

Tt CULTURE BOOK

October 2015 Volume 10

www.thermaltakecorp.com



Season 2

2015 Thermaltake CaseMOD Invitational is back

BIGGER & BETTER THAN EVER BEFORE!

曜越電競 Tt eSPORTS 崛起之 電競進化論



董事長的話
CEO's Corner



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Branding Case



企業文化分享
Core Value Sharing



員工天地
Staff Communication



新鮮事
Features



電

电子竞技運動 e-Sports(簡稱：電競) 及競爭性電玩概念在早期電視遊戲開端不久就發展出來，並且在科技與人文佔據了一個很重要的角色。1980 年在電腦遊戲剛盛行時電玩中的競爭只是單純的在分數上的較勁，努力打進排行榜第一及打敗他人的紀錄，但進入 90 年代隨著科技的演變發展出的機台及電玩手遊徹底改變了電玩的型態，讓電玩不再只是單打獨鬥而是可與多人進行的遊戲。邁入 21 世紀，電競帶來的重點科技發明特別是網路及電腦系統的創新，賦予 eSports 電競無限潛力，成為一種全球性的新運動。

eSports 電競訓練之路

eSports 電競有別於普遍的運動是著重在腦力而非體力，像下棋一樣智力對比勝負有絕大的影響力，eSports 電競訓練可培養出團體合作、溝通、思考、耐力及長期規劃等各種能力；同樣在體能方面亦能訓練反應、抽動及反射能力，完全不亞於棒球及足球對身體靈活性的要求。另外，曜越電競 Tt eSPORTS 目前已贊助超過 20 個來自世界各地的 eSports 電競戰隊，因此常常可以在第一線和 eSports 電競選手們做進一步的接觸，進而了解他們的鍛煉項目及訓練時間，而實際上 eSports 電競選手們的訓練時間不比運動員來的少，由此可見 eSports 電競已從簡單的個人嗜好演變成一種職業性的運動。

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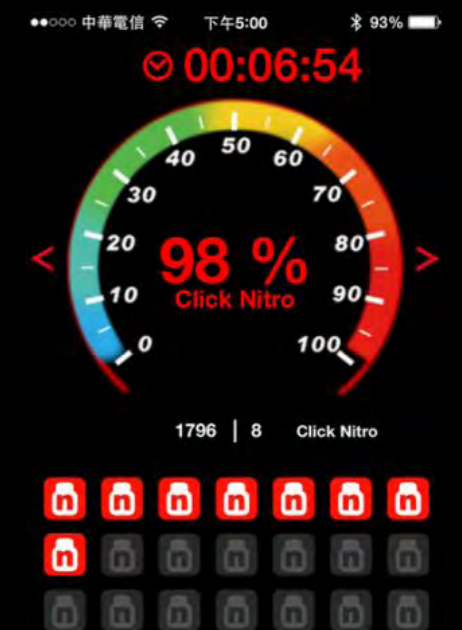
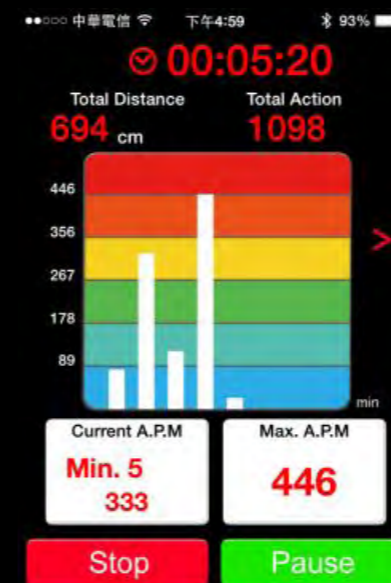
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Tt eSPORTS PLUS+ 線上社群 & 數據管理平台介紹

好的運動成果關鍵來自不斷的訓練，體能運動訓練可透過監控體重、肌肉重量及跑步距離來分析及比較過去與現在的表現，並且幫助設定未來的訓練目標；同時亦能協助肌肉的斷連來提升力量、肌耐力及速度。相同的原理亦可套用在 eSports 電競訓練，然而這些模式至今還未成熟，市場上始終缺乏職業 eSports 電競選手的專業訓練標準界定。

為了彌補市場的不足躍越電競 Tt eSPORTS 研發『Tt eSPORTS PLUS+ 線上社群 & 數據管理平台』，支援「波賽頓 POSEIDON Z PLUS+ 智能鍵盤」及「閃獵 THERON PLUS+ 智能電競滑鼠」，提供數據及指標讓職業 eSports 電競選手及一般玩家可有效監控與分析自己的表現，例如：每分鐘的點擊數、每分鐘的操作數與最高操作數、總移動距離及抬升數。電競玩家可自行分析這些資料，亦可透過此平台分享數據，與好友及其他職業玩家進行對比並討論如何改進遊戲操作技術。Tt eSPORTS PLUS+ 平台是為職業 eSports 電競選手及一般玩家所創造，希望玩家可透過此平台積極的監控遊戲表現，進而從中發現弱點並找尋解決方案連帶提升遊戲表現。

挑戰我的遊戲

躍越電競 Tt eSports 的崛起不是沒有原因的，我堅信這是因為 eSports 電競是個適合全民的運動，已有越來越多人發現 eSports 電競的各種樂趣：可供觀賞、娛樂及親自參與的運動，且不限年齡、職業或業餘，是一項人人都能與朋友一起享受的運動。參與 eSports 電競運動並不難，只要用一般的電腦及網路連線就可下載遊戲，開始你的 Tt eSports 電競生活！

躍越集團董事長 暨 執行長

8th Oct., 2015

The Rise of Tt eSPORTS Changing the Game as we Know It



eSports and the notion of competitive gaming has existed almost as long as video games themselves. Since the early birth of computer gaming back in the 1980's, the idea of competition started off with the simple notion of beating high scores and being at the top of the leaderboards.

As we move into the 1990's, evolution emerged, giving birth to arcade and gaming consoles which dramatically transformed the gaming industry onto a multiplayer platform on a local scale. Leaving behind the 90's and blasting our way into the 21st century, key developments in technology, such as the birth of the internet and immense advancements in PC system technologies has given the realm of eSports an opportunity to become a sport with limitless potential and to be a global phenomenon for the future.

Training in eSports

eSports is somewhat considered more of a mental sport than physical – comparable much like to chess - which can play a huge role in determining the outcome for success or failure during gameplay. Social cohesion, communication, careful thought, perseverance and long-term planning during competitive gaming are one of many mental traits that can be nurtured and developed for eSports training and skill development. There are of course some physical aspects to eSports such as: reaction times, twitch skills and fast reflexes, and it is my belief that eSports itself can be considered right up there with sports such as baseball and football. Thermaltake having sponsored over 20 eSports gaming teams from around the world gives me the opportunity to communicate first-hand with these gaming professionals. I often enquire as to how they go about their training regimes and how many hours they spend per day training. I've found their answers to be extremely interesting; the overall consensus being that the time you put into training for a video game is roughly the same amount of time you have to put for a physical sport. It is definitely clear that competitive gaming in eSports has evolved from the once simple concept of gaming as a hobby into what is now widely considered a full-time professional sport.

