 個攤位，爭先恐後秀出最新穎、最吸睛的產品，以吸引各家媒體和各方廠商的目光。在逛展的過程裡，特別會注意與自家有相關連的競爭者產品，其中，會發現彼此間對 PC 市場的願景，以及未來產品線的走向，在看過琳瑯滿目產品間，可以值得注意的是，今年在競品之間，眾家廠商漸漸關注於機殼內外部的多元擴充性，並且，強調水冷套件的組裝多樣性，而在觀看各家產品後，再跟自家產品相比，可以顯現出我們產品的獨特性，這是由於一直以來，躍越科技集團秉持著歷久彌新的品牌創新創意的精神，堪稱為電腦 DIY 之專家，以領先業界的創新科技，並以「One Thermaltake」純正水冷式電競專業級配備，推出全套電腦 DIY 產品，例如全模組化機殼、優質的水冷套件、數位化的電源供應器等，專為頂尖重量級電競玩家打造，躍越科技不僅完美揭露出對電腦 DIY、電競領域到行動 3C 週邊市場，長久以來深耕累積的豐厚經驗與前瞻的視野，更以精湛獨具慧眼的創新思維，為電腦 PC 市場再造突破性歷史篇章！



市場趨勢  
Market Trend

# LUXA2 Expands Reach in Hong Kong and Macau

Press Release

**H**ong Kong & Macau—April, 8, 2014—**LUXA2, a Division of Thermaltake Technology Co., Ltd.**, the premier designer and manufacturer of unique and functional mobile accessories including holders, portable power, headsets and cases, is pleased to expand its presence into Hong Kong and Macau markets and now announce two new additional retail channels “Nobletime

AV & Telecom” in Hong Kong and the “New YaoHan Department Store” in Macau to reinforce its market leadership in both regions.

## Hong Kong : Nobletime AV & Telecom

Location: Hong Kong International Airport, Terminal 1, Arrivals Meeters and Greeters Hall, Level5.

Web link: <http://www.hongkongairport.com/eng/shopping/insideshopping/t1/audio/noav.html>

## Macau : New YaoHan Department Store, Home Appliances, 6F

Location: Av. Doutor Mário Soares n°90, Macau

Web link: [http://www.newyaohan.com/shopping\\_directory/](http://www.newyaohan.com/shopping_directory/)

### LUXA2 Wireless Power Charging Total Solution



1 LUXA2's Total Wireless Charging Solution – Unveiled Wireless Charging Receivers for Samsung S3,4 and Note 2,3



3 LUXA2 PL2 6000mAh Battery Power Pack



2 LUXA2 Keeps Power-Hungry Devices Charged with NEW EnerG 6600,8800,10400mAh Portable Power Bank Series



4 LUXA2 TX-200 Dual Wireless Charging Station – Give Yourself Wireless Powers



市場趨勢  
Market Trend

# LUXA2 Now Available at Fry's Electronics

Press Release

**T**aipei, Taiwan – April, 25, 2014 – LUXA2 is proud to announce that LUXA2 products are now available through Fry's Electronics. Sale by this major retailer provides the unique opportunity for consumers in the US market to see firsthand the elegance, innovative and affordable products of the LUXA2 brand. Currently, LUXA2 products will be placed in approximately 35 retail outlets within the US- Manhattan Beach, Houston, San Jose and Las Vegas.

## Key features of TX-P1 5000mAh Wireless Charging Power Bank and TX-200 Dual Wireless Charging Station at a glance:

TX-P1 5000mAh Wireless Charging Power Bank	TX-200 Dual Wireless Charging Station
<ul style="list-style-type: none"> <li>• 5000mAh battery capacity</li> <li>• Easy to Use</li> <li>• Dual Functionality</li> <li>• Supports Wired Charging</li> <li>• Minimalist Design with Modern Appeal</li> <li>• Rubberized Charging Ring for additional stability</li> <li>• Qi Compatible</li> </ul>	<ul style="list-style-type: none"> <li>• Easy to use</li> <li>• Dual Wireless Charging Capability</li> <li>• Supports Wired Charging</li> <li>• Sleek and Modernistic design</li> <li>• Rubberized Charging Ring for additional stability</li> <li>• Qi Compatible</li> </ul>

## Wireless Charging Receiver for Samsung S3/4, Note 2/3

Wireless Charging Receiver For Samsung

P/N:

- S4**: PO-WPC-RXS3BK-00
- S3**: PO-WPC-RXS4BK-00
- Note 2**: PO-WPC-RXN2BK-00
- Note 3**: PO-WPC-RXN3BK-00

LUXA2  
A Division of Thermaltake

Fry's  
ELECTRONICS

1 LUXA2 Now Available at Fry's Electronics



2 LUXA2 TX-200 Dual Wireless Charging Station – Give Yourself Wireless Powers

3 LUXA2 TX-P1 5000mAh Wireless Charging Power Bank – Device Down. Power Up.

4 LUXA2 Wireless Charging Receiver for Samsung S3.4, Note 2.3



# 顧客焦點 Customer Sharing





顧客焦點  
Customer Sharing

## 以小米機之行銷方式聚焦客戶需求

全球運籌管理處物流管理部倉儲課 / 倉儲課長 / Danny 歐陽中和

**隨**著科技的演進，產品的種類越來越多樣化，行銷手法越多元化，產品不能像過去一樣單靠產品本身來吸引顧客，目前很夯的小米手機採取的策略是飢餓式行銷，所謂「飢餓式行銷」是指商品提供者有意調低產量，引誘消費者搶購，製造供不應求之「假象」、維持商品較高售價和提高利潤。

飢餓式行銷大多採用廣告、網站等媒體，並透過限量方式，吸引消費者持續關注，創造人人搶購的話題，顯示「產品熱賣」。但也會因產品熱賣而造成許多廠商跟進仿效，代表短時間同質性產品爆大量，客戶需求很快被滿足，當需求在短時間內被滿足，若不能及時推出另一主題，顧客焦點會迅速消失，漸漸產品就會被遺忘，如同大家耳熟能詳的葡式蛋塔，曇花一現，所以如何讓客戶持續關注及長期需求才是公司永續發展最重要的課題。

行銷大師賴茲 ( Al Ries ) 和屈特 ( Jack Trout ) 曾說：「行銷的競爭，勝負的關鍵是在顧客心中。」，而小米手機的興起，不單單只是靠著飢餓式行銷，在短時間內迅速崛起，這背後包含了細膩的社群經營與精準綿密的網路銷售服務，公司上下不分階層，每天都得要上網關注網友的留言，出貨即使有拖延，訊息也會立刻公布。若有人對產品品質不滿，維修與客服部門會立即處理，就連軟體瑕疵也能在一週內修復更新，如此密集性即時的全面持續性服務，才是小米手機成功的關鍵。

而我們公司深耕於電競市場，產品不斷推陳出新、不斷在市場上創造話題，便是要讓客戶保持著想到電競，第一個就想到曜越，我們不僅著重產品本質上，還要能創造出話題，持續不斷的賣點，如參與國際電玩展、成立曜越Tt eSPORTS電競專賣店、舉辦《曜越電腦遊戲玩家的異想世界 創意設計大賽》等活動，在在說明公司不斷再進步，不斷注入新的活力、不斷創造客戶新的焦點，並且隨時注意客戶的反應，給予即時的回饋與互動，將所有的意見轉化成產品與流程改善的養分。讓顧客能夠長期保持對我們的關注及渴望，並達真正的滿足與期望。

透過我們具有競爭性的品牌和出色的特質，並且擁有足夠的支持者，然後再運用行銷方式使其價值和號召力倍增放大，為以後的持續熱銷打下基礎，並建立忠誠度更佳客戶群體。期許公司也如同小米手機一樣在所屬領域發光發熱。



圖1：2014年1月在台北市貿中心參加「2014台北國際電玩展」，董事長親自向玩家介紹Tt eSPORTS新品，直接與消費者互動。

圖2：2014年曜越在高雄市的新崛江商圈開立《曜越Tt eSPORTS電競專賣店 - 大統店》，提供南台灣電競玩家最佳的選擇。

圖3：公司舉辦的《曜越電腦遊戲玩家的異想世界 創意設計大賽》，提供設計學子盡情揮灑的舞台，自舉辦以來年年廣受全國大專院校熱烈響應！



# 品牌推廣 Branding Case



Logical Approach  
Honesty & Integrity  
Adding Value

Encouraging Initiative  
Collective Wisdom  
Global Thinking  
Continuous Innovation

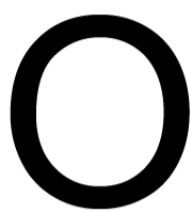




品牌推廣  
Branding Case

# The Right Juice for your Tech. Choose LUXA2. Part I

LUXA2 Marketing / Tautlih Cheung



## OUR STORY

Right from the onset, LUXA2 has constantly strived to push the boundaries of new portable battery technology, and to meet the constantly changing power demands of the modern day lifestyle. In doing so, our core ethos has always been that of **Quality, Performance and Reliability**.



## Quality, Performance, Reliability.

LUXA2 achieves this by utilizing high-quality components, with aesthetic appeal and maintaining competitive pricing without compromising any aspect of quality, performance or reliability.

### Quality

Achieved by use of LG, Samsung and hi-grade battery cells, world-class circuit boards (figure 1), hand craftsmanship and undertaking of all relevant quality certifications.

### Performance

Use of the most up-to-date circuitry and chipsets to ensure high energy power transfer, resulting in optimal power conversion efficiency, maximized input/output to ensure best charging performance, and longer lasting charge cycles for preserved battery life and performance.

### Reliability

Achieved through vigorous testing for reliability that includes: battery burning, environmental, durability, reliability and regulatory conformity tests.

In fact, we are so confident about reliability that LUXA2 offer a standard two-year warranty on all our portable battery banks.



1

Use of latest circuit board, chipset technology and LG, Samsung battery cells for maximum performance.



品牌推廣  
Branding Case

## QUALITY

### 1. Battery Cell

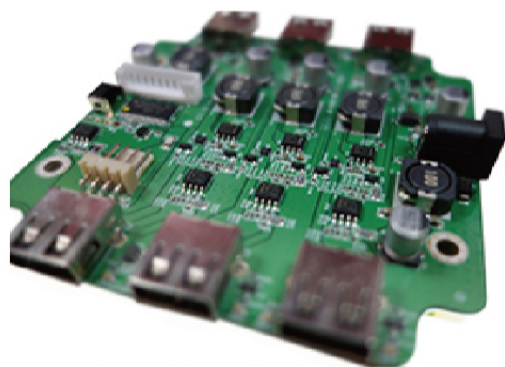
Use of premium lithium-ion and lithiumpolymer battery cells (figure 2) from LG,Samsung, together with hi-grade cells ensure that our battery pack provides that extra bit of juice to your device than that of a standard portable battery bank.



