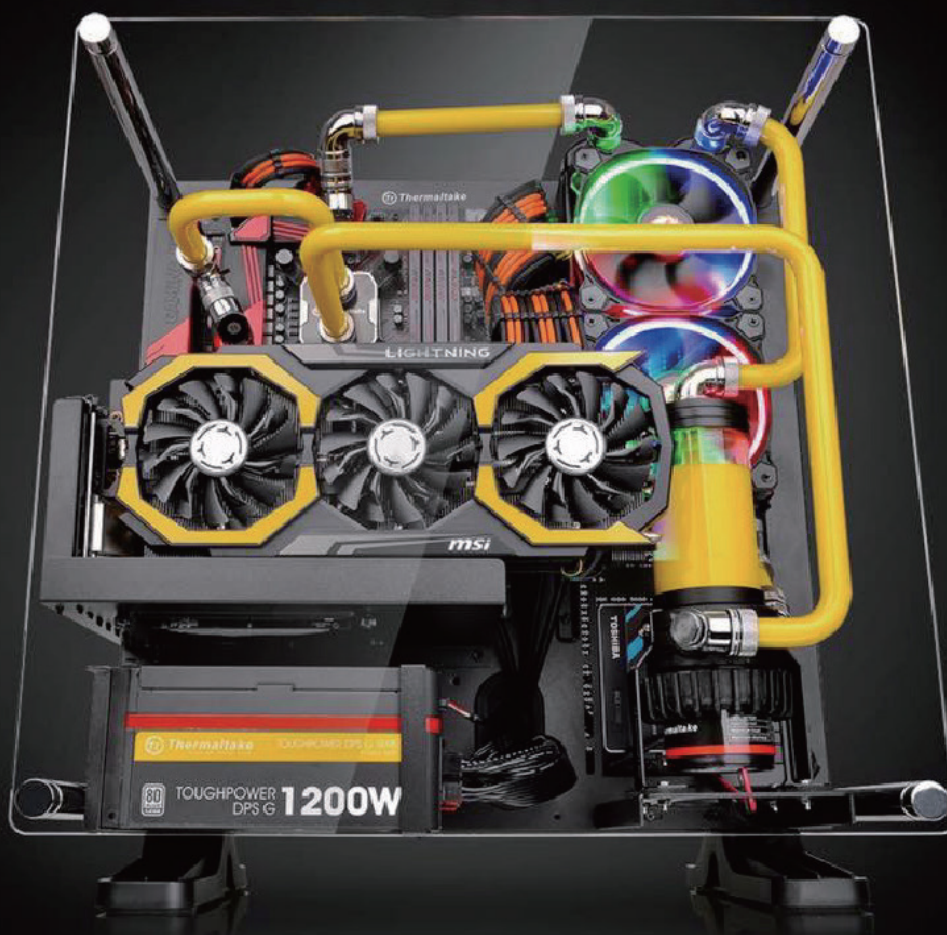


Tt[®] CULTURE BOOK

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September 2016 Volume 14

THERMALTAKE CORE P3



SMALL FOOTPRINT. BIG PERFORMANCE.

Work & GAME with Tt And 8 other cool
new products from other brands



董事長的話
CEO's Corner



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Tt Global Events



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員工園地
Staff Communication



新鮮事
Features

董事長的話 CEO's Corner



Thermaltake New Pacific RGB G14 PETG Tube 16mm OD 12mm ID



Thermaltake TT Premium.com

Publisher

Thermaltake Group
Corporate Public Relations Office

Production Manager

Charlotte Chen

Editor in chief

Peggy Lin

Graphic Designers

Visual Design : Nina Lo
Web Design : Mono Chen
Executive Editor : Melissa Cho

Enquiries

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

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TT Premium 打破跨境通路的圍籬 縮短與消費者之間的距離



我們的生活中數位化的程度已經儼然是事實！從一天的開始，起床後點開臉書 Facebook 按讚評論、出門導航用 Google Maps、訂車用 Uber、找餐廳開啟 Yelp、找工作點開 LinkedIn、iTunes 看電影、Amazon 電商購物... 等等的大數據 (big data) 和 APP 充斥我們每天的生活。曜越絕對是以高度「智慧化」的能力和效率來對應該趨勢的發展，因為數位帶來好生意更聯結著巨大的商機，而【曜越 TT Premium 跨境電商平台 (<http://ttpremium.com>)】的誕生，以「高級質感、獨特設計、多樣組合及無限創意」四大核心價值打造而成，融合了品牌力、個人化、行動化，足以體現了曜越對於掌握全球消費者的數位旅程的積極態度和資源整合的實力！

曜越 TT Premium 巧數據 從分析現狀到預測未來

曜越一直以來對於社群的重視程度，從 facebook、twitter、weibo、instagram 到 TtForum 都是強調傳達對的訊息和展現品牌個性予的目標群眾；對此更延伸到「曜越 TT Premium」則更能協助我們獲取消費者的行為，精準且即時的分析銷售數據，用更積極的作為來決策和產品研發並預測未來。

曜越很清楚數位生意的重要性，公司全體上下擁有一致的態度、文化及行為，因此對於 IT 技術的增進和跨部門協作與管理，進而到解讀數據的能力，並轉化成實用的商業價值等挑戰都可得以一一克服！

曜越 TT Premium 延伸品牌即是服務的價值 佈局國際開拓全球市場

TT Premium 即將在不僅美國，更延展到各地包括歐洲、紐澳、大陸等大區串連起來，曜越逐步在落實產品即是服務的中心思想，透過網際網路將每一個曜越精心投入的產品，不必經過層層通路商經手，創造優質的顧客經驗、打造品牌價值，讓消費者更了解真實的我們，並透過服務和互動貼近消費者喜好，讓其價值真實地回饋到消費者手中！



曜越 Pacific G14 PETG 硬管專用 RGB 轉接頭外徑 16mm
(6 顆轉接頭組)



曜越 TT Premium.com 跨境電商

Chairman and CEO of Thermaltake Group

曜越集團董事長 暨 執

10th September, 2016

TT Premium Breaks Down Channel Barriers And Shortens the Distance between Consumers



Technology has transformed how we live. From the moment we wake up, the first thing most of us do is check Facebook. To get to places, we turn on Google maps, or get an Uber. For food we check Yelp, for work LinkedIn,

for music and movies iTunes, and for shopping we go on Amazon. The use of big data and Apps is part of our daily routine. Thermaltake recognizes this opportunity and is striving to provide a more intelligent shopping platform and community. The TT Premium.com is a professional liquid cooling and modding online shop that was created based on the core values of Excellent Quality, Unique Design, Diverse Combinations, and Boundless Creativity. Its success is mainly due to Thermaltake's brand power, customization and execution abilities. Thermaltake understands the importance of global consumer data and with excellent resource integration; Thermaltake is definitely ready for this digital era!

