

# Tt<sup>®</sup> CULTURE BOOK

www.thermaltakecorp.com

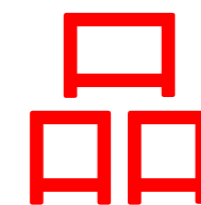
July 2016 Volume 13



Project the  
**TOWER** Design collaboration with Watermod France



## 曜越牽手社群意見領袖 觸動消費者的心



牌行銷新品的方式以名人代言是其中一種吸引消費者目光的策略，名人和商品之間的相輔相成，可以造就宣傳極大化的效果。如今你我身處在互聯網的時代，曜越深知社群行銷早已主導市場，自去年投身舉辦規模空前的《2015 曜越電腦 MOD 改裝達人爭霸戰 (2015 Thermaltake CaseMod Invitational)》，兩季度活動中，曜越嚴格篩選並開出戰帖共邀請了 17 位國際知名的改裝高手，共同投入『Core X9 平躺式 E-ATX 概念機殼』的創意改裝，引起了業界的廣泛討論，更博得熱愛改裝電腦的族群好感，也帶動了銷售！

### 《曜越電腦 MOD 改裝達人爭霸戰》 形塑粉絲心中理想品牌

今年《2016 曜越電腦 MOD 改裝達人爭霸戰·第一季 (2016 Thermaltake CaseMOD Invitational Season 1)》，更擴大戰線，除了邀請 11 位改裝好手一同改裝『Core P5 壁掛式透視全景機殼』，亦同步舉行《2016 曜越電腦改裝冠軍格鬥賽 (2016 Thermaltake Modding Fighting Championship, 將它簡稱為 2016 Thermaltake MFC)》，2015 曜越改裝達人爭霸戰第一季和第二季冠軍 - 來自泰國的 Suchao Prowphong 和菲律賓的 Jesse Palacio 兩位冠軍得主也將掀起新一波對決，兩位王者瞄準曜越最新推出的頂級之最 - 『Core WP100 超級電腦機殼系列』，搭配『Toughpower DPS G RGB 1250W 鈦金牌雲端智慧電源供應器和『曜越 Tt LCS Certified 水冷套件』相互較勁，對於品牌和個人知名度都相得益彰。



董事長的話  
CEO's Corner



曜越全球風雲  
Tt Global Events



市場趨勢  
Market Trend



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  
Executive Editor : Peggy Lin

### Enquiries

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

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2016 Thermaltake CaseMOD Invitational S1  
SEASON ONE  
2016 MFC MODDING FIGHTING CHAMPIONSHIP  
JESSE PALACIO VS SUCHAO PROWPHONG  
Vote for Free Prizes! Starts from May 25th to June 10th, 2016  
Premium Partners: Corsair, NZXT  
Sponsors: thermaltake, ASUS, REPUBLIC OF GAMERS, intel, SAMSUNG V-NAND SSD, Tt Sports, LUXAR, AVEXIT

《2016 曜越電腦 MOD 改裝達人爭霸戰·第一季》

## 粉絲經濟帶動銷售力度

曜越大舉投入資源舉辦國際性和地方性，如大陸地區的改裝大賽，就是以權威人士來向目標族群傳達品牌訊息，來自歐、美、亞洲區的參賽代表和其改裝作品傳達的是一種個性化及個人的魅力。粉絲的關注和實際投票或是透過我們曜越 Facebook 粉絲團的貼文來評論，以及點評參賽達人各自主頁宣傳其作品等行為互相產生信任，也是消費者內心世界的投射；更因此將粉絲轉化為巨大潛在的消費群體，透過活動的參與購買了 Core X9 等產品，不如說是在買改裝選手的精神和成就，暗示消費者也應該買一台，來表達自己與眾不同的個性和發揮自己的改裝實力，成功將消費者的購買態度和曜越品牌緊密連結在一起。

《曜越電腦 MOD 改裝達人爭霸戰 (Thermaltake CaseMOD Invitational)》成功地將曜越品牌社群行銷與消費者興趣融合，打破付費以名人代言的行銷模式，透過社群快速建立口碑，增加消費者參與感及情感共鳴，讓目標族群牢牢記住與感受品牌與產品。



曜越 WP 100 超級電腦機殼改裝是曜越電腦 MOD 改裝達人爭霸戰 · 第二季冠軍 Jesse Palacio 的作品之一



2016 TT Party 曜越董事長暨執行長林培熙與改裝家大合照



曜越董事長暨執行長林培熙 (左) 與法國 modder Mathieu Heredia 一同在 2016 COMPUTEX 揭幕 曜越 TT Premium Project The Tower 全景直立式機殼



曜越 Core P5 壁掛式透視全景機殼



美國隊長之稱的曜越 Core P5 改裝機殼為 2015 曜越電腦 MOD 改裝達人爭霸戰 · 第二季 Jengki 的作品

## 品牌背後的真相是好產品

品牌的背後卻應該具備更實質的東西存在，那就是產品，而且是好的產品！曜越在持續不斷創造及提供實際效益和功能的產品，由其當我們建構出突破性且令人興奮的產品，如 Core P5 和 Core P3 的全景透視機殼，再透過意見領袖和社群力量宣傳和演繹，如此無形和有形間更能傳遞出我們曜越的核心實力所在，也代表了整體產業力道持續向前邁進！

Chairman and CEO of Thermaltake Group

曜越集團董事長 暨 執行長

*Jengki*

6<sup>th</sup> July, 2016

# Thermaltake Joins Social Media Opinion Leaders to Inspire Consumers



**C**elebrity endorsement is a brand marketing strategy that can effectively attract the attention of the mass public. A celebrity's fame and reputation can promote a new product to greater heights. In the age of the internet, Thermaltake recognizes the significance of social media

marketing, thus last year Thermaltake held the 2015 CaseMOD Invitational. Thermaltake invited 17 top modders in total worldwide to compete and transform the Core X9 E-ATX Cube Chassis. This event garnered lots of praise from fans in the modding community, and simultaneously helped push our sales.

## “Thermaltake CaseMOD Invitational” The Brand Made for the Fans

This year the 2016 Thermaltake CaseMOD Invitational Season 1 invited 11 modders to redesign the Core P5 Open Frame Chassis. At the same time, Thermaltake held the 2016 Thermaltake Modding Fighting Championship (also known as the 2016 Thermaltake MFC), where 2015 Thermaltake CaseMOD Invitational Season 1 winner Suchao Prowphong from Thailand and Season 2 winner Jesse Palacio from the Philippines took part in the one-on-one battle to create the best Core WP100 Super Tower Chassis with the Toughpower DPS G RGB 1250W Titanium Smart Power Supply and Tt LCS Certified liquid cooling kits. Both Thermaltake and the modders benefit from working together, and can better effectively promote their own brands.



2016 Thermaltake CaseMOD Invitational Season 1



Thermaltake New Project The Tower unveiled at COMPUTEX 2016, with Mr. Kenny Lin, the CEO of Thermaltake (left) and French modder Mathieu Heredia



Thermaltake Chairman and CEO Kenny Lin group photo with modders at the 2016 TT Party

## The Economy of Fandom

Thermaltake holds both global and local competitions using different methods to target specific markets in each region. For example, for the competition in China, Thermaltake invited famous modders to compete and promote our brand, whereas the modders selected from Europe, America, and other parts of Asia are more based on individuality and design uniqueness. Fan voting, facebook posts, and modder's own promotion via social media, are all projections of their internal desires. These fans and online users are all potential customers, and those who bought the Core X9 because of our events, are in actuality purchasing the modders's accomplishment and spirit. Our message to fans is that you too can become a modder through purchasing a Thermaltake case. And at the same time you can demonstrate your modding skills by creating a casemod with your signature style. With this, the Thermaltake brand successfully becomes an important factor for all casemod purchases.

