

Tt[®] CULTURE BOOK

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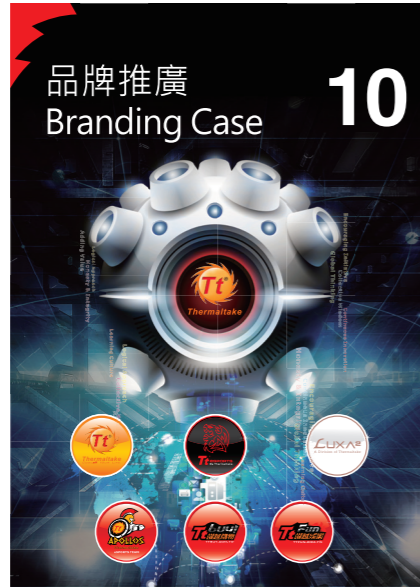


回到初衷 (Back to Basics)!

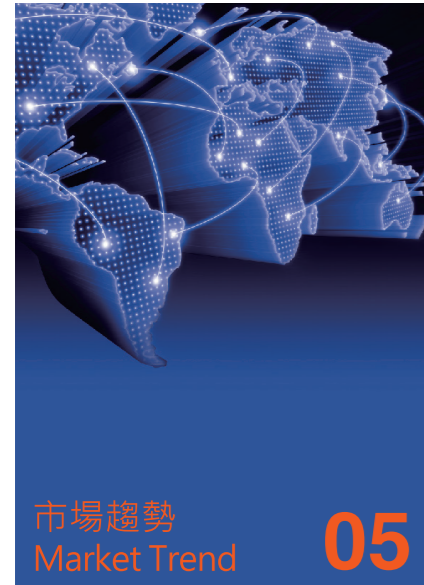
共創同理心的企業文化 持續創新迎向動態競爭



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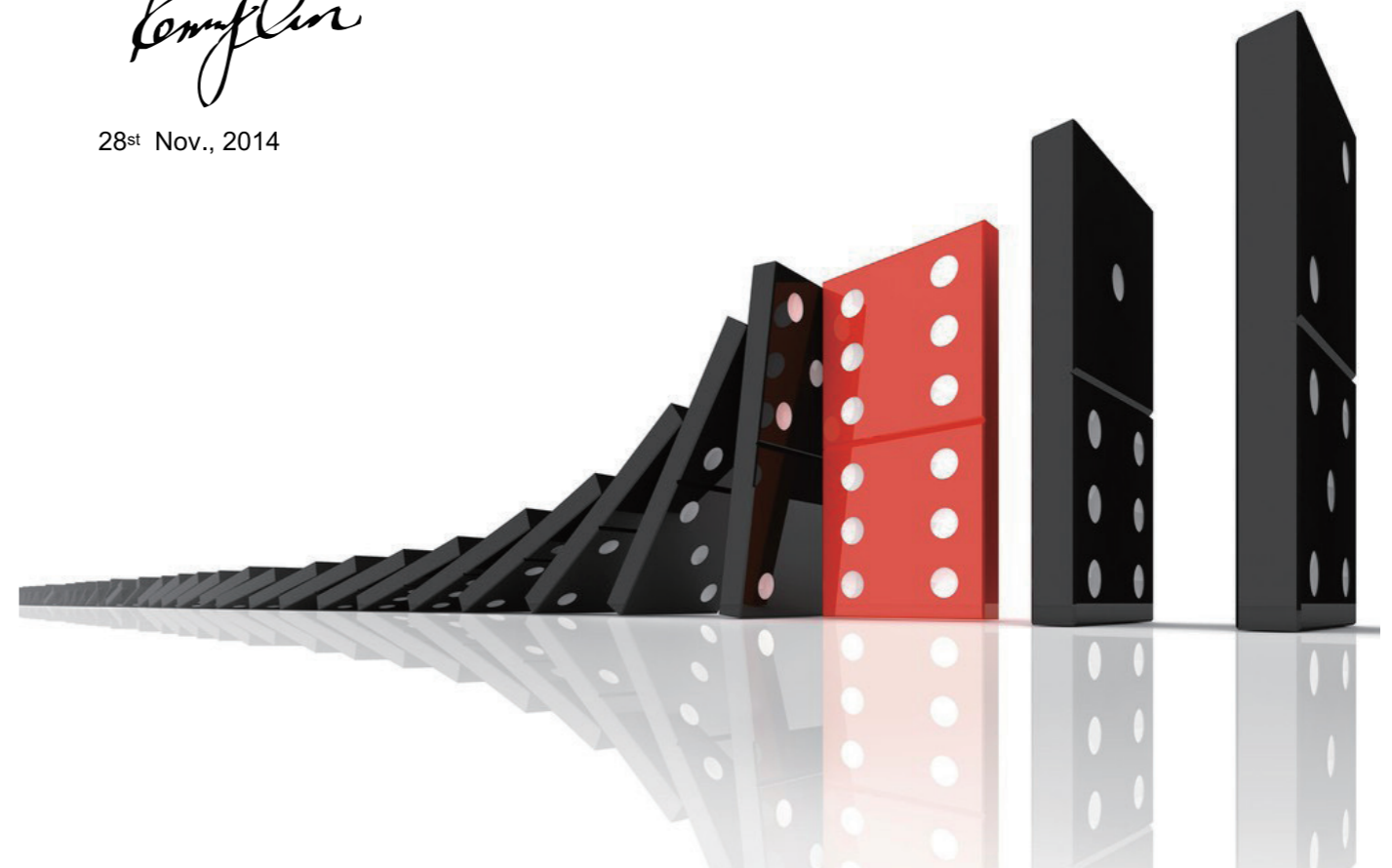
腦週邊產業的未來可說是需要極大的創意和創新，然而企業在長期經營的道路上始終必須有足夠的糧草支撐創意和營運！唯有你我在心態上永遠不要忘記最初的自己、不要忘記最初的夢想，最初創立曜越的戰戰兢兢，對細節的深度投入；最初得到公司的 offer letter 進入曜越的那份熱情和全力以赴的有心有力的態度！

我們身處在瞬息萬變年代，整個市場就是我們的競技場，競爭存在於跨產業、跨商業模式的競爭，企業除了對外要面對客戶和消費者的求新求變，更需要一直站在消費者前面，對內則在組織管理和成本的控管皆需要面面俱到，因此企業需要有足夠的靈活度來做變革 (Revolution) 以求進步和生存。

將曜越企業組織想像成環環相扣的一條骨牌，中間只要有任何一個環節卡住，就無法順利到達目的地。「同理心 (Empathy)」是屬於企業文化的議題，同仁每日工作的同理心，其實決定了整體曜越的競爭力，一旦抱持這種同理心，就能夠比對手早感受到消費者的痛處和需要，更快地提供解決方案，就能更早洞察市場先機。「同理心」發生在每一個小細節裡，指的是對內，企業組織保護並推動彼此與組織的利益；對外，能靈敏地察覺消費者的感受、比其他公司更了解消費者的需求，方能提供「完美的使用的經驗」為最大目標。在這個消費者至上的年代，魔鬼就在細節裡，由內而外的點線面都需要兼顧得宜，包括藉組織分工及型態功能滿足現在的企業經營面對的難題，都會延伸到產品完美程度，相對的如果我們對於產品包裝粗糙、隨便，同時影響消費者對於我們品牌的觀感和買單意願。因此，面對同理心的競爭年代，曜越的持續創新、靈活的組織架構，和動態的策略規劃，有賴同仁們的保持换位思考、設身處地的同理心和高度執行力，而這也是我對曜越所有同仁的期許！

曜越集團董事長 暨 執行長

28th Nov., 2014



Back to Basics! Building corporate culture with empathy and staying competitive with innovation



The future of the computer and peripherals industry is being shaped by great innovation and creativity; therefore, we have to have strong sustainable constitution to support our creativity and operation for long-term business management! We cannot forget who we were when we first started out and we must never forget our initial dreams. We must remember the people we were and the effort we made when Thermaltake was established, how we asked for details, and the most important of all, the passion and the positive attitude when you received your first job offer to be a Thermaltake employee.

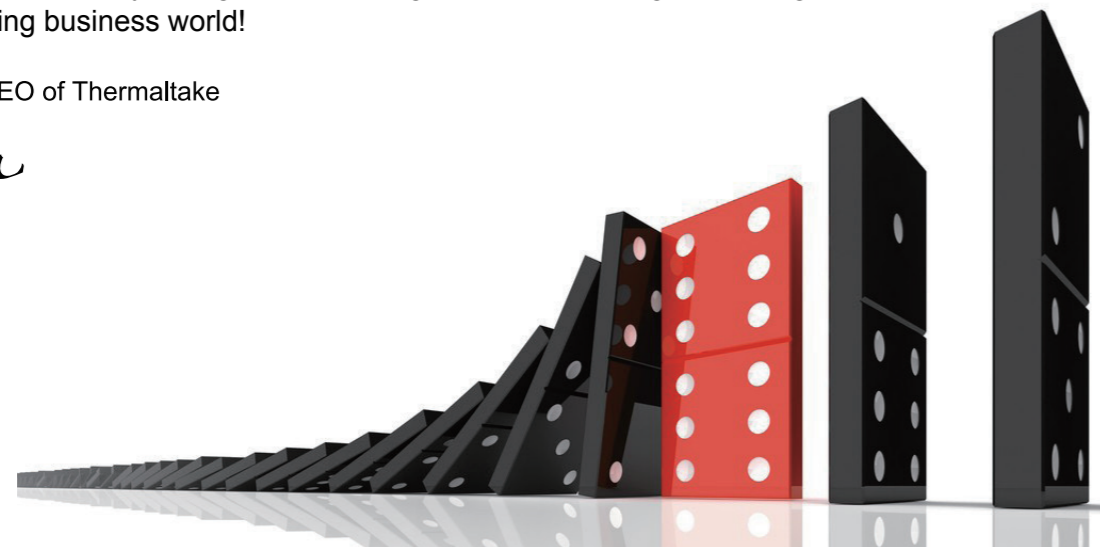
Our world is constantly changing; competition exists between cross-industry and cross-business models. The whole market is our business arena these days. We have to always think ahead and anticipate the future needs of our customers. Planning for products and services, internal budget control and managing administrative function will enable us to leapfrog our competitors.

Imagine Thermaltake is like a long row of dominoes, it is a chain reaction and the cumulative effect of our hard work causes us to remain successful instead of failing at the end. Therefore, "Empathy" is positively related to job performance and is part of the Thermaltake corporate culture. Cultivate compassion in your daily work, the ability to be empathetic is especially important for us when working across different cultures. It determines our competitive strength of Thermaltake and helps us notice the pain and needs of consumers earlier than competitors. The quicker we propose a solution, the faster we may catch insight into marketing opportunities. Empathy spreads in every detail, internally, we do our best to guard and enhance the profits of business organizations. Externally, we observe consumer's demand and it also keeps us on their radar. Active participation is important to carry our ultimate mission of "delivering the perfect user experience".

In this consumer-orientated world, the devil is in the details! We need to be well considered in every aspect from internal to external environments of company and business. This includes building a healthy assignment of responsibility, strong organization structure which can influence the perfection of our products. If we are not serious about product packaging, it not only affects consumer's impressions of Thermaltake, but also reduces their excitement to purchase our products. Hence, I am expecting every one of you to put yourself in the consumer's place by making sure that we make a solid effort to execute our projects. This is how Thermaltake stays innovative with flexibility in regards to management and strategic planning to respond to challenges in today's ever changing business world!

