

Tt[®] CULTURE BOOK

www.thermaltakecorp.com

December 2016 Volume 15

HOW TO HOLD A

CHRISTMAS

PARTY FOR GAMERS WITH OUR 6 IDEAS



曜越 TT Premium 落實成長駭客行銷 鎖定目標核心客群



面對這樣快速變化的網路時代，如今你我和包括全球的消費者生活在智慧型手機快速的成長年代，作為行銷品牌的曜越，必須認知到競爭者的攻擊、知識產品化、顧客反饋的力量快速增大；而網路的特色是速度、連結性、隨時隨地沒有侷限，我們品牌必須隨身攜帶般「黏住」消費者。成長駭客行銷 (Growth Hacker Marketing) 更符合現今趨勢，捨棄傳統行銷手法，改用可測試、可追蹤、可倍數成長的行銷策略 (資料來源：Growth Hacker Marketing：A Primer on the Future of PR Marketing and Advertising)。

粉絲經濟帶動銷售力度

曜越 TT Premium 跨境電商的成立，我們將重心瞄準在用戶和成長，排除傳統的灑錢在廣告、部落格宣傳等，而是利用數位科技創造該介面平台，以科學量化指標和可衡量成效的方法，收集和觀察有效數據，進而得知「誰」購買和「在哪裡」購買，以專業高端水冷為主和其延伸之產品系列的精準策略吸引目標核心消費者的注意力。

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

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



Growth Hacker Mix (source : <http://pduraid.meblog>)

藉此，曜越 TT Premium 自今年一月至今，具備網路的特質，而我們熟知要消費者自行自發性為品牌宣傳是微乎其微；因此我們所經營 Facebook 和 TT Forum (<http://community.thermaltake.com/>) 已有所成，這些平台亦為提供消費者傳播的最佳媒介和工具，經過消費者的網路分享和傳播，成為抓住立場游移或是淺在消費族群的目光，進而專化為消費行為，曜越 TT Premium 成長的數據和後勢看好。