Introducing Tt eSPORTS Plus+

Training is a vital aspect for any sport to improve overall performance and success. When comparing physical sports such as football or basketball, training is often associated with working on muscular aspects of an individual's game for improvements in strength, stamina and speed. All of these factors can be measured and monitored by weight, muscle mass, and running time over a set distance, which can be used to analyze overall performance from past, present and up to your expected goal for the future. With eSports, the exact same principles apply; however, due to the relative infancy of tools for eSports training, a market gap exists on how to effectively monitor and measure training performance for gaming professionals, that is, until now.

In an effort to plug this gap, we came up with the Tt eSPORTS PLUS+ Community & Data Management Platform, specifically designed to work in conjunction with the POSEIDON Z Plus SMART KEYBOARD and THERON Plus Smart Mouse THERON Plus Smart Mouse. The aim of these tools is to provide gaming professionals and general enthusiasts a medium of monitoring and analyzing their stats during gameplay. These include key performance indicators such as; clicks per minute, current/max action per minute, total distance moved, and lift off count. The information can then be analyzed individually and/or shared via our online platform to compare with your friends and other gaming professionals to discuss on ways to improve you gaming performance. What we have ultimately created is a truly wonderful platform for professional gamers and enthusiasts alike to actively monitor their gaming performance and to identify areas of weaknesses in their game and to find solutions for success in game.

Challenge is the Game

The rise of eSports is not without reason. I firmly believe this is attributed to the fact eSports is truly a sport for everyone. More and more people are realizing eSports is something that they can watch, something they can be entertained by, and something that they can themselves do. People don't have to be a certain age to play, they don't have to be a professional to play, and they can play with their friends. There are also no significant barriers to entry, simply have a half-decent computer with an internet connection and download the game to begin.

The President and CEO of Thermaltake



8th Oct., 2015



Market Trend

市場趨勢

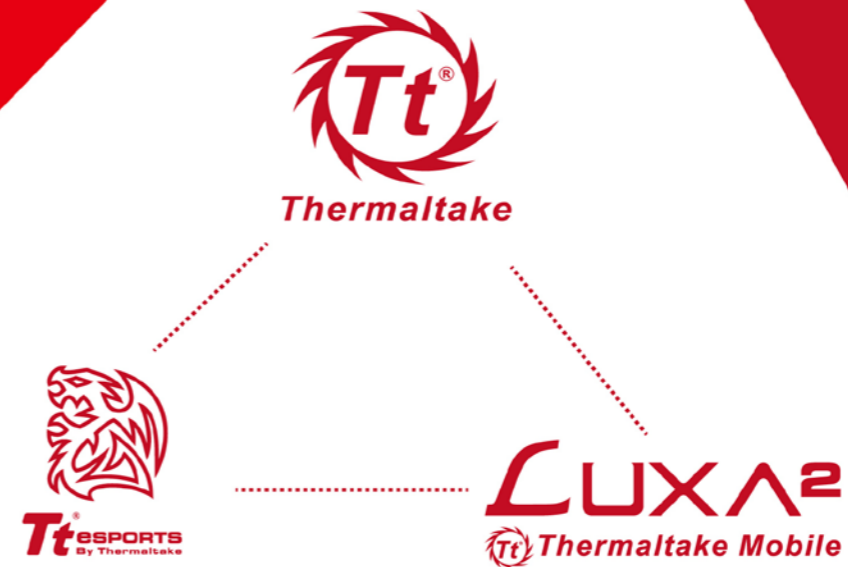
SPM (Smart Power Management) Platform Creating a Better and Safer World

Brand Marketing & PR Dept/ Brand Marketing Specialist/Melissa



On October this year, Thermaltake revealed the new line of power supplies, the Smart DPS G Power Supply Series which come with the SPM (Smart Power Management) Platform, a platform that provides real time data regarding the user's energy consumption. With this data, users can study their energy consumption behavior which in turn can help with energy conservation and saving money. A country that has long began the push for energy conservation and management is Japan. In an article published by Bloomberg Business this August, titled "Japan's Trade Ministry Seeks to Double Budget for Energy Savings" states: Japan's Ministry of Economy, Trade and Industry is seeking to nearly double the budget for energy-saving measures to be adopted in places such as factories and homes as the country eyes improvements in energy efficiency.

With further research I came upon a movement in Japanese history named "setsuden" which means 'saving electricity' in English, which started in the summer of 2011, where the Japanese public was encouraged to conserve electricity. This movement was largely in reaction to the Fukushima nuclear plant accident following the Tohoku earthquake and tsunami. An article published by the Guardian in 2011, titled "Energy-saving 'setsuden' campaign sweeps Japan after Fukushima" discusses the effect of energy conservation on nuclear energy. In the article, green activists state that energy conservation helps reduce the reliance on nuclear energy. Energy conservation also translates into pushing for smarter and better energy efficient products, and the Thermaltake Smart DPS G Power Supply Series are not only energy efficient but also provides real time data on your energy consumption behavior. With the Thermaltake Smart DPS G Power Supply Series together with Thermaltake, we can conserve energy, reduce carbon output, and reduce reliance on nuclear energy. With this we can help create a greener and safer environment for us, nature's creations, and the future generation.



Branding Case

品牌推廣

2015 Thermaltake CaseMOD Invitational Season 2

Brings Ten Top Case Modders Worldwide Together to
Create the New Core X9 MOD

Thermaltake, an industry leader in computer chassis, thermal solutions, and power supply units, brings back the international modding event of the year, the 2015 Thermaltake Case MOD Invitational Season 2. The event is held in the Tt Community, featuring ten of the world's top case modders from the United States, Canada, United Kingdom, France, Germany, Australia, Russia, Thailand, and Philippines. Contestants will use various Thermaltake liquid cooling components to transform the Thermaltake Core X9 E-ATX Cube Chassis into a brand new creation!

Everyone is welcome to register to vote for their favorite modders on Tt Community, and enter to win the Thermaltake Ring Patented LED Radiator Fan. Thermaltake is proud to present this exciting casemod invitational event, and the winner of Season Two will have their MOD displayed at our CES (Computer Electronics Show) 2016 showroom in Las Vegas, Nevada.



Remarkable Expansion

Designed for high-end gaming system compatibility.



Chambers Concept

Optimized for space management.



Stackable for Enthusiasts

With its endless stacking design, the Core X9 is in a class above the rest.



CaseMOD with Core X9 Chassis











Season one's winner Suchao Prowphong from Thailand's Core X9 MOD piece "Core X2 Furious" a tribute to the "Fast and Furious" movies series' actor Paul Walker, was displayed at Thermaltake's booth at 2015 COMPUTEX Taipei. This MOD piece garnered a lot of national and international press attention, and made it into many best COMPUTEX MODs lists created by well-known media around the world.