## Behind a Good Brand is a Great Product

The support behind each brand is the product, and the better the product the better the brand. Thermaltake continues to innovate and provide functional new products like the revolutionary Core P5 and Core P3 Open Frame Chassis. Through the influence of social media opinion leaders, Thermaltake effectively promotes the new products and the brand's core competence. Lastly with this, Thermaltake successfully demonstrates its superiority in the industry moving forward.



Thermaltake WP 100 Super Tower Chassis mod by 2015 Thermaltake CaseMOD Invitational Season 2 Winner Jesse Palacio



Thermaltake Core P5 ATX Open Frame Panoramic Viewing Gaming Computer Chassis



Thermaltake Captain American, Core P5 mod by 2015 Thermaltake CaseMOD Invitational Season 2 contestant Jengki

The President and CEO of Thermaltake

6<sup>th</sup> July, 2016



4月 April

Thermaltake major events around the globe. April  
Taipei City, Taiwan

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### Taiwan Excellence ICT International Media Tour at Thermaltake HQ- Europe & America

Thermaltake has a longstanding relationship with the Taiwan government, the Taiwan External Trade Council (TAITRA) and the Taiwan Excellence division in particular. And this year, 1 month before the 2016 COMPUTEX, TAITRA arranged for two international media tours at the Thermaltake headquarters. The first group to arrive at was the from the European and American regions; Northern America, Canada, United Kingdom, Holland, France, Spain, Italy, Bolivia, Romania, and Hungary. The group was given a presentation by the Brand Marketing, Thermaltake, and Tt eSPORTS brand representatives, which was quickly followed by an intense Q&A. And the tour was finished off with a tour of the Thermaltake showroom, displaying the casemods and new products prepared for COMPUTEX 2016.

#### 台灣精品資通訊國際媒體團曜越總部參觀 - 歐美團

曜越與台灣政府長年來保持良好的互動，尤其是中華民國對外貿易發展協會 (TAITRA) 台灣精品相關的活動。今年 TAITRA 在 2016 COMPUTEX 台北電腦展前一個月安排兩個資通訊國際媒體團參觀曜越總部。第一組的歐美團有來自北美、加拿大、英國、荷蘭、法國、西班牙、玻利維亞、羅馬尼亞及匈牙利的各大知名媒體。當天曜越企業品牌行銷、曜越及曜越電競 Tt eSPORTS 品牌代表為媒體們介紹公司及曜越的品牌故事，緊接著是媒體提問的時間，最後是曜越太陽島參觀及 2016 COMPUTEX 台北電腦展準備展示的改裝機殼及新品等介紹。



# Tt Global Events

曜越全球風雲

Thermaltake major events around the globe.  
Taipei City, Taiwan

April

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### Taiwan Excellence ICT International Media Tour at Thermaltake HQ- Asia

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#### 台灣精品資通訊國際媒體團曜越總部參觀 - 亞洲團

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Thermaltake major events around the globe.  
Horwich, United Kingdom

May 3



### The Thermaltake UK Modding Trophy with 5 Top Modders In Collaboration with bit-tech and SCAN

Thermaltake, an industry leader in computer chassis, thermal solutions, and power supply units, in collaboration with bit-tech is proud to kick off the voting for the best casemods spawned by the Thermaltake UK Modding Trophy powered by SCAN. Some of the top 5 British modders sponsored by Thermaltake, had about three months time to turn the Thermaltake Core X31 Mid-Tower Chassis into a unique piece of art. A casemod does of course not only consist of a chassis, so all participants of the Thermaltake UK Modding Trophy powered by SCAN were provided with an Intel Core i5-6600K, 8GB RAM of HyperX Fury memory, Asus Maximus VIII Hero Alpha motherboard with RGB lighting and headers, 240GB HyperX Savage SSD, Thermaltake Asus Strix GTX 970 graphics card and other products from the Thermaltake product portfolio.

#### 曜越與 bit-tech、SCAN 聯手舉辦 UK Modding Trophy 電腦改裝盃 5 位改裝達人力爭冠軍

以散熱功力起家，聞名全球的專業電腦裝備品牌—曜越 Thermaltake，與 SCAN 聯手舉辦了 UK Modding Trophy 電腦改裝盃，並與英國網路媒體 Bit-tech 共同展開投票活動，票選你心中的最佳改裝機殼！由曜越贊助的 5 位頂尖改裝高手有大約 3 個月的時間來改裝曜越 Core X31 中直立式開窗機殼。改裝時所使用到的不只是機殼而已，UK Modding Trophy 電腦改裝盃的所有參賽者都會被提供 Intel Core i5 6600K 中央處理器、Kingston 8GB HyperX FURY 記憶體、配有 RGB 插座的華碩 Maximus VIII Hero Alpha 遊戲主機板、Kingston 240GB HyperX Savage 固態硬碟、華碩 Strix GTX 970 顯示卡和其它曜越產品。

Thermaltake major events around the globe.  
Mumbai, India

May 11



### Thermaltake India “Beats the Heat” with Cool Innovations

Thermaltake leading global PC component brand and Tt eSPORTS renowned gaming gear brand, displayed an innovative range of gaming PC cabinets, power supplies, cooling products as well as accessories at an event in Mumbai last week. Top representatives from the gaming and modding community were also present to experience the products first hand. This includes the Thermaltake India distributor for the West and North Region, Savera Digital India Pvt. Ltd. and their partners whom graced the event. Many local gamers, modders, and enthusiasts also present.

#### 曜越在印度掀起一陣新潮旋風

曜越 Thermaltake 散熱管理與電腦改裝專家和全球電競霸主曜越電競 Tt eSPORTS 於今年 5 月初在孟買的一場活動中帶來了一系列全新的電競機殼、電源供應器、散熱產品以及更多吸引人的電競配備。曜越在印度西部及北部區域的供應商—Savera Digital India Pvt. Ltd. 以及他們的合作夥伴都到現場體驗了這些新品，許多當地玩家、改裝達人以及電競熱愛者也都出席了這場活動。



Thermaltake major events around the globe.  
Taipei City, Taiwan

May 31

### Thermaltake New Project The Tower at COMPUTEX Taipei 2016 TT Premium Modder Edition Chassis

Thermaltake, a leading brand in the Case MOD market, chassis, power supply units, and thermal solutions, today officially unveiled the completed prototype of Project The Tower at the COMPUTEX opening ceremony. Project The Tower is a casemod collaboration between Thermaltake and original creator Mathieu Heredia and co-owner of WaterMOD France. Mathieu Heredia who is also the runner-up in the 2015 Thermaltake CaseMOD Invitational Season 2, was invited to give a speech on the collaboration.