The President and CEO of Thermaltake

28st Nov., 2014



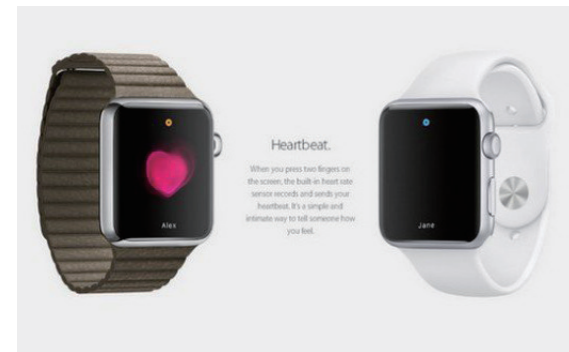
市場趨勢
Market Trend

由消費者引領的電子新運動 — Quantified Self 量化自我

企業公關室 / Public Relations Manager / Charlotte Chen 陳葦倫



QS 量化你我的生活！



Apple Watch 即將上市！是否再次成功引領改造人們的生活，指日可待！



曜越智能電競產品將 Quantified Self 帶入電競領域！

未 來 20~30 年的生活會是甚麼樣子？有機器人、智能科技應用更廣泛，其實我們早已不知覺活在以前所讀的科幻小說所描述的未來生活裡了！

全球瘋電子新運動潮流

Quantified Self 量化自我，是透過電子產品將個人的數據紀錄予以廣泛的應用。各家廠商無不在思考怎麼用行動裝置了解人的身體？了解人的行為？如何將這些收集到的龐大數據轉化分析以改善人們的生活？

量化你我的生活

你我已經都很熟悉的出門用 Uber、運動有 Nike+、「Epson Pulsense 心率有氧教練」，搭配《Pulsense View》APP、Samsung S Health、大陸的咕咚；嬰幼兒照顧有 Philips in.Sight wifi 嬰兒攝影機、睡眠感測手環等，加速了這股新運動，從心跳、血壓、體重、飲食、時間等數據被集中；而電子社群搭配智慧行動裝置的互相搭配，這些 big data 的應用層面已經到家庭、理財、休閒、工作層面，從量化自我 (Quantified Self)，應該是更寬廣到量化生活 (Quantified Life)！

Quantified self 自我量化的趨勢在歐美已非常盛行，甚至已有相當多的團體消費者因此舉辦聚會，互相分享經驗 (<http://quantifiedself.com>)。蘋果 iPhone6 的現身重新掌權市場寶座，即將登場的 Apple Watch，有了 Apple 對穿戴式行動量化自我的方向確定，由消費者引領的新電子運動的普及化指日可待！

曜越堅定邁向 4.0 企業 提供更趨完美的使用者經驗

曜越對此更是以一直站在消費者前面的洞察力，克服當中的障礙，開發出智能電競產品系列，這也符合 Dr. Michael Kotler 提到「4.0 企業則是針對喜歡自我實現的人，發展策略性行銷，讓人們回歸自己」的這股新電子運動！曜越全新的智能電競產品意味著提供玩家與消費者學習的機會，藉由數據紀錄使用軌跡和習慣更了解自己！

顧客焦點 Customer Sharing



Growing Together

Thermaltake USA / Product Manager / Mike Fierheller "ThermalMike"



We Share



We Achieve



We Give Back

As we look to the future and learn from the past, our mission to deliver the perfect user experience is forevermore. By combining all of our strengths, we send a message and grow together to show the world what Thermaltake has to offer.

"We Share"

We share information across multiple channels to provide interest in our brand to provide videos, images and content across the globe. Each member plays an important role in creating that experience, something we all hold deep in our hearts. Our contribution, our passion is what makes us stand together, strong and ready for the future. We add value to what we accomplish and pursue challenging goals without difficulty. We not only give our users a product, but an experience they can have to entertain for years to come.

"We Achieve"

Together as a team, we strive to achieve more and gain respect from our communities. It is this way; gamers, builders and enthusiasts alike give us praise to what we do and who we have become. Our strong company culture helps us grow with new and innovative products that bring joy to millions of people. When we look back and into the future, we see the goals we have succeeded and the plans we encourage to become successful.

"We Give Back"

By understanding what we learn from our community, we gain respect and with that give back to the ever increasing fan base through events and promotions. New and exciting products shine in the eyes of several consumers as they glance by, showing them what we bring to market. Hundreds join together for their chance to grasp the glory we all call Thermaltake at our many events or through our sponsors we participate with. We provide exclusive giveaways to give chance to potential enthusiasts through social media and give thanks to our communities for their dedication to follow. By taking in their opinions to support them, we challenge the game for a better tomorrow.

品牌就是要這樣

全球運籌管理處倉儲課 / 倉儲資深專員 / Yuan Li Mei 袁麗玫



在科技日新月異的時代，創造如何深得人心的品牌，每一步都要走的小步又踏實，品牌吸引不外乎是外型取勝及功能便利為重要性，更是因為優值的品質，讓人覺得值得花時間去排隊購買，科技的進步讓我們一睜開眼就開始仰賴著電子商品生活著，電子週邊的創新，讓我們不自立習慣使用曜越電競產品，看到鍵盤滑鼠就想到曜越電腦，看到手機週邊產品就想到 LUXA2，看到電競選手就想曜越太陽神，這就是成功立足新潮流的 E 時代。

在專業培訓這塊，公司真的超級用心，不僅讓各大學校學生參與公司、環境、產品上的認識及解說，到場的學生心情都相當期待及興奮，整個過程中讓學生更了解到電競這方面的專業知識，體驗娛樂、電競、科技、生活是如何的互動。

寶島台灣雖不大，任何年齡層都有可能是客戶群，所以在服務人群這塊，公司聽見了南部客戶群的心聲，用心在南部設立電競館讓粉絲可以方便親臨電競感受電玩娛樂的夢幻世界，讓消費者實用電競產品透過實地使用及店員解說後更深入發揮產品的功能性，這就是曜越的用心及專業，品牌就是要這樣。

員工的專業技能和管理能力，公司也相當重視這塊，常透過各部門同仁規畫良好的教育訓練，一方面可以使員工有充足的能力增加專業知識，讓所有員工都有覺得公司重視他們的成長與發展，更會對公司竭誠奉獻心力。

品牌推廣 Branding Case



Quadruple victory for Thermaltake • Tt eSPORTS • LUXA2 receive “Good Design Award 2014”



Tokyo, Japan – October 15, 2014 – Quadruple honours as Thermaltake Group enjoys success in the Good Design Award 2014! Thermaltake Group, as a key role in the worldwide technology field, is extremely delighted to announce the awarding of Japan’s highly prestigious “Good Design Award 2014” with its three brands – Thermaltake, Tt eSPORTS and LUXA2 for the third time! By reaching the high screening policy of Humanity, Honesty, Innovation, Esthetics and Ethics; competition prize winners include four distinguished models: Thermaltake Urban

T81 Full-tower Chassis, Tt eSPORTS SYBARIS Hybrid wired/wireless Headset, Level 10 Hybrid Mouse and LUXA2 Groovy Duo Live Wireless Speaker conquer the jury and come to the forefront among approximately 1,258 award winners from more than 801 companies! Particularly, it is the first time both Tt eSPORTS and LUXA2 have been awarded the highly coveted Good Design Award, Thermaltake group with its three brands emerged victorious also showing its outstanding technological strength in computer DIY, gaming peripherals, and the mobile accessory market against some established competitors.

Thermaltake – Urban T81 Dual Swing Door Full-tower PC case

Chosen as one of the winners in “Communication devices/equipment for individuals or home” category of Good Design Award 2014, Thermaltake presents an elegant, high-impact and beautifully architected design



with the Urban T81 Dual Swing Door Full-tower PC case to provide enthusiasts with the ability to build the highest performing systems. Inspired by automotive “suicide doors”, the T81’s novel door panels are an innovative and inspired design that sets it apart from any other chassis. Likewise, the front door panel’s brushed aluminum finish masks extrusive drives and devices, producing a unified aesthetic of modern sophistication. A highly customizable 5.25” & 3.5” drive bay enables users to freely interchange the 3.5” hard-drive cages to suit one’s need, or remove 5.25” & 3.5” drive bays to gain maximum interior space for maximum airflow or the addition of liquid cooling systems. The sleek,

brushed aluminum I/O port section provides two of the latest SuperSpeed USB 3.0 ports, along with four USB 2.0 ports. The integrated fan hub and controller can easily manage the airflow of up to 10 fans at once. In addition, HD microphone and headset jacks are positioned for easy, direct access when needed. Urban T81 is built to optimize airflow as part of its fundamental design. Triple 200mm fans and a 140mm fan come equipped. It is the first chassis in the market that has the ability to house 4x 200mm fans, along with three more 120mm fans - allowing unrivaled airflow to protect your valuable components. Urban T81 pushes the envelope by enabling utilization of high-end water cooling solutions. Featuring support for either front 360mm/top 420mm or front 420mm/top 360mm radiators, along with rear 120mm and bottom 120/240mm radiators, the Urban T81 is an ideal chassis for extreme performance systems.



Tt eSPORTS — SYBARIS Hybrid wired/wireless Headset

The SYBARIS Hybrid gaming headset, one of the winners in “Personal accessories for daily life, sporting goods” category of Good Design Award 2014, offers both Bluetooth headset functionality in wireless mode as well the ability to connect an external microphone in wired mode. The SYBARIS is the world’s first Bluetooth headset with a swappable external microphone. With Bluetooth 4.0’s efficiency, the SYBARIS can run for up to 14 hours, and it also supports AptX lossless streaming for maintaining the highest fidelity in audio quality. NFC support allows for hassle-free pairing, with most modern mobile

devices that support NFC capability. In wired mode, the SYBARIS can function as headphone only by directly connecting an audio cable to the aux-in jack on the left earcup. The SYBARIS can also function as a wired headset by connecting both the external microphone boom and the audio cable to the aux-in jack of the left earcup. Allowing users complete freedom in how they wish to use the SYBARIS in wired mode. The sound of the SYBARIS has been tuned to provide extra focus on the bass and mids, providing just the right feeling to let users enjoy their music while still preserving the vocals as well as a pleasurable gaming experience. With the built-in buttons on the right earcup, users can pair the SYBARIS to their Bluetooth enabled devices as well as control volume, skip tracks, pickup or hang-up phone calls. The SYBARIS hybrid wired/wireless headset truly runs the gamut from offering gaming to lifestyle audio experience for all gamers. It has received the honor of “COMPUTEX d&i Awards 2014” and “2014 iF Product Design Award” as well.

Tt eSPORTS — Level 10 M Hybrid Gaming Mouse

The award winner of “Communication devices/equipment for individuals or home” category of Good Design Award 2014 — Level 10 M Mouse, done in collaboration with BMW DesignworksUSA, comes back with a



new refresh in the Level 10 M Hybrid Mouse. The M Hybrid Mouse is a hybrid wired and wireless mouse. It inherits the special characteristics of peripherals found in the Level 10 M series and of course it’s close sibling the M Mouse. The same use of the aluminum base to give the mouse a solid feel yet maintain good weight, innovative legacy 3D-steering axis movement which lets users adjust the height and angle at which the back cover comes into contact with their hand, and air-through ventilation system to keep hands cool are preserved. The M Hybrid Mouse’s most obvious new update is that it is a hybrid wired & wireless mouse which functions both wired and wirelessly via 5.8G technology. 5.8G was chosen as 2.4G has become quite common in consumer products, and is thereby more prone to interference on those signal bands. With 5.8G, the spectrum of signals available is much broader and able to avoid interference. The M Hybrid Mouse also receives the honor of “COMPUTEX d&i Awards 2014” and “Best Choice Award 2014”.

LUXA2 — Groovy Duo Live Wireless Speaker



LUXA2 Groovy Duo Live Wireless Speaker is chosen as the winner in the “Electrical appliances for daily life, sound equipment” category of Good Design Award 2014. The Groovy Duo is a set of compact twin speakers that provides the most remarkable musical experience for all your lifestyle experiences. You can share your twin speaker with friends for mono to mono sound, or simply pair it up with its unique dynamic pairing mode for true stereo sound – watching movies, music and game playing, or even use as a mini home theatre system, the Groovy Duo compliments all your wireless musical needs. With its smooth black matte finish, crisp physical control functions and laser lined LED indicator, the Groovy

Duo mixes hi-tech with hi-fashionistic appeal for the ultimate portable musical experience. One thing you must not do is mistake the Groovy Duo as an innocent looking little speaker as it is no slouch in the volume department, it packs a whopping 6W (Watt) combined total audio output which is more than enough to keep that party going all night long. With up to 8 hours of long lasting playtime available, and requiring just 3 hours to recharge from flat, you spend more time jamming to your beats than anything else.

The Groovy Duo is also compatible with LUXA2’s Groovy Audio Center App which features 5-Band Equalizer, Global Cloud Radio and Playlist library. The app is now available for download on the Google Play Store for those who fancy a more personalized musical experience. Play your music at the front, from the rear, side to side, above and below- the choice is yours.