TT Premium Predicting the Future through Data Analysis

Community has always been important to Thermaltake, through Facebook, Twitter, Weibo, Instagram, and Tt Forum, Thermaltake successfully communicates with target consumers and emphasizes brand personality. TT Premium helps with accurate and efficient data analysis, and assists in product development and predicting the future.

TT Premium – The Service Spirit through Brand Expansion • Building the Global Market

TT Premium is not only available in the United States, but is also available in Europe, New Zealand, Australia, China, and many more regions. Thermaltake is gradually implementing its product and service philosophy. Through the internet, Thermaltake can directly provide consumers quality service and products without a going through a third party. At the same time, Thermaltake builds its brand, allowing consumers to see the real Thermaltake; ultimately though improved direct communication, Thermaltake effectively delivers the best products to the consumer!

The President and CEO of Thermaltake

10th September, 2016



7月 July

Thermaltake major events around the globe.
Taipei City, Taiwan

July 13

Thermaltake 2016 Modding Fighting Championship & 2016 Thermaltake CaseMOD Invitational Season 1 Winning Projects to Be Displayed At CES 2017S

Thermaltake 2016 Modding Fighting Championship & 2016 Thermaltake CaseMOD Invitational Season 1 Winning Projects to Be Displayed At CES 2017S

Thermaltake announced the champion of Thermaltake 2016 Modding Fighting Championship (MFC), along with the top 3 winners of the 2016 Thermaltake CaseMOD Invitational Season 1. Both competitions have successfully ended, and the list of winners has been selected at the end of June. Suchao Prowphong from Thailand won the 1st place in the 2016 MFC. For the 2016 CaseMOD Season 1, the winners are Peter Brands from the Netherlands; Ali Abbas from Germany; and Corey Gregory from Australia. Thermaltake is proud to invite the champions of 2015 Thermaltake CaseMOD Invitational Season 1 and Season 2 to participate the 2016 MFC. To raise the difficulty level of the competition, this time, Thermaltake set Thermaltake WP100 Super Tower Chassis as the theme. For the 2016 CaseMOD Season 1, it features eleven of the world's top case modders from the United States, the United Kingdom, France, Germany, Italy, Belgium, Netherlands, Australia, China, Vietnam and Japan. The modding theme is Thermaltake Core P5 Open-Frame ATX Wall-Mount Chassis. To simulate the contestant's' creativity, the modders in both contests were given a Thermaltake Toughpower DPS G RGB 1250W Titanium smart power supply and an unlimited selection of Thermaltake liquid cooling components to mod and install onto their build. casemods and new products prepared for COMPUTEX 2016.

《2016 Thermaltake MFC 曜越電腦改裝冠軍格鬥賽》& 《2016 曜越電腦 MOD 改裝達人爭霸戰·第一季》得獎名單出爐

曜越維持一貫追求完美的散熱核心技術與創新領先科技，始終為熱愛電腦改裝打造極致的組裝樂趣！源自去年起曜越首度舉辦一年兩季度規模盛大的改裝邀請賽，今年《2016 Thermaltake MFC 曜越電腦改裝冠軍格鬥賽》(Thermaltake 2016 Modding Fighting Championship) 選定頗受好評的 TT Premium 頂級產品『Core W100 及 WP100 超級機殼系列』為改裝主題，由去年兩季度的冠軍得主廝殺結果正式出爐，由來自泰國的 Suchao Prowphong 奪冠！今年曜越同步舉辦《2016 曜越電腦 MOD 改裝達人爭霸戰·第一季》(2016 Thermaltake CaseMOD Invitational Season 1)，擴大規模邀請來自歐、美、澳和亞洲共十一位電腦改裝高手一同針對曜越『Toughpower DPS G RGB 1250W 鈦金牌雲端智慧電源供應器』，以及曜越 Tt LCS certified 水冷認證的產品來改裝『Core P5 壁掛式透視全景機殼』，進行電腦創意改裝競賽，的結果已正式出爐，冠、亞、季軍分別由荷蘭代表 Peter Brands，德國選手 Ali Abbas 以及來自澳洲的 Corey Gregory 奪得！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.
Shanghai, China

July 28

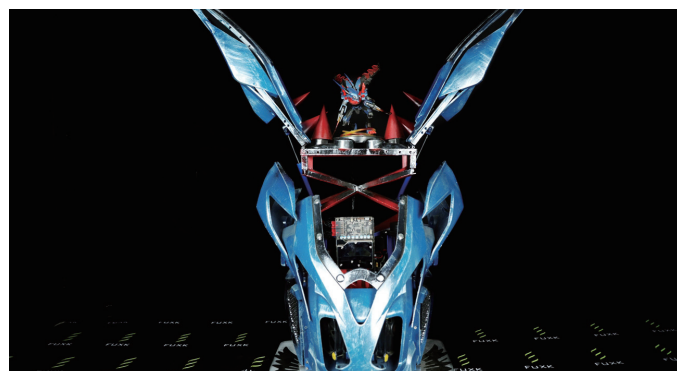
Thermaltake and Gigabyte Attend ChinaJoy 2016 Showcasing 1000 Chassis

Thermaltake and major motherboard brand Gigabyte along with large computer accessories retailer May'n attend the ChinaJoy 2016(China Digital Entertainment Expo and Conference). It is the largest gaming exhibition in China, held annually in Shanghai and lasting four days. Many renowned brands attended, like Galax and Avexir, and together a total of around 1000 Thermaltake products were on display. Thermaltake products for show included the Tt Premium Core WP100 Super-Tower Chassis, Core X9 Cube Chassis, Core P5 Open Frame Chassis, Core X71 Full-Tower Chassis, and Core X5 Cube Chassis. Lastly Thermaltake displayed 10 casemod projects by four famous modders, and the new Versa C22 and View 27 Mid-Tower Chassis. Once again, Thermaltake demonstrates its keen sense of the DIY market, innovative skill and collaborative skills, to bring fans the best products ever!