#### 曜越與法國 Watermod 連袂合作打造 Project The Tower 全景直立式機殼 2016 台北電腦展 COMPUTEX 強勢登場

曜越電腦改裝領導品牌以未來趨勢領航者之姿於 2016 台北電腦展 COMPUTEX 曜越開展記者會 (31 日) 正式發表『Project The Tower 全景直立式機殼』，該逸品為曜越首度與法國知名電腦改裝達人 Mathieu Heredia 所創立的 Watermod 工作室，聯手打造而成。當天記者會上，曜越董事長暨執行長林培與 Mathieu Heredia 為 Project The Tower 正式揭幕，歡慶這次突破傳統的合作，而同時身為《2015 曜越電腦改裝 MOD 達人爭霸戰·第二季》亞軍的 Mathieu 亦在現場發表一段感言：「首先非常感謝曜越為我實現夢想，當時參加曜越的改裝賽時，我花了很多時間思考如何在改裝 Core X9 機殼外觀的同時保留產品的實用性，經過一番努力我打造出 Project The Tower，一款設計獨特且實用的改裝機殼。然而我萬萬沒想到曜越會如此支持我的改裝理念並將此作品量產化，希望這次的合作能成功獲得改裝粉絲的喜愛！」

Thermaltake major events around the globe.  
Taipei City, Taiwan

June 1



### Tt eSPORTS reveals the new CRONOS RGB 7.1 Professional Gaming Headset Color Up Your Gaming Environment

Tt eSPORTS, the energetic and powerful challenger reveals the new CRONOS RGB 7.1 Gaming Headset that adds spectrum to your gaming environment! Featuring a 7 RGB colors with 3 lighting effects that boosted up the whole gaming environment with a highly functional 7.1 premium virtual surround sound technology that offering immersive 3D atmosphere to deliver awesome pleasure and excitement, and provide you the full experience for your games satisfaction! Also comes with new software for users to simulate the speakers and allow them to enhance the extreme audio output! In addition, you can control the game by adjusting the volume and mute the microphone as you like via the in-line control box. Whether you're in an intense game, you can easily control the audio without hesitation!

#### 曜越 Tt eSPORTS 推出《克諾司 CRONOS RGB 7.1 專業電競耳機》 色彩能量爆發 淬鍊出玩家獨特遊戲氛圍

曜越電競 Tt eSPORTS 公佈【克諾司 CRONOS RGB 7.1 專業電競耳機】，新一代研發的 RGB 耳機提供 7 色 RGB 色彩與 3 組發光效果，點亮玩家的遊戲氛圍；搭配強化耳機 7.1 聲道虛擬音效，3D 立體聲完美呈現遊戲所需的音域臨場感；一支耳機，帶給玩家視覺與聽覺的雙重享受！【克諾司 CRONOS RGB 7.1 專業電競耳機】擁有專屬客制化軟體讓玩家可以自行模擬調整喇叭方向與距離，同時也能夠設定環境音場或是選擇喜好的音場！另外，耳機內接的音效線控器經由線控玩家可以快速調整音量大小與麥克風開關，簡易操控決不影響到激烈的遊戲賽事！

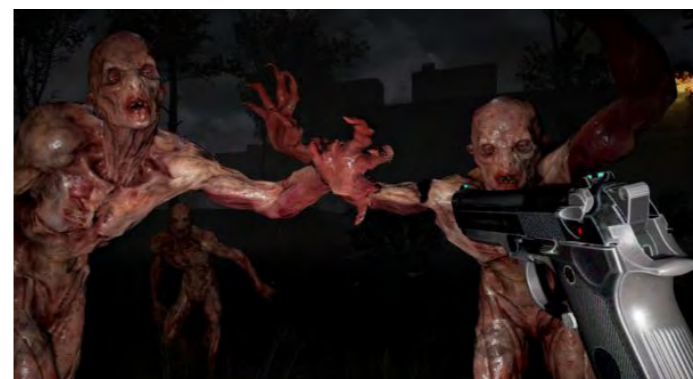
## Thermaltake Hot on Virutal Reality (VR) Gaming

Brand Marketing & PR Dept / Brand Marketing Specialist / Melissa

One of the popular technology market trends is the VR (Virtual Reality). According to the article "Virtual Reality 101" by well known technology media CNET, Virtual Reality is defined as "Virtual reality is a computer-generated environment that lets you experience a different reality. A VR headset fits around your head and over your eyes, and visually separates you from whatever space you're physically occupying. Images are fed to your eyes from two small lenses. Through VR you can virtually hike the Grand Canyon, tour the Louvre, experience a movie as if you are part of it, and immerse yourself in a video game without leaving your couch." In essence through Virtual Reality technology, people can easily enjoy an almost real-life experience without actually physically being at the location or doing the activity. VR was an important theme at the 2016 COMPUTEX exhibition. Several large brands featured a VR experience station, and one of these brands was Thermaltake. The Thermaltake booth was designed with a VR Experience station using the latest Virtual Reality headset HTC Vive powered by the new Toughpower DPS G RGB Gold 650/750 digital power supply, while showcasing Thermaltake's upscale hardware like the Core P5 System, CRONOS AD gaming headset, VENTUS Gaming Mouse, and POSEIDON Z RGB gaming keyboard. The Thermaltake VR Experience Station was the most popular amongst the visitors at COMPUTEX, Thermaltake employees and even other exhibitors all lined up to try the VR. The Thermaltake VR Station even caught the attention of one of the members of the 綜藝大熱門 TV show producing team from one of the largest nationwide cable TV network, Sanlih E-Television. 綜藝大熱門 is a hot local variety show hosted by number one variety show host, Jacky Wu, also known as the "Local King". Virtual Reality gaming requires high performing hardware, and Thermaltake's product are right on track with the current trend. With Thermaltake's uniquely designed products and advanced technology, Thermaltake and Tt eSPORTS products will definitely shine through with the new VR craze.



VR Experience



VR Zombie game via the Independent

**VR** READY  
TT POWER

**VR** READY  
TT POWER

VR Ready TT Power



**Market Trend**  
市場趨勢

## 放眼電競

物連網 IoT 軟體研發部 / 軟體工程師 / Kai 李鎧任

# 現

今電競產業蓬勃發展，各家廠商相爭這塊大餅，台灣也不遑多讓。一個國家要發展電競產業之下，必定要有相關的配套。當然，近年來台灣在這方面也嶄露頭角繳出不錯的成績，導致現在各家廠商在商品前都要掛上電競之名就可以吸引顧客且賣出好價錢與好銷售。

那我們來談談市面上的電競產品，是不是真的那麼的厲害，應該是說是不是符合該商品的價格呢？想當初在沒有電競這個名詞前，要挑把鍵盤，多些聚集鍵功能，老闆就會強調是遊戲專用。沒錯，那時是說遊戲專用，意思是說如果你沒再打遊戲或是你用不到，就不要考慮它的意思。耳機就真的不能理解了，電競與不電競的差異在哪邊？耳機不外乎是音質音場動圈動鐵等架構，你說鍵盤冠上電競，的確有它的功效所在。耳機會聽得到幾百公尺以外的聲音，那分明是作弊，或許只是針對遊戲的感覺去作設定。那電競產品五花八門，該如何從中挑選呢？

在挑選電競產品的情況之下，首先請三思，思考你是不是真的用的到那個功能。如果是要酷炫那就別考慮了，再者考產品的價值，還是只是廠商圖利的商品。購買前多做點功課，正所謂貨比三家不吃虧，現今的作法就是靠網路，上網稍微查詢一下，不要花大錢卻當冤大頭。相信只要把該項商品的名子上網搜尋一下，就會有一堆使用者的經驗，也可看看該商品的妥善度與售後服務。

未來的電競產業，技術一直成長，從平面 2D 到 3D，到現在火紅的 VR 虛擬實境，我相信往後的電競展品也會更加多元豐富，滿足人類的需求。VR Ready ! Are You Ready ?