Thermaltake’s corporate mission

Mr. Kenny Lin, CEO & Chairman of Thermaltake Group said, “The award is an important confirmation to our 3 brands! Thermaltake insists to provide the best for worldwide users in every aspect and we are committed to creating the perfect user experience. We will continue to create innovative and user-friendly products with exceptional characteristics and distinctive designs and keep building a world-class cultural brand for the enjoyment of entertainment, e-Sports, technology and enhanced lifestyle choices to all users!”



The New Thermaltake Core V51 High-End Window Mid-Tower Chassis

Taipei City, Taiwan – September 10, 2014 – Thermaltake, being an industry leader in computer chassis, thermal solutions, and power supply units, introduces Core V51 window mid-tower chassis, a new member of the Core Series, which now comes after the launch of Core V71 and Core V1, retaining the curved metal mesh look and delivering an outstanding cooling performance with the compatibility for extensive DIY/AIO LCS and the air cooling units that the series is known for. Core V51 is an enthusiast's grade mid-tower that creates unprecedented space for high-end hardware and liquid cooling expansion, supporting the latest X99 motherboards includes E-ATX, ATX, Micro ATX, and all high-end GPU cards. Users can maneuver between superior liquid cooling or superb airflow through seamless operation, definitely gives PC enthusiast flexible installation and keeps the system cool!

Features of Core V51 are as follow: Enthusiasts Design

Featuring a transparent side window to offer a direct view of the inner system, Core V51 is designed for gamers; the perforated top and front panel allows easy heat dissipation and rapid air intake for maximum ventilation. The heightened case-stands at the bottom help to enhance airflow and overall stability during operation.

Tool-free Installation

Innovative 5.25" & 3.5" tool-free drive bay design has minimized the hassles of installing/removing. "2 + 5" drive bays with modular drive racks for accessory and storage devices.

Fully Modular Design

A highly customizable 5.25" & 3.5" drive bay feature enables users to freely interchangeable the 3.5" hard-drive cages to suit their needs and remove the 5.25" & 3.5" drive bays to gain maximum interior space for advance cooling performance or liquid system build.

Advanced Ventilation

Core V51 delivers an outstanding cooling performance, consisting of DIY/AIO liquid cooling systems and air cooling units. Two 120mm intake fans are hidden behind the front dust filter, quietly pushing vast amounts of air over the hard drives and GPUs. The air is then extracted by the third 120mm fan at the rear. Additionally, with the aid of the cable management design guaranteed to take the cooling performance to the next level.

High-end Complete Solution

Core V51 enables users to build a complete high-end system, whilst supporting up to either 420mm radiator liquid cooling, or 200mm case fans, with a long graphic card at the same time, and simultaneously protecting the user's hardware as well as increasing the CPU's overclocking potential. Most importantly, it has the capability to deliver an outstanding cooling efficiency throughout the entire case.



Tt LCS Certified: Thermaltake Releases New Core V41 Window Mid-Tower Chassis

Taipei City – October 28th, 2014 – Thermaltake, an industry leader in computer chassis, thermal solutions, and power supply units, is pleased to introduce the new Thermaltake Core V41 Window mid-tower chassis with exclusive Tt LCS certification. It is the latest addition to the Core series, and follows the launch of Core V71, V1, V51 and V31. While retaining the series' curved metal mesh appearance, it delivers outstanding cooling performance, with compatibility for the extensive DIY/AIO liquid cooling systems and air cooling units that the series is renowned for.

The Core V41 is an enthusiast-grade mid-tower chassis that provides unprecedented space for high-end hardware and liquid cooling expansion, supporting the latest ATX, Micro ATX, and Mini-ITX motherboards, and all high-end GPU cards.

A Closer Look:

Enthusiasts' Design: Designed for gamers, the perforated top panel, with its magnetic dust filter, and the bottom panel allow easy heat dissipation and rapid air intake for maximum ventilation. The heightened case-stands help to enhance airflow and overall stability during operation. The Core V41 also features a transparent side window to offer a direct view of the chassis's interior.

Tool-free Installation: Innovative 5.25" and 3.5" tool-free drive bay design minimizes the hassle of installing and removing "2 + 3 + 3" drive bays with modular drive racks, offering ease and flexibility when setting up storage solutions.

Fully Modular Concept: A customizable 5.25" and 3.5" drive bay feature enables users to swap the 3.5" hard-drive cages to suit their particular needs whilst being able to remove the 5.25" and 3.5" drive bays to gain maximum interior space for advanced cooling performance or liquid system build.

Advanced Cooling Solution: The Core V41 delivers outstanding cooling performance as a result of its DIY/AIO liquid cooling system and air cooling unit. It is standard-equipped with a 120mm intake fan, which is hidden behind the front dust filter, quietly pushing air over the hard drives and GPUs. The air is then extracted by a second 120mm fan at the rear. With the aid of the cable management design, it is guaranteed to take cooling performance to the next level.

Liquid Cooling Performance: The Core V41 enables users to build a high-end liquid cooling system by supporting up to 360mm liquid cooling radiators, along with long graphic cards and other liquid cooling components. The series is not only aimed at protecting hardware, but also at increasing the CPU's overclocking potential. Most importantly, it has the capability to deliver outstanding cooling efficiency throughout the entire chassis.

Thermaltake releases exclusive "Tt LCS Certified" : Tt LCS Certified is a Thermaltake exclusive certification applied only to products that pass the design standards of hardcore enthusiasts. The Tt LCS certification was created so that can power users can know which chassis has been tested to be most compatible with extreme liquid cooling configurations to ensure the best performance, features, and fit. Thermaltake's Core series of chassis—comprising V71, V51, V1, V31 and V41—is Tt LCS certified, meaning DIY PC enthusiasts can rest assured of optimal performance.





Thermaltake release New Core V31 An Enthusiasts' Grade Mid-tower Chassis with exclusive "Tt LCS Certification"

Taipei, Taiwan – October 21, 2014 – Thermaltake, being an industry leader in computer chassis, thermal solutions, and power supply units, introduces Core V31 window mid-tower chassis with exclusive Tt LCS Certification, a new addition to the Core Series, which has now arrived following the launch of Core V71, Core V1, and Core V51, while retaining the curved metal mesh appearance, it delivers an outstanding cooling performance with the compatibility for the extensive DIY/AIO LCS, and the air cooling units that the series has become renowned for. Core V31 is an enthusiast's grade mid-tower chassis creating unprecedented space for high-end hardware and liquid cooling expansion, supporting the latest ATX, Micro ATX, Mini-ITX motherboards, and all high-end GPU cards.



Let's take a closer look at Core V31: Enthusiast Design: Designed for gamers, the perforated top and bottom panel with magnetic dust filters allows easy heat dissipation and rapid air intake for maximum ventilation. The heightened case-stands help to enhance the airflow and overall stability during operation. Featuring a transparent side window to offer a direct view of the inner system.

Innovative Tool-free Design: Innovative 5.25" & 3.5" tool-free drive bay design has minimized the hassles of installing/removing "2 + 3" drive bays with modular drive racks, granting ease and flexibility on setting up the best storage solution.

Fully Modular Concept: A customizable 5.25" & 3.5" drive bay feature enables users to freely interchange the 3.5" hard-drive cages to suit their particular needs, whilst being able to remove the 5.25" & 3.5" drive bays to gain maximum interior space for advance cooling performance or liquid system build.



Advanced Ventilation: Core V31 delivers an outstanding cooling performance, which consists of DIY/AIO liquid cooling systems and air cooling units. Standard equipped with a 120mm intake fan which is hidden behind the front dust filter, quietly pushing infinite amounts of air over the hard drives and GPUs. The air is then extracted by a second 120mm fan at the rear. Additionally, with the aid of the cable management design that is guaranteed to take the cooling performance to the next level.

Liquid Cooling Support: Core V31 enables users to build a high-end liquid cooling system by supporting up to 360mm liquid cooling radiators, along with long graphic cards, and other liquid cooling components. The series is not only aimed at simultaneously protecting the hardware, but also to increase the CPU's overclocking potential. Most importantly, it has the capability to deliver an outstanding cooling efficiency throughout the entire chassis.

Thermaltake releases exclusive "Tt LCS Certification"
Tt LCS Certified is a Thermaltake exclusive certification applied to only products that pass the design and hardcore enthusiasts' standards that a true LCS chassis should be held to. The Tt LCS certification was created so that we at Thermaltake can designate to all power users which chassis have been tested to be best compatible with extreme liquid cooling configurations to ensure you get the best performance from the best features and fitment. Thermaltake Core series Chassis: Core V71, Core V51, Core V1 and Core V31 are all certified by Tt LCS Certification which truly reveals the perfect performance of Thermaltake Chassis and the spirit of PC DIY enthusiasts.

CORE V31
Mid-Tower Chassis
Experience the next generation of chassis design

INTERNAL 3.0

DIY COOL
Designed for superior liquid cooling.

Thermaltake Introduces New Versa H34 and H35 mid-tower chassis for Gamers and Home-computer Builders

Taipei, Taiwan – October 24, 2014 – Thermaltake, an industry leader in computer chassis, thermal solutions, and power supply units, is pleased to introduce the new Thermaltake Versa H34 and H35 mid-tower chassis, specifically designed for gamers and home-computer builders. With a modular drive rack design, both the Versa H34 and H35 have enough space for high-end hardware and expansion. Ample ventilation options, a cleanable dust filter, and a perforated mesh bezel help to keep the entire system cool and dust-free. The Versa H34 and H35 also deliver advanced liquid cooling solutions and stress-free cable management to customize users' computer or gaming systems.

Other Details:

Built for Gamers: To ensure a smooth gaming experience and prolong the life of components, the Versa H34 and H35 incorporate perforated panels, built-in removable dust filters, and a raised foot-stand to allow clean air intake and rapid heat dissipation. The transparent side window draws attention to the chassis's inner workings.

Modular Design: Innovative "2+3" 5.25" and 3.5" modular drive design with tool-free drive tray installation enables flexibility when setting up storage solutions, maximizes internal space, and minimizes hassles.

Stress-free Cable Management: A wide cable routing gap for easy cable management and hiding cables behind the motherboard tray facilitates building and tinkering (upgrades), reduces wire entanglement, and provides better airflow and dust management. Additionally, water tube holes with rubber grommets are used to support external liquid cooling systems.

Optimized Ventilation: Both models are equipped with two 120mm turbo fans, which spin up to 1000RPM, capable of drawing in fresh air and extracting hot air. For gamers with extreme ventilation needs, 120mm and 140mm pre-mounted holes can support up to eight fans in total.

Complete System on the Go: Users can build a complete high-end solution, supporting up to a 360mm radiator liquid cooling system along with a long graphic card. The Versa H34 and H35 protect users' hardware and increase the CPU's overclocking potential. Most importantly, outstanding cooling efficiency is delivered throughout the entire case.

Thermaltake releases exclusive "Tt LCS Certified"

Tt LCS Certified is a Thermaltake exclusive certification applied only to products that pass the design standards of hardcore enthusiasts. The Tt LCS certification was created so that power users can know which chassis has been tested to be most compatible with extreme liquid cooling configurations to ensure the best performance, features, and fit. Thermaltake's Versa H34, H35 chassis and Core series of chassis—comprising Core V71, Core V51, Core V1 and Core V31—is Tt LCS Certified, meaning DIY PC enthusiasts can rest assured of optimal performance.



Thermaltake Displays Full Range of Luna Series LED Case Fan: Luna 12, 14, and 20



Taipei, Taiwan – September 17, 2014 – Thermaltake, being an industry leader in computer chassis, thermal solutions, and power supply units, now unfolds full range of Luna Series case fan in 120mm, 140mm, and 200mm sizes with various LED lighting options. Particularly, as the new stunning focus for Thermaltake PC case fans in 2014, Luna LED series is an all around case fan, providing an effective radiator, heatsink, and case cooling solution inside the chassis. With an anti-vibration mounting system covered all four corners, it strengthens the stability during operation. Balanced seven, nine, and eleven-blade fan design ensures optimal airflow, undoubtedly guarantees ultra low noise and heat dissipation. Luna Series releases three LED colors selection: red, white and blue, to add style to your PC case.