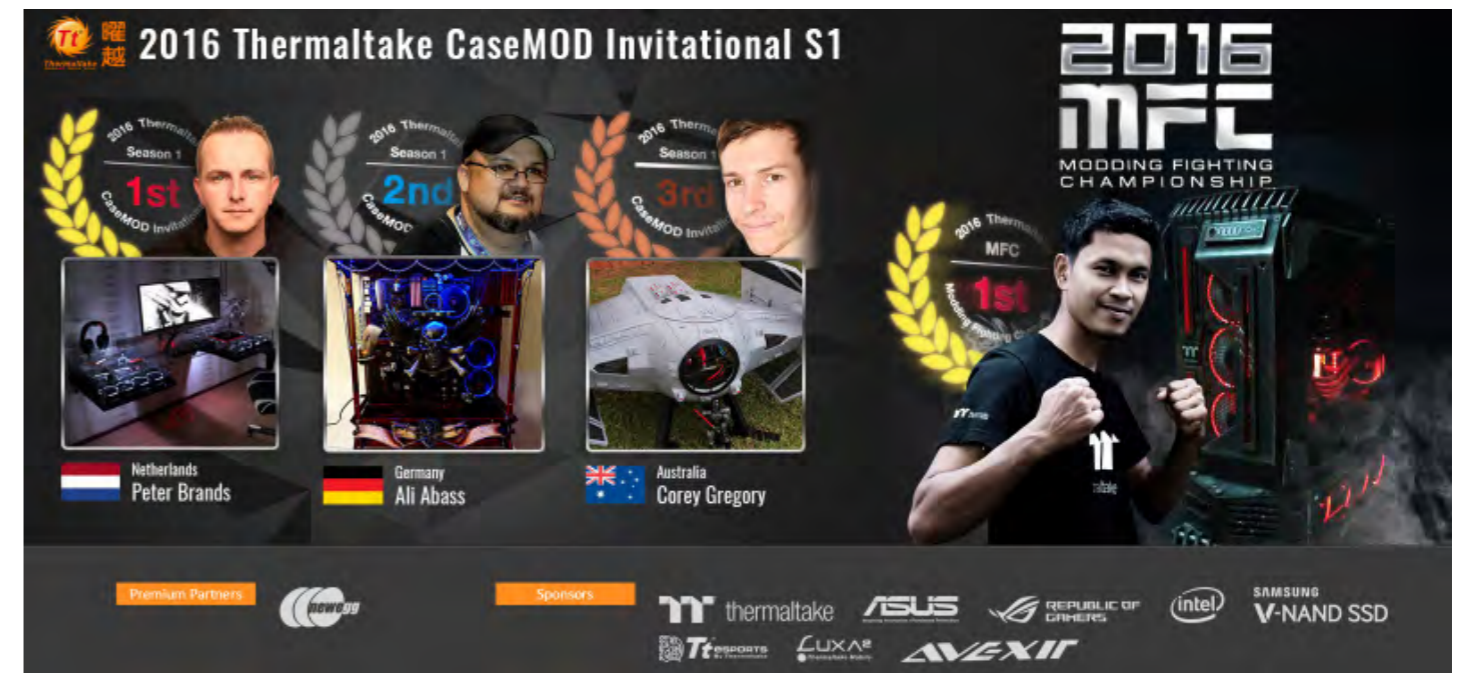
曜越 TT Premium.com 跨境電商



Tt Community Forum

專注曜越核心能力 精準瞄準目標客群

累積客源不足以令我們滿足，我們則必須創造持續用戶，除了將我們能量和力氣投入在最有效的地方，產品及功能的創新；並針對核心客戶予以精準深度對談、讓他們參予，如邀請參加《曜越電腦 MOD 改裝達人爭霸戰》，讓成長駭客行銷投資報酬率得以最大化！



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

Chairman and CEO of Thermaltake Group

曜越集團董事長 暨 執行長

8th December, 2016

TT Premium Implements Growth Hacker Marketing and Targets Core Customers



In the rapid changing Internet era nowadays, most consumers around the world are experiencing the fast growth of smart phones and other devices. In terms of brand marketing, Thermaltake needs to be aware that anticipating competitor's next move and customer feedback is becoming more and more crucial. Also, the advantage of the internet is its speed, connectivity, and lack of limitations. Our brand has to stick close to the consumer, and "Growth Hacker Marketing" is the current trend now. We have to forgo traditional marketing methods, and change to testing, tracking and growth marketing strategy (Sourcing: Growth Hacker Marketing : A Primer on the Future of PR Marketing and Advertising).

TT Premium Executes Growth Hacker Marketing

For TT Premium, we focus on users and growth, and eliminate the traditional marketing method such as spending money on advertising, blogging, etc. Instead, we use the scientific, measurable and effective digital technology to create interface platforms that can collect and observe data. Hence, we can learn "who" buys Thermaltake's products and "where" did customers buy those products. Then, we use professional high-end water-cooling and other product lines to attract our core consumers' attention.



Growth Hacker Mix (source : <http://pduraid.meblog>)

At the beginning of 2016 until now, TT Premium already has the features of the Internet. We know that having consumers promote our brand is not as efficient compared to running our own social media, therefore, we launched Facebook and TT Forum (<http://community.thermaltake.com/>). The results were great! These platforms became the best tool for users to promote Thermaltake, they have helped us to catch our potential customers and boost the possibility for them to purchase.