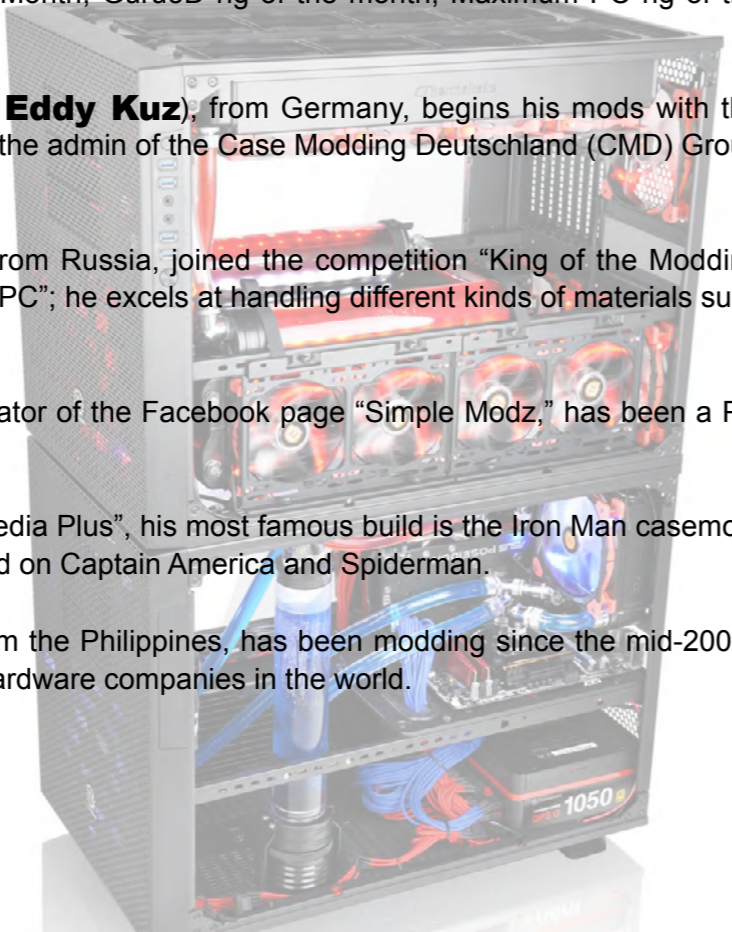
The Core X9 E-ATX cube case continues Thermaltake's tradition of creating innovative liquid-cooling system cases. Featuring a cube design, the series offers endless stacking ability and expandability, which allow enthusiasts to create massive liquid cooling systems for single systems, file servers, or even dual systems. Users can customize the chassis for the best viewing presentation with an interchangeable window and I/O panel design. The Core X Series definitely delivers outstanding cooling performance and compatibility with extensive DIY/AIO LCS and overclocking components.





Meet the Modders

-  **Ron Lee Christianson**, from the United States, owner of Blue Horse Studios, builds custom PCs and comes from a long line of artists; has poured his whole heart into painting and performing anything creative.
-  **Brian Carter** has been modding for more than 10 years; his work can be seen in numerous magazines and modding websites, and he has won several modding competitions.
-  **Jonathan Garlit**, from Canada, also known as “SpH!Nx” and “Kazuma” on a few online modding community websites, made a first scratch build last year on a Mini ITX chassis, “Dotabox,” and continues to push himself further and further.
-  **Dave Alcock**, from the United Kingdom, is a “hobbiymodder” who runs the Facebook page Mods by davido_labido to show his passion for casemodding.
-  **Mathieu Heredia**, from France, co-owner of Watermod, has won several competitions for modding including the Bit-tech mod of the Month, Guru3D rig of the month, Maximum PC rig of the month, and ASUS R.O.G mod of the month.
-  **Edgar Marckmann** (also known as **Eddy Kuz**), from Germany, begins his mods with the NZXT Phantom and Silverstone TJ07 and is the admin of the Case Modding Deutschland (CMD) Group on Facebook.
-  **Maxim Kisin “Mksoft Maxim”**, from Russia, joined the competition “King of the Modding 2008” with the project “DeskTop Multimedia PC”; he excels at handling different kinds of materials such as wood, plastic, stone, and even bones.
-  **Alex Ciobanu** from Australia, administrator of the Facebook page “Simple Modz,” has been a PC enthusiast his entire life.
-  **Jengki**, from Thailand, founded “World Media Plus”, his most famous build is the Iron Man casemod, followed by a series of MARVEL mods based on Captain America and Spiderman.
-  **Jesse Palacio “JP Modified”**, from the Philippines, has been modding since the mid-2000s and creates mods for some of the biggest hardware companies in the world.



Thermaltake Sponsors PDXLAN 26 and Quakecon 2015

Thermaltake, an industry leader in computer chassis, thermal solutions, and power supply units announces the new Core P5, Supressor F51 and Tt eSPORTS gaming peripherals tour of both PDXLAN 26 (June 17-20) in Portland and Quakecon 2015 (June 23-26) in Dallas! Thermaltake has been a long time sponsor and supporter of PDXLAN as it embodies many of the core values which Thermaltake holds true with the PC case mod community. PDXLAN being fueled by legions of hardcore PC gamers and case modding enthusiasts means that attending and being involved with these sort of events is paramount to advancing and understanding just what these users need and showing them the critical advancements with our new chassis, cooling and gaming gear products designs to enhance the way we interact with our PCs.