Take a Closer Look at Luna LED Series: Anti-vibration Mounting System

In-mold injection anti-vibration rubber pads provide hassle-free usage for 80% protection coverage, including all four corners and the frame.

Long-life Bearing

With better stiffness, long-life sleeve bearings are suitable for moderate- to high-speed applications, offering enhanced reliability and extended life spans.

Higher Air Inflow, Less Noise

Enlarged fan frame opening enhances air inflow and the unique fan blade design delivers exceptional airflow at a low noise level.

3 Colors of Luminous LED

The Luna LED series is available in three vivid colors: red, white, and blue. Embellish the chassis in your own way.

Thermaltake Launches new high wattage Toughpower and Toughpower Grand Series Power Supply Units – 80 PLUS Gold Certified

Taipei City, Taiwan – October 22, 2014 – Thermaltake, being an industry leader in computer chassis, thermal solutions, and power supply units, launches a series of premium 80 PLUS Gold certified as well as high wattage power supply units which are Toughpower Series (1000W/1200W/1500W) and Toughpower Grand Series (1050W/1200W), using the highest quality components for stable performance, excellent features with unbeatable efficiency vital to the current high-end system in market even in demanding conditions. The Toughpower and Toughpower Grand Series are launched with fully modular design, and ideally suited for high-end gaming and enthusiast PCs powering multi-core processors in combination with multi-GPU setup. Being 80 PLUS Gold certified, users not only get a guaranteed eco-friendly PSU, but also a reduced in electricity bill. Additionally, Toughpower and Toughpower Grand Series come with modular design to reduce cable clutter; and ultra-quiet fan delivers silent cooling, thus the entire computer and power supply can operate at its peak moment. Ultimate performance and efficiency: this is what the new Thermaltake Toughpower Series and Toughpower Grand Series is all about!

Features of Toughpower Gold Series are as follow:

- Ultra Quiet Fan
- 80 PLUS Gold and Haswell Ready
- Flat Modular Design
- High Quality Japanese Capacitor
- Massive and Dedicated +12V Output

Features of Toughpower Grand Series are as follow:

- Pure Aesthetic Outer Chassis
- 80 PLUS Gold Certified and Haswell Ready
- Fully Modular Cable Design
- 100% High Quality Japanese Capacitors
- Flat Modular Cables
- Massive and Dedicated +12V Output



The New Thermaltake TR2 Bronze Series 450W, 500W, and 600W, Power Supply Units

Taipei City, Taiwan, – October 29, 2014 – Thermaltake, being an industry leader in computer chassis, thermal solutions, and power supply units, would like to take this opportunity to introduce the TR2 Bronze Series 450W, 500W, and 600W, PSU that incorporates various high-quality components, enabling non-stop usage with a constantly stable and reliable performance. With 80 PLUS Bronze certified, the new TR2 Bronze series is the most valuable and economical choice-line, especially as it is specifically designed for the users who are looking for an excellent balance between cost and performance. To support all of today's PC requirements, the TR2 Bronze Series complies with the latest ATX 12V 2.3 Standard for the utmost reliability and compatibility that supports state-of-the-art technologies. The embedded 120mm cooling fan delivers not only silent cooling, but also intelligent temperature control. The series is equipped with a single +12V rail design to provide superior performance for its PC system. The new Thermaltake TR2 Bronze Series will always accommodate every type of mainstream build under any and all circumstances.

Features of TR2 Bronze Series are as follow: Ultra Quiet Fan

Large 120mm cooling fan with intelligent RPM control delivers the ultimate cooling performance with a silent operation.

Elongated Cables

The extra long cables enable enthusiasts and power users to properly route the cables in optimal location to prevent airflow blockage, thereby significantly improving the computer system's overall thermal efficiency, as well as the aesthetic.

80 PLUS Bronze Certified and Haswell Ready

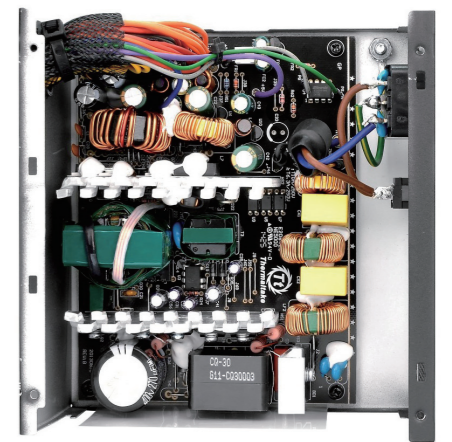
TR2 Bronze series saves energy through its high energy efficiency of up to 85%, and is 80 PLUS® Bronze certified.

High Quality Japanese Main Capacitor

A high-quality Japanese capacitor produces supreme stability and performance with low impedance characteristics. This delivers a stable operation over an extended period of time, as well as excellent reliability.

Massive and Dedicated Single +12V Output

The TR2 Series is equipped with a powerful +12V rail, superior performance under any and all types of system loading.



【曜越 Tt eSPORTS 特約即時快修中心】正式設立 為您的心愛電競戰備把關 保持最佳狀態



北，台灣 – 2014年10月16日 – 秉持一貫對於產品品質的堅持，提供予消費者優質的專屬服務，一直是曜越 Tt eSPORTS 多年來努力的目標！曜越 Tt eSPORTS 宣佈【曜越 Tt eSPORTS 特約即時快修中心】正式設立，今後，玩家和消費者能全方位享有曜越 Tt eSPORTS 品牌慣有一致的全套完善購物體驗及保障！

【曜越 Tt eSPORTS 特約即時快修中心】
原廠把關 • 安心選購 • 放心擁有

曜越 Tt eSPORTS 始終以提供創新科技與完美的使用者經驗，領導著電競文化的發展，並提供最廣大完整的專業高階電競配備，讓喜愛各種遊戲和生活型態的玩家都能有最多元且適合的選擇。現在透過【曜越 Tt eSPORTS 特約即時快修中心】，代表曜越 Tt eSPORTS 對產品品質的信心和堅持，更顯示曜越 Tt eSPORTS 提供玩家卓越服務的用心！

| 縣市 | 店家名稱 | 地址 | 電話 |
|-----|-------------|----------------------|-------------|
| 台北市 | 曜越電競專賣店 西門店 | 台北市萬華區武昌街二段 50 巷 6 號 | 02-23613656 |
| 台北市 | 總驛科技 | 台北市中正區八德路一段 35 號 1 樓 | 02-23954880 |
| 中壢市 | PC PARTY | 桃園縣中壢市明德路 15 號 | 03-2810606 |
| 台中市 | PC PARTY | 台中市西區公益路 113 號 | 04-23029668 |
| 台南市 | 硬派精靈 | 台南市北門路一段 226 號 | 06-2296881 |
| 高雄市 | 曜越電競專賣店 大統店 | 高雄市新興區五福二路 262 號 1 樓 | 07-2366566 |
| 高雄市 | PC PARTY | 高雄市三民區建國二路 26 號 | 07-2366566 |

曜越 Tt eSPORTS 特約即時快修據點



Tt eSPORTS CHALLENGER Prime gaming keyboard Dial in the win!



Taipei, Taiwan – September 25, 2014 – Tt eSPORTS, the leading expert in professional e-Sports gaming peripherals is releasing the CHALLENGER Prime membrane gaming keyboard. The CHALLENGER Prime membrane gaming keyboard brings some new functionality into the CHALLENGER series of membrane gaming keyboards. At the first look, it's obvious the CHALLENGER Prime features a more aggressive styling in the keyboard shape, to add to the gaming atmosphere. The CHALLENGER Prime also features 3 color backlighting with different lighting options and finely adjustable brightness, macros, onboard memory for profiles storage, multimedia keys, shortcut keys, adjustable repeat rate, adjustable polling rate, and key mapping (active only in Game mode).

3 color backlighting, with fine brightness adjustment & macro functions and key switching

The CHALLENGER Prime features a special LED backlighting system with blue, red, and purple backlighting colors. The lighting is then further fine tuneable for brightness, via the dial found in the top center of the keyboard. Alongside the top and left side of the keyboard, a multitude of keys are visible. On the far left are the 6 dedicated macro keys and next to them on the top left are the dedicated profile switch keys (M1, M2, M3); the Num Lock, Caps Lock, and Scroll Lock notification lights will also flash to indicate when you've switched to profile one, two, or three, respectively. After that are the shortcut keys and multimedia keys which allow you to control your media player while in-game. The function keys are also plentiful. F1-F4 also double as keys to adjust repeat rate and poll rate. F5-F8 have further shortcut keys and navigation keys. Finishing it off, are the brightness adjustment keys, Game Mode / Normal mode switch key, backlighting on/off key, and key to change colors. Built-in onboard memory will store macros, lighting mode, and lighting color for each profile.

Anti-spill design

In addition to the already plentiful feature set mentioned above, the CHALLENGER Prime has the ability, through the included software, to re-map keys. Any of the regular keyboard keys (sans the top profile keys, shortcut keys, and multimedia keys) can be remapped to function as another key. The re-mapping will only be active when switched to Game Mode, and once switched back to Normal Mode, the CHALLENGER Prime's keys will function like a regular keyboard. The WASD keys and arrow keys can be switched in function as well. Rounding out the features, is the anti-spill design. The CHALLENGER Prime comes with drainage holes at designated areas in the keyboard frame to help avoid accidents due to spills.

The New Tt eSPORTS CHALLENGER Prime gaming keyboard with a MSRP of USD29.99

Tt eSPORTS TALON series optical gaming mice Blaze through the competition!

Taipei, Taiwan – September 23, 2014 – Tt eSPORTS, the leading expert in professional e-Sports gaming peripherals is releasing the TALON series of optical gaming mice, featuring the TALON and TALON Blu mice. With the TALON series, Tt eSPORTS aims to show that quality engineered gaming grade mice can be put out for the more budget conscious gamer; via solid design in sensor, switch, and ambidextrous ergonomic design, and balancing functionality versus features. The two mice in the TALON series differ by lighting setup to better match individual preferences, but have the same hardware at its core offering the same high performance in stable tracking, consistency and a good max speed. With the ambidextrous shape, the TALON series mice feel great in either hand.

At the first glance it's obvious that the lighting aesthetics of the two mice are different. The TALON changes it up from traditional lighting setups with a more aggressive styling featuring lighting accents throughout the mouse body and sides that cycles through 6 different colors (in the following order: red, orange, yellow, blue, dark blue, and purple).

The TALON Blu goes for a more subtle approach with blue LED illumination on the mouse wheel, dragon logo, and sides. The TALON may be set to pause on a color or have the lighting system off altogether, and the TALON Blu may be set to static lighting, pulse lighting pattern, or off.



TALON
GAMING MOUSE

TALON
GAMING MOUSE **blu**

BLAZE THROUGH THE COMPETITION

Aesthetics aside, the TALON series features an AVAGO 3050 Infrared Optical sensor, with up to 3000 DPI. The sensor is very accurate in precision, has no prediction, and has a high maximum movement speed (meaning even low sens. users who rely on very fast movements will still have good tracking). A dedicated DPI adjustment button on top of the mouse allow for on-the-fly DPI adjustment in the following steps: 500, 750, 1500, 2500, and 3000 DPI. OMRON switches provide a durable life cycle of 5 million clicks and just as importantly, the perfect click feeling that gamers prefer. The side panels of the TALON series gaming mice are also removable, to allow users to further customize the shape of the mouse to their hand. Thumb buttons (mouse4 and mouse5) are found on the left side, offering convenient navigation. The TALON series optical gaming mice, simply work; they come with no software needed.

The new Tt eSPORTS TALON and TALON Blu optical gaming mice with a MSRP of USD 19.99

Tt eSPORTS Now Available at BEST BUY

Los Angeles, California – October 13, 2014 – Tt eSPORTS, the leading expert in professional e-Sports gaming peripherals is proud to announce BEST BUY (www.bestbuy.com) being added to our list of official partnered sellers. BEST BUY is currently the largest chain of electronics and retail stores offering top of the line gaming and PC gear directly from Tt eSPORTS. BEST BUY officially began selling Tt eSPORTS professional gaming products beginning October 2014.

“Continuous investment in localization and a close cooperation network with strong partners has and will always be key elements of our strategy. Tt eSPORTS teamed up with strong partners to offer the best sales and service experience to customers!” stated Mr. Kenny Lin, CEO & Chairman of the Thermaltake Group.