曜越攜手技嘉金牌主機板與寧美國度參加 ChinaJoy 2016 投入千台主機規模之最

曜越攜手技嘉金牌主機板與大陸知名販售電腦週邊電商寧美國度，DIY 三巨頭共同參予今天在上海舉行一年一度為期 4 天，以遊戲為主導並覆蓋泛娛樂領域的中國最大遊戲盛會——「ChinaJoy 2016 (中國國際數位互動娛樂展覽會)」！曜越大陣仗參予本屆 ChinaJoy 2016，聯手包括技嘉 (GIGABYTE)、影馳、宇帷 (AVEXIR) 等眾多龍頭品牌齊力合作，大舉提供 1,000 台包括曜越 TT Premium 頂級產品 Core WP100 超級電腦主機、Core X9 平躺式概念主機、Core P5 壁掛式 ATX 主機、Core X71 高直立式主機和 Core X5 平躺式概念主機，以及其他四位知名 MOD 改裝玩家傾力打造的 10 台高水準改裝機殼，曜越最新穎電腦機殼等硬體完整現場展出！另外，曜越八月全新推出的和諧號 Versa C22 和紅色警戒 View27 電腦主機，同時現身 China Joy 2016，再次印證曜越全方位的前瞻性、創新與跨界整合的實力所在，對於帶給玩家和使用者所追求的高機能性從未停止！



Thermaltake major events around the globe.
Los Angeles, California U.S.A

August 4



8月 August

Tt eSPORTS / ESL Go4Overwatch Tournament Series Powered by Thermaltake Gaming Tt eSPORTS

Thermaltake USA teams up with ESL to sponsor the Go4Overwatch North America e-Sports tournament series. This Overwatch tournament began on July 2nd and runs through September 30th, 2016. It features a weekly six on six cup series with a final at the end of each month, with a prize pool featuring Tt eSPORTS products. The Go4Overwatch North America Cups are "Powered by Thermaltake", and features Tt eSPORTS product lines on the sign-up pages, digital screens, and in-game overlays. Products lines include "The Ultimate RGB Family", gaming keyboards, and gaming mice. Teams compete for prizes, including the Level 10M Advanced Gaming Mouse, VENTUS Z Gaming Mouse, Poseidon Z RGB Keyboard, CRONOS AD Headset and Battle Dragon Utility Backpack. Weekly cups and monthly finals are broadcast live on Twitch.TV, raising awareness of the Tt eSPORTS brand. Overwatch is Blizzard's class-based multiplayer shooter game which was released on May 24, 2016 for PC, Xbox One and Playstation 4.

曜越 Thermaltake 及曜越電競 Tt eSPORTS 與 ESL 共同舉辦了 Go4Overwatch 電競賽事

曜越 Thermaltake 與歐洲知名電競聯盟 ESL 共同舉辦了北美洲的 Go4Overwatch 電競賽事，並由曜越電競 Tt eSPORTS 贊助。鬥陣特攻 (Overwatch) 為暴雪娛樂旗下的一款團隊取向的射擊遊戲，已於 2016 年 5 月 24 日在 Xbox One、Playstation 4 和電腦上發行。Go4Overwatch 賽事於 2016 年 7 月 2 日開始持續至 2016 年 9 月 30 日。比賽採用 6 對 6 的方式，並在每個月月底舉辦一場決賽，贏家將獲得曜越電競 Tt eSPORTS 的鍵盤滑鼠以及 RGB 系列商品，包括：【LEVEL 10 M 進階版】雷射引擎電競滑鼠、夜襲 VENTUS 【Z 版】雷射引擎電競滑鼠、【波賽頓 Z RGB 全彩背光 青 / 茶軸】機械式電競鍵盤、克諾司【CRONOS AD】耳罩式電競耳機和 Battle Dragon 多功能電競後背包。每場比賽都會在 Twitch.TV 上進行直播，不僅讓觀眾即時了解賽事情況，同時也提升曜越電競 Tt eSPORTS 的品牌知名度。



Thermaltake major events around the globe. August 16
Cologne, Germany

Thermaltake and Tt eSPORTS attend Europe's biggest trade fair – Gamescom in Germany

Aiming to provide the perfect user experience and to show our passion, Thermaltake and Tt eSPORTS attend the Gamescom in Germany from August 17th (Wed) to 21st (Sun). Thermaltake booth number D-040 is located in hall 10.1 and the most popular, award-winning products are available for users to experience! Thermaltake displays include the Core WP100 Super Tower Chassis, Riing 12 RGB High Static Pressure LED Radiator Fan and many other exciting products. Tt eSPORTS showcased 9 sets of gaming peripherals, including the 2016 Red Dot Award and 2015 Golden Pin Design Award winner POSEIDON Z RGB Gaming Keyboard, 2015 Red Dot Award winning product CRONOS AD Gaming Headset, Level 10 M Advanced Gaming Mouse, VENTUS R Optical Gaming Mouse and 2016 IF Award winner the CONTOUR Mobile Gaming Controller for visitors to experience.