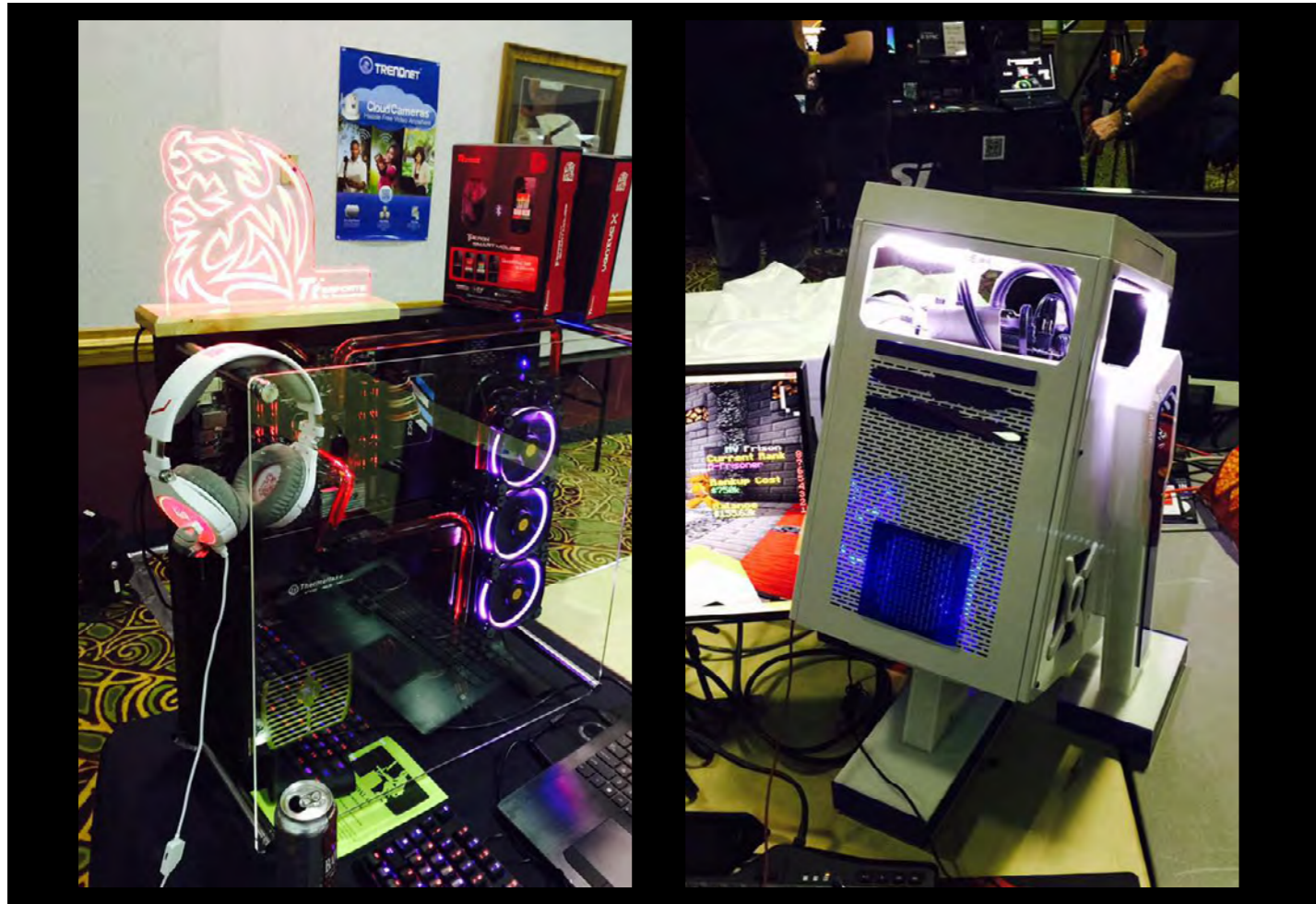
The key products showcased at the Thermaltake & Tt eSPORTS display includes:

- Thermaltake Core P5 “Wall Mountable” Chassis
- Thermaltake Pacific Series DIY LCS Components
- Tt eSPORTS Poseidon Z RGB Keyboard
- Tt eSPORTS Ventus X Mouse

These key new products are shown to reaffirm our commitment to the hardcore gaming and case mod users

CPU Magazine Case Mod Competition

CPU Magazine always hosts a case mod contest within the PDXLAN events and Thermaltake is not only happy to sponsor the event with prizes but also once again a Thermaltake Core X Series mod placed in the Top 3 with the Minecraft R2-D2 modded Core X1 completed by Brian Carter gaining a 3rd place finish among some very stiff competition!



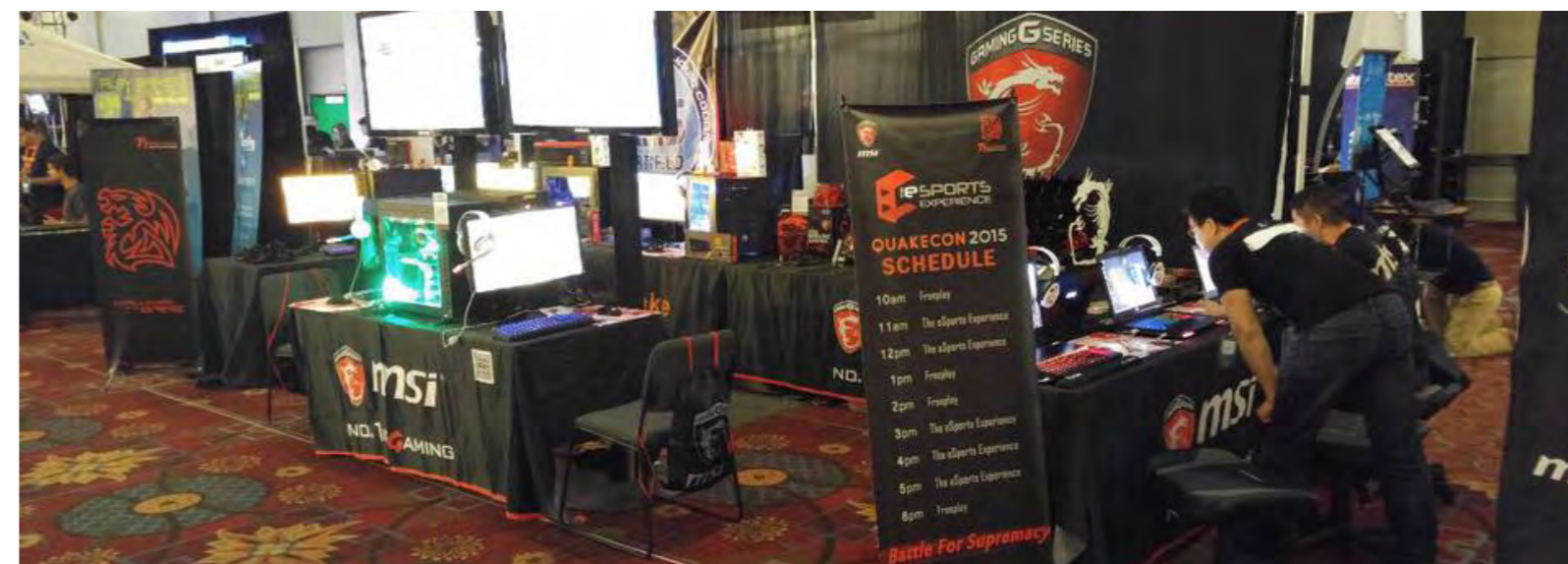
Here you can see that the Core X1 has had its height shortened to make it a more symmetric shape and legs added to complete the R2 D2 styling but that's just a start. Then you can see that the now vertical front portion has had a custom motherboard tray made and custom windowed allowing full viewing of the mounted motherboard and custom sleeved cabling.



Quakecon 2015

Thermaltake is enjoying its second year sponsoring Quakecon and exhibiting to all of the attendees, hardcore enthusiasts, modders and gamers for the Quakecon 2015 event. Quakecon attracts many extreme and DIY users from far reaches for a chance to see some of the newest games from Bethesda and other vendors along with some of the newest gaming hardware offerings along with a huge BYOC area for 24/7 gaming action.

Thermaltake and Tt eSPORTS worked with partners MSI and Cyberpower to assemble 5 extreme gaming builds which allows users to test the best and newest from the Thermaltake and Tt eSPORTS lineup.



The key products showcased at the Thermaltake & Tt eSPORTS display includes:

- Thermaltake Core P5 "Wall Mountable" Chassis
- Thermaltake Suppressor F51 Silent Gaming Chassis
- Thermaltake Pacific Series DIY LCS Components
- Tt eSPORTS Poseidon Z RGB Keyboard
- Tt eSPORTS Ventus X Mouse

These products were chosen as they are the newest gaming offerings showcasing the new Thermaltake direction of providing not just cooling performance but uncompromised silence and overall best gaming performance possible.