The latest Tt eSPORTS product are available now, including both VENTUS ambidextrous laser gaming mouse and Poseidon Z (Blue Switch) Illuminated mechanical gaming keyboard. Further information is available online : <http://bit.ly/1puPdrK>

POSEIDON Z Illuminated – World’s first 5 year warranty Mechanical Gaming Keyboard

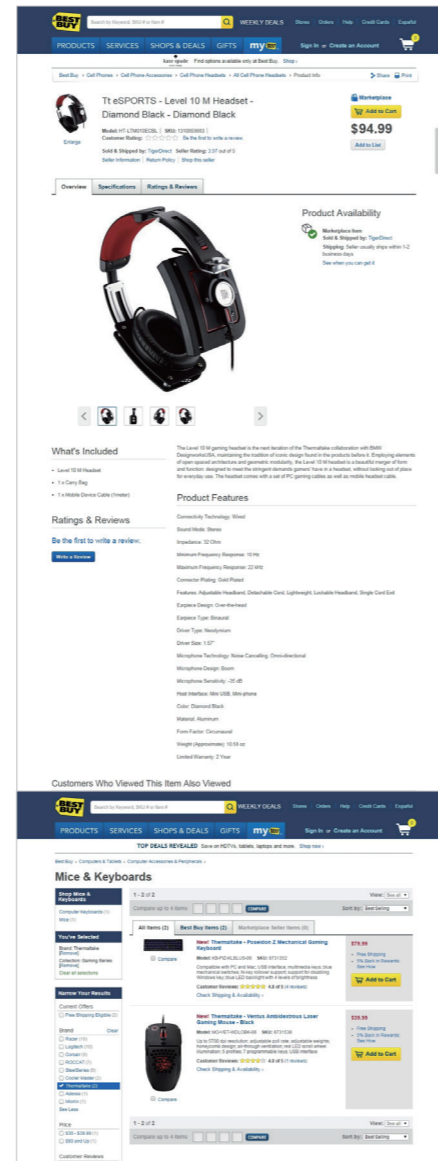
Tt eSPORTS is committed to pushing the envelope for future of gaming as well as striving for continuous innovation. From creating many of the world’s firsts such as a retail store dedicated only to e-Sports gaming peripherals, gaming mice & keyboards with a detachable cooling fan, etc. Tt eSPORTS now reveals its newest world’s first with the 5 year warranty on a mechanical gaming keyboard in the POSEIDON Z Illuminated. In the POSEIDON Z Illuminated, we aim to offer a full-featured yet budget friendly fully back-lit mechanical keyboard for gamers – especially first time mechanical keyboard users.

The POSEIDON Z Illuminated is a back-lit blue mechanical switch keyboard, featuring brightness adjustment, 6-8 key N-Key Rollover support, media keys, and the ability to disable the windows key. It is fully plug and play compatible, with no additional software needed. Featuring the new Tt eSPORTS certified mechanical switches, with usage life of 50 million keystrokes, paired with amazing build quality and accompanied by our world’s first 5 year warranty. The POSEIDON Z Illuminated will come in Tt eSPORTS certified brown and blue mechanical switch variants.

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. We now bring to you the POSEIDON Z Illuminated, with Tt eSPORTS certified mechanical blue & brown switch options. The POSEIDON Z Illuminated offers users the 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.

VENTUS ambidextrous laser gaming mouse : the perfect weapon for any hand

The new Tt eSPORTS VERTO ambidextrous laser gaming mouse. Designed specially to fulfill the needs of both left handed and right handed gamers, this gaming weapon is the ultimate tool enhance your gaming skills and place you at a perfect winning position.



The symmetric shape of the VENTUS was carefully tuned in-house by Tt eSPORTS to offer a good grip for both palm and claw grip users, regardless of whether they are right or left handed. An AVAGO laser sensor provides 5700 DPI of precision, and OMRON switches are used as well for great durability and feel in clicks. A thumb button will be found on either side, which can be enabled/disabled at will through the mouse software. The VENTUS features 7 programmable buttons, with storage of up to 5 profiles, for a total of 35 programmable macros.

Red LEDs in the hexagonal light up area of the left click, mouse wheel, and battle dragon logo further add to the gaming atmosphere. The honeycomb cut out design brings even stronger styling to the VENTUS, while at the same time facilitating the Air-Through Ventilation system of the VENTUS to keep the user’s hand cool while using the mouse.

Level 10 M Mouse Series: breathtaking design with high captivation potential

The Level 10 design concept originated back in 2009 when Thermaltake Group initiated the first collaboration with BMW DesignworksUSA, Thermaltake introduced its first Level 10 masterpiece, the Level 10 Extreme Gaming Station, and its design concept was widely and continuously praised for its futuristic design, innovatively displayed aesthetic and functionality in an intuitive fashion. It was a magnificent computer chassis with excellent performance and innovating exquisite designs. The Level 10 design concept is a philosophy in consumer electronics. Its design is a language that visualizes creativity and imagination. It’s about open structure, about executing the principle of least surface coverage and maximizing functional elements. Tt eSPORTS, the subdivision of Thermaltake Group, successfully translated the same Level 10 design language to e-Sports gaming peripherals and realizing the concept to the Level 10 M Gaming Mouse in 2012.

For the Level 10 M Gaming Mouse the designers came up with an array of innovative solutions. Combined with Thermaltake’s expertise in cooling technology, the result is a product that speaks the Level 10 design language but still provides comfortable equipment for heavy use. Pure aluminum design, open-space that ventilates heat in an unprecedented degree of efficiency, and its overall architectural-structure finish – the appearance and its innovative elements of Level 10 M Gaming Mouse has triggered the world’s imagination.

The Tt eSPORTS Level 10 M Gaming Mouse is the design collaboration by Thermaltake and BMW DesignworksUSA, it has been receiving numerous awards worldwide since its launch in 2012. After “COMPUTEX 2012 d&i Gold Award”, “2012 Golden Pin Design Mark”, “2012 GOOD DESIGN™ Award”, “Taiwan Excellence Award 2013”, “iF GOLD Design Award 2013” and “Thailand Game Show Best Gaming Gear Award”, “2013 Best of What’s New Award” is the 8th honour the Level 10 M Gaming Mouse wins. Level 10 M Gaming Mouse indeed breaks an impressive record for the gaming gear!

Level 10 M Headset – The new conductor of gaming peripherals

The third project of Level 10 with BMW DesignworksUSA – the “Level 10 M Headset”, inherits the expressive design spirit, with outstanding acoustic engineering as the frequency and the pitch of the sound driver are tuned specifically to meet most game genres’ environment, ensuring the gamers to receive the most immersive, rich acoustic experience.

The New Level 10 M Headset – an act to complete a professional gaming gear line around the Level 10 concepts. Unorthodox design works to expose and reveal internal design structures and built with amazing non-distorted sound quality and a Axis-Movement microphone functionality, Tt eSPORTS is proud to share its outstanding headset engineering skills with the Level 10 M Headset. The Level 10 M Headset is created with outstanding acoustic engineering as the frequency and the pitch of the sound driver are tuned specifically to meet most game genres’ environment, ensuring the gamers to receive the most immersive, rich acoustic experience.

BEST BUY : www.bestbuy.com

LUXA2 Debuts Exciting New Accessories for iPhone 6

Taipei, Taiwan – September, 5, 2014 – LUXA2, a market leader in power, audio and holder solutions, today unveil a host of new and super exciting accessories designed for the iPhone 6. Unmasked is a new super lightweight iPhone 6 Air High Clear, and elegant extreme Elite Leather Stand Case, Anti-glare/Anti Fingerprint with Anti-spy screen protector that offers the latest in protective and privacy technology, a new uber fast charging MFi Lightning™ to USB Charge Sync Cable that comes in a standard and premium aluminum alloy finish, and a super speedy Dual Charging Road Car Travel Charger, plus a look back at the new Clip Series 3.5"- 10" Universal Car Mount Total Solution range.

iPhone 6 Air High Clear Case & Elite Leather Case Stand

New design, new features, and packed full of function!

Key features at a glance:

| Air iPhone 6 High Clear Case | Elite iPhone 6 Leather Stand Case |
|----------------------------------|--|
| Precision cut for ultimate fit | Premium PU leather/PC combination design |
| 3H anti-scratch resistant rating | Dual stand/case function for added convenience |
| 1mm Ultra thin skin | Magnetic closure function for easy operation |
| 99% Transparency rating | Lanyard compatible |
| 8g Featherlite ultra thin design | Superior all-round protection, look and feel |

iPhone 6 Screen Protectors

Provide a high level of defense for your new treasured device in the form of our tempered glass and multi-layered protective films with anti-fingerprint, anti-scratch and a whole host of other features.

Key feature at a glance:

| SP1 | SP2 | SP3 |
|-----------------------|-----------------------|-----------------------|
| Matte Finish | Matte Finish | Polished Finished |
| 95% transparency | 92% transparency | 0.3mm tempered glass |
| Anti-glare | Anti-spy | 99% transparency |
| Anti-fingerprint | Anti-glare | 9H Anti-scratch |
| 4H Anti-Scratch | Anti-fingerprint | Anti-smudge |
| 95% touch sensitivity | 95% touch sensitivity | 95% touch sensitivity |
| Washable and reusable | | |

MFi Lightning™ to USB Charge Sync/Aluminum Cable

Designed to charge and sync all your compatible devices with extreme performance. Apple certified quality for ultimate reliability.

| MFi Lightning™ to USB Charge Sync Aluminum Cable (Champagne Gold/Silver) | MFi Lightning™ to USB Charge Sync Cable (Black/White) |
|--|---|
| Made for iPod/iPhone/iPad Certification | Made for iPod/iPhone/iPad Certification |
| Aluminum Braided Construction | 2.4A Fast-Charging |
| 2.4A Fast-Charging | Compact, Durable and Portable |
| Compact, Durable and Portable | Rigorously Tested |
| Rigorously Tested | - |
| MSRP: USD 19.99 | MSRP: USD 14.99 |



Made for
iPod iPhone iPad



Road Car Travel Charger

Possessing a whopping 3.4Amax output, it is designed for power users that require speedy and multiple charging of their devices whilst on the move.

| Road Car Travel Charger |
|---|
| Superb Finish and Design |
| In-Built Dual Fast Charging USB Ports for Maximum Compatibility (5V2.4A/5V1A) |
| LED Mood Light |
| Portable and Compact |
| MSRP: USD 19.99 |



Clip Series 3.5"- 10" Universal Car Mount Total Solution

The Clip series from LUXA2 provides a complete car mount holder solution for enthusiasts that require vehicular functionality for their devices whilst getting to that all important destination, and at the same time, provides enhanced operation through ease of use and safety whilst on the road.

Key Features of the Tab, Smart and Cigar Clip Holders at a Glance:

| Smart Clip | Cigar Clip | Tab Clip |
|--|--|--|
| Compatible with 3.5"-6" Devices | Compatible with 3.5"-6" Devices | Compatible with 6"-10" Devices |
| Full 360° rotation and swivel | | |
| | Fast Charging 5V2A USB Charging Port | Full 360° rotation and swivel |
| Latest suction cup technology & Non-slip rubber grip for extra stability | Full 360° rotation and swivel | 180° flexible neck |
| Securely mounts on windscreen, dashboard and desktop | 180° flexible neck | Latest suction cup technology & Non-slip rubber grip for extra stability |
| Easy installation | Non-slip rubber grip for extra stability | Securely mounts on windscreen, dashboard and desktop |
| Washable and reusable | Easy installation | Easy installation |
| Lightweight and compact design | Lightweight and compact design | Washable and reusable |
| Simple and elegant | Simple and elegant | Lightweight and compact design |
| - | - | Simple and elegant |
| MSRP: USD 14.99 | MSRP: USD 16.99 | MSRP: USD 19.99 |





Introducing the New EnerG Slim Series



LUXA2
(Luxe x Accessories)²

LUXA2 Expands Portable Backup Battery Range with the New EnerG Slim 5000 / 10000mAh Power Banks

Taipei, Taiwan – October, 23, 2014 – LUXA2, a market leader in power, audio and holder solutions, today announces the launch of their new EnerG Slim 5000mAh and EnerG Slim 10,000mAh Portable Power Bank Series. Designed for power enthusiasts that desire a true lightweight and portable performance power bank, the EnerG Slim series comes in two capacities to compliment the individual's power using lifestyle.