2 Use of quality battery cells from LG and Samsung.

### 2. Printed Circuit Board (PCB) Design

By using world-class circuit boards and chips (figure 3), our battery banks are able to offer additional safety, protection and improve efficiency.



3 Use of world-class circuitry and chipset that offer extra layers of protection.

### 3. Hand Craftsmanship

LUXA2's leather PL fashion series power banks are all hand stitched (figure 4) and put together with skilled craftsmanship and care to provide that classic finishing touch that only a human can provide.



4 PL leather series hand stitched with skill craftsmanship and care.

### 4. Restriction Of Hazardous Substances Directive (RoHS) Certification

All LUXA2 battery packs are fully compliant with the RoHS directive (figure 5) to ensure certain substances of high concern such as lead and mercury have not been used in any of our components.



5 RoHS certifications are labeled on all LUXA2 battery pack products.

## PERFORMANCE

### 1. Power Transfer Efficiency

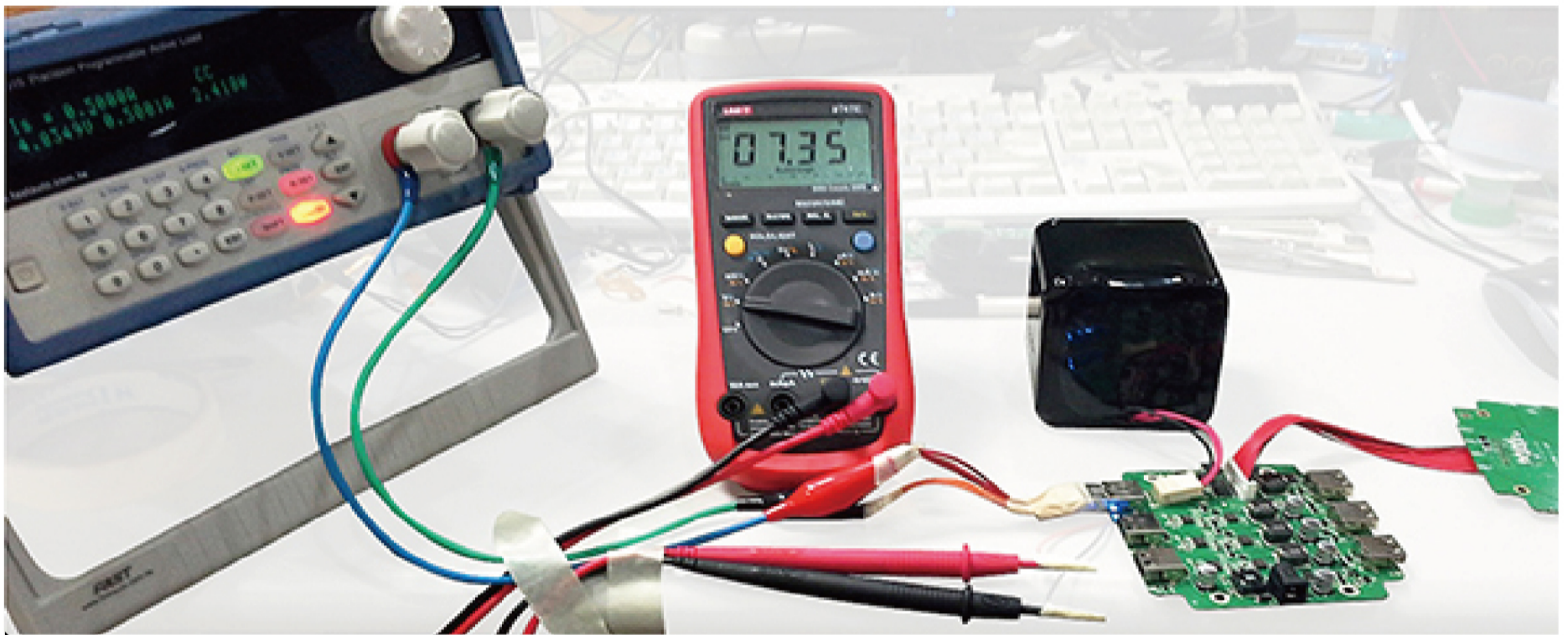
Our battery packs are designed to provide high power conversion rates which is achieved by the use of high-class board circuitry and chipsets (figure 6) that enable them to optimize efficiency and durability.



6 LUXA2 power banks provide up to 90% energy efficiency compared to the average 75% offered by standard power banks



品牌推廣  
Branding Case



6.1 Input testing in progress.

### 2. Input/Output Performance

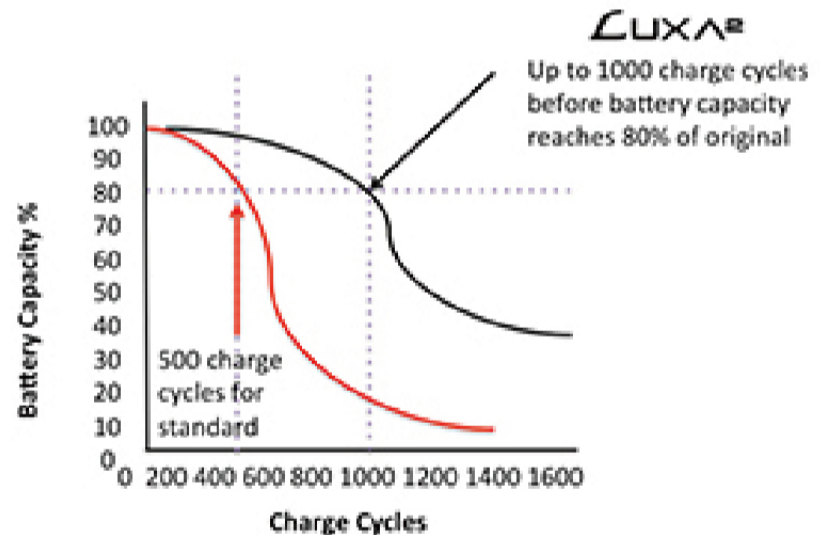
LUXA2's power bank circuit boards goes through rigorous input/output testing (figure 6.1) to ensure that devices are charged at the optimized state, meaning that whatever the stated input/output performance (figure 6.2), you're guaranteed to know that the performance is constant to ensure fastest possible charging times.

6.2 1A Output testing confirming 1.3A output.



### 3. Charge Cycles

LUXA2 battery packs are designed to last for up to 1000 charge cycles before it reaches 80% of its original capacity (figure 7) compared to the average 500 charge cycles from the standard portable battery bank for maximized performance.



7 LUXA2 charge cycle comparison graph.



品牌推廣  
Branding Case

# The Right Juice for your Tech. Choose LUXA2. PartII

LUXA2 Marketing / Tautlih Cheung

## RELIABILITY 1. Battery Burn Test

LUXA2's lithium-ion and lithium-polymer batteries go through vigorous testing procedures to ensure safe and reliable performance.

Each and every battery is tested and conditioned for three full cycles (figure 8) to ensure utmost reliability.



8 LUXA2 batteries under going battery-burning test

## 2. Environmental Test

All battery banks are tested at high and low temperature ranges (figure 9.1) to ensure they are capable of handling the majority of environmental conditions that a conventional user may encounter from the lightest to the most extreme (figure 9.2).

Table 1 highlights the various temperature conditions that all our portable battery banks are tested. These ranges are based on their specific material characteristics and their testing range limits.

Test	Details
High Temperature	70 degrees
Low Temperature	-20 degrees
Temperature Cycle	70 ~ -20 degrees

T1 Table 1 : Battery testing in high and low temperature ranges.



9.1 Batteries are tested in hi-tech temperature/humidity chambers.



9.2 Batteries tested to extreme 70°C max and -20° low temperatures ranges.



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### 3. Durability Test

LUXA2 power banks also go through a variety of durability tests to ensure they are able to withstand the occasional knocks, bumps, drops and any other mishap that might befall it during its life cycle.

#### Drop Test

LUXA2 undertake standard drop tests (figure 10) on all our power banks to ensure they are able to withstand the most common of drops from varying heights.

This ranges from heights that cover power banks falling out of your hands, pockets, desk or any other real life situation.



10

Portable battery bank drop testing machinery with adjustable height.

#### Hammer Test

regulations per required region. In addition, we also undertake hammer tests (figure 11) to ensure our portable battery banks are able to withstand the adequate pressures that directly relate to its reliability.



11

Hammer testing

### 4. Reliability Test

All LUXA2 power banks go through intense micro USB and USB insertion and removal tests to ensure reliability of connections and connectors for long lasting longevity. Table 2 below highlights the frequency of these tests that have been undertaken.

Test	Details (times)
Micro USB Charging Port (insertion/removal)	3000
USB Port (insertion/removal)	6000

T1

Table 2 : Insertion/removal testing

### 5. Regulation Conformity

All LUXA2 battery banks conform to the appropriate Government regulatory body (figure 12) with formally received certifications. These include the CE mark certification for portable battery products in the European Economic Area (EEA), FCC Declaration of conformity for electronic products sold in the United States, and the Bureau of Standards, Metrology and Inspection (BSMI) for Taiwan.



12

All LUXA2 battery banks conform to the Government specified Hammer Test regulations per required region.



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# Thermaltake BlacX Urban Wi-Fi Docking Station

Press Release

**T**aipei, Taiwan – 2 April, 2014 – Thermaltake, being an industry leader in computer chassis, thermal solutions, and power supply units introduces BlacX Urban Wi-Fi Docking Station. A complete and easy way to access all files stored on your hard drives. With Wi-Fi integration, the BlacX Urban provides quick access to your data through your personal Smart Phone or Tablet. Whether it is an iOS or an Android™ device, simply download the “TtCloud” App through the App Store or Google Play Store and you are ready to go! The BlacX Urban also supports UPnP for seamless device compatibility to allow you to easily enjoy your home theater experience.

## ***Built-in Connection over Wi-Fi 802.11 b/g/n***

This allows easy access to your files, and the ability to share your files seamlessly over the BlacX Urban’s Wi-Fi Network.