Quakecon Case Modding Championship by Modders Inc

Modders Inc staff has been a mainstay for the modding scene at Quakecon and a group which Thermaltake is proud to partner with as well. The whole BYOC area was loaded with great case mods going to the most extreme possible so it was with great pride that Thermaltake can announce that the new Suppressor F51 mod "RevoluTtion" by famous modder Mark Mollela of Precision Computing took home the first place prize with the best mod of the show!

Here you can see that the Suppressor F51 has been completely stripped down to give it a custom orange finish along with many hand polished copper panels to give it a truly unique look and extreme styling. The inclusion of a full copper PSU cover and Tt LCS Pacific DIY components round out the build with some very amazing style.

This level of detail is the reason Thermaltake has worked so hard to support the modding community and provide new and innovative products to enable mods of this caliber to reach the next level!



Need Bling? Get Riing! Thermaltake Riing 12 LED RGB 256 Colors Patented High Static Pressure Radiator Fan

Thermaltake, a leading brand in Case MOD solutions, chassis, power supply units, and cooling systems, introduces the latest Riing 12 LED RGB 256 Colors High Static Pressure Radiator Fan, a patented LED circular 256 multicolored 120mm radiator fan. Users can freely adjust fan speed as well as fan colors by clicking the "MODE", "PLAY/PAUSE", and "SPEED" buttons on the smart controller. The fan blades are optimized to enhance static pressure for an impressive cooling performance. Hydraulic bearings for silent operation guarantee ultra-low noise, and the anti-vibration mounting system strengthens the product's stability during operation. The color and brightness uniformity of the multicolored LED ring is visible from all directions and adds style to the chassis. Riing 12 LED RGB 256 Colors Fan is available in a single fan pack and a three fan pack. Make your life more colorful with Thermaltake's Riing 12 LED RGB 256 Colors High Static Pressure Radiator Fan!



More Details about Thermaltake Riing 12 LED RGB 256 Colors High Static Pressure Radiator Fan:

Smart Controller

A self-contained smart controller can switch between 5 modes in the LED combo: red, blue, green, white and multicolor with 256 colors. In multicolor mode, users can pause to choose the preferred color gradient. Preferences will be automatically saved, and to change colors disable the LEDs by switching from ON mode to OFF mode, or reboot the PC.

Concentrated Compression Blade

Custom designed for high static pressure requirements of demanding applications such as radiators, the concentrated compression blade is engineered to push the weaker, inner circle of air outward, allowing the outer section to pressurize the air.

Hydraulic Bearing with Low-Noise Design

The hydraulic bearing self-lubricates with a high-quality, friction-reducing substance, which lowers operation noise and improves efficiency. The seal cap prevents lubricant leakage and improves the lifespan of the unit. By clicking the "SPEED" button on the fan controller, the noise level can be reduced by 29%.

Wind Blocker Frame

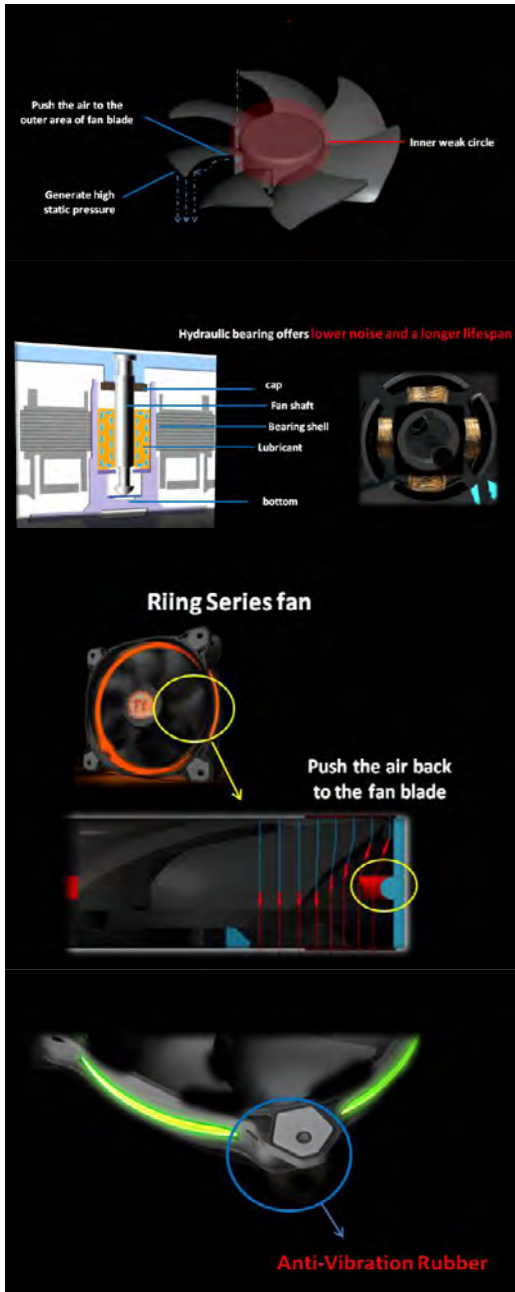
To achieve maximum static pressure in all applications, the wind blocker frame is designed to work with the Concentrated Compression Blade's (CCB) pressure mechanism by directing airflow towards the middle section of the blade, thereby creating a compression effect and blocking any pressure from escaping. This reduces the blade's noise and vibration, creating a perfect balance between power and sound.

Anti-Vibration Mounting System

In-mold injection anti-vibration rubber pads provide a hassle-free usage with 80% protection coverage for all corners.

Available in A Single Fan Pack and A Three Fans Pack

Riing 12 LED RGB 256 Colors Fan is available in a single fan pack and a three fans pack: the single fan pack contains one fan with one controller and the three fans pack includes three fans with one controller.



Tt eSPORTS unveils the New CONTOUR Bluetooth Wireless Mobile Gaming Controller for Apple iOS

Tt eSPORTS announces new MFi certified and officially licensed Apple mobile gaming controller, the CONTOUR mobile gaming controller. The new CONTOUR mobile gaming controller is designed for professional gamers who love console-style gaming. The CONTOUR brings an awesome console-style experience to mobile gamers and provides high-quality control. The CONTOUR connects to iPads, iPhones, and iPod's via Bluetooth allowing you to play the way you want play! Easily outclass your opponents with fluid controls and button inputs across a wide range of games that ensures you're always gaming at your best!



Connect with Apple devices via Bluetooth™ Wireless Technology

The new CONTOUR Mobile Gaming Controller unleashes the potential of your Apple devices wirelessly via Bluetooth™ transforming your mobile devices into a gaming console! With the MFi certification, CONTOUR makes it the perfect mobile controller for both iPhones and iPads (iPhone 6 Plus, iPhone 6, iPhone 5s, iPhone 5, iPhone 5c, iPad Air 2, iPad Air, iPad Mini 3, iPad Mini 2, iPad Mini, iPod Touch (5th Generation)). The CONTOUR allows you to lengthen your gaming time with a built-in rechargeable battery with up to 10+ hour battery life so you'll be able to use it wherever and whenever you want, allowing you to enjoy your game to the fullest!