全歐洲規模最大 世界第二大遊戲展 曜越與曜越電競 Tt eSPORTS 參加科隆國際遊戲大展

以創造完美的使用者經驗為使命，曜越攜手旗下品牌曜越電競 Tt eSPORTS 共同參與 8 月 17 日 (三) 至 21 日 (日)，歐洲最大遊戲盛會——「Gamescom (德國科隆國際遊戲大展)」，為歐洲電競迷帶來令人熱血澎湃的完整電競系統與裝配藉由曜越 TT Premium 頂級產品 Core WP100 超級電腦主機、Riing 12 LED 256 色專利設計高風壓水冷排風扇 TT Premium 版以及其它精品；以及多款曜越電競 Tt eSPORTS 專業電競配備供玩家近距離體驗，大陣仗參予本屆 Gamescom 遊戲展，包括榮獲 2016 德國紅點設計獎與 2015 金點設計獎的【波賽頓 Z RGB 全彩背光】機械式電競鍵盤、榮膺「2015 紅點 (Red Dot) 設計大獎」認證的【克諾司 CRONOS AD】耳罩式電競耳機、曜越巔峰之作【LEVEL 10 M 進階版】雷射引擎電競滑鼠、夜襲 VENTUS【R 版】光學引擎電競滑鼠和 2016 IF 產品設計獎得主【CONTOUR iOS 專用藍芽無線手遊電競手把】，將完整電競夢幻逸品一次呈現於玩家眼前！



9月 September Thermaltake major events around the globe. September 2-7
Berlin, Germany

Thermaltake and Tt eSPORTS attend Berlin IFA 2016

Thermaltake, Tt eSPORTS, and LUXA2 were honored to attend the Berlin IFA 2016. Thermaltake was awarded the 24th Annual Taiwan Excellence Award of 2016 with six outstanding products, making it Thermaltake's 4th consecutive win in a row. Thermaltake displayed the latest, most popular, and award-winning products at the Taiwan Excellence Pavilion Booth. The products that will be available for users to experience, include the: Thermaltake Core V51 live system, Thermaltake Toughpower DPS G 1050W Platinum Smart Power Supply, Tt eSPORTS POSEIDON Z Plus Smart Keyboard, Tt eSPORTS SHOCK 3D7.1 Gaming Headset, and lastly the LUXA2 GroovyA Wireless Stereo Speaker.

曜越與曜越電競 Tt eSPORTS 挾電競逸品齊登場 閃耀 2016 IFA 柏林消費電子展

曜越旗下三大品牌電腦配備專家曜越 Thermaltake、全球電競霸主 Tt eSPORTS 及行動 3C 配備達人 LUXA2 納爾莎) 挾六項榮獲 2016 年「第 24 屆台灣精品獎」殊榮創新逸品，參加中華民國對外貿易發展協 (TAITRA) 主辦的德國臺灣產業形象廣宣計畫 (IEP)『2016 IFA 柏林消費電子展』。曜越 Thermaltake Core V51 中直立式機殼、Toughpower DPS G 白金牌 1050W 雲端智慧電源；曜越電競 Tt eSPORTS 波賽頓 POSEIDON Z Plus 智能電競鍵盤、夜襲 VENTUS Z 雷射引擎電競滑鼠、震撼者 SHOCK 3D7.1 電競耳機及曜越行動配件 LUXA2 納爾莎 GroovyA 無線立體聲喇叭的展出，充分詮釋電競的熱情與創新科技的完美結合！



Thermaltake major events around the globe.
Mumbai, India

September 16-17



Thermaltake, Tt eSPORTS, and LUXA2 Shine Bright at the 2016 Taiwan Excellence Gaming Cup Finale in India

Thermaltake, Tt eSPORTS, and LUXA2 were very honored to attend the Taiwan Excellence Gaming Cup Finale. Thermatlake displayed an array of cool new products, which attracted a large crowd of gaming fanatics. The products showcased included those that were awarded the 24th Annual Taiwan Excellence Award of 2016. The products available for users to experience were the Thermaltake Versa N21 Window Mid-Tower Chassis, the Tt eSPORTS CHALLENGER PRIME RGB Membrane Gaming Combo, the VENTUS X Gaming Mouse, the CRONOS AD Gaming Headset, and the LUXA2 E-One Aluminum Headset Holder. Thermaltake and Tt eSPORTS have always been great supporters of the gaming community, and sponsored the Tt eSPORTS CRONOS AD Gaming Headset for gamers to compete with. Also Thermaltake India Country Head Nil Bhowmik was at the event to cheer the gaming teams on. It was great meeting the gamers in India and learning more about their needs, and Thermaltake looks forward to bringing more excellent products to our fans in India!

曜越·曜越電競 Tt eSPORTS·曜越行動配件 LUXA2 納爾莎於印度 2016 台灣精品盃電競賽霸氣登場

曜越很榮幸攜手旗下品牌曜越電競 Tt eSPORTS 與曜越行動配件 LUXA2 納爾莎參加印度 2016 台灣精品盃電競賽。所展出的一系列絢麗商品吸引了不少電競愛好者，其中有些商品更是榮獲了 2016 年「第 24 屆台灣精品獎」。曜越三品牌也提供了讓消費者體驗的產品，包括 Versa N21 中直立式開窗機殼、挑戰者 Prime RGB 炫彩背光版鍵盤 & 滑鼠組合、夜襲 VENTUS 【X 版】雷射引擎電競滑鼠、【克諾司 CRONOS AD】耳罩式電競耳機以及 E-ONE 晶鑽級全鋁合金耳機支架。曜越和曜越電競 Tt eSPORTS 一直都非常支持電競這項運動，在這次的活動也不例外的提供克諾司 CRONOS AD 耳罩式電競耳機給選手使用。另外，曜越在印度區域的負責人 Nil Bhowmik 也在電競賽的現場為選手們加油打氣。透過這場比賽，曜越將能更了解電競玩家的需求，並期待在未來為印度的 Tt 粉帶來更多酷炫的商品！