## ***App Support for iOS and Android Devices***

Rather than wait for your computer to convert and import documents – simply transfer your data to the hard drive by downloading the TtCloud App, which is available at the App Store or Google Play Market.

## ***Enhanced File Management***

The App TtCloud provides wireless portable storage and file sharing for iOS Android devices. Now you can easily share your favorite photos, video clips, music and data with friends on their own devices simultaneously. (Classified in “Photo, Music, Video, My Folder”)

## ***Less Complex, More Handy***

TtCloud helps you stay connected to the Internet while you access and share your content. Imagine the possibilities you will have to store more information, and use the devices you love with this amazing App!

## ***Safe & Secure***

Supports Wi-Fi Security Protection WEP/WPA/WPA2 to make your files and data secure from unauthorized use.

## ***Stay Connected***

Supports Wi-Fi Internet tethering by making it easier to access the Internet while you are connected through your Smart Phone or Tablet.

## ***USB 3.0 for SuperSpeed Transfer***

With the blazing-fast USB 3.0 SuperSpeed data transfer, you can now maximize your transfer rate up to 5.0 Gbps, so get ready to share your data faster!



1 Thermaltake BlacX Urban Wi-Fi Docking Station - View Your Favourite Photos Instantly



2 Thermaltake BlacX Urban Wi-Fi Docking Station enable video clips or movies displayin



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# Express Yourself with LUXA2's E-One Aluminum Headset Holder!

Press Release

**T**aipei, Taiwan –April, 15, 2014– LUXA2 expands their holder solution range with the new E-One Aluminum Headset Holder. This exquisitely designed all-aluminum headset holder provides the perfect place to keep your precious headphones and gives you the opportunity to place it on display for all to envy.

## ***E-One Aluminum Headset Holder – The Best for your Best***

The E-One provides a practical way of storing your prized headphones when not in use and helps to prevent scratches, tugged wires and unnecessary damage through wear and tear if simply placed on desk surfaces, drawers and cases.

The high-grade diamond cut all-aluminum design of the E-One is simplistic in nature and provides safe and secure stability for your headphones with utmost user friendliness. The rubber soles at the base of the E-One further reinforces its solid foundation credentials. In addition to not only looking and feeling great, the E-One helps prevent headband damage with its rubberized padding that conforms to the shape of your headphone band as to ensure maximum longevity.

Be a modern music lover and give yourself the best for your best with LUXA2's New E-One Aluminum Headset Holder.

E-One Aluminum Headset Holder suggested price : USD 34.99

### ***Key features include:***

- Diamond cut high-grade all-aluminum design
- No assembly required
- Compatible with all headphones with headband
- Secure and sturdy rubberized base and headband padding



1 LUXA2 E-One Aluminum Headset Holder - The Best for your Best



2 Express Yourself with LUXA2's  
E-One Aluminum Headset Holder



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Branding Case

# Thermaltake and Tt eSPORTS at PAX East 2014 : Complete range of key new products and gaming peripherals!

Press Release

**B**oston, USA – April 11, 2014 – The “PAX East 2014” is from 11 to 13 April 2014 at the Boston Convention and Exhibition Center (BCEC), Thermaltake has partnered with premier eTailer Newegg to capture visitors’ attention to bring a spectacular display of Thermaltake and Tt eSPORTS’s newest products into the hands of gamers and DIY enthusiasts alike.

PAX east is the premier east coast gaming event in the USA started by the team at Penny Arcade in 2004. From there it has grown to be a huge event with massive amounts of sponsors and a very diverse gaming crowd with cosplay and even game developers showing off what they have to offer.

Thermaltake will be in full force at PAX east 2014 partnered with Newegg in their expansive booth is where you can find many of the latest and greatest from Thermaltake brands including a high end liquid cooled Core V71 showing off the awesome capability of the new Thermaltake chassis. Also for gaming duty you will not be let down with the Poseidon Z making an appearance with the THERON Infrared ready to show its gaming prowess.

If you are in attendance be sure to stop by as there will be giveaways and competitions to attend at the booth which can win you a new Poseidon Z or other great prizes!

Also during the PAX event keep an eye on Newegg.com for the special deals and even PAX store which can get select Thermaltake and Tt eSPORTS products for special pricing during the PAX show!

As always be sure to follow Thermaltake brands Facebook and social medias to ensure you get the most up to date news and event coverage for PAX and all upcoming major events!



2 Thermaltake and Tt eSPORTS at PAX East 2014



3 Thermaltake liquid cooled Core V71 Case and Tt eSPORTS Gaming Peripherals at PAX East 2014\_



4 Thermaltake Toughpower DPS 750W



1 Thermaltake and Tt eSPORTS at PAX East 2014



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# Tt eSPORTS DRACONEM Aluminum mouse pad

## Tough enough for the hardest of battles

Press Release

**T**aipei, Taiwan – May 8, 2014 – Tt eSPORTS, the leading expert in professional eSports gaming peripherals is releasing the new DRACONEM Aluminum mouse pad. The DRACONEM is a premium aluminum mouse pad that caters to every need in a mouse pad possible. The DRACONEM stands out from other aluminum mouse pads in the market, due to some of its key design elements. The DRACONEM is one of the largest aluminum pads in the market, which also comes with two surfaces to suit all types of gamers.

### **DRACONEM Aluminum mouse pad Part Features:** **ALUMINUM BASE for great durability and style**

The DRACONEM features a solid 2mm aluminum base with a brushed, anodized finish.

### **Optimized DUAL Surface design**

The DRACONEM comes with two different surfaces, allowing you to choose between low-friction and high-control to match your gaming style. The surfaces feature an optimized polymer for the highest precision tracking with both optical and laser gaming mice.

### **Non Slip Rubber stoppers on corners**

A total of four non slip rubber stoppers located at each corner, keep the DRACONEM secure on your desk & at just the right height to securely hold down the mouse bungee. The stoppers are also removable, should you prefer not to use them.

### **Versatile Mouse bungee**

The attachable mouse bungee can be put any of the 4 outer sides of the DRACONEM. Allowing users a convenient mouse bungee & mouse pad arrangement for any setup. The mouse bungee, furthermore, separates into two halves for convenient transport. To use, just slide your mouse cord into the cord groove of the mouse bungee.

### **Size where it matters**

Regardless of the surface or mouse sensitivity you prefer, the DRACONEM has you covered. The DRACONEM is larger than most aluminum mouse pads as well as most dual surface mouse pads offered from leading competitors. Don't ever run out of space for your mouse when it matters with the DRACONEM.



1 ThTt eSPORTS release DRACONEM Aluminum mouse pad



2 Tt eSPORTS DRACONEM Aluminum mouse pad - Tough enough for the hardest of battles



3 Tt eSPORTS DRACONEM Aluminum mouse pad features a solid 2mm aluminum base with a brushed, anodized finish



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Branding Case

# Thermaltake at the COMPUTEX 2014

## World Premiere of the New Thermaltake Level 10 Gaming Station Titanium Limited Edition : There Can Be No Substitute for the Best 500 units limited edition pre-order in July & officially launch in September

Press Release

**T**aipei, Taiwan – 14, May 2014 – **Thermaltake biennially announces a special edition of Level 10 in a Titanium finish, restricted to 500 builds worldwide, will take orders in July and time to market in September.** Designed in collaboration with BMW Group DesignWorksUSA since 2009, Thermaltake Level 10 Series are highly appreciated and gained numerous awards like Red Star, IDEA, Good Design, Golden Pin Design, iF, reddot, and d&i for its intelligent design in succession. From the very first launch of Level 10, Thermaltake has redefined the architectural aesthetics of chassis design, continuously driving toward the corporate mission of “delivering the perfect user experience”. In Summer, Thermaltake Level 10 Titanium version would convey a unique and unmatched message to everyone with modern, innovative, futuristic and stunningly elegant style which will revive the famous **Level 10 Gaming Station Titanium Limited Edition at COMPUTEX Taipei 2014 (Nangang Exhibition Hall, 4th floor, booth no. M620), from 3rd- 7th June, 2014.**

### Titanium Trend on the Move

Going through the era of black and silver, Titanium limited edition presents Thermaltake’s self-breakthrough spirit and the boldness in making innovation. As a premium yet rare material, Titanium not only expresses the quality of durability, light weight, dent- and corrosion resistance, it is also the perfect representation of being able to deliver the passion for visual aesthetics that derived from demanding immersive game play and multimedia entertainment enthusiasm. Thermaltake believes that the new Level 10 Titanium Edition will take the series to a new peak.

The “Level 10 Titanium Limited Edition Gaming Station” is a significant leap forwards from the Level 10 that preceded it. Level 10 is upgraded to 6 EasySwap HDD bays to meet high-end enthusiasts’ expectation. Designed with innovation, this limited gaming tower is equipped with 4 advanced USB 3.0 ports that accommodate all devices such as high speed hard drives, high performance gaming mice, headsets and any other peripherals that are in need of high speed transfer rates. The asymmetric arrangement of 7 robust vertical heatsinks and the horizontally located individual components creates a strong architectural statement, making it possible to take advantage of excellent airflow to vastly reduce temperatures on system components.

**Tt Thermaltake**  
COOL IN YOUR LIFE



**Level 10**  
Inspire the Visionary  
LIMITED EDITION  
**TITANIUM**





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Branding Case

# Five models from Thermaltake and Tt eSPORTS win the 7<sup>th</sup> “COMPUTEX d&i Awards 2014”!

**Thermaltake Satellite Notebook Cooler & Toughpower DPS  
Tt eSPORTS SYBARIS Hybrid wired/wireless Headset, Level 10 M  
Hybrid Mouse & VERTO Gaming Headset  
Demonstrates superior innovative technological design**

Press Release

**T**aipei, Taiwan – May 12, 2014 – *Thermaltake and Tt eSPORTS are celebrating a brilliant victory in the huge design competition organised by iF Forum Design The annual world famous “COMPUTEX d&i Awards 2014” operated by TAITRA(Taiwan External Trade Development Council) and iF Forum Design recently announced the recipients this year.* There are five models from Thermaltake and Tt eSPORTS that stood out among 288 works from 9 countries in particular : *Thermaltake Satellite Notebook Cooler, Toughpower DPS and Tt eSPORTS SYBARIS Hybrid wired/wireless Headset, Level 10 M Hybrid Mouse and VERTO Gaming Headset* reached the high specifications of the Degree of Innovation, Design Quality, Craftsmanship, Choice of Materials, Environmental Friendliness, Functionality, Utility Value, Safety, Ergonomics, Universal Design and Product Identity / Branding, a total of 11 criteria to amaze the jury! Thermaltake once again picked up this prestigious honor marking its record seventh year in a row! Receiving the “COMPUTEX d&i Awards” this year further shows the innovative brand spirits and supreme technological design ability of Thermaltake to the world!