Strong Secure Design with Comfortable Grip

The CONTOUR features an adjustable clip and rubber tabs to ensure your device is securely locked to the controller. The stand can be adjusted to 3.75 inches to fit your mobile devices! Sleek contours match the natural curvature of your hands and palms allowing you to game comfortably even when you're in an intense battle!



Remarkable Gaming Control

The CONTOUR features the most advanced set of console-quality controls available to make sure you'll enjoy the game at the maximum level with the dual analog sticks, shoulder buttons, and shoulder triggers. CONTOUR delivers everything you need for gaming and offers precision controls on mobile games!

Play Longer with Built-in Rechargeable Battery

Extend your gaming time with a built-in rechargeable battery with up to 10+ hour battery life so you'll be able to use it wherever and whenever you want.

Hundreds of Downloadable Controller Enabled Games

There are hundreds of exceptional games that work with the CONTOUR that can be easily downloaded from the App Store! This allows you to play any type of game no matter what style you enjoy the most! FIFA 15, Real Racing 3, GTA, MC5, NBA 2K15 & Call of Duty are some of the famous games that can be played with the CONTOUR controller.



Compatible with Apple TV (4th generation)

Tt eSPORTS unveils the New CONTOUR Mobile Gaming Controller at SCAN for Insomnia 55 Gaming Festival

Tt eSPORTS announces new officially licensed Apple mobile gaming controller, the CONTOUR, available for purchase at SCAN for Insomnia 55 at August 28th – 31st, 2015.



The new CONTOUR mobile gaming controller is designed for professional gamers who love console-style gaming. The CONTOUR brings an awesome console-style experience to mobile gamers and provides high-quality control. The CONTOUR connects to Ipad's, Iphones, and Ipod's via Bluetooth allowing you to play the way you want play! Easily outclass your opponents with fluid controls and button inputs across a wide range of games that ensures you're always gaming at your best!

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EXHIBITORS



Tt eSPORTS CONTOUR The Best of Both Worlds

Brand Marketing & PR Dept/ Brand Marketing Specialist/Melissa



Play Longer with Built-in Rechargeable Battery

Extend your gaming time with a built-in rechargeable battery with up to 10+ hour battery life so you'll be able to use it wherever and whenever you want .

Hundreds of Downloadable Controller Enabled Games

There are hundreds of exceptional games that work with the CONTOUR that can be easily downloaded from the App Store! This allows you to play any type of game no matter what style you enjoy the most! FIFA 15, Real Racing 3, GTA, MC5, NBA 2K15 & Call of Duty are some of the famous games that can be played with the CONTOUR contr



Tt eSPORTS has successfully established itself as the go-to brand for gamers, especially professional gamers with its line of excellent gaming solutions from keyboards, headsets, mice, mouse pads, and accessories. Over the past few years, the mobile gaming industry has experience rapid growth, and according to an article published this January by Fortune titled "Mobile game revenues set to overtake console games in 2015": In North America, the market is now expected to grow 51% year over year; Western Europe is expected to grow by 47%. For the fastest growth, though, look East to emerging markets in Southeast Asia and China—the latter of which is up 86%. However at the same time the article states that the console market is still going strong: In North America, consoles will still dominate: Newzoo forecasts \$24.05 billion in total games revenue, with mobile games generating \$7.2 billion and console games representing \$11.1 billion. Tt eSPORTS new line of mobile gaming consoles, Contour- the mobile gaming controller officially MFI certified by Apple, combines the best of both worlds, the console with the smart phone, tablets, and TVs.



From my own experience console gaming and mobile gaming are totally different. Mobile games are essentially touch based where gamers play usually by touching their fingers to the screen. However I find in comparison to a console game, there is quite a gap in the level of engagement. First of all with touch based mobile games, gamers fingers and hands cover the screen. Thus further shrinking the already relative to PCs and TVs, small screen. Also consoles increase dexterity, freeing up gamers hands allowing faster game play. However, mobiles are much easier to carry and usually several functions as a phone and work tablet. This is where the Contour comes in, giving professional gamers, basically every mobile user a convenient and improved gaming experience by combing mobile with consoles, the best of both worlds. Another plus is that the Contour also supports TVs, allowing gamers the traditional console gaming experience and an improved mobile gaming experience.



CONTOUR

MOBILE GAMING CONTROLLER

REVOLUTIONIZE YOUR GAMEPLAY

Made for iPod iPhone iPad Bluetooth



我不是在出貨，我是帶給客人滿足的媒介

全球運籌管理處 / 副理 / 潘力維



業文化就如同公司的靈魂，沒有企靈魂的肉體就如同待腐朽的軀殼，就只能等著自己消逝在世間而已；因此如何保持自己的靈魂（企業文化），進而昇華到更高的層次，這就是企業最重要的課題。

為什麼我會以靈魂來表達企業文化呢？因為這是一種企業的內在的指標，是自己告訴自己”每分每秒的行為所應遵從的行為準則”，這種準則只存在員工的心中，外人並不會知道該員工心裡在想甚麼，只會從員工的行為表現來評斷這家公司。就如同曜越的使命感”致力於創造完美的使用者經驗”，然而這項使命，若非特別強調，使用者不會知道該企業葫蘆裡賣的是甚麼藥，使用者者只知道有產品需求時，曜越所帶來信息完整性、使用產品時所帶來的體驗感受，以及產品售後服務所帶來的回饋感，並藉這些注意、知覺與記憶來評斷該企業好與壞。

「一場好秀？一場壞秀？」，從反面來思考，假若有一天，公司失去了八大核心這樣的行為準則來進行工作，外人會怎麼看到一家公司，「痲…我看完全看不懂這家公司的產品內容說明」、「感覺這家公司的員工無法解決我的問題」、「經過接觸後，這讓我對這家公司誠信打上了大問號」，如此一來散漫、怠惰、不知變通…等這些負面字眼都將成為這個品牌的第一印象，試問這樣的情況下，還有哪位消費者可以擁有最完美的”使用者經驗”呢？

就如同關務課的工作，不是想著讓訂單的商品趕快遠離倉庫，而是要默想著「如何將消費者所期望的產品，100%呈現在他們眼前」，華特·迪士尼曾對對每一個”演員”所說的「永遠沒有最好這回事，注意最微小的細節」，注意每一筆訂單客戶的要求、抓準出貨的最佳時機以及確認商品最終送至客戶的完整性，都是每次出貨時要特別注意的，並且按時來回巡視工作內容與環境，並且换位思考客人每次拿到貨物時的體驗感受，並且此發想是否還有需要改進的地方，這樣才能讓曜越成為享受娛樂、電競、科技、生活的文化品牌。



同時曜越對於每個設計的電腦配備，都有最高規格的要求與檢視



因此如何將貨物以最快速、最完美的型態交至客人手上是我們關物客的使命。(圖為將展示櫃多上一層保護，讓展示櫃能夠更完美地擺放曜越最高規格的产品)



