

Tt[®] CULTURE BOOK

www.thermaltakecorp.com

February 2016 Volume 11



曜越打造平台文化 激發創新 打造“贏”響力



迎

接全新的 2016 年，曜越確定了組織的價值導向，為追求曜越企業卓越的發展，以達永續經營的目標，我們積極打造「平台文化」，社群、戰隊、改裝玩家 modders、曜越 Tt eSPORTS 電競專賣店、SPM 綠能減碳和 TTPremium.com 跨境電商，皆是我們已經建構的重要平台；而我們大幅投資在這些平台，為了是建立社群和目標群眾的情感連結，這些投入代表曜越跟上環境的變化，並充分的用有限資源創造無限價值，進而有成長躍升贏得未來！

打造曜越平台文化優勢

曜越無論是在機電或是電競，向來都勇於創新和以開放的態度積極的態度：贊助全球超過 30 支「電競戰隊」，透過和選手的「社群交流」，除了深化曜越 Tt eSPORTS 電競產品的專業性和實用性；「曜越 Tt eSPORTS 電競專賣店」的擴點顯示曜越懂得照顧消費者的需求，從產品的推陳出新到售後服務，再從服務增加到體驗經濟；「曜越電腦 MOD 改裝達人爭霸戰」的舉辦更是一處優質的平台，實現消費者和改裝玩家彼此的雙向溝通、拓展其相關專業知識內涵；曜越以散熱起家進而拓展到如今電腦機殼、散熱管理及電源領導品牌，瞄準個人

電腦電源供應器 PSU 高效率時代來臨，發掘最直接的商機是發展有助減碳和節能的低碳經濟商品和服務，我們領先業界開啟節能新世代，率先於去年十月推出的「SPM 雲端智慧電源管理平台 Smart Power Management，簡稱 SPM (dps.thermaltake.com)」服務平台，已經贏得國內外許多系統商和消費者的支持；而在市場日益競爭激烈的情況下，曜越「TT Premium.com 跨境電商」的成立，準確的將曜越產品的戰略方向瞄準了高端專業的方向，精準塑造曜越品牌的在 Modding 改裝專業、創新、高品質，為品牌注入「高級質感、獨特設計、多樣組合及無限創意」為四大核心價值來實現我們的理念，提升曜越品牌在消費者心中的形象。



董事長的話
CEO's Corner



曜越全球風雲
Tt Global Events



市場趨勢
Market Trend



顧客焦點
Customer Sharing



品牌推廣
Branding Case



企業文化分享
Core Value Sharing



員工園地
Staff Communication



新鮮事
Features

Publisher

Thermaltake Group
Corporate Public Relations Office

Production Manager

Charlotte Chen

Editor in chief

Melissa Cho

Graphic Designers

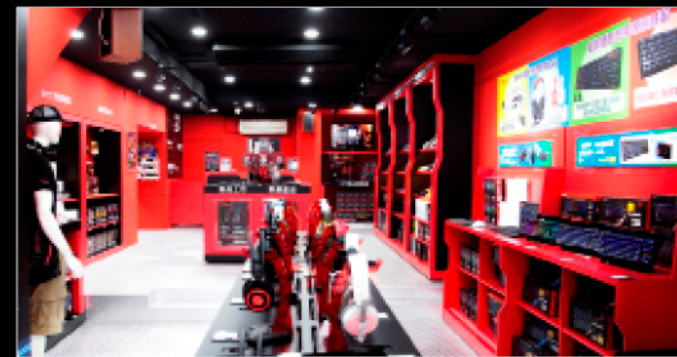
Visual Design : David Lin
Web Design : Mono Chen
Cover Image : David Lin

Enquiries

Corporate Public Relations Office
Tel : +886-8797-5788 ext 2113 / 2115
Email : ttculturebook@thermaltake.com
http : //www.thermaltakecorp.com

The Tt CULTURE BOOK is published quarterly by the Corporate Public Relations Office of Thermaltake Group. The Publisher reserves the right to refuse images and texts that do not comply with the magazine's design criteria. The Tt CULTURE BOOK is only published internally and the Tt CULTURE BOOK will not be held responsible for copyright infringements on images supplied directly by contributors. All trademark and rights to Tt CULTURE BOOK are reserved by Corporate Public Relations Office, Thermaltake Group.
©Tt CULTURE BOOK

《Tt CULTURE BOOK》由曜越集團企業公關室發行，為曜越集團內部出版之電子季刊。作者若有觸及違反智慧財產權相關法律之行為，需由作者自負法律責任，不屬本集團權責。《Tt CULTURE BOOK》所刊載之商標及版權皆為曜越集團企業公關室所有，發行單位保有刪除、修改文章內容與圖片之權利。
©Tt CULTURE BOOK