EnerG Slim 5000mAh Portable Power Bank

Tipping the scales at a mere 120g and with a thickness of only 9.8mm, this portable power bank is lightweight and ultra-thin. Equipped with a hi-grade 5000mAh lithium-polymer battery cell and fast 5V1.5A USB output, this little beauty packs enough juice to charge an average smartphone device 2-3 times. The EnerG Slim 5000 is also wrapped in a fireproof ABS (UL94/V-1) coating, capable of over 2000 charge cycles with a 90% energy conversion efficiency, and comes with a full two-year warranty for superior quality, performance and reliability.

EnerG Slim 5000mAh Portable Power Bank suggested price : USD 24.99

EnerG Slim 10,000mAh Portable Power Bank

With double the capacity to that of its little brother, the EnerG Slim 10,000 powers in at a lightweight 222g and super thin 15.8mm. The 10,000mAh hi-grade lithium-polymer battery cell boasts enough energy to charge an average smartphone

device 4-5 times and possesses a dual charging USB port with a lightning fast 5V2.4A and 5V1A output. The EnerG Slim 10,000 is also wrapped with the same fireproof ABS (UL94/V-1) coating as the EnerG 5000 and matches all aspects of quality, performance and reliability.

EnerG Slim 10,000mAh Portable Power Bank suggested price : USD 34.99

Key Features of the EnerG Slim 5000 and 10,000 at a Glance:

| EnerG Slim 5000 | EnerG Slim 10000 |
|--|---|
| Hi-grade 5000mAh li-polymer battery cell | Hi-grade 10000mAh li-polymer battery cell |
| Quick charging 5V1.5A USB charging port | Dual charging 5V2.4A/5V2A USB charging port |
| Fireproof ABS (UL94/V-1) protection | Fireproof ABS (UL94/V-1) protection |
| 90% energy conversion efficiency | 90% energy conversion efficiency |
| 2000 charge cycles | 2000 charge cycles |
| Two year warranty | Two year warranty |
| MSRP: USD 24.99 | MSRP: USD 34.99 |

LUXA2 Launches Exciting New Lavi Headphones Series



Lavi Headphone Series



Lavi S over-ear Wireless Headphone with External Speaker
Lavi D over-ear Wireless Headphone
Lavi L on-ear Wireless Headphone

Taipei, Taiwan – October, 30, 2014 – LUXA2, a market leader in power, audio and holder solutions, today announce the new Lavi Headphone Series, a new range of headphones designed for all musical palettes in mind - Lavi S, Lavi D Over-ear and Lavi L On-ear Wireless Headphones.

Lavi S Over-ear Wireless Headphones

Built for music enthusiasts that desire it all, the Lavi S supports triple mode functionality in the form of wireless, wired and external speaker (2W+2W) mode connectivity. With superior audio performance and clarity, music streams effortlessly without compromise. The inbuilt hi-grade 1000mAh li-polymer battery cell provides up to a massive 30 hours of playtime

(headset) and up to 3 hours (external speaker), whilst requiring a mere 2 hours to fully charge (0-100%) from flat. Via the headphones microphone, users can switch easily between listening to their tunes and watching movies, to taking that all-important call from friends and family. Coupled with an ergonomic soft-cushioned and lightweight portable design, the Lavi S leaves you free to listen to music for hours on end and to immerse yourself in a truly diverse audio experience.

Lavi S Over-ear Wireless Headphones suggested price : USD 59.99

Lavi D Over-ear Wireless Headphones

Built for music and extreme comfort, the Lavi D supports dual mode functionality with both wireless and wired connectivity. Using the latest Bluetooth 4.0 CSR technology, musical performance and clarity is personified for optimal range distribution. The inbuilt hi-grade 450mAh li-polymer battery cell provides up to 16 hours of playtime and requires 1 hour to fully charge (0-100%) from flat, meaning you'll be ready and raring to jam again in no time. The ergonomically engineered design of the Lavi D gives a closer headphone to head fit, and dual layered cushioned pads provides the utmost comfort for headphone to ear fit, meaning once you put the Lavi D on, taking it off might be that little bit harder.

Lavi D Over-ear Wireless Headphones suggested price : USD 49.99





Lavi L On-ear Wireless Headphones

Built for music enthusiasts that require extreme portability, the Lavi L uses the latest Bluetooth 4.0 CSR technology to stream musical tunes with utmost performance and audio clarity. The hi-grade 250mAh li-polymer battery cell provides up to 8 hours of playing time and requires only 1 hour to fully charge (0-100%) from flat. Being the lightest and most portable of the Lavi series, no compromise in function has been made. The Lavi L is equipped with its own inbuilt microphone for making and receiving calls, and is designed with a fully adjustable/foldable headband for optimal fit regardless of head size. The perfect lightweight musical enjoyment you crave whilst on-the-go.

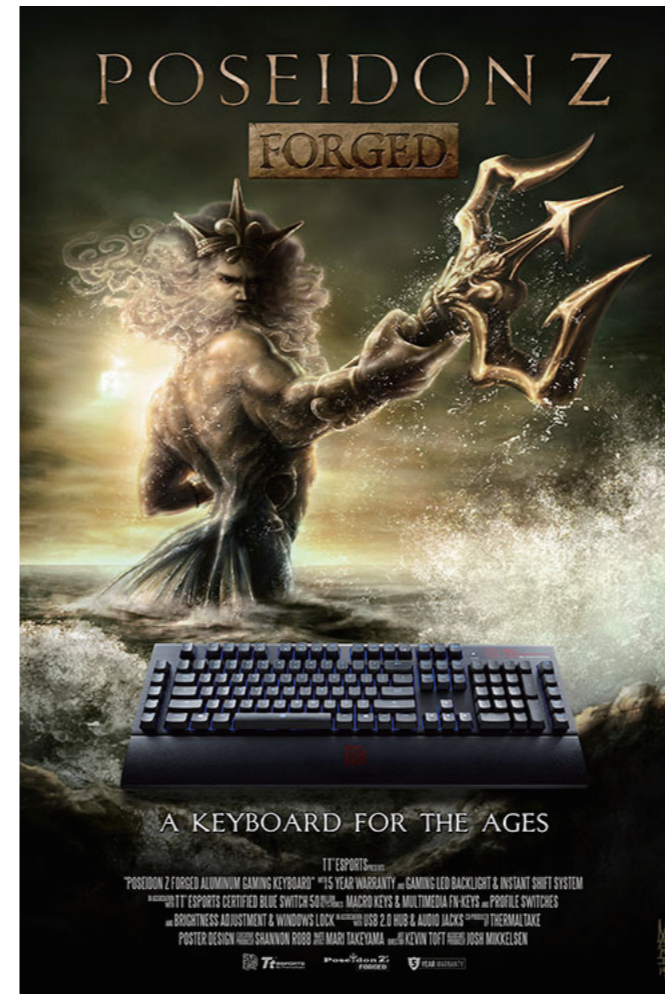
Lavi L On-ear Wireless Headphones suggested price : USD 39.99

Key Features of the Lavi L | D | S at a Glance:

| Lavi S Over-ear Wireless Headphones | Lavi D Over-ear Wireless Headphones | Lavi L On-ear Wireless Headphones |
|--|--|-----------------------------------|
| Bluetooth 3.0 CSR | Bluetooth 4.0 CSR | Bluetooth 4.0 CSR |
| Triple Mode Function: Wireless, Wired, External Speaker (2W+2W) connectivity | Dual Mode Function: Wired, Wireless connectivity | Wireless connectivity |
| Up to 30 hours playtime (headphone) and 3 hours (speaker) | Up to 16 hours playtime | Up to 8 hours playtime |
| 2 hours fast recharge (0-100%) | 1 hour fast recharge (0-100%) | 1 hour fast recharge (0-100%) |
| 1000mAh li-polymer battery | 450mAh li-polymer battery | 250mAh li-polymer battery |
| Built-in microphone | Built-in microphone | Built-in microphone |
| Adjustable/Foldable Design | Adjustable Design | Adjustable/Foldable Design |
| Quick access control functions | Quick access control functions | Quick access control functions |
| Soft cushioned over-ear fit | Soft cushioned over-ear fit | Soft cushioned over-ear fit |
| Wireless range : 10m | Wireless range : 10m | Wireless range : 10m |
| MSRP: 59.00 | MSRP: 49.00 | MSRP: 39.00 |

2014 NewEgg.com “We Own The Night” Party

Thermaltake USA / Marketing Specialist – Social Media & Events / Josh Mikkelsen

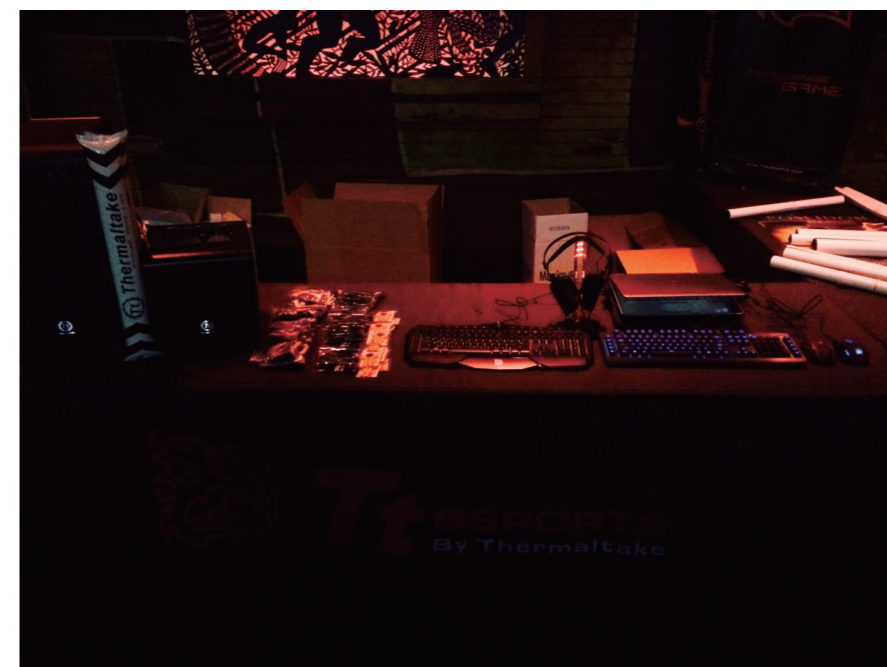


The exclusive Poseidon Z Forged cinematic poster

On November 7th, the Thermaltake USA marketing team was invited to partner with our friends at MSI for NewEgg.com’s “We Own The Night” party. This party took place at the House Of Blues Anaheim located at Downtown Disney and was billed as an after party for Blizzard Entertainment’s 2014 Blizzcon event. The band “Far East Movement” surprised the crowd with a special performance to kick off the night and the event featured several Titanfall gaming tournaments. Other guests included Microsoft, Loot Crate, and Seagate.

We were able to show off all three brands at this event including The Core V1, the Core V51, and the Poseidon Z forged keyboard. The show also saw the debut of the exclusive Poseidon Z Forged cinematic poster with Mari Takeyama (the artist) on hand to sign them. The P Mega power station was a big hit with attendees as they were able to charge their devices while learning about our products.

Events like “We Own The Night” are important for our brands as they get us out into the field for some face time with our fans. Not only are we able to talk about our products with them but we are also able to share in the excitement of our industry which fosters the growth of our community. The USA marketing team looks forward to sharing more of our great events with everyone in the future.