曜越了解 DIY 消費者需求的細節，進而推出多種客製化零件供消費者選擇



Core Value Sharing

企業文化分享

企業文化—由運動會及忘年會展現公司的企業文化

全球運籌管理處物流管理部倉儲課 / 倉儲課長 / Danny 歐陽中和

著 名經濟學家于光遠曾說，“國家富強靠經濟，經濟繁榮靠企業，企業興旺靠管理，管理的關鍵在於文化。”而在「塑造企業文化」一書中，提到「人」是企業最重要的資源，而貫穿公司內「人」能生生不息地運作的動力，則是上下一致共同遵循的價值體系—企業文化。

企業文化就像是企業的靈魂，帶領企業朝著正確方向邁進的一股動力，公司企業文化讓我們有相同理念及核心價值的人凝聚在一起，共同追求一致性的目標，而如何展現企業文化？運動會及忘年會便是展現出公司企業文化的一個很好典範。

運動會是近幾年來企業新興的一種企業文化活動之一，忘年會則是公司企業文化重要的一環，讓公司同仁從日常繁忙的工作中解脫出來，讓壓力得到釋放的出口，轉換成一個愉快的心情，我們公司的運動會及尾牙活動兼顧了趣味性及團隊性，即是結合競技、娛樂、健身、團結的活動，激發員工腦力激盪，創新創意、團隊合作、勇於爭取第一的精神，玩樂中享受快樂，並且讓員工歡聚一堂，藉此凝聚公司向心力，一同展望未來。

而每年公司舉辦的運動會及忘年會表演活動，讓所有公司同事認真努力準備，尤其是從剛開始，大家不熟的狀況下，慢慢熱絡起來，想要共同完成一個表演活動，大家有了共同的目標，開始擬訂方向，分配工作，利用下班時間準備，無不希望將最好的一面呈現在表演舞台上，也是將躍越人的企業文化展現在台上！

一般來說公司看待運動會及忘年會的態度及作法會反映經營者的思維，而員工如何看待則是反映出員工的向心力，我們公司從運動會及忘年會可看出我們有展現挑戰極限的勇氣，並且象徵著躍越科技全體同仁秉持著團隊合作的精神，積極地迎接挑戰，以達成「致力於創造完美的使用者經驗」的企業使命，讓企業文化更深入躍越人的心中。



2014 年公司運動會，主要在於強化公司企業文化，並融合共同的使命、願景、價值觀營造出具有高度凝聚力及向心力的組織氣氛



2015 年公司忘年會，我們第四小隊的表演，小虎隊+包偉銘，用動感、活力及熱情，展現躍越的精神



2014 年公司運動會，大家精神抖擻，每組表現都發揮創新創意，企圖在舞台上呈現出最好的一面



Staff Communication

員工天地

就是愛這件

全球運籌管理處 / 倉儲資深專員 / Yuan Li Mei 袁麗玫

相信很多人都很喜歡旅行，所謂行萬里路讀萬本書真的是要親身體驗才能感受，因為旅行除了可以放鬆心情、放空腦袋、找尋靈感，更重要是增長見聞感受各國文化的不同，思維也會變得更寬廣，不管是跟保育類共存或是探索古蹟行程，都覺得大自然的力量很神奇，從都市到農村，同樣生存在這個地球，每個國家的生活文化總是讓人驚喜，居住在不同的區塊對於某些認知上也會有大的差異，像奧地利居民就有一半以上完全不了解海底生物，因為他們國土沒有環海地區，只能憑空想像螃蟹長的如何；像西班牙的鬥牛節、德國的慕尼黑啤酒節、泰國的潑水節等等這都是各國的特色吸引人們一起同樂。

因為世界很大，所以要走出去，看看這美麗的世界，體驗及感受人生，全世界有 195 的國家，光是亞洲 Asia 就有 49 國家，歐洲 Europe- 43 國家，非洲 Africa- 54 國家，美洲 America- 35 國家，大洋洲 Oceania- 14 國家，要走遍全世界不容易，即使只遊走幾個國家，出遊我一定帶著它，一起看世界，每當我穿上它行走天下時，總有朋友問起我，這是代表什麼？我總是會很驕傲回答他們說：這是我們公司品牌的象徵，因為它舒適、透氣在天氣炎熱的國家穿著仍會覺得好涼爽，重點是很有 Style，怎麼搭配就是好看，穿出自己的風格，穿起來也很顯瘦，這麼好的 T-Shirts，當然要穿上它遊走全世界，讓世界看見品牌如何深入人心、享受生活。



世界觀的南港展覽會場



前往加拿大旅遊前在桃園二航廈看見機場電競展示區超級興奮



即使秋天也愛上這一件

積思廣益，積極主動

全球運籌管理處 / 經理 / Leo Su 蘇皇豪

曜越科技無論是在產品上的設計，或者是公司內部環境的呈現，皆給予員工們非常熱情活潑且富有變化性的感覺，在公司內部就有一面神秘的積木牆，每兩個月會隨著節慶、公司文化，又或者是新產品的發表而默默地隨著積木敲打的声音及混合了員工們的創意而循環著產生不尋常的變化。

在盛夏前夕的五月份，中國俗諺中有句話說：「食過五月粽，寒衣收入積，未食五月粽，寒衣不敢送。」端午吃粽子後，才算正式進入夏季。而曜越科技第三組的這群大男孩與大女孩們，發揮了積思廣益，積極主動的精神，再融合創新創意，準備在此神秘的積木牆上將積木當成畫筆好好地揮灑大夥兒們所討論出的創意理念。

此次的主題在大家熱烈的討論之下，訂為龍曜古今，內容以 Tt Esports 鬥龍融合端午龍舟的概念，打造出一艘獨一無二，專屬於曜越科技同仁們的鬥龍龍舟，象徵著曜越科技乘風破浪，勢如破竹。

經過曜越科技同仁們團結合作的表現，首先先派出拆除大隊將積木牆完全清理乾淨，並將積木依顏色及尺寸進行分類，第二天再由設計組同仁們專業的描繪出雛形，最後再由大家分工合作進行填色以及線條的最後調整，就這樣在積思廣益，積極主動的交替之下，完成了【龍曜古今】的積木牆作品，歡迎大家有經過積木牆時不妨停下腳步好好欣賞一番。