## **Thermaltake’s corporate mission**

Thermaltake insists to provide the best for users from products to service. The prestigious “COMPUTEX d&i Awards 2014” is an important confirmation to show the long term corporate mission and product strategies of Thermaltake: “Delivering the perfect user experience”. Thermaltake with its 3 brands—Thermaltake, Tt eSPORTS and LUXA2 will keep building a world-class cultural brand for the enjoyment of entertainment, e-Sports, technology and enhanced lifestyle choices!

## **About COMPUTEX TAIPEI d&i awards**

Operated by iF Forum Design, the COMPUTEX TAIPEI design & innovation awards have inspired the industry. The number of entries and winners of these awards has doubled compared to its first edition five years ago. The awarded products will travel the world to be displayed at leading ICT exhibitions, such as CeBIT, IFA in Germany, GiTEX in Dubai, and CES in USA.

**COMPUTEX d&i awards 2014 :**  
[www.computextaipei.com](http://www.computextaipei.com)





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Branding Case

# LUXA Release the New 360° All Aluminum H5-Note Car Mount Holder

Press Release

**T**aipei, Taiwan – May, 20, 2014 – LUXA2 releases the follow up model of their highly successful H5 predecessor in the form of the new N5-Note Car Mount Holder. LUXA2 have taken all the design compliments from the original H5 car mount holder, kept them, and further developed various features that comes with the ever growing demands of modern day society for a truly more enjoyable user experience.

The sturdy all-aluminum body has been kept to provide that premium look and feel that every user dreams of, and by using aluminum it ensures that the H5-Note is able to withstand all types of weather conditions that may arise in normal use such as; high heat and extreme cold environments which other materials would be more vulnerable to; coupled with the normal wear and tear of everyday use.

Due to the popularity and rise of larger displayed smartphone devices in the market today, the H5-Note has undergone a design change to compliment the above and is compatible with all smartphones with a display size between 4" – 6". Viewing angles have also been increased to offer a truly 360° viewing again that encompasses rotational, horizontal, vertical and swing actions for ultimately user-friendliness and convenience for the user. Another unique feature with the H5-Note is that it can be placed on both dashboard and windscreen giving you added flexibility in your choice of viewing.

***For a Safer and Easier Journey, let the H5-Note Car Mount Holder be your preferred travel car accessory for all your smartphone needs. Choose LUXA2.***



## **Key features include:**

- High-grade all-aluminum design
- Compatible with display size of 4" – 6"
- Dual Mount Functionality: dashboard and windscreen
- Patented hinge design with grip lock mechanism
- True 360° viewing rotation
- 120° vertical viewing
- 180° horizontal viewing
- 180° swing viewing



**1** For a Safer and Easier Journey, let LUXA2 H5-Note Car Mount Holder be your preferred travel car accessory for all your smartphone needs.

**2** LUXA Release the New 360° All Aluminum H5-Note Car Mount Holder



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Branding Case

# Thermaltake Announces Satellite Notebook Cooler and Speaker in One

Press Release

**T**aipei, Taiwan—June 12, 2014—Thermaltake, being an industry leader in computer chassis, thermal solutions, and power supply units today officially announces the new notebook cooler: Satellite. Cuboids' Satellite is a 2-in-1 NB cooler, combining cooling fans with dual-speakers. It is the best choice for laptop users as it provides effective heat conductivity as well as quality sound effects. Unfold effortlessly to adjust to multiple heights for comfortable typing. It's easy to carry, store, and suitable for any size of notebook. Designed by students, Satellite is a d&i award-winning product which is creative and stylish yet easy to use!

## **Dual Cooling Fans**

2 x 50mm cooling fans that speed up to 2500RPM to effectively exhaust heat, allowing maximum heat conductivity for great cooling performance.

## **Integrated Speakers**

Dual 2.0 channel speakers constantly provide a clear and full sound. Enjoy your favorite music, games, and videos with high-quality sound.

## **Ergonomic Convenience**

Designed for your health – the multiple height settings allow NB users change angles for better visual viewing for different use. It gives you a more comfortable viewing experience for extended periods of time.

## **Effective Storage**

Elegant cover makes storage effectively, easy to organize, makes your gaming and working environment neat and tidy.

## **Compact and Portable Design**

Distinctive design, compact and easy to carry, Satellite is laptop users' best partners. Wires can also be stored inside, great to use anywhere.



1

Thermaltake Satellite 2-in-1 NB cooler

2

Thermaltake Satellite NB Cooler is easy to carry, store, and suitable for any size of notebook



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# Tt eSPORTS POSEIDON ZX mechanical gaming keyboard

## Tenkeyless mechanical keyboard at a great price

Press Release

**T**aipei, Taiwan – June 20, 2014 – Tt eSPORTS, the leading expert in professional e-Sports gaming peripherals is releasing the new POSEIDON ZX tenkeyless mechanical gaming keyboard. The POSEIDON ZX ditches the number pad area found in a standard full sized keyboard, to help reduce length to 80% of a regular one. The POSEIDON ZX, as with all keyboards in the POSEIDON Z series, feature Tt eSPORTS Certified Mechanical switches.

The POSEIDON ZX will come in Tt certified blue switches, with full LED backlighting, N-Key rollover via USB, dedicated key to disable windows key, accessible media keys, and adjustable brightness. It is fully plug-and-play, requiring no drivers and software.

The tenkeyless form factor is especially useful for gamers who could benefit from the extra space for mouse usage, in both gaming setups and LAN environments. It's also easier to transport due to weight and size when compared to a full sized keyboard.



1 Tt eSPORTS POSEIDON ZX  
Tenkeyless mechanical keyboard



2 POSEIDON ZX with Tt eSPORTS  
Certified Mechanical blue switches



3 Tt eSPORTS certified mechanical  
switch with 5-year warranty

### ***Tt eSPORTS Certified Mechanical Switch – Back Story***

Tt eSPORTS spent two years testing various mechanical switches with its engineers and professional gamers. And eventually, we found the right one- with White-Ra, Team DK, Prime Team, as well as our other sponsored teams, and our keyboard engineers all agreeing unanimously. The first keyboard to offer these switches in mechanical blue & brown switch options was the POSEIDON Z Illuminated, and now Tt eSPORTS brings it to consumers in the POSEIDON ZX. The POSEIDON ZX offers users a budget friendly full featured mechanical gaming keyboard that could both be the perfect choice for a first time mechanical keyboard user as well as a mechanical keyboard enthusiast.

The testing process for these mechanical switches was an arduous one, but these switches passed and we believe in them so much that Tt eSPORTS is now offering the world's first 5 year warranty for a mechanical gaming keyboard across the whole POSEIDON Z line which features the Tt certified switches.

The POSEIDON ZX with Tt eSPORTS Certified Mechanical blue switches MSRP is USD \$74.99, will go on sale in the USA, Taiwan, and China starting July, and rolls out to select regions after that. Please kindly refer to your local stores for information regarding its availability.



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# Thermaltake Group at COMPUTEX Taipei 2014!

**Pure Performance! Built for Enthusiasts by Enthusiasts!**

**World Premiers of : 《ONE THERMALTAKE》 from  
Thermaltake · Tt eSPORTS · LUXA2 : Unrivaled mobile &  
Premium LCS Computer Solution and  
Tt eSPORTS THERON Plus Smart Mouse with e-Sports App software**

Press Release

**Pure Performance.  
Built for Enthusiasts by Enthusiasts.**

 **Thermaltake**  
www.thermaltake.com
  **Tt eSPORTS**  
www.ttesports.com
  **LUXA<sup>2</sup>**  
www.luxa2.com

www.thermaltakecorp.com

**T**aipei, Taiwan – June 3, 2014 – Thermaltake Group adheres to the spirit of unique innovation, leading its three brands of computer DIY expertise

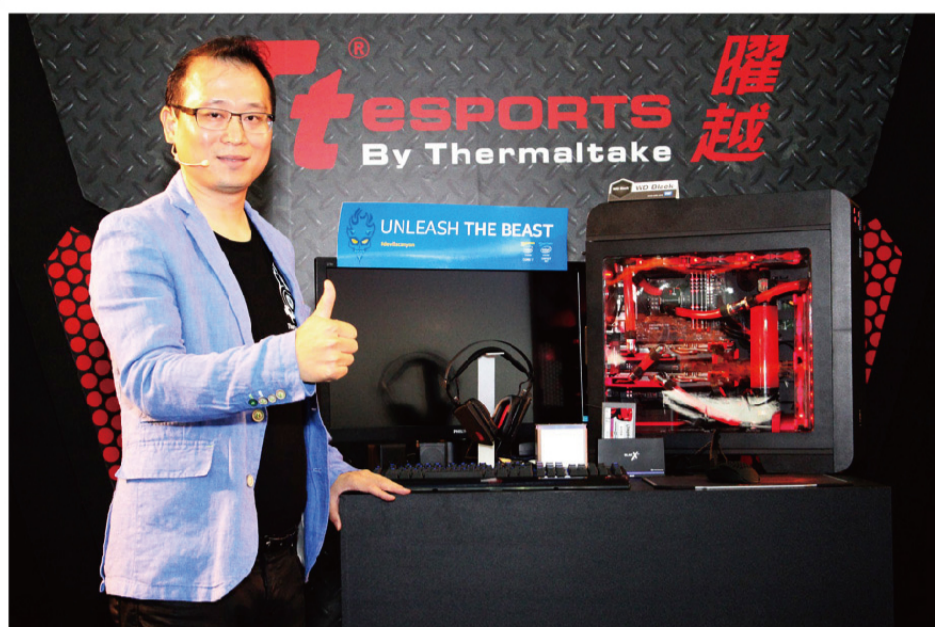
Thermaltake, gaming accessory expert Tt eSPORTS, and mobile accessory innovator LUXA2 and its e-Sports Team Tt APOLLOS to create a new era of avant-garde technology at COMPUTEX Taipei 2014! **Thermaltake Group grandly introduces the world premiere of its centerpiece “One Thermaltake Gaming Solution” and** making its debut at COMPUTEX 2014 alongside the One Thermaltake is the new **quantified self technology in the Tt eSPORTS line-up : the new quantified self “THERON Plus Smart Mouse” with a whole line up of new featured products highlighting popular trends during 3rd to 7th of June in TWTC Nangang Exhibition Hall (4th floor, booth number M620).** Thermaltake Group also celebrates the victory of receiving two significant honors of COMPUTEX – “COMPUTEX d&i Awards 2014” and “Best Choice Award” together with 6 superior products!