Market Trend

市場趨勢

RGB Products Not Just A Trend

Brand Marketing & PR Dept / Brand Marketing Specialist / Melissa

In one of the previous volumes, I discussed about RGB products, and during that time I described the rise of RGB products as a trend. This was true, RGB products were the hottest gimmick in the market, and it is still going strong today. Thermaltake has been releasing RGB products since 2015 COMPUTEX Taipei of last year; starting with its first RGB air cooler, the Riing RGB High Static Pressure Radiator Fan with Patented LED Ring. It was an instant success, causing uproar in the DIY community till this day. Thermaltake gaming brand Tt eSports also launched its very first RGB gaming keyboard with the POSEIDON Z RGB Gaming Keyboard. The POSEIDON Z RGB Gaming Keyboard was also a great success, amazed the gaming community with its 16.8 million LED illuminated colors. Thermaltake has swiftly launched several more RGB products, such as Toughpower DPS G RGB 1250W Titanium Smart Power Supply, Water 3.0 RGB All-In-One Liquid Cooling System, Pacific RL360 D5 Hard Tube RGB Water Cooling Kit, and Pacific RGB G1/4 PETG Tube 16mm OD 12mm ID 6 Liquid-Cooling Fittings. Also, Tt eSPORTS has released a total RGB gaming solution with RGB keyboard, headset, mouse, and mouse pad; including the CRONOS RGB7.1 Gaming Headset, the Level 10M Advanced Gaming Mouse, and the DRACONEM RGB Gaming Mouse Pad. The reason for this, I believe it is because RGB products have already evolved from a trend into a standard feature for all PC products and especially for gaming gear. Adding RGB to a product increases the scope of potential consumers. While giving a tour of the Thermaltake headquarters to the vice principal of Tokyo University and a council from the Taiwan Ministry of Education, my colleagues and I showed them our Tt eSPORTS gaming gear like the POSEIDON Z RGB Gaming Keyboard. Although we explained to them earlier about what gaming gears were, they didn't seem to understand because they are not gamers. At first glance they could not easily see the differences between average keyboards, and their attraction. However, once we plugged in and powered the POSEIDON Z RGB Gaming Keyboard, the 16.8 million colors lit up, and they all let out an "Aha!" of understanding. RGB products are easy for the average consumer to understand and can attract their attention by simply being beautiful. One does not have to be a gamer to understand and want to own RGB products.



The Ultimate RGB Family



Tt eSPORTS CRONOS RGB7.1

Pokemon 訓練師事前準備

物連網 IoT 軟體研發部 / 軟體工程師 / Kai 李鎧任

讓

我們來淺談「行動電源」，話說當下掀起一波 Pokemon Go 的熱潮，各景點湧入大量人潮，且製造出大量商機，許多商家嗅到賺錢的機會，紛紛推出許多周邊產品來應景。相信有玩過此遊戲都知道，Pokemon Go 是相當耗電的遊戲，因為你必須開著遊戲與 GPS 定位，不過兩三小時電量就會用盡，所以身為一位專業的訓練家一定要必備一顆大容量的行動電源。

大家挑選行動電源的標準一定是要價錢低、容量大、充電快、體積小，當然沒有這種東西。你要容量大，相對裡面電池也就要大，那一定跟體積成反比。而電池也有分好壞，最簡單的分別就是日本 > 韓國 > 大陸，當然也反應在價錢上，看看網路上燒掉的寶貝球行動電源就是大陸電池。充電快，這也是一大盲點，怎麼說呢？主打快充，就是增大電流，在大電流下充電會使電池溫度提高，此時又加上遊戲呢？只會快速減少電池的壽命以及提高危險性。最後的體積，可以綜合上述兩點挑選出個人可以接受就好。順帶提一下也要注意行動電源有無充飽後會自動斷開的保護措施。

市面上許多產品並不會告知使用者負面影響。就拿行動電源來說，既然快速充電那麼方便，那為什麼一開始出廠的充電器不是快速充電的呢？會有這樣基本的設計當然也是透過研究後的結果，達到安全且不會造成內部零件的損耗。

既然已經有了訓練家的必備裝備，那就開始前往收集 Pokemon 的旅途囉。但在遊玩的過程中還是要注意自身安全且不要影響到他人，那就出發了，Go！



一般市售行動電源可看產品說明進行挑選



謹慎挑選行動電源，別讓黑心行動電源釀成災害



挑選一顆最安全且最時尚的行動電源

Public Interest in Thermaltake

Brand Marketing & PR Dept / Brand Marketing Specialist / Melissa

In the past year the Brand Marketing and Public Relations Department has been receiving several requests for interviews and tours of the Thermaltake headquarters. In the past few months we have held numerous tours at the Thermaltake headquarters and received many interviews from media groups. These groups are diverse, consisting of TV, magazine, newspaper, online news reporters, YouTubers, and many more. They also come from all areas of the world. On April 27th we held the Taiwan Excellence ICT International Media Tour at Thermaltake for the European and American media group, and we had reporters coming from Northern America, Canada, United Kingdom, Holland, France, Spain, Italy, Bolivia, Romania, and Hungary. And the following day on April 28th, the second group to arrive was from Asia; India, Philippines, and Indonesia. And on May 10th Unique Satellite TV (USTV), a major TV Station in Taiwan visited the Thermaltake headquarters and reported about Thermaltake and Tt eSPORTS during one of their prime time segments. Following in May, during the 2016 COMPUTEX Taipei, the Taiwan External Trade Council (TAITRA) arranged for a media group from Turkey to tour the Thermaltake Booth. TVBS Media Inc also visited the Thermaltake Booth at COMPUTEX and this was broadcasted on the TVBS channel during prime time too. Shortly after, on June 14th we gave a tour of the Thermaltake headquarters to Indonesia's TV reporters invited by TAITRA. TAITRA was arranging a Taiwan Excellence video shoot, and they planned on broadcasting this at the JakTV and Kompas TV stations. The requests for Thermaltake headquarter tours and interviews not only come from the media, but also different fields; especially the field of education. On August 22nd we provided a tour of the Thermaltake headquarters to the vice principal of Tokyo University who was visiting Taiwan and a council from the Ministry of Education. Furthermore, on August 25th CNCB India and Geometry Global visited Thermaltake to interview Tt eSPORTS Marketing Director Johnny Hsu and Kenneth Chang, sales head of the Indian Market. They were also shooting a video of the Thermaltake headquarters. Thermaltake was able to get all this international exposure with little costs. Usually it costs a lot to arrange media report and broadcasts, but because Thermaltake has good long term relationship with TAITRA so we were able to benefit. Also, Thermaltake and Tt eSPORTS have established a good reputation as one of the major gaming brands, so naturally there is lot public interest in Thermaltake's secret to success.