同心協力拆除積木



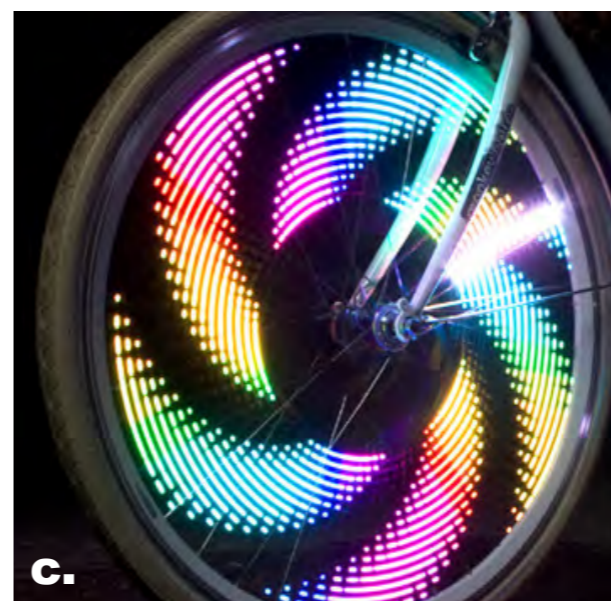
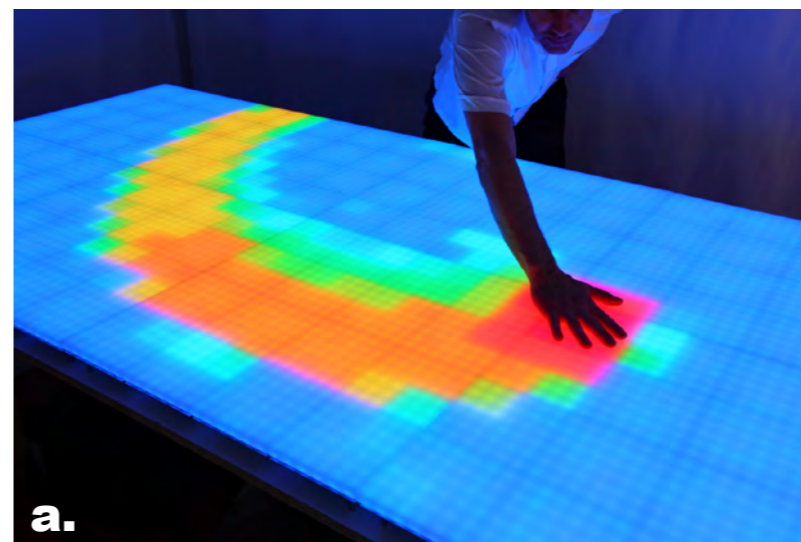
開路先鋒專業繪圖



龍曜古今 - 獨一無二，專屬於曜越科技同仁們的鬥龍龍舟

新鮮事

Where RGB Tech meets Lifestyle



a. Sensacell's Interactive RGB LED Table <http://www.sealevel.com/>

b. Firewalker LED Sneakers <https://learn.adafruit.com/>

c. M232 Monkey Light Bike Light <http://www.monkeylectric.com/>

d. RGB Programmable LED Glasses <https://www.kickstarter.com/projects/macetech/rgb-led-shades>

e. JBL Pulse Bluetooth Speaker <http://www.jbl.com/>

f. Meggy Jr RGB Soldering Kit <http://shop.evilmadscientist.com>

TECHNOLOGY

LIFESTYLE

INNOVATION

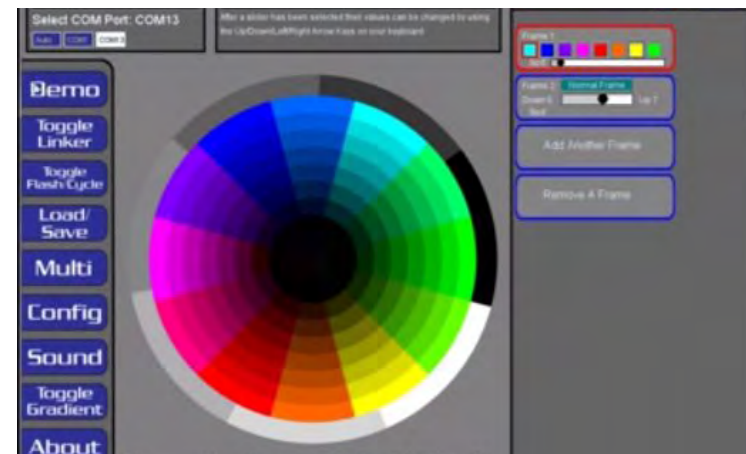
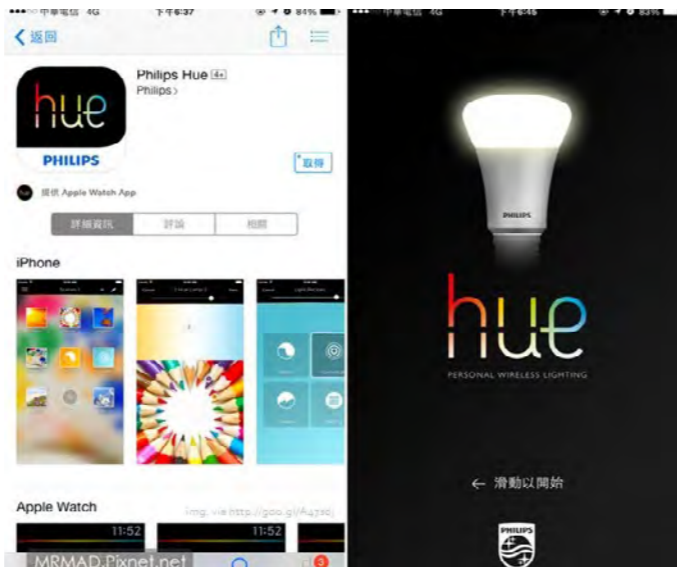


IKEA RGB Billboard is an ad that embodies Ikea's space-saving message with the RGB light bulbs that can feature four different messages.

<http://mashable.com/2014/02/26/ikea-billboard-rgb/>

Philips Hue is a smart phone controlled LED bulb that can change your home décor, atmosphere, and more!

www.lighting.philips.com

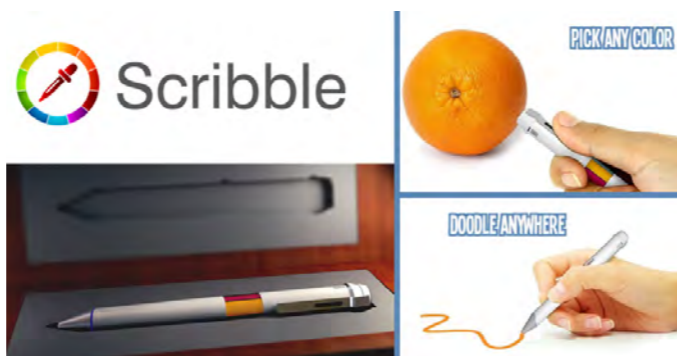


Rainbow RGB Tube Light created by Chromation Systems, comes with a 24 Channel USB Connected LED Controller, allowing you to create your own RGB effect!

www.chromationsystems.com

Scribble Pen is a revolutionary pen that can draw in any color. Hold the pen's scanner to any object to save the color. Once saved, you can draw on paper, iPad, tablet, etc.

<https://www.getscribblepen.com/>



Poseidon Z RGB ILLUMINATED 16.8 MILLION COLORS



POSEIDON Z RGB Gaming Keyboard - www.ttesports.com

Riing 12
RGB
High Static Pressure Radiator Fan



RGB Riing Fan
www.thermaltake.com



實事求是 Logical Approach
創新創意 Continuous Innovation
立足全球 Global Thinking
誠信正直 Honesty & Integrity

集思廣益 Collective Wisdom
學無止境 Learning Culture
創造價值 Adding Value
積極主動 Encouraging Initiative