At the opening ceremony on 3rd of June at COMPUTEX Taipei 2014, Mr. Kenny Lin, CEO & Chairman of Thermaltake Group unveil two annual masterpiece – “One Thermaltake Gaming Solution” alone with its three brands, and the unprecedented new THERON Plus Smart Mouse with exclusive Tt eSPORTS Plus mobile software with the quantified self technology together and Tt eSPORTS Plus online community to the world!

Thermaltake Group at COMPUTEX Taipei 2014!  
Pure Performance! Built for Enthusiasts by Enthusiasts!



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2

Mr. Kenny Lin, CEO & Chairman of Thermaltake Group unveil “One Thermaltake Gaming Solution” to the world!



3

Thermaltake Group grandly introduces the world premiere of its centerpiece “One Thermaltake Gaming Solution”

### **One Thermaltake Gaming Solution**

#### **Pure Performance. Built for Enthusiasts by Enthusiasts.**

“One Thermaltake Gaming Solution” includes a series of top-class products from Thermaltake Group’s three brands—Thermaltake, Tt eSPORTS and LUXA2. Consist of **Thermaltake** Core V71 Full-Tower Chassis, DIY Liquid Cooling System, Luna 12 LED High Airflow PC Case Fan, Toughpower Grand 850W Power Supply, BlacX Urban WI-FI Docking Station; **Tt eSPORTS** Ventus Gaming Mouse, Poseidon Z Forged Gaming Keyboard, VERTO Gaming Headset, Draconem Aluminum mouse pad and **LUXA2** GroovyDuo Live Wireless Speakers, E-One Aluminum Headset Holder, P-MEGA41,600mAh charging station, “One Thermaltake Gaming Solution” represents cultural brand of Thermaltake for the enjoyment of entertainment, e-Sports, technology and lifestyle.

### **Tt eSPORTS THERON Plus Smart Mouse with e-Sports App software**

#### **The quantified self wearable tech trend introduced to the realm of eSports**

Tt eSPORTS’ “THERON Plus Smart Mouse” is also in pole position in terms of performance, it brings the quantified self wearable tech trend to gaming. As activity trackers in wrist bands and smart watches have integrated into normal everyday life, technology has immersed itself to another level in furthering human interaction via gamification and lifelogging via wearable computing. Tt eSPORTS decided to bring this type of technology to gaming.

The THERON Plus Smart Mouse operates like the regular THERON laser mouse in use, this time with a 8200 DPI laser sensor. The THERON Plus Smart Mouse has Bluetooth technology inside, dedicated to report stats to your mobile device paired with our Tt eSPORTS Plus mobile application. The Tt eSPORTS+ application will track mouse clicks, distance traveled, and lift offs over time. The stats can be shared and saved to the cloud in the Tt eSPORTS+ community website. Users can review the stats to get more in-depth understanding of their game. The Tt eSPORTS Plus community website is designed to further encourage participation by providing challenges and games based on mouse usage for community members. Members can see how they and their friends are doing, as well as compete against each other; similar to many popular fitness wearable tech and applications out there.

For more information on Thermaltake Group, One Thermaltake Gaming Solution and the Tt eSPORTS THERON Plus Smart Mouse please visit [computex2014.thermaltake.com/](http://computex2014.thermaltake.com/) for further information.



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# Immerse yourself in the LUXA2 Power and Audio experience at COMPUTEX Taipei 2014

Press Release

**T**aipei, Taiwan – June 3, 2014 – As the premier designer and manufacturer of unique and functional mobile accessories, LUXA2 has moved away from accessories focused on Apple products and the core product portfolio has been inserted into three main categories: audio, power and holder solutions. Users are able to see first-hand a host of new products, such as the new EnerG power banks series, a set of classy and affordable battery packs to meet the power needs of everyday users in differing situations without compromise to quality and looks. New wireless charging solutions (TX-P2 10,000mAh Wireless Charging Bank, TX-100 Ultra Slim Wireless Charging Pad) are also on display at the LUXA2 booth. A special wireless charging (WPC) station has been set up using our new TX-MEGA wireless charging station that is capable of wirelessly charging a mammoth 8 devices at the same time. This coupled with our P-MEGA World's largest 41,600mAh Power Charging Station, users will be able to immerse themselves in the LUXA2 power experience.

Last year also saw the introduction of the LUXA2 Groovy audio series and this time around, users are wholeheartedly welcome to visit us and listen to a host of new wireless audio products; such as the new GroovyA all-aluminum speaker with a massive 7Watt (W) total audio output and multi-angle audio feature, coupled with the new Groovy Duo Live Wireless Speaker, a set of stylish and powerful mono speakers which can be dynamically combined to unleash 6(W) of true stereo sound! Users are also given the chance to have a look at LUXA2's holder solutions such as the new E-One Aluminum Headset Stand, H5-Note Car Mount Holder and a whole host of other new products.

Together with excellent services and impeccable products, LUXA2 is becoming the go-to resource for any individual living a mobile lifestyle! The LUXA2's friendly and enthusiastic team will be on site to provide attendees with informative demonstrations and presentations on all new products.

Please visit our booth at COMPUTEX 2014 (Nangang Exhibition Hall, 4<sup>th</sup> floor, Booth #M620) or visit [computex2014.thermaltake.com/](http://computex2014.thermaltake.com/) for further information.

- **Power Solutions:** TX-MEGA Wireless Charging Station, P-MEGA 41,600mAh Power Station
- **Audio Solutions:** Groovy Duo Live Wireless Stereo Speaker, GroovyW Bluetooth Speaker with Wireless Charging Station
- **Holders:** H5-Note Car Mount



1 Immerse yourself in the LUXA2 Power and Audio experience at COMPUTEX Taipei 2014



2 A special wireless charging WPC station has been set up using LUXA2 new TX-MEGA wireless charging station



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## Power Solutions

《TX-MEGA World's First Eight Device Wireless Charging Station》

Taking wireless charging to spectacular new heights, the TX-MEGA provides simultaneous wireless charging for up to 8 devices all at the same time.

《P-MEGA World's Largest 41,600mAh Power Station》

LUXA2's P-MEGA possesses a titanic 41,600mAh LG li-polymer cell that can charge a device for 48-hours continuously, with six USB charging ports that support fast and regular charging, users are able to charge a variety of devices ranging from smartphones, phablets and even larger displayed tablets. P-MEGA is suitable for travel, small businesses and outings with a most notable feature being that it can be hand carried onboard flights for you to use whilst you are on the move.

## Audio Solutions

《Groovy Duo Live Wireless Stereo Speaker》

Turn instantly from mono to true stereo sound with Bluetooth 2.1 connectivity and instantly increase your audio output from 3W (mono) to 6W (stereo) with Groovy Duo's Innovative Groovy 2 dynamic pairing mode for true stereo sound. Play music where you want it to be!

《GroovyW World's First Bluetooth Speaker with Wireless Charging Station》

The GroovyW is the world's first wireless Bluetooth speaker with NFC technology to come with a wireless charging station that provides multi functionality to not only charge the GroovyW itself, but also any wireless (Qi) compatible smartphone device that you may have on hand. The wireless charging pad also supports wired charging via USB and has the ability to charge 2 devices simultaneously for added diversification.

## Holders

《H5-Note Car Mount》

LUXA2's new H5-Note Car Mount Holder consists of an all aluminum body that provides sturdy and secure placement for any smartphone device with a display size between 4"-6". It can also be placed on both the windscreen and dashboard and provides true 360° viewing that encompasses rotational, horizontal, vertical and swing actions for ultimately user-friendliness.



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2014 LUXA2 Power Solutions



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2014 LUXA2 Audio Solutions



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2014 LUXA2 Holders



品牌推廣  
Branding Case

# Thermaltake Presents “HARDCORE” Spirit to Celebrate 15th Anniversary at COMPUTEX Taipei 2014

Press Release



1 Thermaltake Presents “HARDCORE” Spirit to Celebrate 15th Anniversary at COMPUTEX Taipei 2014

**T**aipei, Taiwan – June 3, 2014 – Carrying on the corporate mission of “Delivering the perfect user experience”, Thermaltake would like to present the new HARDCORE image—“Pure Performance, Built for Enthusiasts by Enthusiasts” whilst stepping into the fifteenth year. Unveiling a series of new innovations such as stunning enclosure exteriors to ultra-high quality power and ventilation, from Chassis, Power Supply, Cooling system and even Storage, Thermaltake illustrates the latest ICT trend with innovative spirit and design aesthetics to worldwide PC DIY gamers. The new Level 10 Gaming Station Titanium Limited Edition is on its absolute best form at its world premiere at the COMPUTEX 2014. The successor to the bestselling Thermaltake model sets new benchmarks to continue the collaboration between Thermaltake with BMW Group DesignWorksUSA since 2009. Also, Thermaltake celebrates the great honor highly praised by “COMPUTEX d&i Awards 2014” with Satellite Notebook Cooler and the Toughpower DPS digitally- controlled power supply at COMPUTEX Taipei 2014.

Please visit our booth at COMPUTEX 2014 (Nangang Exhibition Hall, 4th floor, Booth #M620) or visit [computex2014.thermaltake.com/](http://computex2014.thermaltake.com/) for further information.

- **PC Chassis:** Core series (V1, V31, V41, V51, V71) and Level 10 Titanium Limited Edition
- **PC Cooler:** Frio Silent Series, DIY Liquid-cooling components (Radiator, Waterblock, Reservoir) and Water 3.0 Ultimate liquid cooling system
- **PC Power:** Toughpower DPS 1250W Platinum and Toughpower DPS G 450W-1050W Gold
- **Storage:** BlacX Urban WI-FI Docking Station



## 品牌推廣 Branding Case

### **PC Chassis**

#### 《Core Series》

The new Core Series presented on site has a fully modular and highly customizable design with elegant and stylish aesthetic as well as features desired by gamers. The Series has cases range from a mini cube case to full-tower enclosures that epitomize cooling and performance. This advanced series are equipped with features like large perforated metal mesh panels, fan controllers, USB 3.0 Super Speed ports, modular drive racks, tool-less design and more to maximize your PC experience. In the Core Series, users not only can easily personalize and enjoy the freedom of having either a superior liquid cooling or superb airflow, is also the ultimate powerhouse suitable for any type of PC usage. Moreover, The Level 10 Titanium Limited Edition, Urban T81 and Versa Series are showcased on spot as well.