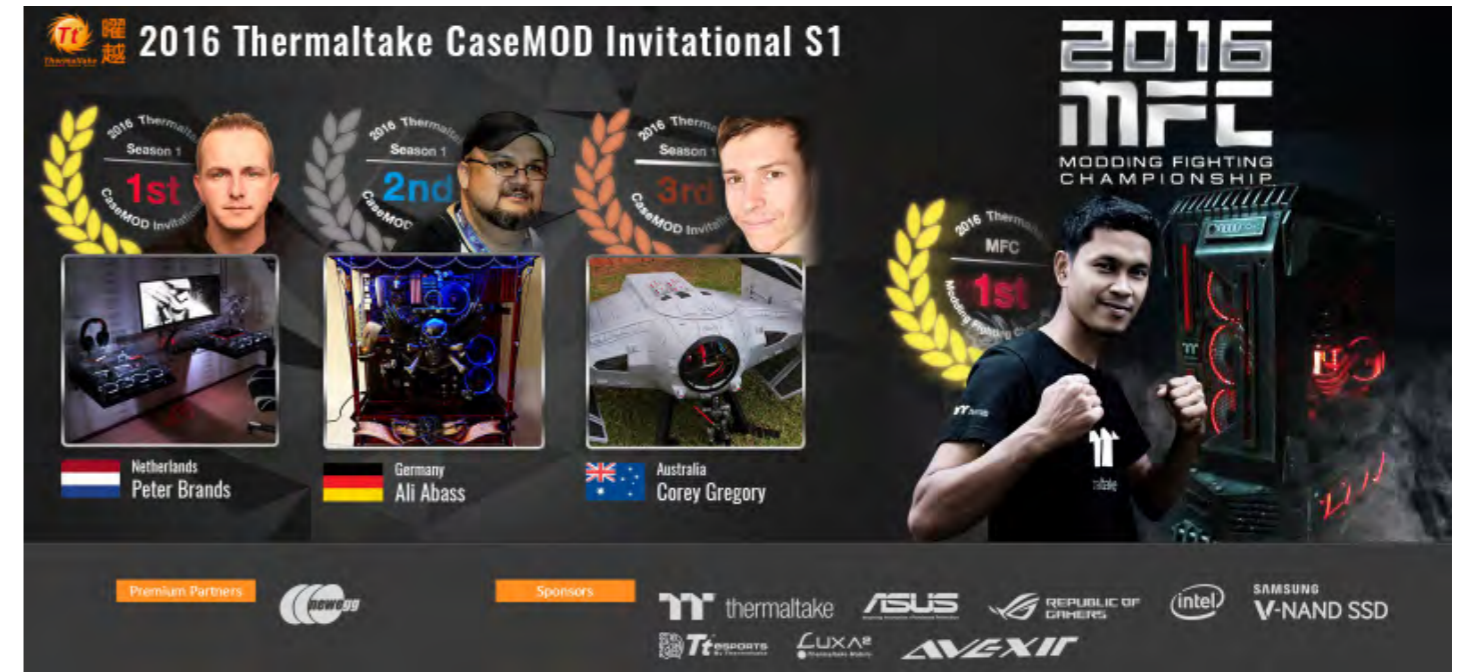
Thermaltake TT Premium.com



Tt Community Forum

Thermaltake Core Capability Focusing and Consumer Targeting

Gathering consumers is not the ultimate goal of Thermaltake. We must continuously attract new users. This refers to utilizing strength and energy efficiently; researching and developing new products and function; communicating with and letting core users participate in our events, for instance, the Thermaltake CaseMod Invitational. With this, Thermaltake maximizes the results of the Growth Hacker Marketing strategy!



Thermaltake 2016 Modding Fighting Championship & 2016 Thermaltake CaseMOD Invitational Season 1 Congratulations to Winners

The President and CEO of Thermaltake

8th December, 2016



10月 **October**



Thermaltake major events around the globe. October
Taipei, Taiwan

5

Tt eSPORTS Gaming Store Opens in Xinyi, Taiwan

Global gaming brand Tt eSPORTS has been actively expanding their brand by opening several Tt eSPORTS Gaming Stores in Ximending, Xindian Carrefour, Shinkuchan, Kaohsiung Dream Mall and Sogo, and Zhongli Sanjing Consumer Electronics store. Tt eSPORTS has opened a brand new store within the ViewShow Cinemas store in Xinyi, Taiwan. Located at Taipei's prime shopping district, the new store sells a full line of gaming keyboards, mice, headsets, controller, and other accessories.