《曜越 Tt eSPORTS 電競專賣店 - 西門店》最專業的電競專賣店 擴大營運



『曜越電腦 MOD 改裝達人爭霸戰 - 2016 MFC 總決賽』



曜越「SPM 雲端智慧電源管理平台」架構



曜越 TT Premium.com 跨境電商

曜越平台文化傳遞品牌承諾

曜越的整合行銷傳播活動和平台的建構等戰略透過團隊的有力的執行，採用清晰的品牌戰略結合平台文化，要向顧客傳遞品牌的內涵，提煉的品牌的核心理念上升到精神和情感層面，為了是達成讓我們的消費者感覺到購買和擁有我們曜越品牌的超值所在。期許曜越同仁今後仍持續專注創新，並更投入打造平台文化，以利傳達我們曜越的品牌承諾。

曜越集團董事長 暨 執行長

1st Feb., 2016

Thermaltake's Platform Culture Fueling Innovation and Creating "Win"fluence



Thermaltake begins the year of 2016 by determining the organization's values and the company direction to achieve better business development and sustainable operations. Thermaltake accomplishes these goals by developing a "Platform Culture", a culture that encourages the online community, e-Sports teams, and modders to communicate through the Tt eSPORTS stores, SPM Platform, and TTPremium.com, our professional modding and liquid cooling online shop. Thermaltake heavily invested in these platforms to establish a connection between the online community and our target consumers, and at the same time this signifies Thermaltake's ability to adapt to the changing climate. Through the effective use of its resources Thermaltake grows and wins a future of endless opportunities.

Thermaltake Platform Culture Advantages

Thermaltake has always kept an open mind and strived for innovation whether in the field of electro mechanics or e-Sports. Thermaltake has sponsored over 30 e-Sports teams from around

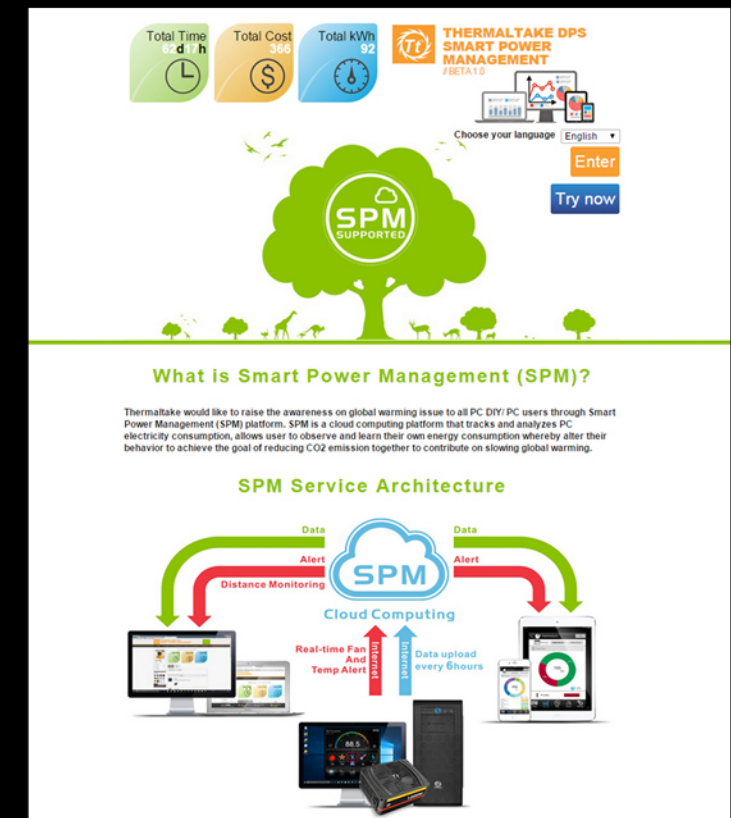
the globe, and through interacting with players online, Thermaltake promotes the Tt eSPORTS's professional and top quality products. The branching of the Tt eSPORTS stores represents Thermaltake's understanding of consumer needs, from the release of innovative products to the top-notch after-sales service, and to the demonstration systems, Thermaltake shows its keen understanding of the consumer market.



Tt eSPORTS gaming gear store locates in Taipei City



CaseMOD Invitational MFC Event Banner



Thermaltake 《 DPS G Smart Power Management Cloud 1.0 SPM 》-rchitecture



The Thermaltake CaseMOD Invitational is a platform that facilitates communication between modders and general consumers, and encourages the growth and exchange of knowledge. Thermaltake first began in the air cooling field and evolved into the market leader for chassis, cooling solutions, and power supplies. Thermaltake faces the new generation's emphasis on green power by tapping into the potential market for energy saving and carbon reducing products and services, with the Smart Power Management (SPM) Service Platform (dps.thermaltake.com), which received praise and support from system integrators and consumers worldwide. The establishment of TT Premium.com successfully takes Thermaltake toward the direction of the demand for high-end products, and emphasizes Thermaltake's image as a professional, innovative, and high quality provider of modding products. Also through following the core values of Excellent Quality, Unique Design, Diverse Combinations and Boundless Creativity, Thermaltake achieves its goals and enhances the brand image.