上圖是台灣選手出征英雄聯盟世界盃，勇奪世界第一光彩，下一世界冠軍是你嗎？



我也有 VR Ready 唷，自己 DIY VR 設備，也有 VR 效果喔，只不過小心近視唷。

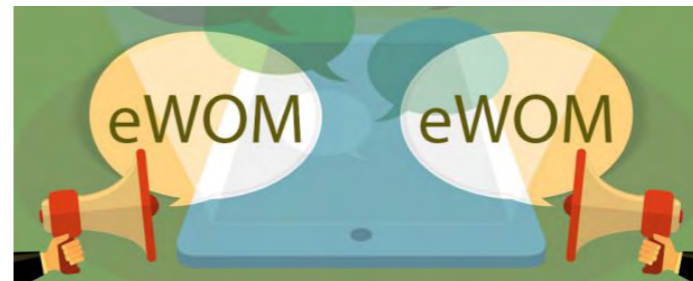


VR 事代即將來臨，準備好你的錢了嗎？痾，是準備好一起進入 VR 世界了嗎？

## The effect of eWOM

整合行銷業務二處 / 國外業務專員 / Sabrina Lee 李雅琴

According to a survey conducted by ITU (International Telecommunication Union), the number of online users are over 2.7 billion, which corresponds to nearly 39% of the world's population. About one-third of the global population is online, an increase of 566.4% from 2000 to 2012. With the emergence and growth of Internet users, this tendency not only encourages network-related applications and development but also provides a brand new platform for people to conveniently communicate knowledge and information. Thus, under the Internet boom, enterprises have started to add communication channels to consumers besides physical stores, such as those on web-based platforms. On the other hand, the interpersonal communication model is also influenced by the rise of online interaction. More and more consumers rely on searching for product information and services through the Internet, rather than in real society. A survey clearly indicates that nearly half of respondents adopt social media to help them make purchase decisions. Hence, related online reviews have become an important source influencing consumers' purchasing behavior. Information searching is normally a step in the decision-making process where the consumer identifies what options might solve their problem. In traditional methods, word-of-mouth (WOM) - the transference of product or service information from person to person via oral communication - plays an important role in influencing the process and results of searching for information. It plays a significant role in influencing consumer purchasing behaviors and attitudes. WOM communication may have a greater influence on consumer behaviour when a consumer faces disconfirmation among shopping choices and related WOM delivered by an expert. In addition to WOM, with the arrival of E-business and Internet marketing, eWOM - WOM transferred via the Internet - may have a similar effect on consumers. With the development of Internet technologies, the WOM communication model has been expanded to the electronic medium, such as chat rooms, online communities, discussion forums, electronic bulletin board systems and weblogs. This means that communicators can exchange information by using online technologies. In other words, people can publish their personal experiences and deliver abundant information online and, immediately and widely receive others' replies. Therefore, this trend illustrates that eWOM currently plays a significant role in influencing consumer purchase behaviours.





## 守護北極熊從曜越開始

程式開發組 / SPM 程式工程師 / Eddie 黃章智

# 節

能不再是口號，防治暖化絕不能等！據英國《獨立報》6月6日報導：美國國家冰雪與冰數據中心臨時衛星數據顯示，30年前北極冰蓋層面積為1,270萬平方公里，到今年6月1日降到1,110萬平方公里，消失的冰蓋面積比6個英國還大。防治暖化不單只是靠國家、政府、企業的責任，身為全球公民的我們也必須為地球之永續發展盡一份心力，雖然個人的力量有限，但透過購買節能標章俱有國家認可的產品，達到節約能源的目的也是一種愛地球的表現方法。

身處於二十一世紀的我們不論是工作還是娛樂等皆不離開電腦，電腦的使用率已經相當普及。隨著長時間的使用個人電腦以類比電源為主的現今，更該重視如何節約能源，達到省電的目的。有鑑於此「數位電源」以全新的姿態展露出它的重要性，不但能透過數據的蒐集告知使用者電腦內部如電壓、電流、瓦特、溫度等其他資訊外，還可監控目前狀況，若發生異常時使用者還可已透過 Tt DPS G APP 即時收到警告訊息，讓使用者能第一時間了解自己電腦現在發生了什麼狀況，Tt DPS G APP 還貼心的提供使用者遠端關機的功能，讓異常（如風扇異常、溫度異常）的電腦關機不執任何動作，即使使用者不在現場也可以透過遠端關機關閉電腦唷！不必再擔心是否過熱燒毀心愛的電腦。

「曜越科技」身為電競領導品牌之一，在數位電源 (Toughpower DPS G) 系列共推出 10 款不同瓦數，讓使用者們來挑選一顆節能、環保愛地球的數位電源！