《曜越 Tt eSPORTS 電競專賣店—信義威秀門市》盛大開幕 進軍全台北最繁華商圈打造流行
曜越旗下專業電競性能品牌—曜越電競 Tt eSPORTS 不斷研發推出具備創新科技的電競專業配備，成為玩家攻克大小遊戲不可或缺的絕佳利器，用以最高的熱情以及行動來支持熱愛電競的玩家們，為持續拓展電競版圖，
《曜越 Tt eSPORTS 電競專賣店—信義威秀門市》於 10 月 1 日（六）在台北市信義商圈隆重開幕，成為《曜越 Tt eSPORTS 電競專賣店》繼台北西門町、高雄市新崛江、新店家樂福、桃園中壢三井、高雄 SOGO 和高雄統一夢時代購物中心之後，第七個全方位與全機能據點，象徵曜越電競 Tt eSPORTS 展售結合體驗和服務模式的里程碑。

Thermaltake major events around the globe. October
Paris, France

27-31

Thermaltake and Tt eSPORTS Attend Paris Games Week 2016 New Project The Tower 900 TG Full Tower Panoramic Viewing Chassis Officially Available For Pre-order in France

Thermaltake and Thermaltake Gaming Tt eSPORTS were excited to attend the largest and most important French gaming event of the year, the Paris Games Week 2016. Thermaltake invited Italian modder Daniel Bolognesi and French modder Laurent Petipas to transform the Core P5 and Core P3 Open Frame Chassis. The awesome products on display include the POSEIDON Z RGB Gaming Keyboard, the CRONOS AD RGB 7.1 Gaming Headset, and the newest GT FIT & GT COMFORT · X FIT & X COMFORT Professional Gaming Chairs. One of the most anticipated products, the TT Premium

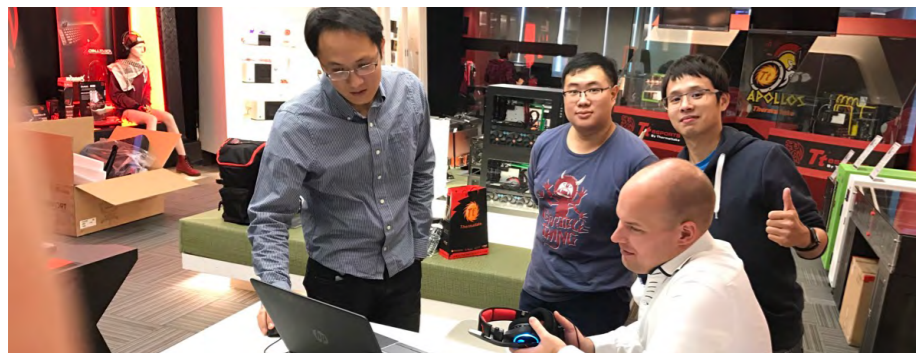
Project The Tower 900 TG Full Tower Panoramic Viewing Chassis · Tempered Glass Edition, available in two colors black and snow white, was officially launched at the event and available for pre-order in France.

曜越與曜越電競 Tt eSPORTS 參加 2016 巴黎電玩展 Paris Games Week 全新 Project The Tower 900 TG 全景直立式機殼開放預購

曜越與曜越電競 Tt eSPORTS 參加「2016 巴黎電玩展 2016 Paris Games Week」，邀請到義大利改裝高手 Daniel Bolognesi 和法國改裝達人 Laurent Petipas 的 Core P5 及 Core P3 壁掛式透視全景機殼改裝作品於現場；另外展示最完整的專業電競配備列，包括「波賽頓 POSEIDON Z RGB 全彩背光機械式電競鍵盤」、「克諾司 CRONOS RGB 7.1 專業電競耳機」、最新「F100 GT FIT」與「C500 GT COMFORT」電競椅。法國知名電腦改裝達人 Mathieu Heredia 一同連袂參加這場盛會，首度對外展出全新曜越水冷改裝精品品牌 TT Premium 旗下力作—『Project The Tower 900 TG 全景直立式機殼·強化玻璃版』神秘黑和雪白兩色系版本。



Tt Global Events
曜越全球風雲



Thermaltake major events around the globe.
Taipei, Taiwan

November 10



11月 November

Hardwareluxx Media Tour at Thermaltake Headquarter

German IT media Hardwareluxx visited Thermaltake for a closer look at our latest products. Several new items were introduced, including Toughpower Gold Series, Smart M Bronze Series(650W/750W/850W) and Smart Bronze Series Power Supply, Engine 27 1U Low-Profile CPU Cooler, C1000 Opaque Coolant Black, PC off remote control of SPM, MEKA PRO Cherry MX keyboard, VENTUS X RGB Optical Gaming Mouse, CRONOS RGB 7.1 Gaming Headset and GT FIT Series Professional Gaming Chair. The purpose was to let media to understand our perspective, and hopefully educating them and passing this information on to their readers!