#### 《Level 10 Titanium Limited Edition》

Thermaltake biennially announces a special edition of Level 10 in a Titanium finish, restricted to 500 builds worldwide, will take orders in July and time to market in September. Designed in collaboration with BMW Group DesignWorksUSA since 2009, Thermaltake Level 10 Series are highly appreciated and gained numerous awards, going through the era of black and silver, Titanium limited edition presents Thermaltake's self-breakthrough spirit and the boldness in making innovation. As a premium yet rare material, Titanium not only expresses the quality of durability, light weight, dent- and corrosion resistance. Level 10 is upgraded to 6 EasySwap HDD bays to meet high-end enthusiasts' expectation. Designed with innovation, this limited gaming tower is equipped with 4 advanced USB 3.0 ports that accommodate all devices such as high speed hard drives, high performance gaming mice, headsets and any other peripherals that are in need of high speed transfer rates. The asymmetric arrangement of 7 robust vertical heatsinks and the horizontally located individual components creates a strong architectural statement, making it possible to take advantage of excellent airflow to vastly reduce temperatures of system components.

### **PC Cooler**

#### 《Frio Silent Series》

Thermaltake introduced to the world the all new CPU air cooler - Frio Silent Series. The tower side flow design efficiently optimizes cooling performance and allows the full compatibility with RAM of all kinds; therefore users are free to fill their RAM slots with high-end overclocked RAM. The combination of L.N.C (Low Noise Cable) and PWM functions are switchable in accordance with user's preferences, keeping fan in a more silent setting. Moreover, Frio Silent Series features tool-less and easy installation design for quicker disassembly and reassemble of the fan module, giving enthusiasts the excellence of performance, compatibility and silence. Additionally, Luna and Pure Series of fan in different sizes are respectively being displayed.

#### 《Water Cooling》

Emphasized on the "Hardcore" spirit, Thermaltake displayed a series of liquid cooling solutions ranging from AIO to DIY at COMPUTEX this year. In AIO Thermaltake welcomes the latest Water 3.0 member – the Water 3.0 Ultimate. Water 3.0 Ultimate is equipped with a 360mm radiator; factory setup waterblock and pump aimed to maximize the cooling surface for best cooling power, guaranteed to be the top of the line liquid cooling kit designed to bring water cooling to the masses and exceed user expectations. Moreover, a large variety of DIY Liquid-cooling components – Radiator, Waterblock, Reservoir, V-Tubler, Pump, and Coolant – is also showcased on site.





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Branding Case

**Tt Thermaltake**  
COOLER YOUR LIFE



**Toughpower™ DPS  
1250W PLATINUM**



WWW.THERMALTAKE.COM

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Thermaltake Toughpower DPS – Revolutionary digital-controlled power supply with software-2

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Thermaltake PC Power Series



## PC PSU

### 《Toughpower DPS》

A new approach on high end PSUs from Thermaltake, featuring the Toughpower DPS 1250W Platinum. Toughpower DPS series is available from 750W, 850W to 1050W with 80 Plus Gold certified. It enables users to turn the desktop into an intelligent power control center quickly and easily. Monitoring the PSU's real time performance, voltage and temperature, or calculate power consumption instantly at any time. The application also enables users to share results with friends by sending reports via e-mail or through other social network applications. Digital Power is more than a breakthrough and milestone in the industry, it is the next evolutionary step.

### 《Toughpower DPS G Series》

Thermaltake expands the popular "Toughpower" line of high-end PC power supply units with the Toughpower G Series (from 450W to 1050W) with fully modular design launching now. Its grandiose looks with a classy black finish make a clear statement through sheer appearance. Being 80 PLUS Gold certified users not only get a guaranteed eco-friendly PSU with more than 90% efficiency at 50% load and a 0.95 active power factor correction (PFC), but the electricity bill will noticeably drop as well. By virtue of their high-efficiency, the Toughpower Grand 850W/750W/650W models are ideally suited for high-end gaming and enthusiast PCs powering multi-core processors in combination with multi-GPU setups. The fully modular cabling design improves overall airflow and reduces system clutter. With the innovation on digital monitoring control through a wireless connection, the digital power supply enables users to perform real-time performance monitoring/control and save records to view the detailed data anytime.



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Branding Case



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Thermaltake Storage and Accesory Series

## Storage

### 《BlacX Urban WIFI Docking Station》

Thermaltake BlacX Urban Wi-Fi Hard Drive Dock is introduced as a complete and user-friendly hard drive docking solution for all your file storage needs. With Wi-Fi integration, the BlacX Urban provides quick access to your data through your personal Smart Phone or Tablet. Whether it is an iOS or an Android™ device, simply download the “TtCloud” App through the App Store or Google Play Store and you are ready to go! Also, the BlacX Urban supports UPnP for seamless device compatibility to allow you enjoy your home theater experience at ease.



品牌推廣  
Branding Case

# Tt eSPORTS at COMPUTEX Taipei 2014 Forging ahead of the competition World Premier of the THERON Plus Smart Mouse with e-Sports App software and Tt eSPORTS Plus online community

Press Release



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Tt eSPORTS at COMPUTEX Taipei 2014 - Forging ahead of the competition

**T**aipei, Taiwan – June 3, 2014 – For COMPUTEX Taipei 2014 Tt eSPORTS is prepared to unveil a slew of new exciting gaming peripherals. The centerpiece of its show presentation is the new THERON Plus Smart Mouse with e-Sports App software. It is a very first exclusive Tt eSports Plus mobile software with the quantified self technology together! Set on pushing the envelope forward in functionality and aesthetic design for gaming peripherals, Tt eSPORTS will display new products as well as updates in its established legacy series of products for keyboards, mice, headsets, and accessories. This year, Tt eSPORTS is also highly praised by two significant honors of COMPUTEX – “COMPUTEX d&i Awards 2014” and “Best Choice Award” with its 4 superior pieces: SYBARIS Hybrid wired/wireless Headset, Level 10 M Hybrid Mouse, Level 10 M Gaming Headset and VERTO Gaming Headset! Tt eSPORTS is committed to pushing the envelope for future of gaming with forward thinking and innovation!



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Branding Case

- **Keyboard:** Updates to POSEIDON Z series, via the POSEIDON ZX tenkeyless form factor keyboard and Z Forged with aluminum styling and dedicated macro keys. CHALLENGER series updates in the CHALLENGER Go with sleek styling and CHALLENGER PRIME with fine brightness adjustment
- **Mouse:** the new Ventus ambidextrous mouse featuring air through ventilation, and highly stylized TALON ambidextrous mouse with fixed color cycling effect lighting. The THERON Plus Smart Mouse which pioneers quantified self technology to eSports
- **Headset:** CRONOS family will be on display with two new additions in the CRONOS GO and CRONOS AD, the bold geometrical styled VERTO, the premium SHOCK 3D 7.1 USB based surround sound headset, and ISURUS Edge in ear monitor
- **Accessories:** the gaming wrist rest, and METCALCAPS custom metallic keycaps for keyboards
- **Dota2 super-team Team DK Collection :** the global launch of the DK editions of the CRONOS headset, KNUCKER keyboard, SAPHIRA mouse, PYRRHUS mouse pad, and gaming wrist rest.



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## Tt eSPORTS Level Gaming Keyboard Series

### Keyboards

At COMPUTEX Taipei 2014 Tt eSPORTS will further expand on its already well-established CHALLENGER membrane gaming keyboard series as well as its game changing POSEIDON Z series which feature Tt eSPORTS certified switches and the world's first 5 year warranty on a mechanical gaming keyboard. **The CHALLENGER Go** offers a budget gaming keyboard with 10 dedicated macro keys, profiles, adjustable lighting, and detachable USB design for convenient carry to LAN events. **The CHALLENGER Prime** offers macro keys with profiles, a new lighting system featuring blue, red, and purple lighting along with fine brightness adjustment, and the ability to switch the functions of the WASD keys with the  $\uparrow$   $\downarrow$   $\leftarrow$   $\rightarrow$  keys. **The POSEIDON ZX** offers users a tenkeyless form factor keyboard at an extremely budget friendly price while still offering full back lighting,



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Tt eSPORTS Level Gaming Headset Series

brightness adjustment, anti-ghosting keys, media keys, and windows key disable function. **The POSEIDON Z Forged** keyboard sits atop the line as the premium offering, featuring sleek brushed aluminum styling, full back lighting with lighting options, 10 dedicated macro keys with 5 profiles, as well as Tt eSPORT's advanced Instant Switch System which allows users to access all 50 programmable macros without switching profiles. Moreover, Frio Silent Series features tool-less and easy installation design for quicker disassembly and reassembly of the fan module, giving enthusiasts the excellence of performance, compatibility and silence. Additionally, Luna and Pure Series of fan in different sizes are respectively being displayed.

## Mice

Tt eSPORTS spent considerable time researching gaming mice ergonomics, and for COMPUTEX Taipei 2014 will unveil not one but two ambidextrous gaming mice and also the THERON Plus Smart Mouse. **THERON Plus Smart** Mouse brings the quantified self wearable tech trend to gaming. It operates like the regular THERON laser mouse in use, this time with a 8200 DPI laser sensor. The THERON Plus Smart Mouse has Bluetooth technology inside, dedicated to report stats to your mobile device paired with our Tt eSPORT Plus mobile application. The Tt eSPORTS Plus application will track mouse clicks, distance traveled, and lift offs over time. The stats can be shared and saved to cloud in the Tt eSPORTS Plus community website. Users can review the stats to get more in-depth understanding of their game. The Tt eSPORTS Plus community website is designed to further encourage participation by providing challenges and games based on mouse usage for community members. Members can see how they and their friends are doing, as well as compete against each other; similar to many popular fitness wearable tech and applications out there.

The **VENTUS laser mouse** with 5700 DPI is an ambidextrous gaming mouse that feels great for both left and right handers, featuring the legacy air-through ventilation to keep users' hands cool. The **TALON optical mouse** with 3000 DPI is also ambidextrous that includes removable side panels to allow further customization of grip, as well as a unique fixed color cycling effect illuminating throughout the whole body of the mouse.