Branding Case

品牌推廣



Game on via Lab501



Gaming Culture via Lab501

台灣產業形象廣宣計畫

企業品牌行銷部 / 專員 / Peggy 林佩誼

根 據外貿協會官網所介紹，台灣產業形象廣宣計畫 (IEP) 的定義是「兼顧臺灣 B to B 及 B to C 的產業特性，透過展覽行銷、賽事行銷、口碑行銷、廣告宣傳、媒體公關、通路合作、推廣活動及數位傳播，有效整合運用資源，增進目標市場消費者及買主對臺灣優良產品及整體產業之認知度及好感度，促成擴大我國產品出口至目標市場」。在成為曜越企業品牌行銷部的一員之後，我才接觸並對這項計畫有了更深入的了解。外貿協會會選擇有榮獲台灣精品獎的公司，再將公司所希望展出的展品（當中一定要包含獲獎產品）運送到國外市場進行曝光，讓當地民眾對台灣的優良產品有進一步的認識。

每年都有得獎的曜越今年也不例外地參加了 IEP 針對美國、德國、日本、印度、印尼、巴西、土耳其、台灣、泰國、菲律賓跟越南，總共 11 個市場的活動。通過自家業務瞭解當地市場熱銷的產品後，我們便將產品資料、圖片、影片以及產品本身提供給外貿協會。他們也總是結盡所能的滿足我們各項要求，讓產品的呈現效果和效益達到極致。所以，除了公司本身所發出的新聞稿，IEP 的展覽行銷以及推廣活動這類體驗行銷也為曜越的品牌推廣帶來了很大的幫助。因為消費者可以直接接觸到產品，在體驗過程中能對產品有一定的認識；又或者在體驗後如有疑問，也可以通過我們當地的工作人員及經銷商得到解答。快樂工作人雜誌有提到「體驗行銷為顧客創造出更多經驗與體會」，其中受訪的全球品牌中心的創辦人兼主任的伯德·史密特更是強調「體驗行銷不僅讓顧客有所感受，更讓顧客採取行動」。



IEP 活動展品手冊



印尼 IEP 活動 - 消費者體驗



越南 IEP 台灣精品區

扇出您的光采

物聯網 IoT 軟體研發部 / IoT 軟體工程師 / Wei 許修維

隨 著電腦的規格越來越高階，電腦所產生的熱能也隨之跟著上升，而電腦的散熱系統最重要的靈魂人物非風扇莫屬了。各家廠牌的電腦主機，不管是空冷還是液冷，都一定會裝上風扇來幫助散熱，以提升散熱的效果，進而避免電腦零件過熱而當機損壞。

到了現在，風扇的功能已經不僅僅是為了散熱，甚至還加裝了 LED 燈條使風扇能夠發光，增添了主機的色彩。然而大多數的 LED 風扇的燈光效果大多是固定模式抑或是需要使用遙控器來控制燈光的顏色，對於色彩變化的選擇受到極大的限制。因此曜越的 TT Premium 頂級版·Ring RGB 256 色 LED 專利設計 12 公分水冷排風扇問世囉！此款改造了控制盒，全部透過電腦軟體就可以方便控制您的光彩。使用者透過此軟體還可以一次控制最多 48 顆風扇的 LED 顏色，甚至連風扇轉速都能自己設定，方便您打造專屬自己特色的散熱系統，讓您不必在機殼預留出控制盒的空間來手動切換燈光變化模式及轉速，更加完美的提升了使用者的體驗。

搭配專利設計的 LED 導光圈，能呈現 256 色色彩光學。色澤變換明亮耀眼，讓您的主機不只是主機，而是家中的一套裝置藝術，添加家中空間的色彩。而軟體可讓使用者儲存五種不同風格的燈光變化情境，隨著您的心情來做變化，一起來發揮您的創意，照亮出您自己的風格，打造出自己專屬的散熱系統！



專利設計 LED 導光圈，呈現 256 色色彩光學，色澤變換明亮耀眼，為玩家打造與眾不同的獨特散熱系統。



Ring RGB 軟體，使用者透過軟體即可調整 PWM 風扇轉速及 LED 顏色，同時也可監控每顆風扇的運作狀況。



Ring RGB 256 色 LED 專利設計 12 公分水冷排風扇 TT Premium 頂級版

Thermaltake Gaming Culture Tt eSPORTS “Challenge is the Game”

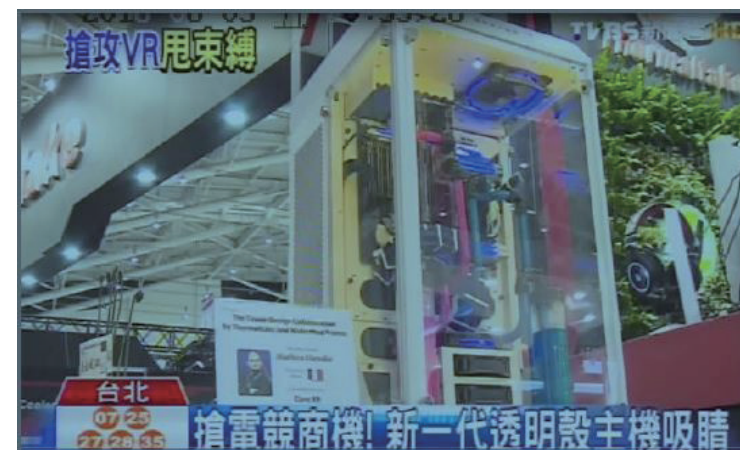
Brand Marketing & PR Dept / Brand Marketing Specialist / Melissa