德國線上媒體 Hardwareluxx 曜越總部參訪

知名德國媒體 Hardwareluxx 參訪曜越總部。當天曜越及曜越電競 Tt eSPORTS 品牌代表在曜越太陽島為 Hardwareluxx 介紹了一系列新品，其中包括 Toughpower 金牌・Smart M 銅牌及 Smart 銅牌電源供應器、Engine 27 全鋁合金輕薄型 1U CPU 散熱器、C1000 Opaque 彩繪黑色水冷液、雲端智慧電源管理平台 (SPM) 的遠端遙控電腦關機功能、【拓荒者 MEKA PRO】CHERRY 軸機械式電競鍵盤、夜襲 Ventus X【RGB 光學版】電競滑鼠、克諾司 CRONOS【RGB 7.1】專業電競耳機和 GT FIT 系列專業電競椅。透過和媒體的面對面對話，充分讓媒體得以了解我們在創意的執行能力和實力，進而藉由其報導影響讀者！

Thermaltake major events around the globe.
Taipei, Taiwan

November 29

Tt eSPORTS Sponsored Counter-Strike Taipei 2016 World Championship and Gamania Group's Carnival

Tt eSPORTS joined to sponsor the 4th Counter-Strike Taipei 2016 World Championship and Gamania Group's carnival, all the professional players from Taiwan, Japan, Hong Kong, Indonesia, Korea and China came along to join this big competition. During the event, Tt eSPORTS provided 33 professional gaming peripherals to sponsor participated gamers, including POSEIDON Z RGB Gaming Keyboard, VENTUS R Optical Gaming Mouse, Dasher Extended Gaming Mouse Pad and CRONOS AD Gaming Headset. People who love e-Sports at this event could experience the latest Tt eSPORTS gaming peripherals.



曜越電競 Tt eSPORTS 傾力贊助 Counter-Strike Taipei 2016 World Championship 暨遊戲橘子嘉年華

曜越電競 Tt eSPORTS 盛大贊助第四屆 Counter-Strike Taipei 2016 World Championship 暨遊戲橘子嘉年華，來自台灣、日本、香港、印尼、韓國及大陸的各國好手將在台北信義區香榭大道戶外地段火熱開戰。曜越電競 Tt eSPORTS 特別以廣受市場好評的 33 套高階專業電競配備全力贊助參賽選手，包括光彩繽紛的波賽頓 POSEIDON Z RGB 全彩背光電競鍵盤、夜襲 VENTUS R 版光學電競滑鼠、競速者 Dasher 特大滑鼠墊及克諾司 CRONOS AD 耳罩式電競耳機。活動期間，Tt eSPORTS 秉持致力打造完美使用者經驗，特別設立專屬電競觀區，提供熱愛電競的玩家一處專屬的體驗空間。



12月 December



Thermaltake major events around the globe.
Birmingham, United Kingdom

December 9-11

Thermaltake and Tt eSPORTS Astound at Insomnia59

Thermaltake and Thermaltake Gaming Tt eSPORTS were excited to participate in Insomnia59, the largest gaming festival in the United Kingdom from December 9th (Fri) to the 11th (Sun) at NEC Birmingham (Booth 20A). Thermaltake presented a complete gaming station with a host of superlative products like the innovative The Tower 900 E-ATX Vertical Super Tower Chassis Series and the revolutionary Core P5 ATX Wall-Mount Chassis. Tt eSPORTS also amazed the crowd with award-winning products including the 2016 Red Dot award winner POSEIDON Z RGB Gaming Keyboard featuring 16.8million LED illuminated colors, the new Black FP Security Gaming Mouse with fingerprint recognition sensory, the 2015 Red Dot Design award winner CRONOS AD Gaming Headset, and the newest GT FIT & COMFORT and X FIT & X COMFORT professional gaming chairs. Thermaltake and Tt eSPORTS thank the many fans that visited our booth, and will continue to provide innovative products and excellent service to our fans from around the globe!