The Thermaltake area on the main event floor



Outside shot of the party at House Of Blues Anaheim

「世界越快 心則慢」新型態品牌行銷

Ttesports 品牌事業處 / 行銷企劃 課長 / Paul Lin 林時盟

實力品牌之佈局實例

董事長室法務組 / 資深專員 / Wesley Wang 王泰凡



「世界越快 心則慢」相信大家對這句廣告台詞一點都不陌生，網路所帶來的衝擊下，市場資訊變得更開放更多元也更具有世界觀，當然也讓曜越科技隨時隨地思考品牌與消費者間的行為模式，而產品與服務才是最終的真正價值，唯有提供充份的價值意義，才能在 N 世代間建立起品牌忠誠度。

展望曜越科技十五年來的成長與轉變，不難發現，我們總是能以客觀的角度來因應市場的多元演變，回顧台北國際電腦展 2007 所提出的「Key 3 Spirit〈關鍵三精神〉」核心標誌，代表著曜越科技對「品質」、「效能」及「可靠性」皆達到最高產品標準，而伴隨著 3C 市場的成長與消費者對產品要求的提升，曜越科技不僅在〈關鍵三精神〉上卓越精進；2008 年更以企業品牌文化導入 TBM 積極推動全員品牌管理架構來強化品牌形象，緊接著展開新品牌藍圖，2009 年以簡約、奢華與獨特為設計理的 LUXA2，2010 年以「挑戰我的遊戲」誕生 Tt eSPORTS 電競頂級品牌，兩年後於成立首間直營門市，提供消費者面對面的優質服務和新鮮體驗環境，2014 年置入服務全球曜越科技粉絲的專用社群平台【Tt Forum】，讓曜越科技正式成為多品牌企業，並以打造享受娛樂、電競、科技、生活的文化品牌為最終目標。

面對即將來臨的 2015 年，曜越科技將以『Back to Basics』為焦點核心，為 PC DIY 玩家、電競粉絲迷以及行動週邊愛好者，串起無限歡樂，但要如何在百家爭鳴的市場中取得一席之地，也無不是一項艱鉅考驗，唯有不斷創新改變且秉持著眾志成城的意志才有機會在一片紅海創造中屬於曜越科技品牌價值。

QUALITY
PERFORMANCE
RELIABILITY
台北國際電腦展 2007 的【Key 3 Spirit】



2014【Tt Forum】曜越科技的全球社群專用平台

曜越 Tt eSPORTS 特約即時快修據點

| | | |
|----------------------|--------------------|---|
| 台北市 曜越電腦專賣 西門店 | 台北市 曜越科技 西門店 | 地址：台北市萬華區西門街二段50號9樓 聯絡電話：02-2361-3656 營業時間：(一)~(六) 12:00-21:30 (日) 12:00-18:00 |
| 台北市 PC Party | 台北市 PC Party | 地址：台北市中正區八德路一段35號1樓 聯絡電話：02-2385-4880 營業時間：(一)~(六) 12:00-21:30 (日) 12:00-18:00 |
| 台中市 PC Party | 台中市 PC Party | 地址：桃園縣中壢市明德路15號 聯絡電話：03-281-0606 營業時間：(一)~(六) 12:00-21:30 (日) 12:00-18:00 |
| 台南市 PC Party | 台南市 PC Party | 地址：台南市西區公孫路119號 聯絡電話：04-2302-9668 營業時間：(一)~(六) 12:00-21:30 (日) 12:00-18:00 |
| 高雄市 PC Party | 高雄市 PC Party | 地址：台南市北門路一段226號1F (台南E01 曾在高雄A10廳) 聯絡電話：06-229-6881 營業時間：(一)~(日) 10:30-22:00 |
| 高雄市 PC Party | 高雄市 PC Party | 地址：高雄市新興區五福路262號1樓 聯絡電話：07-236-6568 營業時間：(日)~(四) 11:00-22:30 (五)~(六) 11:00-23:00 |
| 高雄市 PC Party | 高雄市 PC Party | 地址：高雄市三民區建國路268號 聯絡電話：07-236-6566 營業時間：(一)~(六) 12:00-21:30 (日) 12:00-18:00 |

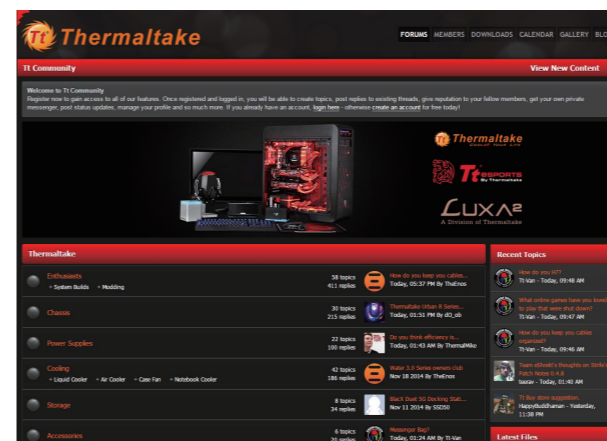
【曜越 Tt eSPORTS 特約即時快修中心】
正式設立 原廠把關



展覽活動對於品牌耕耘相當重要



我司榮獲日本 Good Design Award 2014 的產品



全新的 Tt Community 論壇

越科技自 1999 成立以來，憑著優異的產品及創新的思維，已成為世界知名的電腦周邊品牌，並透過多元的行銷活動將公司的核心價值傳達予消費者。隨著網路的普及化，網路論壇已成為現代人不可或缺的資訊交流媒介；日前公司為了瞭解使用者實際的想法，特別設立了一個全新的交流平台「Tt Community」，可讓網站會員就 DIY 改裝、電競比賽、產品使用、科技新知等話題暢所欲言，希望能藉此強化全球各地消費者的品牌忠誠度。

為了進一步加深消費者對於公司品牌的印象，持續研發出創新的產品是必要的堅持；在專業研發與設計團隊的帶領下，「Thermaltake」電腦 DIY 專家、「LUXA2 納爾莎」行動配件精品以及「Tt eSPORTS」電競配備品牌產品皆通過了嚴苛評選，榮獲今(2014)年度日本知名設計大獎《Good Design Award》的專業肯定，再次將精湛的工藝展現得淋漓盡致。

此外，參與展覽活動亦是耕耘品牌相當重要的一個環節。暑期最大的 3C 消費展「台北電腦應用展」在為期五天的展期中，吸引了逾 60 萬次參觀人潮，而公司也同步於展覽現場、網路商城、電競館及各大 3C 通路推出了眾多電競產品促銷優惠方案。同時，我們亦與知名遊戲開發商暴雪娛樂合作，於暴雪攤位的試玩區準備了一系列專業的電競鍵盤、滑鼠及耳機供玩家體驗，藉由策略聯盟成功地獲得了良好的宣傳效果。為了積極擴展通路據點，日前公司更宣布與全球最大的電子產品零售商 Best Buy 合作，銷售「Tt eSPORTS」最新的電競周邊配備，可望進一步推升北美地區的業績與品牌能見度。

企業文化分享 8 Core Value Sharing

打造躍越成為享受、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 - 活用統計做管理

全球運籌及採購事業處 / 總經理 / Peter Pan 潘建銘

在 我們每天的工作中各個部門及組織有著各式各樣的會議在進行有年度的會議，季度的會議，月會，週會，甚至每周五天可能是天天都在開會，職務越高會議越多，可是仔細想想好像不是所有的會議都對與會者能夠正確的傳達了要傳遞的訊息，可是為什麼會這樣呢？

即使與會者感覺這會議所要傳遞的訊息與他工作內容或業務無關，通常也沒有人敢提出來「我為什麼要參與這個會議」，因為會議主席通常都是高階經理人或主管，我想員工不敢提又或者不願意提出質疑的原因恐怕是來自這部分的壓力。

所以身為公司的高階經理人或部門主管更應該好好審視每一次會議的內容及目的還有與會者應該要那些人來參加，每次的會議一定有統計完成的報告資料而主席的開會目的只有一個就是確立會議目標，提問，最後是決策。

舉例像是業務部門的月會，會議資料一定包含了 1. 損益表 2. 資產負債表 3. top 20 customer 4. top 80% revenue contribution item 等等資料，所以經理人除了在報告這些數字以外必須解讀這些數字給與會者的中階管理者明白，其數字代表的意義，以損益表來說，就已經揭露了銷貨金額（含銷貨金額達成率），營業毛利，營業費用，營業利益，而資產負債表中提供了現金，存貨金額，應收帳款，應付帳款，top 20 customer 清楚的讓你知道 80% 的營收來自那些客戶，top 80% revenue contribution item 更讓你清楚了解那些主力產品貢獻了 80% 的營收，這些內容一一解說清楚會讓中階主管及第一線業務人員了解及學習該賣那些產品，且業務的時間應該以那些客戶為重，再清楚不過了。

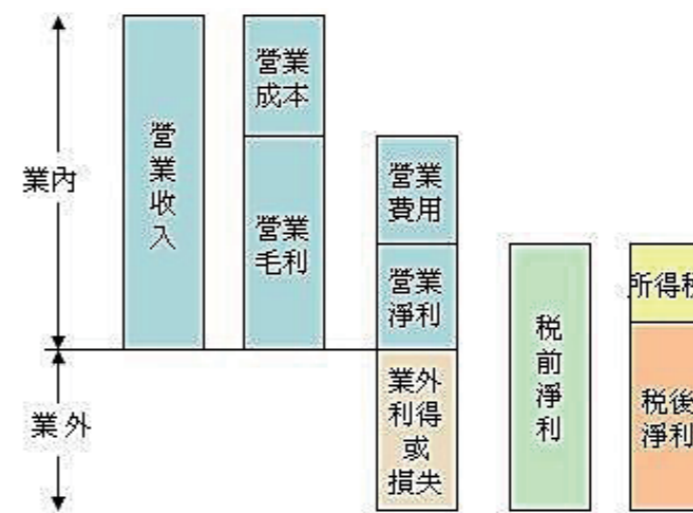
再舉另外一個例子，CSD 部門的月報資料也是統計得非常清楚及精彩的，依照 BU 別，將各 BU 的 RMA 金額及比例包含當月的及累計的，也把自行吸收的金額及比例都呈現出來，但是就是缺了臨門一腳，每個來參加會議的人都有聽到了這些數字但是他們並不知道這個月應該做點甚麼才能讓 RMA 的金額下降，才能讓自行吸收的金額遞減，經理人已經清楚的將數字報告完後，應該再將該修正的工作內容重新分配給與會的每一個人，例如有些產品 PM 原本設計的行銷語言，保固太長要嘛就要修改 BOM 表物料讓保固期再長點，不然就應該跨部門請採購向供應商要求將備品比例調高，來因應過保的比例。



統計圖



會議



損益表示意圖

躍越的 DNA

機殼研發事業部 / 經理 / 莊明益



進公司第一件產品 Shark, ID 是 Bob 張
同期另一組兄弟產品 Armor/Kandalf, ID 是 Ken 林

膽

識 X 熱情 X 毅力 = 躍越 DNA

相信每個 Tt 人對這個公式都不陌生。從進入躍越工作到今天，算算也超過十個年頭。空檔時打混摸魚打遊戲，忙時搞到隔天天亮才回去，有些人看到我摸魚會說混得很兇，看到忙得昏天暗地會問，值不值得？其實，值不值得是要問自己，在這家公司裡，這個職位上，你想要的是甚麼？薪水是一定要的，但除了薪水以外，還有甚麼是自己想要的？累積職場經驗？學習進步空間？同事同甘共苦的革命情感？好的升遷機會？挑戰極限的成就感？燒錢的樂趣？傳遞與分享產品使用經驗與樂趣？需求的目的，因人而異，但這些目的，在心裡是否都有挑戰極限的膽識？是否有追逐成就的熱情？有堅持到底的毅力呢？這個也要問自己，只要答案是 YES，做就對了。

我的部門是機殼研發，吸收全球資訊，提出有創意的想法，為產品創造價值，是我的工作，也是我的樂趣。整合各部門意見與需求，避免錯誤的設計與投資，是落實集思廣益的好處。對產品問題積極處理，主動反應；對人以誠，處世以信，正直果決，能建立部門間和諧運作。在文件與數據上，務實求是，更是確保品牌品質招牌的不二法門。

進公司十年了，回顧過去，我很自豪，有很多作品。雖不一定都大賣，受到市場歡迎；但有這樣的環境與設備，可以讓我可以發揮；有老闆信任與投資，讓創作可以變成產品。每完成一項產品開發，那份喜悅與成就感，是最大的收穫。各位 Tt 人，你呢？有準備要啟動你的潛能，大顯身手了嗎？



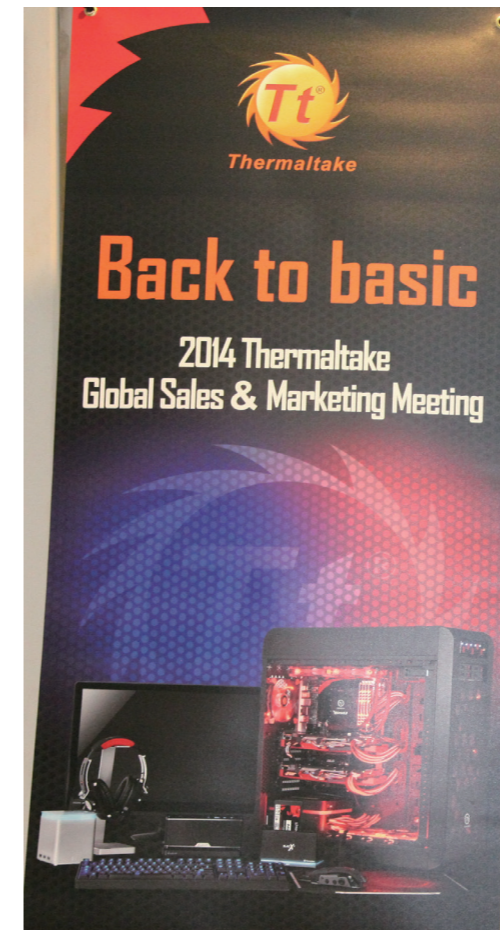
公司第一件全鋁擠水冷氣機殼 - 太極, ID 是 Ken 林



公司最小台的側版全開式水冷氣機殼 - Core V1, ID 是文申

2014- Back to Basics!