Under the “Branding Case” section for Tt Culture Book Volume 14, I discussed about how in the past year the Brand Marketing and Public Relations Department has been receiving several requests for interviews and tours of the Thermaltake headquarters. Thermaltake has received request from the media, the government, and education professional from all over the world. So far we have received visitors from Northern America, Canada, United Kingdom, Holland, France, Spain, Italy, Bolivia, Romania, Hungary, Turkey, India, Philippines, Indonesia, and Taiwan. Most of these visits and video shoots were focused on gaming. In terms of marketing, Tt eSPORTS does ample marketing whether through exhibitions, events, online, offline, social media, community, and many more. However, the public seems to be very interested in vesting the Thermaltake headquarters. And I think this is because they want to learn about the Thermaltake company culture. I believe one important factor for Tt eSPORTS success in the gaming market is due to company culture. Thermaltake has a very strong gaming culture, and this is exactly what the public is interested in seeing. For many of the Thermaltake headquarter tours, especially for the Taiwan Excellence ICT International Media Tours, we show Thermaltake’s gaming culture through our internal gaming competitions. And almost all media exposures write about and or include a photo of our internal gaming competition. In an article published by United States Media, Techware Labs regarding his experience touring the Thermaltake headquarters, he begins, “League of Legends, Gamer Rigs and Mods, Liquid Cooling, RGB LED flavored Mouse pads, Keyboard, and Mice. Just say Thermaltake and the inner gamer begins to stir up from the deep busy day by day work week. Try and get away from the challenge of exciting and stressing your mind under strategic processes to overcome your opponent. Now try and do so without a proper cooling system, mouse dpi, keyboard swiftness and ergonomics to top off the comfort factor. You couldn’t, you simply cannot perform at maximum capacity without the little details... Now try not squealing while walking through the main headquarters of Thermaltake with its own built in League of Legends gaming room. I couldn’t.” He begins the article with a lengthy praise about Thermaltake’s gaming culture and our awesome gaming room. In conclusion, Thermaltake’s gaming culture is a significant part of our success in the gaming market and a great attraction for the public.

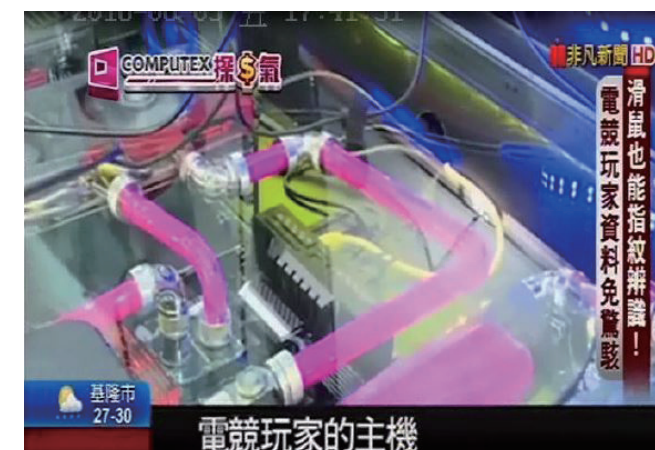


Core Value Sharing

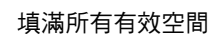
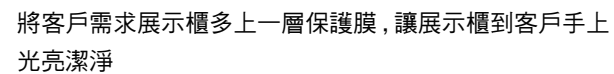
企業文化分享



TVBS Report



USTV Report



企業文化是一種企業的內在的指標，是我們在公司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。

如同全球運籌的工作，就是在這個大環節中的後勤部分。協理喜歡以作戰來比喻整個公司營運，如何把子彈（商品）送上前線（客戶）是我們後勤的作戰指導原則。我們不光是想著讓訂單的商品趕快送到客戶手上，而且要及時準確將客戶所期望的產品 100% 呈現在他們眼前。沒有最好，只有更好；不需要最快，只需要剛好時間送達符合客戶需求。從整合客戶需求、安排所有貨物進倉和回台到提櫃拆卸、貨櫃清點、貨物檢驗、入庫，再根據客戶需求檢貨備料、估算材積、安排運輸，注意每一筆訂單客戶的需求、考慮相關海空運輸時間跟費用以及確認商品最終送至客戶的完整性，都是每次出貨時需要考量注意的。換位思考客人每次拿到貨物時的體驗感受，並由此發想是否還有能改進的地方，這樣才能讓消費者可以擁有最完美的「使用者經驗」讓曜越成為享受娛樂、電競、科技、生活的文化品牌。

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估算需求



Staff Communication

員工園地

第一次參加 COMPUTEX

企業品牌行銷部 / 專員 / Peggy 林佩誼

曜越每年除了台灣產業形象廣宣計畫 (IEP) 之外，主要的品牌推廣活動便是台北國際電玩展 (Taipei Game Show)、美國消費電子展 (Consumer Electronics Show) 跟台北國電腦展 (COMPUTEX Taipei) 這 3 個大型展覽。由於我是在今年三月份的時候進入曜越這個大家庭，沒有參加到前面兩個活動，但卻有幸參與了 5 月 31 到 6 月 4 日的 COMPUTEX！從每兩周一次的會議、攤位設計到產品準備、撰寫新聞稿和活動真正開始，不知道是不是因為自己是新人的關係，總覺得這一切都令我倍感新鮮。

除了在攤位上幫忙，我和同事還有機會在現場逛逛。說真的，第一次參加 COMPUTEX，感覺就很像來到一個充斥著科技產品的遊樂園。每個廠商都使出渾身解數來吸引參觀者：有的贈與打卡的民眾棉花糖或叭嘆冰淇淋、有的則在入口擺設了酷炫的裝飾品或是替攤位天花板吊飾打上不同顏色的光，也有請 Show girl 在舞台上炒熱氣氛以及邀請觀眾上台做互動小遊戲等。

不過我們的攤位也不惶多讓，不僅請來知名電競直播玩家到場與參觀者對戰，更是送出許多精美的禮品（氣球寶劍真的大受歡迎）。而且攤位的設計也很清晰好懂，3 品牌都有各自的區域，產品的擺放也很清楚。

除了 Key3 展出的一系列創意驚艷的改裝機殼，Tt eSPORTS 更是提供了電競桌以及豐富的遊戲跟 CONTOUR iOS 專用藍芽無線手遊電競手把讓來攤位參觀的人進行體驗。我們也有時下流行的 VR 裝備讓大家過過射殺殭屍的隱。我自己也有試，這款遊戲真的太可怕！陰森森的配樂加上身歷其境超逼真效果，每每轉頭看到殭屍就在旁邊都會大尖叫。只能說現在的科技真的好發達。