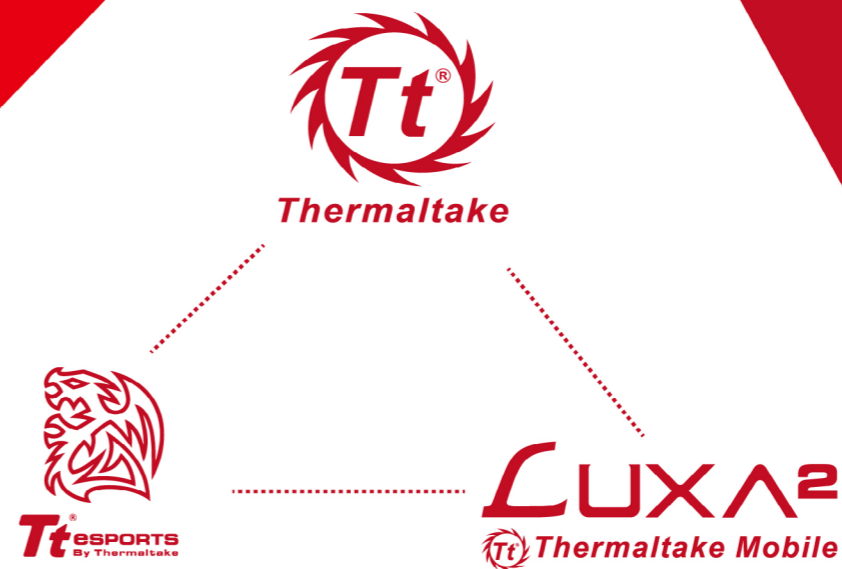
曜越 Smart Power Management



因為冰蓋的消失，北極熊要沒有家了！ 圖擷自 Dailymail



曜越和您一起為減緩全球暖化盡一份心力。



# Branding Case

品牌推廣

# Taiwan Industry Image Enhancement Project (IEP)

Brand Marketing & PR Dept / Brand Marketing Specialist / Melissa

**T**hermaltake has been working with the Taiwan External Trade Council (TAITRA) for many years, and this longstanding relationship with the Taiwan government has helped Thermaltake with its marketing and exposure on a global level with low cost. One of the many programs held by the Taiwan government that we participate in every year is the Taiwan Industry Image Enhancement Project (IEP). TAITRA invites each year's winner of the Taiwan Excellence Award to attend the many marketing events held around the world. According to the event summary from an official document from Taiwan Excellence, IEP "[i]s a government project, organized by the Bureau of Foreign Trade (BOFT), MOEA, Taiwan, and implemented by the Taiwan External Trade Development Council (TAITRA) since 1990, as a part of the Taiwan Excellence branding efforts. From 2014 to 2016, the IEP expands into a 3-year large scale project, which aims to assist quality Taiwan OBM (own brand manufacturing) companies in raising brand awareness and preference among consumers in total 9 markets, including Mainland China, USA, Japan, Vietnam, Germany, India, Indonesia, the Philippines, and Turkey." The markets for each year change depending on TAITRA's decision, but the low cost and effective marketing has been very beneficial to Thermaltake. IEP holds several exhibitions each year, and includes many types of promotions. IEP creates marketing materials like catalogues, brochures, coupons, and many more. They also promote the brands by inviting reputable local media to attend their opening press conferences, and they promote via online through YouTube, Facebook and Instagram. In Taiwan, award winning products are also displayed at the Taipei Fine Arts Museum, Taoyuan International Airport, MRT, Taiwan High Speed Rail stations, and many other significant landmarks. Thermaltake products have been displayed at all these locations, and attracted much interest from the public. Besides holding exhibitions, TAITRA also arranges company tours, like the TAITRA North America & Europe and Asian media tours that took place at the Thermaltake headquarters on April 27th and 28th respectively. Furthermore, IEP Turkey arranged for well known local media to attend the Thermaltake 2016 COMPUTEX Opening Press Conference. In addition, Thermaltake products were also featured in the 2016 Taiwan Excellence Shopping Guide, a shopping guide for Taiwan Government officials. And officials from the Taiwan Economic Bureau expressed interest in purchasing the LUXA2 Groovy Duo as an ideal gift to promote Taiwan Excellence and Taiwan brands.



Sybaris Gaming Headset at Taoyuan Airport



Taiwan Excellence Exhibition at the Taipei Fine Arts Museum



酷韻 Duo 雙聲道  
立體聲無線藍芽喇叭  
(AD-SPK-PCGDBK-00)  
曜越科技股份有限公司

結合了最新的無線科技和最流行的設計，不論是與朋友分享音樂，或是與家人一同共享週末的電影時光，盡情享受極致的音樂體驗。一組由兩個單聲道喇叭而成，也可單獨各別使用，分享音樂更方便。

尺寸：6.5 x 6.5 x 8 cm (單顆)  
重量：273g (單顆) / 546g (組)

● 陳嘉倫 / 02-8797-5788 # 2115



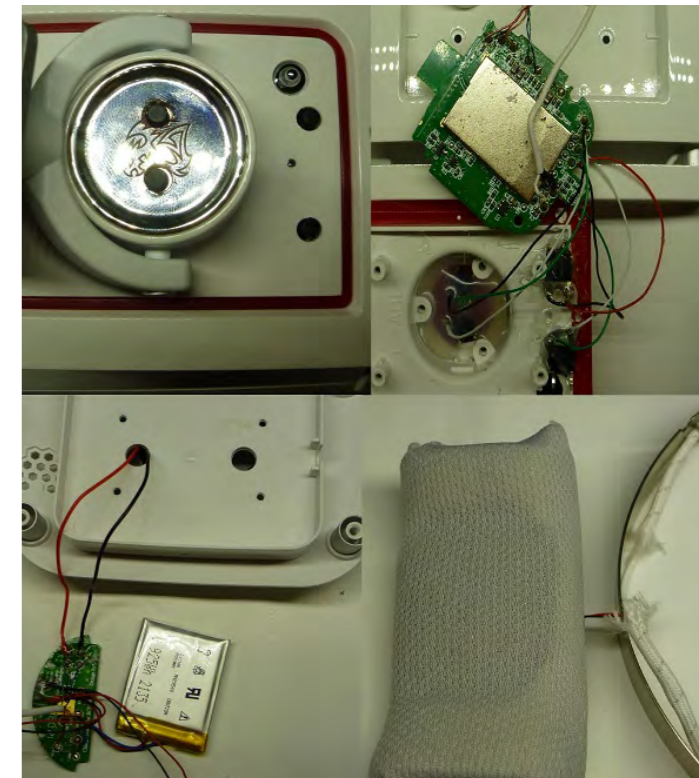
LUXA2 Groovy Duo featured in the 2016 Taiwan Excellence Shopping Guide