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Tt eSPORTS Gaming Accessories

## Headset

The highly popular CRONOS series of headsets will be joined by its two new siblings which both feature a retractable microphone in the **CRONOS AD** with auto adjusting headband and the **CRONOS GO**, a smaller more portable version of the CRONOS. The new **VERTO** headset featuring a bold geometric figure and auto adjustable headset will offer timeless style to all ages. The **SHOCK 3D 7.1 USB** surround sound headset offers users an immersive experience as well as 4 EQs to tune the sound for any situation.

## Accessories

Coming strong on all fronts, Tt eSPORTS has more to show in the accessories area too. The **Gaming Wrist Rest** offers supreme comfort to users as well as considerably higher portability than a hard wrist rest. The METALCAPS accessory offer mechanical keyboard users a fun way to customize their mechanical keyboards with a metallic feel.

## Team DK collaboration series

The world famous and #1 ranked Dota2 super team, Team DK is the newest team to the Tt eSPORTS family. Given our love fervor for eSports and gaming in general, of course we'd celebrate it by collaborating with Team DK to release a full lineup of gaming peripherals. The first in the series is the **Team DK KNUCKER** keyboard, a plunger gaming keyboard. Next up is **Team DK CRONOS** with an additional bit of gaming flair with its modified DK styling, giving you the same great audio the Chinese Dota2 super team relies on when competing. The **Team DK SAPHIRA mouse** offers gamers the same great world class gaming mouse precision that DK lives by. The Team DK PYRRHUS mouse pad offers the gamers the great DK styling and gaming feel. Last but not least, a **Team DK edition Gaming Wrist Rest** will allow gamers to dish out the pain, without feeling any of it themselves.



品牌推廣  
Branding Case

# Rolling out the New LUXA2 GroovyR 360° Micro Wireless Wall Mount Speaker for On-the-spot Musical Performance

Press Release



**T**aipei, Taiwan – June, 27, 2014 – LUXA2 announces the availability of the new GroovyR 360° Micro Wireless Wall Mount Speaker, designed for on-the-spot musical enjoyment with your smartphone, tablet and other Bluetooth compatible devices.

The GroovyR 360° Micro Wireless Wall Mount Speaker is a compact portable Bluetooth speaker with circular form factor design that packs a hefty 6Watt (W) total audio output for a truly immersive sound experience. The most unique feature of the GroovyR is the innovative smartphone and wall-mount combination holder. Place your smartphone device in landscape or portrait mode to act as a clever and convenient holder for your device; or simply hang it in the comforts of your home for fixed musical enjoyment- the living room, bedroom, kitchen or any other place you decide.

With a brushed diamond cut aluminum design, up to 8 hours of playing time, and only 2.5 hours to fully charge from flat, the GroovyR 360° Micro Wireless Wall Mount Speaker brings that extra touch of elegance and style to your already lively musical lifestyle.

Compact, portable, and with excellent musical performance, the GroovyR 360° Micro Wireless Wall Mount Speaker is the perfect choice for that little bit of musical playing heaven.

GroovyR 360° Micro Wireless Wall Mount Speaker suggested price : USD 49.99

### **Key features include:**

- Immersive sound experience
- 6Watt (W) total audio output
- Innovative dual function device and wall mount holder
- Brushed diamond cut design
- Up to 8 hours of playtime
- 2.5 hours to fully charge (0-100%)
- Use of hi-grade 1050mAh lithium polymer battery
- Speakerphone capable
- Aux in function for wired play
- Easy access to full control functions



# 企業文化分享

## 8 Core Value Sharing

打造曜越成為享受、娛樂、電競、生活的文化品牌  
Building Thermaltake Technology into a cultural  
brand for the enjoyment of entertainment, e-Sports,  
technology and lifestyle.





企業文化分享  
8 Core Value Sharing

## 創新，企業的靈魂

Tt品牌事業處業務部 / 業務專員 / Annie Lee 李雁琳

“Innovation is the specific instrument of entrepreneurship. It is the act that endows resources with a new capacity to create wealth.”  
——Peter F. Drucker

身為科技公司，躍越最為人所稱道的便是結合強大技術力、整合力及勇於嘗試的精神，不斷開發各式創新且品質出眾的產品，如2000年推出的全球第一顆金色圓形散熱器—Golden Orb，便以其獨創的造型設計與優異的散熱效能聞名。躍越靠著不斷重新定位自己、不斷創新以滿足玩家需求，成功走在產業尖端，也因此「創新創意」成為公司八大核心的訴求之一。想當初，邀請面試通知裡列出的八大核心，「創新創意」更是位於八大核心之首，「點子就是銀子！鼓勵同仁勇於突破現狀，以提昇組織整體競爭優勢。我們獎勵同仁思索獨特、創新想法，追求變化、嘗試新奇事物」是躍越對於此核心價值的期許。

同時，這也讓我聯想到之前在商業週刊看到的一篇文章「創新犯的錯 該處罰或原諒」，文章中探討到許多大企業都鼓勵員工創新，但創新難免會有失誤，而這樣的失誤究竟該受到懲處還是原諒？當員工因致力於創新而犯錯時，公司倘若選擇原諒，有可能導致其他協助善後的員工不平及不滿；但若公司選擇懲處，則又會扼殺了員工嘗試創新的勇氣，畢竟「少做少錯」倒也算是個不變的真理。

意外的成功或失敗都會是創新的來源，因此，在這樣「創新創意 vs. 賞罰分明」的天秤下，員工會願意冒險嘗試新方法、新創意，還是選擇安份守己的完成自己的工作本分，都端看一個企業營造出的企業文化及氛圍。而我認為講求創新、求變、創造價值的躍越屬於前者，躍越提供了一個足以讓員工發揮的舞台，對內舉辦各式激發員工創意思考的活動，並將創新創意列為KPI考核的一部分，對外也舉辦創意設計大賽，鼓勵年輕學子發揮創新精神，這些在在都體現了躍越對創新創意的重視及堅持。



圖1：Thermaltake 於2000年推出全球第一顆金色圓形散熱器—Golden Orb

圖2：榮獲「2014台北國際電腦展創新設計獎」(COMPUTEX d&i Awards 2014)國際專業肯定之產品—Satellite便攜式筆電散熱器

圖3：對創新創意的重視&堅持



企業文化分享  
8 Core Value Sharing

## 從深坑到內湖，從競爭到合作

全球運籌及採購事業處 / 採購專員 / Hazel Chou 周尹柔



圖1：曜越十年第一屆運動會



圖2：不同部門~不同背景~~ 共同合作 完成目標



圖3：曜越人的DNA=膽識X熱情X毅力，傳承曜越人的驕傲

**從** 深坑到內湖有多遠距離？從競爭到合作需要多少時間？曜越總部從深坑發展到內湖，這距離我們這個大家庭走了十五年，在這些年的期間，我們持續的接納四方不同的人才，並持續的將這些競爭與合作的關係轉變成公司成長的動力以及潛在的文化。

15年來許許多多不同文化、不同背景的人才加入了這個大家庭，許多來自各界懷抱著不同的夢想的人才投入到這個大家庭，在相異的觀念下彼此產生競爭以及些許的衝突，進而激發出不同的火花進而到合作，這些競爭衝突與合作漸漸的成為了讓曜越持續成長的養分，曜越這個大家庭接受了這些不同文化的淬煉，並在這些過程中不斷的茁壯。這漫長的過程中有人來來去去，也有人留下持續為夢想努力，而這些時間的演化過程以及這些成長的痛苦，也讓曜越的文化隱然成形。

相信剛開始從不同產業或是同產業出身的人才投入到這個家庭時多少都會有些許的不適應，都會懷抱著自己想要實現的夢想，為了達成自己的目標或是長官的期許，多少都會有衝突產生，但在這樣的衝突之下也會產生出競爭心態，也會激發出個人想要表現的心理及不服輸的心態，在經過時間的淬煉之後，人的心智變得更加的成熟，進而演變成了合作。也是因為這樣的關係，讓這大家庭不斷的演變演化，從草創初期的動盪狀態之下漸漸轉變為成長與茁壯。

從現在到未來，電子產業不管大環境如何的改變之下，前途只會更險峻不會更平坦，只有堅持致力於創造完美的使用經驗並不斷挑戰自我的人，才能在這一波淘汰賽中存活下來，每個曜越人的DNA=膽識X熱情X毅力，未來有更多的15年曜越人要在電子產業歷史上刻劃完美的足跡，讓我們持續傳承身為曜越人的驕傲。



企業文化分享  
8 Core Value Sharing

## 淺談企業文化執行

全球運籌及採購事業處 / 經理 / Leo Su 蘇皇豪

**企**業文化 (Corporate Culture) 如維基百科所述是指一個組織由其共有的價值觀、儀式、符號、處事方式和信念等組成的其特有的文化形象。可以觀察到的人員行為規律、工作的團體規範、組織信奉的主要價值、指導組織決策的哲學觀念等等。「企業文化」不容易被改變；因為改變「企業文化」，等於改變員工的「性格」和「習慣」。企業文化是種感知，儘管員工具有多樣化的特徵，仍用相似的術語描述組織的文化，這就是文化的共有方面。

遙想十年前，公司並沒有什麼文化推廣與執行。只有一句話一直留在老員工的心中：「品質第一、永續經營」。而這句短短的八個字也成為我們在當時判斷事務上的第一準則。隨著時間空間的改變，Tt從一家七、八十人的公司轉眼成為全球員工400人的上櫃公司。也有著新的八大核心價值及使命、願景。然而企業的文化是需要很長一段時間的養成，或是進由同事互相影響而產生一致的處事習慣。但隨著新進員工越來越多文化的建立似乎已趕不上消去的速度。

在2006年董事長提出了「Key 3 Spirit〈關鍵三精神〉」這個標語代表了產品的「品質」、「效能」及「可靠性」並且還在商品中放入標語及製作貼紙來進行推廣。當人員流動加劇環境改變、企業規模擴大更要凝聚員工的向心力。凝聚團隊士氣，為達成共同目標而努力。這樣企業文化才能內化在全員的人格體系中。



圖1：使命、願景與核心價值結合成Thermaltake

圖2：Key3 Spirit

圖3：2008 Tt Life



企業文化分享  
8 Core Value Sharing

## 從COMPUTEX中展現創新創意的躍越文化

財務處 / 會計專員 / Rita Chang 張容菁

又到了一年一度的COMPUTEX台北國際電腦展，這是我進入躍越以來第一次參與公司的展覽，真的很感謝公司能給予身為財務同仁的我有這次機會參與公司每年的一大盛事，讓我大開眼界之餘並透過這次活動更加了解公司品牌文化。