雖然準備工作花了很多時間跟精力，但是看到攤位的擺設、同事之間的互動跟參觀民眾開心的神情就覺得一切都值得，而且 COMPUTEX 很好玩！



以《美國隊長 2》為主題的超酷機殼



曜越攤位

輕旅行～鐵道之旅

全球運籌管理處 採購二部 / 專員 / Angel 高詩婷

這次參與了部門的鐵道之旅，離開吵鬧的城市，來到悠靜的鄉間，感覺真的很不一樣，生活步調也慢下來了。從青桐集合，大家走走停停說說笑笑，雖然下著絲絲細雨，但小小的雨並沒有澆熄大夥們的熱情。大家充滿了對這次鐵道之旅的期待！

首先來到青桐拍偶像劇“妹妹”的場景。雖然對我而言這種談情說愛的浪漫情節已遙不可及，但用心感受一下，似乎可以感受到學生時期那種沒有壓力的快樂。

拉回現實面。從青桐步行到平溪，一路上大家卸下工作時的嚴肅氣息，跟著大自然的腳步悠哉的漫步來到了平溪，映入眼簾的當然是美食小吃，正符合此時此刻的心情。

吃完東西後大夥們便搭上火車到下一站目的地十分瀑布。在列車上遇到一位幽默的列車長，為此次旅程也添了不少話題，也感受到鄉間純樸可愛的人情味。下車後一路上走著，走累了大夥在四面環山的互外咖啡廳喝著飲料。閒聊一會，再繼續前往目的地。雖然很累，但看到那雄偉的瀑布景觀感覺精神突然變好了。果然是出自於大自然之手，真的很值得一見。

接下來進入活動尾聲！來這裡有名的就是放天燈，大夥們也入境隨俗，選了一盞彩色大天燈，寫上了各自的心願，看著天燈緩緩升起，內心期望它能飛越高越好，看著它慢慢消失在無邊的天際，也為這次鐵道旅行畫上完美的句點。

此次的旅行，不僅可以舒壓又可以增進同事間的默契，是個很棒的旅行經驗，期待下次的輕旅行。



休息閒聊中



放天燈



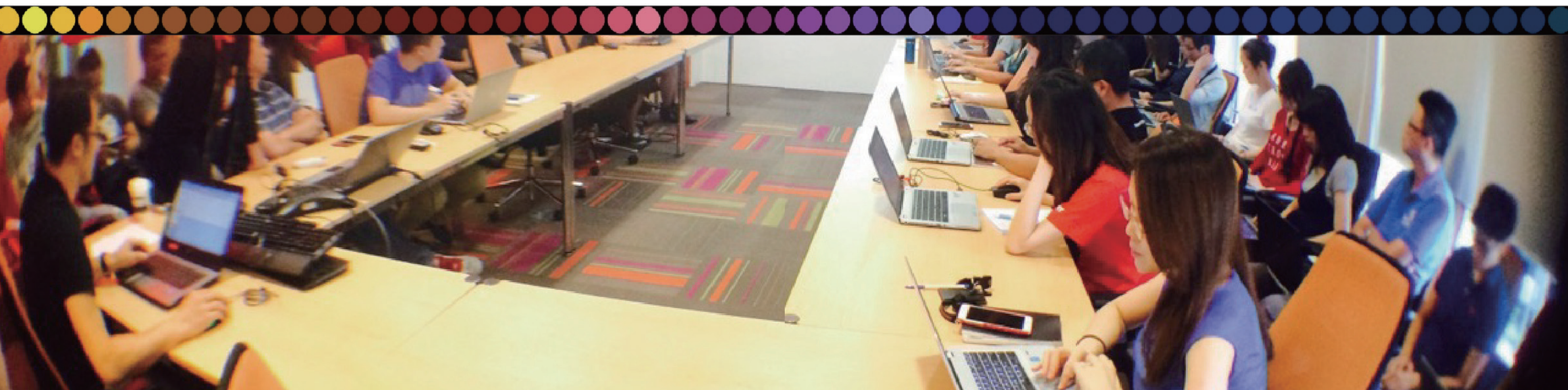
十分瀑布景觀



Features 新鮮事

WORK HARD, “GAME” HARDER

Items for WORK vs. Items for FUN



WORKING HARD GAMING HARDER



Thermaltake WP100- workstation for technical and scientific purposes



Tt eSPORTS POSEION Z Touch- work faster with smartbar technology



Thermaltake Project the Tower- switch to this casemod for a flashier gameplay



Tt eSPORTS POSEIDON Z RGB- illuminate your game with 16.8million colors Thermaltake Group and BMW Group DesignworksUSA



Tt eSPORTS CRONOS RGB7.1- premium sound with 7 RGB colors



LUXA2 Lavi S- stylish wireless headphones for the office



Tt eSPORTS Black FP- security mouse with fingerprint sensor



Samsonite Cityscape Style 14" Laptop Backpack- work on the go



Tt eSPORTS Level 10M Advanced- design upgrad from the Thermaltake Group and BMW Group DesignworksUSA collaboration



Tt eSPORTS Battle Dragon Utility Backpack- bring your game wherever you go



Tesla Model X- drive like your flying with these Falcon Wings



Aldo Mr. B's Giratola- newest handcrafted men's office shoes



Redbull Editions- 5 news flavors featuring Orange, Tropical Fruits, Cranberry, Blueberry, Lime and Kiwi



Kona Ute- a city bike with great carrying capacity making the 2016 Buyer's Guide: Best City Bikes from Bicycling.com



Adidas Originals Mens Stan Smith- the most iconic tennis shoes are back!



Rainbow Sangria- celebrate the last of summer with a drink that tastes just as colorful (via Gimme Some Oven)



Tom's Exclusive Brown Suede Embroidered Women's Classics- slip on and relax, the most importantly, it's cute!



thermaltake

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