## 產品衍生想像 & 實現

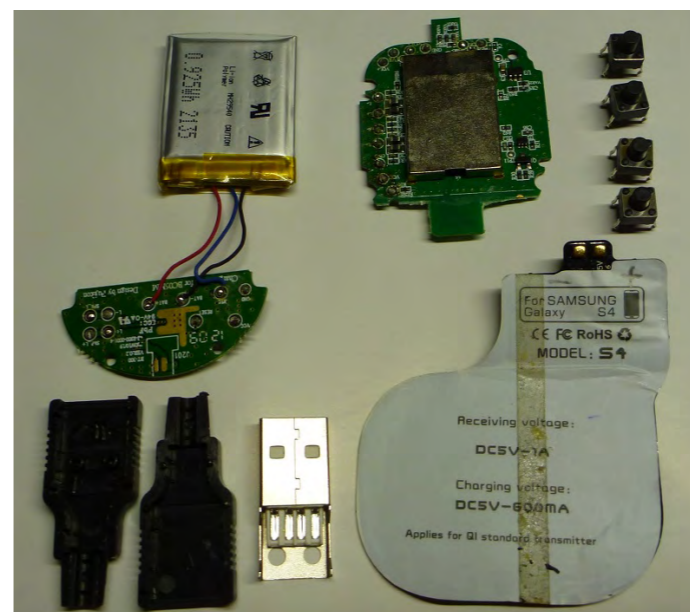
全球運籌管理處 / 副理 / Johnson Pan 潘力維

# 現

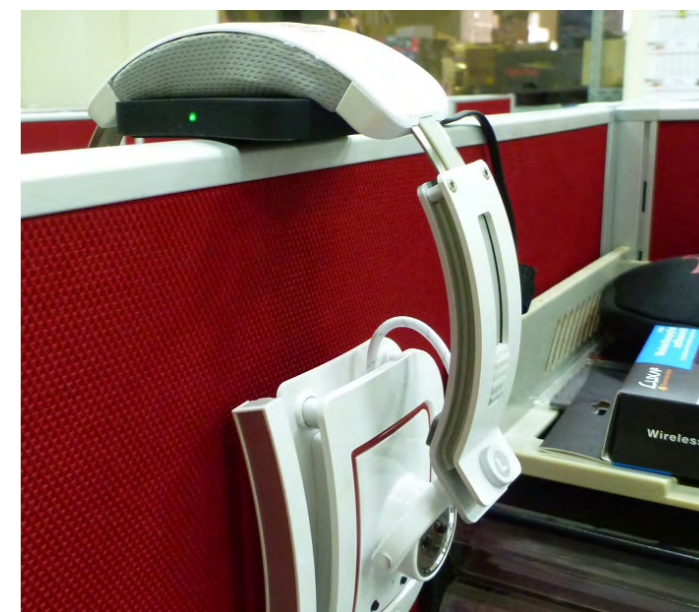
在產品潮流 --- 無線充電  
端午佳節公司也發了一組很實用的無充電模組給所有員工。靈機一動，Level 10 M 耳機是顛覆傳統電競耳機设计理念且獨樹一格的電競文化品牌魅力的產品，是否可以改裝將無線藍芽元素和無線充電元素一併整合進去讓原本就已經是獨樹一格的耳機再增加新功能？於是開始研究耳機本體構造 --- 是由 2 組左右對稱 PCB 作為耳機訊號輸入端，再透過 1 線 5 芯線路進行訊號傳輸。了解構造後設計改裝結構，左耳設定為主控制端，右耳設定為電源端，頭帶位置設定為無線充電接收端。再來準備所需零件 --- 藍芽模組、無線充電接收端模組、微動開關、USB 接頭和線材。首先整合左耳藍芽模組控制端，於耳機上尋找適合安裝控制開關位置，開孔安裝微動開關，焊接相關線路，接著於頭帶安裝無線充電接收模組。由於線路不夠用需再另外拉 2 根線到藍芽模組電源端焊接完成配線，處理右耳藍芽模組電源端，配合原本耳機上 PCB 修改配線完成外接充電輸入端，將相關線路和無線充電接收模組連接線路焊接在藍芽模組電源端完成配線。另外針對原本配的線材重新焊接端子完成外接充電線，這樣整組耳機就完成改裝，加上端午節禮品就是具有無線充電功能的藍芽 Level 10 M 耳機了。



完成各部配線



改裝所需零件



成品充電使用

## 當電源供應器飛上雲端

物聯網 IoT 軟體研發部 / IoT 軟體工程師 / Wei 許修維

以往的電源供應器都只是單純地提供電源給予電腦使用，就不再擁有其他的功能，而現在，曜越 Toughpower DPS G 及 Smart DPS G 高瓦數電源系列飛上了雲端，打破了以往的觀念，電源就再也不只是一顆死板板的電源了，而是獲得了一股全新的生命力。透過網際網路的傳輸，能將電源本身蒐集到的各項資訊分享給特定的人、事、物，當收到資訊時的處理方式不同，就會有不同種類的變化，也可以從外部接收到特定的命令，以執行其他相關的動作，形成一個可以與之互動的個體。然而搭配上智慧型手機，可以接收電源所發送過來的資訊，並使用曜越 DPS G PC APP 2.0 監控軟體做更進一步地分析，呈現出詳細的報表讓使用者更容易了解到電源的各項資訊以及使用情形，成為了一個行動監控裝置，時時刻刻讓使用者進行監控及管理。若平常出門在外時，家中電腦開著，有時會提心吊膽害怕家中電腦出事，有了 曜越 DPS G Mobile App1.0 手機監控軟體，將解決此項憂慮，出門在外時也能夠實時監控，一旦有異狀發生時，電源會立即發出危險訊息，告知使用者家中電腦的情形，並可適時地發送關機指令，讓家中電腦趕快關機，以免發生不必要的意外，猶如一個電腦管家在身旁。

透過曜越 DPS G Mobile App1.0 手機監控軟體、曜越 DPS G Power Management Cloud 1.0 雲端智慧電源管理平台、曜越 DPS G PC APP 2.0 監控軟體等其他裝置的配合，將賦予了電源全新的生命力，讓死板板的電源得以活絡過來，不再只是擔任提供電源的角色，而是成為了擔任使用者的小幫手，提高了電源自身的價值！



當電源飛上雲端時：曜越 DPS G Power Management Cloud 1.0 雲端智慧電源管理平台



賦予電源供應器新生命：曜越 DPS G Mobile App1.0 手機監控軟體



智慧電源進行時實監控：曜越 DPS G P App2.0 監控軟體



# Core Value Sharing

企業文化分享

# Thermaltake's Modding and Gaming Culture

Brand Marketing & PR Dept / Brand Marketing Specialist / Melissa

Thermaltake's theme for the year "Game with your MOD" accurately represents the Thermaltake company culture. The theme "Game with your MOD" positions Thermaltake as the go-to brand for PC modding and gaming total solution, and at the same time displays Thermaltake's modding and gaming culture. Due to Thermaltake's strong modding and gaming culture, we are able to create and design computer hardware and gaming gear that perfectly complement each other. Both modders and gamers can create their own casemod with Thermaltake's products, and "Game with your Mod" with our Tt eSPORTS gaming gear. Thermaltake's unique gaming and modding culture was first introduced to the public through a media tour and interview near the end of March by Cowcotland, a well known French media. During the tour Thermaltake demonstrated our PM's professional modding skills through the various cool new cases. Cowcotland was also able to see Thermaltake's gaming culture with the regular internal gaming competition that was going on during their visit, where our gamers played the 2k16NBA and FIFA 2016 esports games. Besides the visit from Cowcotland, Thermaltake also showed our modding and gaming culture at the 2016 COMPUTEX Exposition. At the 2016 COMPUTEX Opening Ceremony and Product Launch Conference, Thermaltake not only officially introduced our theme for the year "Game with your MOD", but also unveiled a stunning new product that highlighted our modding culture and "continuous innovation", "collective wisdom", and "adding value", part of our 8 core values. The new product that was launched, "Project the Tower", a design collaboration with Watermod France co-owner Mathieu Heredia, demonstrated Thermaltake's modding culture and capability. "Project the Tower" shows our support toward the modding community and our willingness to take risks and make modder dreams come true. Modding and gaming are actually closely connected, and Thermaltake recognizes this due to our strong modding and gaming company culture. At COMPUTEX I had the opportunity to interview Jesse Palacio, 2015 Thermaltake CaseMOD Invitational Season 2 winner, and he said that he was a gamer first, and the main reason he became a professional modder was because buying new and high performing computer hardware was expensive. Thus, he started to try designing his own computer hardware, and that's how he became a gamer who mods.



Modder Group Photo



Project the Tower



Extreme Gaming

## 企業文化與品牌關聯性

全球運籌管理處 / 產銷管理專員 / Yafen Cheng 鄭雅芬

何謂企業文化？是經由企業在經營的過程中所產生的使命願景、價值觀、經營方向、經營理念與精神等，藉由這些理念的綜合進一步塑造出企業發展，從此定義中可知，企業文化的重要性。但『人』是企業中最重要的資產，企業文化須由全體員工所接受，在躍越我們可藉由八大核心改變學習方式不斷的創新，進一步提升企業價值。

品牌指的是產品所提供的服務，也是一種識別標誌以讓消費者認知相同的產品與同競爭對手的產品區分開來。企業須創立品牌，同時品牌為企業文化核心的體現，讓消費者認同產品，建立忠誠度。消費者須對品牌須有一定的信任度，在消費時可縮短購買決策過程。品牌所給的附加價值，可促使產品訂定更高的價格，讓企業獲取更高的利潤。

然而對消費者而言，只能透過產品品牌來瞭解企業文化，而企業文化與品牌都深深影響著企業的未來發展。在 1999 年躍越公司成立並設立了品牌 Thermaltake 為全球定位滿足 DIY 市場的需求，於 2009 年跟隨著蘋果產品週邊的發展，創立了 LUXA2，後續隨著電競產業逐年發展在 2010 年創立電競品牌 Tt eSPORTS。藉由這三品牌建立鮮明的品牌定位，運用行銷方式充分的傳播消費者對產品的認同度，進一步獲得消費者的認同，贏得穩定的市場，進而提升企業的競爭能力。