董事長室法務組 / 法務專員 / Allen Shen 沈昌德



2014 Global Sales & Marketing Meeting
的標語 - Back to Basic



3 個核心 Spirit-「品質」(Quality)、「效能」(Performance)、「可靠度」(Reliability)

2014 年，就在躍越科技正式邁入第 15 個年頭之際，在年中所舉辦的全球業務行銷大會上，董事長提出了一個概念 - 「Back to Basics」。提醒與會同仁，惟有「把最基本的事情做好」，堅持「品質」(Quality)、「效能」(Performance)、「可靠度」(Reliability)，才能創造獨特的品牌精神，進而形塑出無可比擬的企業文化。

企業文化指的是整體企業使命願景的價值。躍越科技從最熟悉、最擅長的散熱領域起家，而近年來也開始積極地將品牌觸角伸向行動裝置與電競產品。為了展現多元品牌的創新價值，我們運用企業文化高度整合 3 個不同品牌的價值觀，而最終將這 3 個品牌文化融合成「打造躍越科技成為享受娛樂、電競、科技、生活的文化品牌」、「我們的使命致力於創造完美的使用者經驗」的企業願景與使命。

但是，要如何具體實踐這個願景與使命呢？我想就如同董事長所說的「Back to Basics」回歸初衷、自我檢視什麼是最基本的事？要怎麼樣才能把最基本的事情做好？雖然 Thermaltake、LUXA2 或 Tt eSPORTS 無論是在品牌文化、主要市場及產品等，都具有一定的差異性。但萬變不離其宗的是，若消費者手上拿著的產品，整體品質近乎完美，當產品被使用時，其效能可以發揮至極致，讓消費者得以信任、依賴我們的產品。如此也才能創造一個能讓消費者切身感受到的完美使用經驗！

今後，讓我們跟各位同仁共勉，就秉持著我們原本的初衷，把我們的基本功做好，戮力深耕我們的願景與使命，持續用豐沛的企業文化灌溉出另一個茁壯的 15 年，而最後讓我們的品牌做到基業常青！



積木牆上也隨時激勵著全公司同仁
Back to Basic

透明的軌道

財務部 / 會計專員 / Mavis Chien 簡惠美



躍越 DNA



Back to basic



Tt LCS

10月的某一個飄著細雨的午後，我走進了即將告別歷史的台北機廠；映入眼簾的是經過無數歲月累積下來的文化古蹟：日據時代的澡堂、打字機、薪水簿還有掛壁式電話...訴說著它們的故事與變革。分分秒秒累積成無數的過往；物換星移堆疊出歷史的記憶；然而始終不變的是火車沿著軌道不停的、不停的駛往它要前往的地方。

企業文化如同透明的軌道，企業沿著軌道不停的往我們共同的願景前進，猶記年初董事長在旺年會上勉勵大家的話「環境在變，競爭對手在變，然而我們要用我們的堅持，不疾不徐的向前進」如同火車用不變的速度將貨物與顧客載往他們所要到達的地方，我們也用不變的精神創造出顧客完美的使用者經驗。

「Back to basic」是躍越科技 2014 年的企業精神，古人云：飲水莫忘思源，食果子莫忘拜樹頭。那些年，我們一起研發的水冷與機殼，我們一起打通躍越品牌產品渠道的日子，如同打開角落中多年未開的箱子般一歷歷在目。

然而回顧是為拾回從無到有，創立的堅硬性格與精神，進而站立於過往經驗上用平常的速度不停的建立與創造產品價值、維持品質、鞏固品牌形象。

很愛一句話「如果對喜歡的事情沒有辦法改變，那就要更努力地，讓別人看到自己的存在。」而始終秉持著躍越 DNA：膽識、熱情與毅力將顧客在乎的 CP 值 (Cost/Performance) 提升至 CV 值 (Cost/Value)，從 P 到 V，躍越用膽識研發嘗試新產品、帶著熱情迎接顧客，對品質的堅持展現毅力，我們雖然在意產品產生的效能但更在意產品為顧客帶來的使用者經驗價值。

我國學者魏傑在《企業文化塑造—企業生命常青藤》中這樣總結企業文化的定義：「所謂企業文化就是企業信奉並附諸於實踐的價值理念，也就是說，企業信奉和宣導並在實踐中真正實行的價值理念。」如同透明的軌道般引領企業抵達願景與目標—躍越品牌，紅黑鑲嵌，黑馬奔騰，業績長紅。

員工園地 Staff Communication



老 Tt 人的不拉不拉

機殼研發事業部 / 經理 / 莊明益



深坑信義天下大樓



公司現址



公司的使命與願景



為年資比較老，所以就讓我倚老賣老一下，說說老 Tt 人的故事吧！喂~~ 我不是說我年紀老，是年資啦！！

話說 2004 年的四月，在台南的我，離開溫暖的家鄉（台南真的比台北溫暖多了），來到冬天濕冷的台北深坑。深坑～比內湖冷多了，最冷遇到過 1.5 度的天氣，冷到胃抽筋，冷到冬天要在家裡搭帳篷睡覺。相信有很多同仁，也是從中南部北上發展的，台北有比較冷吧！

公司在老闆的領導，與同事共同的努力下，一直搬家…。大家別誤會喔，不是跑路，是公司一直成長，每幾年就空間不足，要再換大一點的殼了。我在 Tt 這幾年，已經換過四個辦公室了，從信義天下四樓，搬到隔壁棟三樓，又搬到附近的 268 號三樓，才到現在內湖的辦公室。

公司的氣氛，因為產業別的關係，比較偏美式作風，強調自主管理，自動自發。有目標，主動的人，會很快樂，也有成就感；若被動等指令的人，可能就常會茫茫然，覺得被呼來喚去。對品牌內的相關產品有興趣的，公司裡更有一堆自有或競爭對手產品可以動手玩；若是問題沒對策，找找同事討論，是公司裡常有的事。在某些角度裡，是做事不專心；但在另一個角度裡，是不是集思廣益，避免草率決定的錯誤呢？我有時會覺得，是公司花錢請員工來玩公司裡的產品。這樣說，不知道老大會不會給我一個白眼？

公司成長，讓各位同仁的工作環境改善，提升大家的福利。而大家一起努力，為公司創造獲利，也才有穩定的工作跟可以期待的未來。

躍越的 DNA

全球運籌處 - 採購二部 / 採購助理 / Apple Lin 林筑君



我們的隊呼



跌兩跤的接力比賽



第三小隊大合照

2014 年躍越運動大會來囉！平常尾錐就像被強力膠沾黏在椅子上，已經有愈來愈大的傾向啦！這次的運動會應該是可以稍微的拯救它一下下吧！

運動會時間出爐，大家努力的集思廣益，想想今年的創意進場及隊呼應該要如何呈現。有飛天的，有走壁的，有天方夜譚的，也有那不可能的任務。從一開始的討論，讓大家的默契慢慢的長出希望的幼苗，也凝聚了彼此之間的向心力。我想每一次的競賽裡，我們要的不是最終的名次（雖然還是需要啦！）最重要的是，我們需要那份喜怒哀樂與酸甜的經過。

很慶幸的，我們在第三小隊，大家各有長才，能動也能靜，在平常忙碌的工作裡，利用工作之餘的時間，大家勤練習。在運動會的比賽項目裡，大家也卯足了全力為自己參加的比賽負責，也因為太盡力了，在接力賽時跌了兩大跤。就連躲避球競賽，小組成員也深思謀略。從每一場比賽中，找到機會點，在下一場比賽中，立馬改進。也因為，我們的不認輸，我想我們才會有那最甜美的果實。

躍越 DNA【膽識、熱情、毅力】，我想在這團隊的每一個人，應該都擁有這三個層面的分子吧！我們將 DNA 精神運用在工作上，也運用在每一個活動裡。躍越科技致力於打造享受娛樂、電競科技、生活的文化品牌。這樣的精神使命，讓人不樂於上班也難呀！！

2014 第 10 屆福委會精彩紀事

企業公關室 / 公關專員 / Lucy Lee 李宜璐



第六屆曜越運動大會，成功！

2014 年有幸加入公司福委會「為民服務」一年，協助辦理公司大大小小的福委活動，從年初的旺年會、年中的員工旅遊到年末的運動會，籌備的過程雖然事情偶爾繁雜，卻也樂趣無窮！2014 旺年會，雖然沒有華麗的表演陣仗，但在福委們的精心設計下，請到可愛的虎牙妹擔任主持人，除了重要的抽獎外另安排「甩甩骰子樂」、「你丟我接飛鏢球」二個趣味活動，讓同事們在歡慶年末之餘也能上台互動遊戲，而為了慶祝曜越 15 週年和董事長的生日，更特別準備了驚喜慶生橋段，祝賀董事長能帶領曜越締造下一個的經典不朽傳奇，業績長紅，越來越旺！

此外，除了每季例行的電影欣賞活動，本年度福委也舉辦了「春季南庄之旅」和「叢林野戰體會假期」二次員工旅遊，分別帶領同仁們到南庄體驗客家風情、賞桐花，以及體驗戶外漆彈、烤肉、溯溪等活動，讓同仁們除了平常在辦公室共同打拼之外，也能一同享受旅行的樂趣。

而每年年底的公司活動重頭戲—運動會，福委們也構思許久，想帶給同仁們不同的體驗，最後決定挑戰福委首次拍攝前導宣傳影片，由運動會活動組籌委親自下海不計形象搞笑演出，將比賽注意事項和規則說明透過影片的方式呈現，希望協助同仁們對比賽項目更加了解。對於運動員宣誓、大會操帶操人選也不馬虎，於運動會前多次練習、彩排，以求在活動當天可以完美呈現。而運動會的重點比賽項目也是精心規劃，包括：「5 人 6 腳」、「躲避球比賽」、「趣味大隊接力—矇眼睛前進、雙人跳繩、騎馬打仗、雙人背對背夾球」等，需要的道具眾多，福委們更是前一天就到場辛苦地長途搬運道具、準備，就是希望同仁們能發揮團隊精神並玩得開



春季南庄之旅員工旅遊



2014 旺年會福委與主持人虎牙妹合影留念

心。看到運動會當日各組使出渾身解數，帶來精彩的隊呼表演，在每個競賽項目中都奮力衝刺、發揮運動家精神並展露笑顏，我們知道，我們做到了！

運動會宣傳影片：<http://youtu.be/BVP9WhnS910>

第 10 屆福委們在這一年中共同努力，本著「Back to basics」的主軸，將曜越「集思廣益」、「創新創意」、「創造價值」等核心精神做了最好的體現，達成我們應盡的使命，光榮地走向下台一鞠躬！



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創新創意 Continuous Innovation
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誠信正直 Honesty & Integrity

集思廣益 Collective Wisdom
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