在來到展覽會場當天，雖然映入眼簾有近千家廠商攤位林立，但卻沒花費很多時間就找到了 - Thermaltake 躍越科技攤位 - 以鮮明的黑底紅字為基礎概念，充滿躍越極富特色的魅力展館，讓人不自覺想走進一探究竟。

在走進躍越展覽攤位時，迎面而來的是熱情專業的業務同仁們，各個正卯足了勁積極主動的為客戶介紹公司新產品，由此就可以發現公司給員工非常充足的教育訓練及學習發展空間，員工也展現對躍越品牌文化的向心力，不斷的突破自我與為公司創造價值。

而這次展出多款新產品中，令我最眼睛為之一亮的是躍越推出的新品結合時尚設計元素所打造的頂級概念水冷機殼 - 「Core V71高直立式機殼」，其簡約線條及精緻完美的質感，卻令人耳目一新的搶眼震撼造型，不同於以往躍越推出的機殼，最特別的是在側邊透明窗的部分可以透出美麗的LED燈光還能將水冷散熱系統一覽無遺，不但兼具美觀也同時擁有散熱的功能，相較於以往傳統機殼外觀更別具創新創意與設計感，我想這勢必會讓眾多電競迷們為之瘋狂！

而今年躍越更展現對員工的重視，在端午禮品贈送員工最新產品「Level 10 M 雙模式電競滑鼠」及「Groovy W 無線充電藍芽喇叭」，而這兩項新產品同時也是這次COMPUTEX展覽中的兩大重點，從這些產品處處可以發現躍越的用心所在 - 是站在使用者的立場去思考所有可能產生的需求，除了人性化的貼心設計外，創新的產品功能的結合也是前所未見的，展現產品無限的創意。

經由這次COMPUTEX展覽的參與，讓我從一開始只知道公司旗下三大品牌 - Thermaltake、Tt eSPORTS、LUXA2，分別生產機殼風扇、電競產品、手機配件等，到現在更深入了解產品特色及文化，也讓我對公司產品及文化更具信心及認同感。



圖1：Computex 2014-台北國際電腦展

圖2：Computex 2014-參訪Thermaltake躍越展覽館

圖3：全新頂級概念水冷機殼 - 「Core V71高直立式機殼」



# 員工園地 Staff Communication





員工園地  
Staff Communication

## 讀書心得分享: 世界是平的

海外事業管理處 / 課長 / Brian Tsai 蔡孟儒

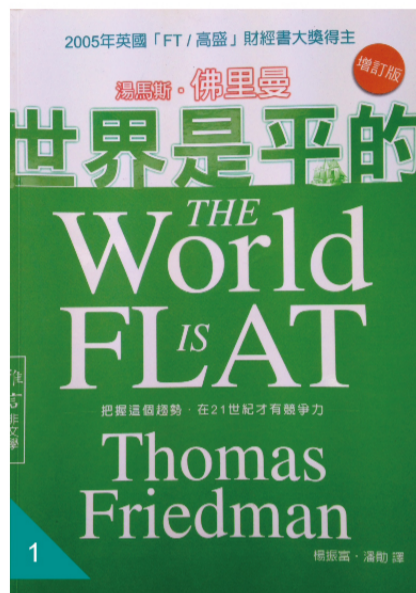


圖1：因為一句「競賽場正在剷平」，讓作者弗里曼得出了「世界是平的」的體悟，認為世界進入了全球化3.0，不僅世界變小、變平，個人和群體的力量也大增，競爭將變成沒有國界。

圖2：立足台灣，佈局全球：雖然全球化帶來的科技與資訊的方便，同時也造成了全球企業競爭的白熱化，如何在與全球的競賽中生存，是我們必需思考且需更積極面對。

圖3：全球化的影響下，思考如何將我們的品牌，運用新的創新及新的思維來推向全世界。

**在** 網際網路的發達及科技日新月異下，全球化已是不可避免的結果，我們面臨的不再只是區域的競爭，而是全球的競爭者都可能來搶你的飯碗，拜讀湯馬斯、弗里曼的著作「世界是平的」一書，雖然該書是2005年的作品，但其觀點以今日來看仍有其參考價值，因為篇幅有限，有興趣的同仁自行閱讀，以下就針對個人及企業如何來面對全球化與大家分享。

最近大家都在討論的兩岸服務貿易協定，其本質也就是跨區域自由經濟貿易，開放市場競爭，世界是平的這個觀念在我們身邊不斷的發生，作者在書中提到個人在面對「全球化」不僅關係到政府、企業、個人如何溝通，也不只關係到組織之間如何互動，而是社會、政治、經濟的全新模式已經出現，而在抹平的世界中，提供更多的機會、新的挑戰、新的夥伴，也提供新的危險，發現正確的平衡點，才是首要之務，而重點是要不斷學習，永遠接受考驗，學無止境。做什麼，誰能做，都沒有極限，看世界及決定自己「眼睛的高度」，你自己的「地圖」有多大有道是格局決定態度，態度決定做法。

對於企業來說，當世界被剷平，企業感受那股力量時，也要找一把時鏟子往自己內在挖進去，千萬別想要築牆。小的公司想發展，就要快快學會如何利用新的工作，參與全球競合，把事業搞得更遠、更快、更廣、更深。大的公司想要蓬勃發展，也該讓客戶作大，自己作小更貼近客戶的需求。再來是最好的企業將是最好的合作者，許多任務都必需透過企業內外的各種合作達成。未來價值創造，絕非單一部門或單一企業就能掌握，透視自己公司的利基所在來保持競爭力。第一流的企業外包是除了致勝，達到成快、更便宜的創新，而非只是節省成本。

以上只是提供一些書上的看法與大家分享，在全球化的時代，沒有一成不變的標準答案，我們必需不斷的學習，也運用新的科技及知識來創造個人及企業的價值，將我們的企業及品牌推向全球。



員工園地  
Staff Communication

## 春季員工旅遊

全球運籌處-採購二部 / 採購助理 / Apple Lin 林筑君

**2** 014躍越春季員工旅遊，一看到這次的活動公告行程，就覺得不報名真的是很可惜。對【向天湖】這地方充滿了期待，聽部落客分享，向天湖像天堂的另一端，常常白霧浸瀾漫，宛如身入神秘仙境中，這麼美的地方，想當然不會放過這次的機會。

期待已久的員工旅遊到囉！一起床立馬往窗戶一看，天氣還不錯喔！果然是個好的開始啊！第一站就是吸引我這次來的地方【向天湖】。一路開著山路心裡想著，完了，我等等會不會來個大量車，遊覽車電影院轉移了我的注意力。一路看著逆光飛翔，心裡都在想著，男主角真的勇敢。就在電影看到一半，【向天湖】也到了，我們開始環湖行程，環湖到一半時，霧氣真的瀾漫了，明明在湖泊對面的小木屋，轉眼間就這樣的被霧氣給蓋住了，彷彿真的身處仙境般。

離開向天湖，大家正要朝南庄老街前進以及填飽一下自己的肚子。我們又開始了遊覽車電影院，如果我們曾經有遺失的力量，就算夢想遙不可及，也要勇敢面對。朝著最初的夢想，邁開步伐，逆光而行。遊覽車電影院結束的同時，南庄老街也到了，開始飄了小雨，但它，也打不走大家的興致，穿著輕便雨衣還是活跳跳。客家庄的美食真的是罪惡感的開始。擂茶時間到了，大家很團結的用盡力氣擂出又香又濃郁的茶點。最終站，客家大院的桐花。車外的雨，可以說是用倒的來形容不為過。但是，我們還是再度套上輕便雨衣下車了。在雨中欣賞著被雨打下來的桐花，其實是一件很浪漫的事，也幫我們畫下一個快樂旅程的Ending！



1



3



2

圖1：向天湖大合照  
圖2：白霧浸瀾漫，宛如身入神秘仙境中  
圖3：南庄老街擂茶趣



員工園地  
Staff Communication

## 絕讚講演模組

人力資源組 / 人力資源專員 / Caroline 馮郁嘉

**這**次的教育訓練非常榮幸由董事長親自邀請到講師劉育群先生，傳授簡報技巧與溝通能力。此次的授課對象目標設定為公司的中階主管群，主要希望加強各中階主管的組織表達能力、身體語言、以及如何在談話中明確的接收正確的核心訊息。

講座一開始，講師就列出TtPEX EXERCISES給各位主管們，先在不指引內容方向的前提下，要主管們開始上台做一分鐘的自我介紹。

- 1.Presenter Performs
- 2.Presenter self-feedback
- 3.Peer group feedback
- 4.Presenters impression
- 5.Feedback discussion in the group

在自我介紹後，需要先針對自己的介紹內容做回饋檢視，接著請一同上課的主管們給Presenter回饋分數並說出所接收到的訊息以及對presenter的印象。在第一位presenter自我介紹的示範後，講師才開始講解，無論是上台演講或主持會議報告時，需要必備的技能。

TtPEX- a holistic approach

- 1.Preparation充分準備
- 2.Breathing調和呼吸
- 3.Grounded平穩接地
- 4.Eye contact目光接觸
- 5.Perfect Performance完美演出

在做演講或報告時，以上五步驟為關鍵的自我準備。整段演講中，在事前就可演練what I am going to tell them，我想告訴他們什麼；並在演講過程中，明確的表達出核心訊息(Core message)給在場的參與人員。除了精實演講內容外，其實身體語言是一段演講中最重要的部分，穩健的台風較能吸引參加者的目光，目光與在場的每位參與者接觸尤其能加深對此段演講的印象。講師提到，其實身體語言占整段演講比例的55%，語調為38%，而文字部分其實只佔了7%的百分比。換句話說，演講的內容只要準確的抓到要傳達的重點、核心訊息，靠著適當的身體語言及演講語調，跟參與者的互動，其實更可以為整場演講加分，得到的回饋也比預期來的高。

辦這場講座的主要用意是為了讓中階主管們在接下來越來越多需要上台報告演講的機會時，做個成功傳遞訊息與跟員工有良好溝通的主管，也希望各位參與的主管同仁們都從此講座中學息到演講的技巧，吸收精華，為未來在躍越的職涯中帶領部門同仁一同成長，打拼！

1 講座大成功!董事長與講師及主管同仁們合照

2 董事長頒發感謝狀給講師劉育群先生

3 董事長贈送公司產品給講師





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