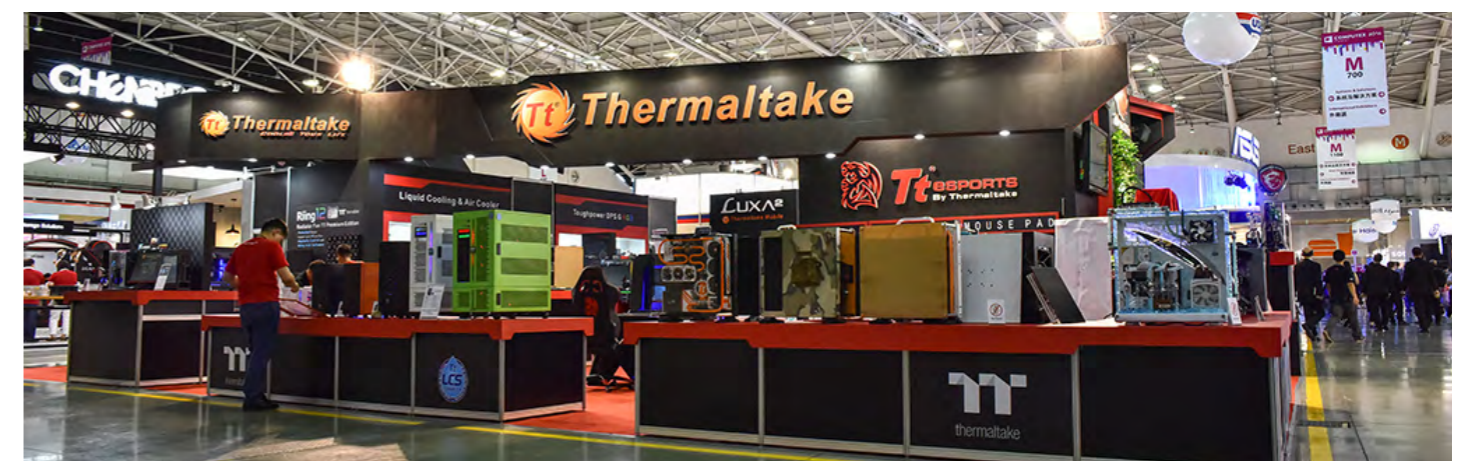
因此，由於在企業文化與品牌結合，都影響著企業的發展，其核心含義都需要一致的，可引導著員工的成長，進而提升企業的優勢，藉而塑造出高獲利，提升競爭優勢。



企業標誌



充滿創意的機器人



COMPUTEX 2016

## 企業文化與品牌關聯性

**從**去年開始 Back to Basics 一直深深的印在員工的腦海中。回首在曜越這十幾年來看著公司從少少的幾十個人到現在上百人的上櫃公司，公司的文化也隨著時間演進著。

剛進到那時還在深坑的總部最常聽到的就是我們要成為 PC DIY 領導品牌，再來就是品質第一、永續經營這兩句話，也成為那時曜越人的行為準則和精神指標。接下來就是我們推行了一陣子的 Key3 Spirit。記得那時我還在大陸工廠長駐，我們做了一系列的活動來推行，包含了放入貼紙和單張宣傳 DM，並且在雜誌上的 Marking 都秀上我們的 Key3 Spirit 的 Logo。品質、效能、可靠度這三個精神又再次牢牢的刻印在我的心中。企業文化，簡單的解釋，就是企業總體內所有相關人員的共同信念，共同態度，共同價值。而曜越在企業文化的建立上可以說是十分的成功。不管是在新員工還是老員工都會在不知不覺中受到公司文化的影響。

不管是我們的使命：致力於創造完美的傳用者經驗 還是我們的願景：享受娛樂、電競、科技生活的文化品牌都在我們日常工作中不斷的實踐並逐步形成我們的規範和行為準則。企業文化從領導人每天累積的一舉一動、一言一行開始，到企業里每天上行下效的溝通，教育，灌輸，然後長久建立起來的整體信念與價值觀。文化的養成不是一朝一夕，而是日積月累而成的。曜越永不停止創造完美的使用者經驗產品，將曜越的 DNA 不斷不斷的延續下去。



運動會 Back to Basics

全球運籌管理處 / 經理 / Leo Su 蘇皇豪



Key 3 Spirit Logo



國內業務展架



# Staff Communication

員工園地

## 每季最期待的活動 - 電影欣賞

全球運籌管理處物流管理部倉儲課 / 倉儲課長 / Danny 歐陽中和

公司每年都會舉辦相當多的活動來凝聚大家的向心力，並且調劑大家的身心，如員工一日遊、公司社團活動、積木牆、部門聚餐、運動會、電影欣賞。而公司同仁最期待的活動莫過於電影欣賞了，每當福委會票選公司同仁最想看的一部電影時，大家在 WEB-EIP 上紛紛投下自己心中所屬的一部電影，參與非常踴躍，時常會有兩部電影進入白熱化的情況發生，大家無不卯足全力拉票，藉此讓自己心中所屬的電影當選，而到了電影欣賞的時刻，大家參與非常踴躍，電影院幾乎是場場爆滿！

近期公司看了許多部熱門電影，其中最令我印象深刻且熱血彭派的動作片 --- 玩命關頭 7，片中飛躍在天空中的跑車、穿越過建築物、衝撞直升機、隨降落傘降落地面、驚心動魄超時空的快感，激盪起熱情洋溢創意非凡夢想起飛的躍越人。再加上劇情緊湊聲光閃耀，巨星齊聚超極精采，尤其是前年的意外過世的演員保羅沃克的遺作對於，忠誠影迷的我，更是非看不可深為感動。

結局時，保羅的離去，會讓人用不同的角度，觀看他的演出和沈思這部電影，導演給了布萊恩 - 保羅飾演的這個角色一個完美的離場，在最後階段現實與電影間界線模糊了一個簡單的畫面，傳達的概念卻是如此的清晰動人，不只讓布來恩退場，更讓全球所有的觀眾一起在戲院裡送保羅最後一程。沒有刻意強調保羅的死亡，沒有激烈的悲痛哀傷，最後那個鏡頭很美，也很痛。到最後一刻，我落下淚，再見了保羅，在另外一個更美好的世界繼續奔馳飛躍吧。

最美的身影壯烈的身段精彩的一生，壯烈收場令人遺憾。但拜科技之賜，導演睿智跳越時空，再創奇蹟保羅又栩栩如生的精彩演出。就像躍越的願景 -- 打造享受娛樂、電競、科技、生活的生活品牌，遊戲人間 不斷創新再造奇蹟。

有此高科技及最佳享受的電影欣賞，真要感謝公司及福委會精心策劃，讓同仁在共融中凝聚向心力，舒展身心中激盪創意，求新求變中提升士氣，讓躍越的精神，永遠躍進超越。



全球最賣座的賽車系列電影 --- 玩命關頭 7，是我今年最期待的一部電影之一。



很感謝福委會用心舉辦電影欣賞，我們才能每季都夠有這麼棒的電影能看！



每次電影票選有兩部強片時，票選就會進入白熱化的狀態，如侏儸紀世界跟魔鬼終結者的緊張刺激拉鋸場面。

## 2016 Computex 資訊展

數位內容設計中心 / 視覺傳達設計師 / Sam 徐明任

Computex 資訊展是公司的重要活動之一，為了這幾天的到來，公司同仁裡裡外外的忙碌，做足準備，就是要將最棒的东西呈現出來。而今年，2016，我也有幸能參與到這場盛會！