Thermaltake Platform Culture Delivers the Brand Commitment

Through a clear marketing direction and successful execution of integrated marketing communications and platform marketing strategies, Thermaltake delivers the brand story and core values to the consumers, giving them an understanding of the value of Thermaltake products and the Thermaltake brand. I hope the Thermaltake team will continue innovating, contributing to the platform culture, and in turn successfully deliver the Thermaltake brand commitment.

The President and CEO of Thermaltake

A handwritten signature in black ink, appearing to read "Kemp Lin", written in a cursive style.

1st Feb., 2016



Tt Global Events

曜越全球風雲



10月 October



Thermaltake major events around the globe.
TAIPEI, TAIWAN
OCT.

23

SMART POWER MANAGEMENT (SPM) LAUNCH with 5 SI: Cool PC, San Jing, Tsann Kuen, Sunfar, and Yahoo

Kenny Lin Thermaltake CEO & Chairman together with the 5 notable Taiwan SI representatives introduce the 5 eco-friendly computer case packages that sport the SPM system and the energy efficient Smart DPS G Gold 650W power supplies.



曜越攜手五大電腦裝機龍頭：原價屋、三井、順發、燦坤及 Yahoo! 共同發表『SPM 雲端智慧電源管理平台』 曜越最新五款聯名綠能電競機全貌釋出

由曜越董事長林培熙攜手原價屋協理沈淑娟、三井經理鄭俊基、順發經理周德媛、燦坤協理李經緯、Yahoo! 總監葉梅芬進行隆重的曜越 SPM 綠能結盟儀式，聯手推出五款曜越聯名原價屋、三井、順發、燦坤及 Yahoo! 綠能電競機系列，一同見證曜越建構一套結合軟體 + 硬體「SPM 雲端智慧電源管理平台 + 智慧電源供應器 PSU」創新服務模式的綠能電源生態圈的重大突破！

Thermaltake major events around the globe.
PARIS, FRANCE
OCT. ~NOV

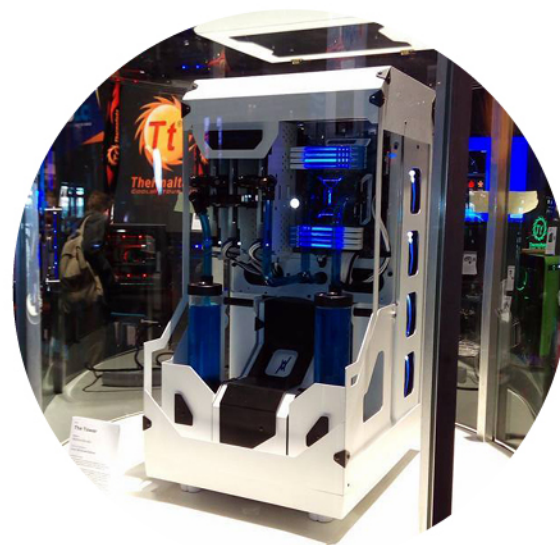
28-1

Thermaltake and Top French E-tailer LDLC Debuts at Paris Games Week 2015

Thermaltake and eSports brand Tt eSPORTS with top French e-tailer LDLC makes its debut at the world-renowned French video game trade fair the sixth annual Paris Games Week 2015. Thermaltake and Tt eSPORTS displayed a wide variety of new products and case mods.

曜越聯手法國最大電商 LDLC 大舉進軍 2015 巴黎電玩展 Paris Games Week

由曜越與電競品牌 Tt eSPORTS 聯手法國最大電商 LDLC 於 Parc Des Expositions (Paris Expo) 大舉進軍法國年度盛事「2015 巴黎電玩展 2015 Paris Games Week (簡稱：PGW)」，展出兼具創新科技與酷炫外型的新產品及機殼改裝等。



Thermaltake major events around the globe.
TAIPEI, TAIWAN
NOV.

11

Thermaltake Gaming - Tt eSPORTS Expands Operations with Grand Opening of New Ximen Store

Taiwan's most professional gaming brand expands operations with the opening of new Ximen store in downtown Taipei, providing gamers and enthusiasts a comfortable environment for gaming and purchasing of the latest esports gaming gears. Located in the bustling downtown Taipei area, Ximending is a popular attraction of youths with interests in gaming and both domestic and international tourists.



《曜越 Tt eSPORTS 電競專賣店-西門店》盛大開幕 最專業的電競專賣店 擴大營運

全台灣最專業的電競配備專賣店擴大營運於台北鬧區西門町盛大開幕，提供玩家更舒適及專業的電競體驗與購物環境。《曜越 Tt eSPORTS 電競專賣店·西門店》坐落於大台北繁華的西門町鬧區，具有青少年的流行次文化，亦為台灣具有指標性的國際消費商圈，除了吸引中、南部民眾，以及許多國際觀光遊客的必經之地。

Thermaltake major events around the globe.
Jönköping, SWEDEN
NOV.