曜越與曜越電競 Tt eSPORTS 參加 Insomnia59

曜越與曜越電競 Tt eSPORTS 於 12 月 9 日 (五) 至 11 日 (日) 參加英國 NEC 伯明翰 (攤號 20A) 最大電玩展 Insomnia59。曜越現場展出創新的 The Tower 900 E-ATX 全景直立式機殼系列及顛覆傳統設計的 Core P5 壁掛式透視全景機殼。曜越電競 Tt eSPORTS 亦在活動中驚豔全場，展出榮獲 2016 紅點大獎的波賽頓 POSEIDON Z RGB 電競鍵盤、黑者 BLACK FP 指紋辨識電競滑鼠、2015 紅點大獎得獎者 CRONOS AD 電競耳機以及 GT FIT & GT COMFORT 和 X FIT & X COMFORT 兩大系列人體工學電競椅。曜越與曜越電競 Tt eSPORTS 非常感謝這次參加活動的粉絲們，日後曜越將持續提供全球粉絲們最優良的產品與服務。

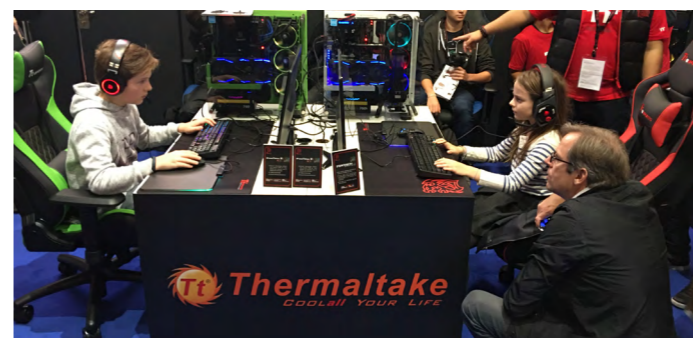
The Rise of eSPORTS Gaming Events and Competitions

Brand Marketing & PR Dept / Brand Marketing Specialist / Melissa

Starting from August 1st of this year, Thermaltake and Tt eSPORTS have attended several large events, and within these many are gaming events and or competitions. This year of 2016 Thermaltake and Tt eSPORTS have attended a total of around 10 or more gaming events and competitions. The large volume of gaming events and competitions Thermaltake and Tt eSPORTS participated in was very surprising. Last year Thermaltake and Tt eSPORTS attended only a handful of gaming competitions and events. And to clarify, many of the gaming events we attended were gaming competitions or had a gaming specific team; it was not like CES (Consumer Electronics Show) or COMPUTEX, it was an actual gaming competition and or tailored to gaming event. Starting from beginning of August this year, Thermaltake and Tt eSPORTS attended the RESONATE-TOTAL GAMING Festival in the United Kingdom, Go4Overwatch North America Tournament sponsored by ESL on August 5th. Gamescon on August 16th in Germany, and Insomnia58 on August 31st in the United Kingdom. All of the gaming events and competitions Thermaltake and Tt eSPORTS joined in August were all famous large gaming events in Europe and North America. This signifies Thermaltake and Tt eSPORTS breakthrough in the European market. And a very exciting thing occurred at the Insomnia58. Tt eSPORTS has always been a major supporter of the gaming community, and has been sponsoring a large number of gaming teams for the past year, providing top-notch gaming gear while encouraging them on. One of Tt eSPORTS's sponsored gaming team, Team Molotovs and Marshmallows (MnM), came out victorious at the League of Legends (LOL) Grand Final at Insomnia58. Following, starting from September 19th Thermaltake and Tt eSPORTS participated in the Taiwan Excellence Gaming Cup Finales in India, the Point Blank Thailand Championship (PBTC) and Point Blank International Championship (PBIC) in Thailand, and the EB EXPO 2016 in Sydney which began on the same day. Furthermore, Team Mango sponsored by Tt eSPORTS placed third in the Point Blank gaming competition. Lastly, Thermaltake and Tt eSPORTS joined Paris Games Week on October 26th and Counter-Strike Taipei 2016 World Championship on November 29th. As you can see, with the numerous Thermaltake and Tt eSPORTS gaming events attended, you can see how gaming is the current trend. With the growing number of large gaming events being held, you can see how gaming is becoming more mainstream.