此次 Computex 展覽在南港展覽館舉行。踏進諾大的會場，搭手扶梯上到四樓展廳，從 M 號入口進入會場，第一個映入眼簾的就是我們 TT 躍越的展區。黑色的搭景搭配紅色的地毯，是我們躍越一貫的企業色，也是我個人最喜歡的顏色。展區內陳列了公司今年新推出與設計的各式電腦周邊產品；外層展區有各種充滿設計感的機殼；中層有酷炫的電腦桌展示與坐起來超舒服的電競椅；內層展區則是品牌 Ttesports 與 Luxa2 新推出的展示商品，整個展區充滿活力，彷彿在告訴大家，今年的躍越，又往前跨了一大步！

在這五天的參展期間，我的工作主要是協助拍攝產品介紹與會場介紹影片。在拍攝的過程中，看到很多來自分公司的同仁與媒體還有 HQ 的同仁彼此之間的互動，讓我深深感受到躍越在國際舞台上的穩固扎根以及國際競爭力，也激勵了我學好英文的決心！舞台活動的部分，除了美麗的展場女孩固定會主持活動外，還有兩位厲害的電競實況主播：吱吱與麥香來替大家介紹暴雪的電競遊戲並現場展示他們高超的遊戲技術，除了讓參觀的朋友可以更了解一些遊戲技巧外，也強調了我們公司對現在最夯的電競運動的重視。

感謝躍越，讓我有機會參與 Computex 的展覽，整個過程讓我的眼界更加的開闊，也更加激勵自己，在工作上精益求精！



酷炫電競椅與電腦桌



實況主播 - 吱吱 介紹爐石戰記遊戲



躍越同仁大合照

# Modder Spotlight

Exclusive interviews with  
Jesse Palacio, Mathieu  
Heredia, JengKi WMP with  
photos of Thermaltake 2016  
COMPUTEX and Tt Party!





Jesse Palacio

## Juggernaut 2015 CaseMOD Invitational Season 2 – 1st place

**Q** How did you become a modder?

**a** The reason why I was modding is because of gaming. There was a game back in 2006 called Crysis. It was a very heavy game because you need to have the most expensive graphics card to run it. And I wanted to buy an expensive graphics card and processor. Then I realized I was not paying my bills, credit card, and other important things. I was very addicted to hardware, so I shifted to modding.



The reason why I was modding is because of gaming.



**Q** Can you tell us about your project?

**a** The purpose of Juggernaut was to inspire people to start modding. As long as you have creativity you can create a casemod out of everything like old shoe racks and broken washing machines, as I did. I can build something world class, with minimal expense.

**Q** How did you come up with this theme?

**a** There is an X-men character called Juggernaut. What he does is once he starts going, he cannot be stopped. So even though I had issues with how to build the project, I just kept going. So I named it JUGGERNAUT, nothing can stop a tank right?



Mathieu Heredia

## Project the Tower 2015 CaseMOD Invitational Season 2 – 2nd place

**Q** What is the inspiration behind this project?

**a** My co-worker Laurent, of WateMOD France suggested I stand the case up to save space, and I planned on displaying the internal system. I wanted to build an open frame case that looked like a benchtable, so that was how project the Tower was born.

**Q** What is your modding philosophy?

**a** Every time I mod, I try to do something different from my other friends and modders. When I was invited to the Thermaltake's CaseMOD competition, I completely rethought the Core X9. I wanted to build fully functional cases with unique designs.



I wanted to build fully functional cases with unique designs.







# Captain America 2015 CaseMOD Invitational Season 2 – Contestant

**Q** How did you become a modder?

**a** I really like Marvel, so I wanted to create Marvel themed casemods which weren't available on the market.

**Q** Can you tell us about your theme?

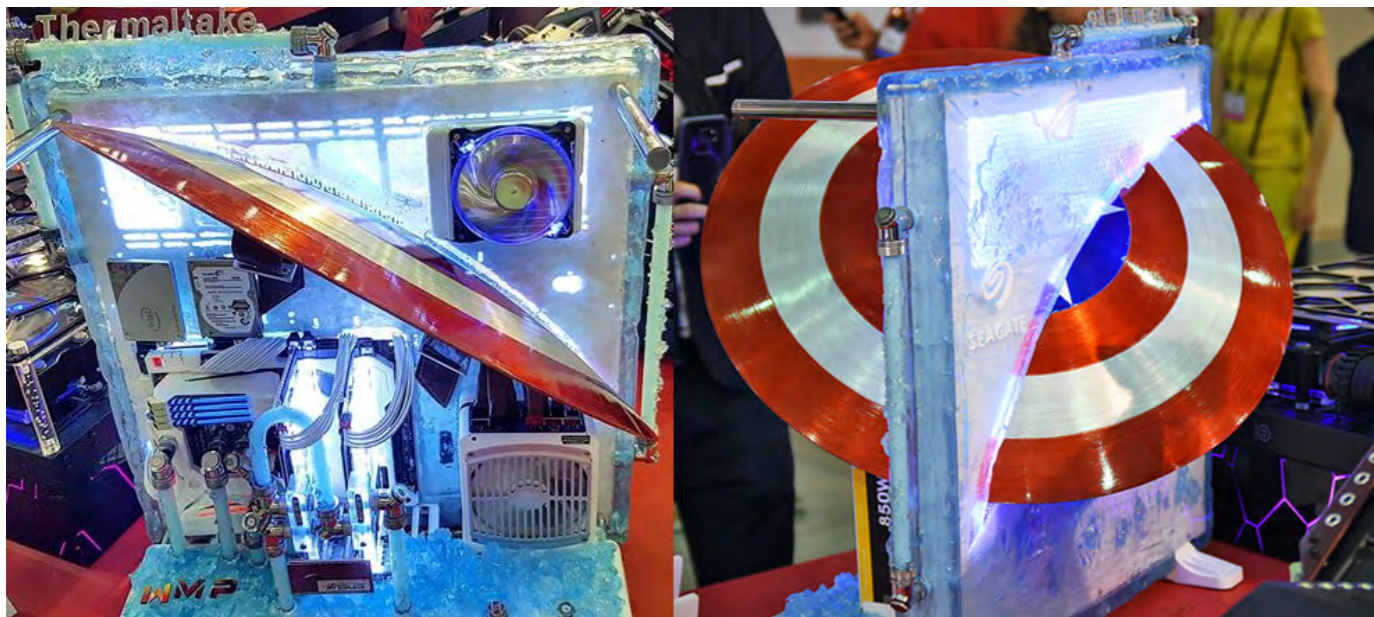
**a** The inspiration for this casemod is from the Captain America movie series. I chose ice as the main element because "ice" was an important theme for the first movie and its sequel Captain America: Winter Soldier. In the first movie Captain America was frozen for 70 years, and in the sequel Winter Soldier was the name of the main antagonist.

**Q** Do you have other Marvel inspired works?

**a** I have built projects based on Ironman, Spiderman, the Hulk, Venom and Milano Starship.



I really like Marvel, so I wanted to create Marvel themed casemods which weren't available on the market.



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