26-28

Thermaltake & Tt eSPORTS Attend World's Largest Digital Festival DREAMHACK Winter 2015 Sweden

Thermaltake and gaming division Tt eSPORTS return to the world's largest digital festival and indisputably largest LAN party in the world, DREAMHACK Winter 2015 Sweden. Thermaltake and Tt eSPORTS provided stunning live demo systems, which packed Biostar's latest Z170X Ver. 5x motherboards, top of the line DDR4 memory from Avexir, fast Vector 180 SSDs from OCZ and various high end graphics cards from ZOTAC, for the 26,000 visitors that descended for the event.



曜越電競品牌 Tt eSPORTS 參加 DREAMHACK 瑞典 2015 冬季全球最大電競盛事

今年冬季位在瑞典的 DREAMHACK 全球最大電競大賽 (攤號 B06.10)，將曜越和 Tt eSPORTS 的品牌中心思想「創新」及對玩家感受的用心與努力完整呈現在 2015 Dreamhack。為迎接 26,000 名參觀者，曜越電競 Tt eSPORTS 現場擺設 8 台體驗機，其中裝設 Biostar 最新 Z170X Ver. 5x 主機板、AVEXIR 宇帷高品質 DDR4 系列、OCZ fast Vector 180 SSD 及 ZOTAC 顯示卡等優質零組件，提供符合玩家對於電競與數位娛樂的訴求和期待！



12月 December



Thermaltake major events around the globe.
TAIPEI, TAIWAN
Dec.

2

2015 Thermaltake CaseMOD Invitational Season 2 - the Top 3 Winners

Thermaltake announces the top 3 winners of the 2015 Thermaltake CaseMOD Invitational Season 2. The event features ten of the world's top case modders from the United States, United Kingdom, the Philippines, Canada, Russia, Australia, France, Thailand, and Germany. Contestants used various Thermaltake liquid cooling components to transform the Thermaltake Core X9 E-ATX Cube Chassis into a brand new creation. The modders were marked on three main points for their builds including Function, Style, and their LCS Loop. It was very difficult to decide who would come out on top but at the end of the day we could only pick one winner! After two weeks of community voting, Newegg internal voting and Thermaltake internal voting all votes pointed to Jesse(Philippines), Mathieu (France) and Max (Russia).

《2015 曜越電腦改裝 MOD 達人爭霸戰·第二季》 得獎名單出爐

曜越舉辦《2015 曜越電腦改裝 MOD 達人爭霸戰·第二季 (2015 Thermaltake CaseMod Invitational Season 2)》與 Newegg 新蛋全球生活網合作贊助今年電腦改裝 MOD 界最大盛事，力邀來自美國、加拿大、英國、法國、德國、澳洲、俄羅斯、泰國和菲律賓共十位機殼改裝高手共同投入『Core X9 平躺式 E-ATX 概念機殼』的創意改裝，運用曜越齊全且多樣化的水冷散熱零組件為 Core X9 賦予新生命！曜越評審團三大評審標準為：功能、美感、及水冷散熱系統，經過兩個禮拜的粉絲投票及曜越與 Newegg 評審團嚴苛的審核，選出今年第二季的前三名—第一名來自菲律賓的 Jesse Palacio，第二名法國代表 Mathieu Heredia，最後第三名俄羅斯選手 Maxim Kisin。



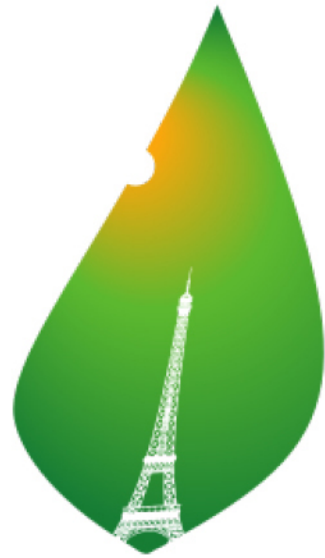
Market Trend

市場趨勢

Green Energy Today For a Greener Tomorrow

Brand Marketing & PR Dept / Brand Marketing Specialist / Melissa

In the last volume, Vol. 10 of Tt Culture Book, the topic of green power was discussed. It was mentioned that Japan was one of the first countries to strongly promote energy conservation and management. In the past, green power has long been portrayed as a future trend, as something that would happen in the far future. Thermaltake has always been one step ahead, designing and releasing “it” products of the near future, like the Smart Power Management (SPM) Platform combined with the Smart Power DPS G and Toughpower power supply series. Thermaltake also actively raised awareness on the effects of global warming, and encouraged the public to try the eco-friendly SPM Platform and PSUs; like the “SPM Experience Program” where Thermaltake invites fans to sign up and try the SPM, and as seen in the “Thermaltake Green Statement” where top modders all over the world tried out the Thermaltake SPM with PSUs and provided their feedback. Thermaltake has received lots of positive reaction from the public and media, since releasing the eco-conscious power supply and supporting software. And only two months later after the SPM Platform and PSUs were released, the United Nations concluded negotiations on the “Paris Agreement” under the United Nations Framework Convention on Climate Change. The Paris Agreement is a climate change agreement that governs global carbon dioxide measures to prevent the acceleration of global warming. One of the most important goals of this climate change deal is to control the average global temperature growth to below 2°C, and to limit the temperature increase to 1.5°C. This announcement further solidifies Thermaltake’s mission to raise awareness of global warming and to promote smart computer energy consumption. Green power and energy conservation is no longer a future trend, it is happening now. From Japan, to the United States, energy management, temperature and pollution control are issues all of us have to face.

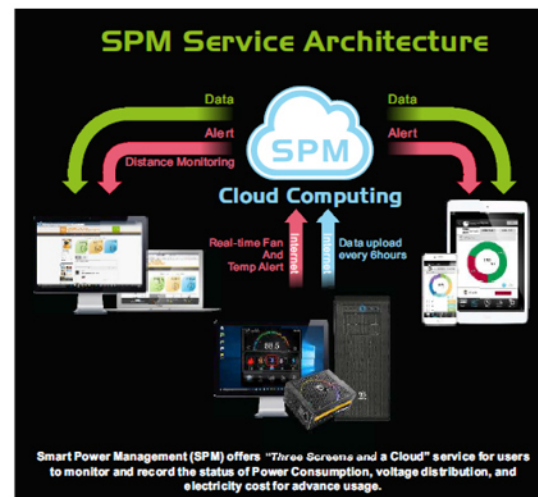


PARIS2015
UN CLIMATE CHANGE CONFERENCE
COP21·CMP11

Paris Climate Conference



Paris Agreement



Thermaltake SPM Service Architecture



Customer Sharing

顧客焦點

聚焦顧客需求

如何維繫良好的顧客關係，相信是許多企業經理人每天思考的課題。尤其身處在競爭日益激烈的產業環境當中，企業經營的焦點往往過於專注在價格導向的策略，殊不知在這個行銷不振的年代，拼價值遠比拼價格來得重要。

或許因為大環境持續低迷，加上產業環境的沒落，似乎低價和 cost down 成為企業能否勝出的關鍵。但看到蘋果公司的 iPhone 已熱銷數年，一支動輒兩萬多塊的手機消費者仍是瘋狂搶購。或許每家公司不見得都有蘋果公司如此強大的品牌力，但以 iPhone 的例子看來，低價似乎不是企業成功的唯一解答。關鍵在於企業了解消費者的程度有多少。現今世界是個分眾的市場，不可能將同樣的產品塞到每一個消費者手中，並期望所有的消費者都能買單。在一片價格廝殺，血流成河的紅海市場當中，如何脫穎而出創造新的藍海市場，差異化是企業必須思考的方向，而成功的差異化，勢必是奠基在了解顧客需求的基礎上，盡可能提供滿足顧客需求的產品和服務。因此，在開發任何一項新產品或服務時，千萬不要為了開發而開發，閉門造車的結果往往只會浪費公司的研發資源罷了。首先應該捫心自問，我們對顧客的需求了解多少，顧客真正想要的真的就是低價的商品如此而已嗎？若企業經營者仍存在著一種迷思，相信低價是成功的唯一解答的話，這樣的經營模式是無法長久的。了解顧客的需求或許需要一段長時間的摸索，也可能無法立即為公司創造營收或是開發出明星商品，但卻是企業經營需練就的基本功。

重視顧客需求千萬不要只淪為口號，上至企業領導人，下至第一線的員工，都必須有這樣的觀念。做任何事情和決定之前，先將顧客的需求擺在第一位，進而發揮同理心，站在顧客的角度思考顧客此時此刻的需求為何。切記，不是便宜顧客就會買單，因為永遠都會出現能提供更為低價的競爭者。若能跳脫價格競爭的框架，以滿足顧客需求為首要目標，才是企業能夠永續經營的不二法門。

全球運籌管理處 / 經理 / Leo 蘇皇豪

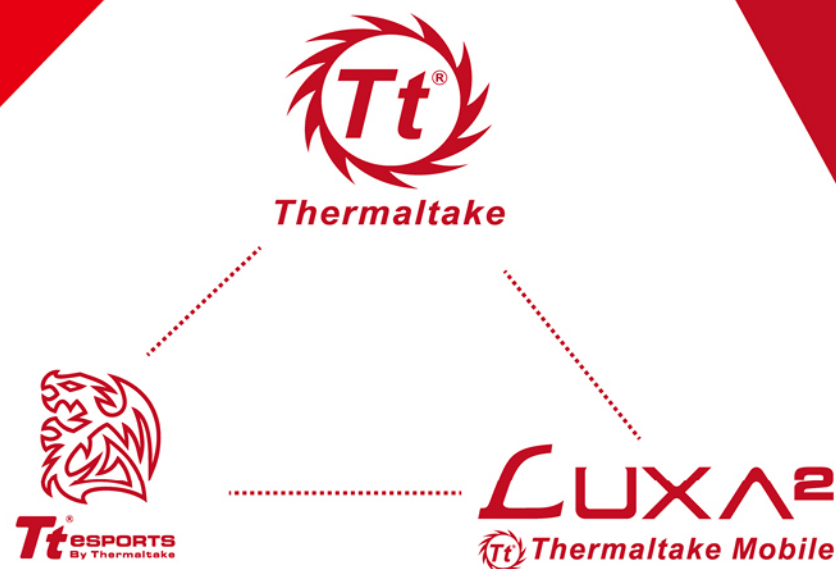


以顧客為中心，分析顧客的需求，提供滿足顧客需求的產品和服務，進而留住顧客

有價值的顧客能創造更高的利潤



鎖定主要交易顧客群，藉由提供差異化的產品和服務，創造更高的利潤



Branding Case

品牌推廣



良好的顧客關係管理，有助於提高顧客忠誠度

The RGB Effect

Brand Marketing & PR Dept / Brand Marketing Specialist / Melissa

In the last volume of Tt Culture Book, Vol. 10, Tt Features presented a topic on RGB, the title “Where RGB Tech meets Lifestyle” featuring the RGB products in everyday life, including some very unique and innovative RGB products and our own Thermaltake RGB Riing Fan and Tt eSPORTS POSEIDON Z RGB Gaming Keyboard. From fashion, furniture, to gadgets and games, RGB products are definitely the current trend. Thermaltake and Tt eSPORTS’s own RGB products also received positive feedback from fans and the media, while producing great sale figures. The Thermaltake RGB Riing fans especially have caused quite a buzz in the PC modding and DIY market. The Riing Fans already set history when it was first released early last year, with its patented LED unique fan; the Riing Fans produce an uniformed light never seen before on the market. Currently the Riing Fan Series holds the lion’s share in the fan cooling market, and combined with a RGB 256 colors effect, a legendary product was born. Thermaltake has always prided itself in its mission to fulfill and exceed all consumer expectations; therefore Thermaltake has been working hard to apply fan favorite features into the new products. And this can be seen in Thermaltake’s latest product, the Toughpower Titanium RGB Power Supply which was revealed during CES 2016, the world’s largest consumer electronics tradeshow. The Toughpower Titanium RGB Power Supply is not only eco-friendly with its SPM support, but also includes the Riing RGB Fan. Thermaltake has changed the way consumers view the traditional power supply with its unique IOT features, and its appearance with the beautiful Riing RGB Fan. This strategy of combining the key features of the successful product with a new product is used in many well-known large corporations, like Apple starting with its first iPod and the evolution into the iPhone. Thermaltake has long used this strategy with many of its product series, and this time Thermaltake has combined a hit product with a different line of products, hoping to achieve another legend.



Thermaltake Toughpower DPS G RGB 1250W Titanium Power Supply with SPM



Thermaltake Riing 12 LED RGB Fans



Everybody enjoys colors (via Leen88)



Core Value Sharing

企業文化分享

有一種文化，叫做曜越！

有

一種文化叫做曜越，它很獨特、很溫暖、很熱情，並且讓人以身處這樣的文化中而自豪。我很喜歡在曜越的一切，與同事間的相處，與長官間的互動，都很輕鬆自在。

身為曜越人，我們共享歡樂。感謝福委會定期舉辦的員工旅遊，在出遊相處的時間中拉近同事間的關係，以輕鬆的心情帶家人與同事認識，更增親切感。一日遊的行程不僅讓人放鬆自在，也可以因旅途中發生的大小事成為聊天話題。

身為曜越人，我們共享成就。在國際性的電子消費大展 CES 及 Computex，每一次的參展都展現出我們研發及創新的實力，拓寬曜越在競爭激烈的產業版圖。不僅在玩家的心目中鞏固地位，也因媒體的採訪讓更多人認識我們。當我們遞出曜越科技的名片，是充滿自信的。

身為曜越人，我們共享娛樂。在努力工作的同時，公司包場的電影欣賞是我很期待的大事。不僅可以攜伴觀賞電影，每每都讓同伴羨慕曜越的員工福利。運動會也是最有意思的團康活動，掀起大家團隊合作、共同拿第一的團結心。

身為曜越人，我們共享財富。旺年會所提供的高額獎金抽獎，是整場活動中令人期待的一環，當主持人喊出中獎者，就算不是自己的名字也會替同事感到興奮。

曜越文化的迷人之處，就是熱情的大家所營造出的氣氛。在曜越，天天都是精彩的一天。這就是我們的企業文化！

全球運籌管理處採購部 / 專員 / Bonnie 程郁雯



身為曜越人，我們共享成就。



身為曜越人，我們共享財富。



身為曜越人，我們共享歡樂。



Staff Communication

員工園地

要活就要動

相 這陣子掀起一股運動熱潮，也反應出現代人對於健康的重要性，在這競爭激烈的工作環境下，往往為了達成工作目標，卻也一點一滴的失去了自己的健康，卻渾然不知，通常都等到身體出現狀況後才來補救，但卻也難以再恢復到以往健康的身體，尤其隨著年紀增長要恢復健康更加的難。

人家常說「要活就要動」，所以對於平常坐在辦公室的我們來說，真的要為之警惕。就上班族而言，上班工作，下班回家，短短的時間吃飯看電視，然後睡覺，隔天又是重蹈覆轍的一天，對於這樣的惡性循環，久了身體也會感到疲倦不堪，就像有些東西，放久了不去動它，也會生鏽也會故障，身體也如此。

雖然公司每年也會辦運動會，但一年 360 天中，不可能只等運動會那天才運動。應該平常就要做起，哪怕只花幾十分鐘的時間，雖然我對運動並不是很行，所以也只能找到最容易活動的方式，那是就走路，這是最容易被實踐也是最為推薦的身體活動，也因為家裡離公司較近，所以上下班走路，也變成了一種習慣。

且最近晚上去附近學校走路，真的發現運動的人真的很多，不論打球，跑步，跳舞，走路等，滿滿都是人，感覺大家都超有活力的，在這樣的氛圍下，讓我也不知不覺從走 5 圈慢慢變成走 10 圈也不覺得累，可見一點一滴的累積是有它的成效在的。

全球運籌管理處 - 採購二部 / 專員 / Angel 高詩婷



運動會 - 做體操



運動會 - 走路



運動會 - 騎腳踏車

旺年會

全球運籌管理處 / 關務 / Sandy Chang 張書萍

此 次旺年會的表演主題是八〇年代的金曲，不同的部門透過視訊來討論表演的主題，配合 BACK TO BASIC 的主曲來構思，我分配在第三組，雖然深坑與總公司分隔兩地，在練習上有點配合上的問題，但是平時還是會以郵件或 skype 及視訊來討論，希望大家都能發揮團隊精神並提出最有創意的題材來參賽演出，在比賽前大家都討論好主題，並分配各人負責的工作，做好事前完善的準備，才能展現出最佳的表演。

到了旺年會當天，在董事長開場致詞及優良獎頒獎後，也揭開一年一度的表演開始。此次尾牙表演走復古風，觀賞每組帶來的精彩表演，每組都做好充份的準備並發揮創意，做出最精采的表演，現場是笑聲不斷，到了快到我們這組表演時，組員們先到會場外圍做排演，並再一一規劃每個人表演的角色及入場位置並分配道具，到了我這組表演時，大家都賣力的熱舞表演，其中也穿插了小創意，廣告一下水冷系列，將產品融入表演中。

到了最後表演投票的尾聲，投票結果出來了，在大家的努力下，我們第一組很榮幸能夠得到第二名，希望下次的比賽能夠再有進步的空間，每年參與旺年會的活動，除了產品在創新創意上有所突破，並且希望產品能在的市場上再創造銷售佳績，在新的一年裡，在大家的努力下，不論是產品的開發及銷售上，都能夠達成目標並做到最好。



董事長致詞



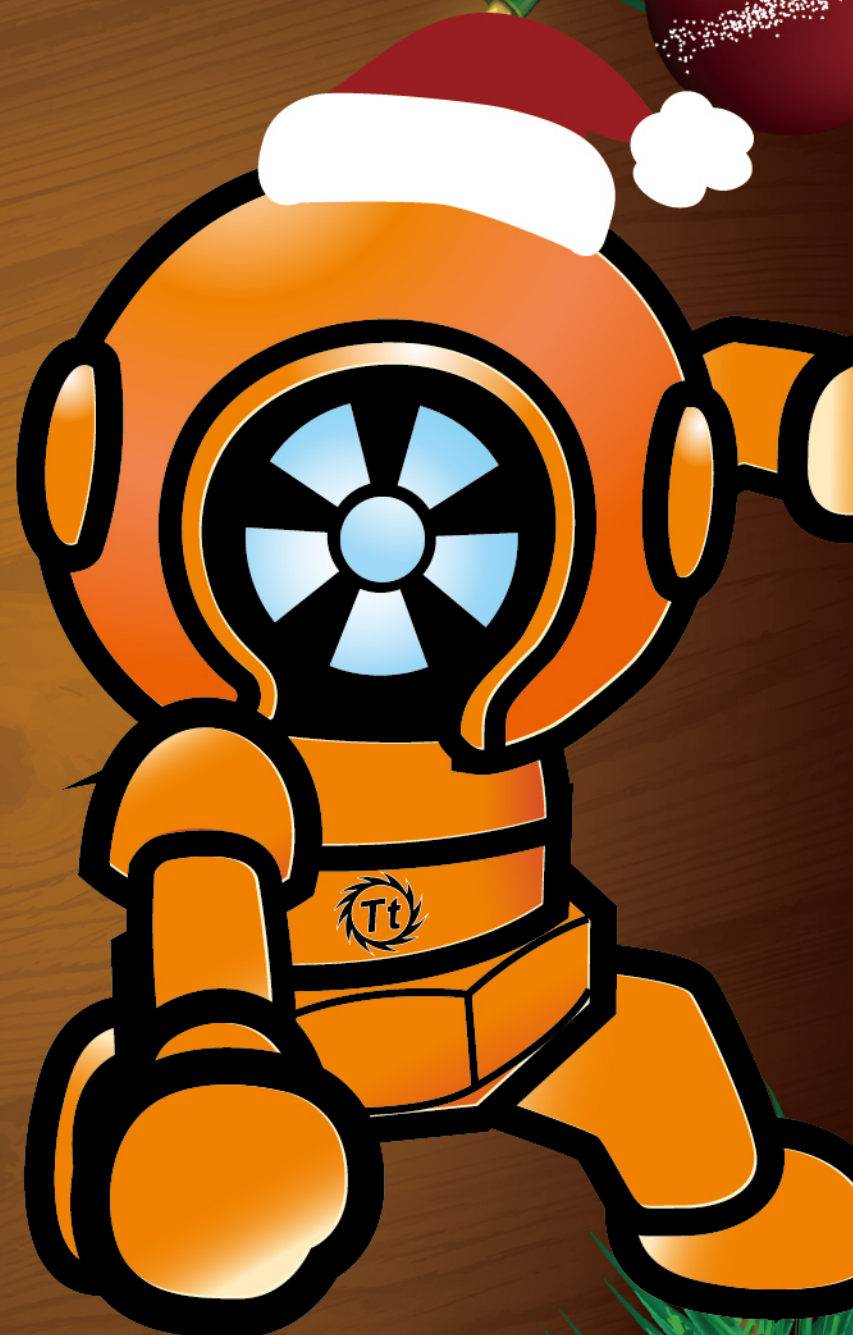
年度優良獎頒獎



大合照

FEATURES

新鮮事



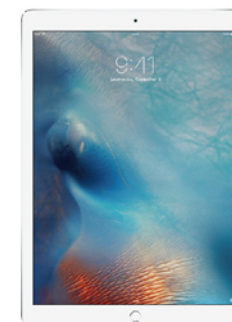
YOUR COMPLETE
X'MAS
GIFT GUIDE 2015

Gifts for Him

1



2



3



4



5



6



1. Lavi O Sports Wireless Earphone

Designed for sporting enthusiasts that desire an enhanced workout performance, the Lavi O provides you with the ultimate wireless workout tool to take your training to the next level - <http://amzn.to/1NmWAVc>

2. iPad PRO

iPad has always offered a uniquely simple yet immersive experience. And now with its expansive 12.9-inch Retina display, nearly double the CPU performance of iPad Air 2, and refined Multi-Touch technology, iPad Pro adds another dimension to that experience. It's not just larger. It's an iPad that lets you be more creative and more productive — at a whole new scale - <http://amzn.to/1QIBWMK>

3. CORE P5 Wall Mount ATX Chassis

The fully modular design of the Core P5 allows flexibility for 3-way placement layouts (Wall mount, Horizontal and Vertical), dual GPU layout locations: horizontal and vertical placement locations for liquid cooling components. The large acrylic window serves to simultaneously protect and display the glory of the Core P5. The Core P5 delivers the ultimate experience in PC hardware viewing by taking presentation to the next level - <http://amzn.to/1P4619w>

4. Playstation 4

Open the door to an incredible journey through immersive new gaming worlds and a deeply connected gaming community. PS4™ puts gamers first with an astounding launch lineup and over 180 games in development. Play amazing top-tier blockbusters and innovative indie hits on PS4™. Developer Inspired, Gamer Focus - <http://amzn.to/1IKP9cG>

5. Apple watch

It delivers important information when and where you need it. Helps you easily perform everyday tasks in seconds. Instantly connects you to the people and things you care about most. All while keeping precise time. Yes, it's a watch. But unlike any you've ever imagined - <http://amzn.to/1TMAAn3>

6. POSEIDON Z RGB Keyboard

Astonishing spectrum keyboard that offers extreme customization options for users to take their gaming style to the next level. With the iconic POSEIDON Z design, the POSEIDON Z RGB gives a spectrum of visual effects featuring 16.8 million colors providing users the easiest way to tune and showcase their true gaming colors - <http://amzn.to/1QIBWMK>



Gifts for Her



1



2



3



4



5



6



1. Scented Candles

They are a great way to help your loved ones unwind after a long day. And they smell divine and serve as a great holiday decoration- <http://bit.ly/1Z9zNfZ>

2. Gift Cards

Buying the perfect gift is always hard; this allows your loved ones the freedom to buy what they want- <http://sbux.co/11L3ypx>

3. A Trip to Hawaii

Going on vacation to a tropical island is a great way to avoid the cold winter weather- <http://bit.ly/1jZGzoP>

4. Pet Costumes

Get festive and melt the hearts of your loved ones by dressing up your pets in some cute holiday costumes- <http://bit.ly/1RIK7jD> , <http://bit.ly/1TMJAFj>

5. Thermaltake C1000 Opaque Coolant

Red, green, blue, purple, and many more, the Thermaltake C1000 Opaque Coolant comes in various colors for you to create the perfect X'mas themed cooling system.

6. Tt eSPORTS CONTOUR

The MFi certified and officially licensed Apple mobile gaming controller with its small and portable size is a great gift for the girl gamer - <http://amzn.to/1J8E3mE>



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