Paris Games Week 2016 Thermaltake Booth



Paris Games Week 2016- Kids gaming



Paris Games Week 2016- Focused on the game



Market Trend

市場趨勢

RGB 產品大放異彩

Brand Marketing & PR Dept / Brand Marketing Specialist / Peggy

隨著智能產品的興起，產品的開發都更加注重實用。電腦外設也受到這種風潮的影響，與電子競技產業結合起來！電競產業隨著產業化模式的升級，也更加職業化、專業化，對硬體及外設產品提出了越來越高的要求！」、「大家都喜歡選擇美的產品，這是由心理趨向決定的。在對機械鍵盤的選擇上，也不例外。只是不同的人，有不同的審美，所以對高顏值，有不同的定義。很簡單，從不同的人，對女神或者男神的選擇不同就可以感受到！當然外觀，不一定是顏值，有時外觀時尚，新潮，很吸引眼球，也會有一些追求者和崇拜者，自然也會有相應的用戶和玩家欣賞和體驗。」(以上內容原文網址：<https://read01.com/DxKKm3.html>)。這些都是在網路上所看到對於 RGB 電競配備的想法。在 11 月份更是聽到德國知名線上雜誌 Hardwareluxx 的執行長說：“現在的年輕人都非常喜歡這樣的 RGB 商品，因為這不僅美觀，還可以顯示出使用著的風格與態度。”

當各家廠商紛紛追隨這股繽紛的 RGB 潮流時，曜越可以說是這個趨勢的領導品牌。早在先前，我們公司便推出了許許多多擁有 RGB 背光效果的產品，例如【LEVEL 10 M 進階版】雷射引擎電競滑鼠、克諾司 CRONOS【RGB 7.1】專業電競耳機、【波賽頓 Z RGB 全彩背光 青/茶軸】機械式電競鍵盤、Riing RGB 256 色 12 公分 LED 風扇和聖龍鱗全彩電競滑鼠墊等炫目華麗的商品。如果你以為只要有彩色的光圈那就大錯特錯了。曜越在自家產品上使用的都是自訂義 1,680 萬全彩背光，讓 LED 燈光色彩擁有最豐富的飽和度。

我們公司是 RGB 商品的領導者，對於色彩的要求更是絕不妥協，讓使用者在凸顯個性的時後比別人更加亮麗多彩！



【波賽頓 Z RGB 全彩背光 青軸】機械式電競鍵盤



聖龍鱗全彩電競滑鼠墊



Riing RGB 256 色 12 公分 LED 風扇

PC Modding Culture in India

整合行銷業務二處 / 國外業務專員 / Kenneth 張偉恩

PC Modding? Who knows about PC Modding? And who cares? Geeks and PC lovers have always used DIY PC to do tweaking and overclocking as hobbies. The achievement they get when they create a distinct benchmarking scores. This has been for a while and now the trend has changed. Overclocking was supposed to be their mainstream but now people are finding new way to play about with PC.

Customizing and modifying their PC the way one desires and transforming them into high end system, this is called PC modding. In India, it's just starting to trend, but fans have been highly inspired by the trend and modders from around the world.

PC modding is driven by passion, but people who wish to give a try find many difficulties in finding modding components to achieve what they want to build. Modding components are hardly available in India. It's also very costly according to the Indian standard. People use to buy them in other countries through online portals which are highly expensive and seldom people do that. Since it's a new trend, they are hardly any experts who can do good modding. Many a times, during their mods, their system gets damaged.

How can we make those passionate people's dreams comes true? We see that Modding is an art and is unique to one's imagination. New born modders need access to the products and platform where they can do and learn. And at the same time be given the chance to interact with different modders around the world.

Over two years, Thermaltake have been helping modders in India to achieve their dreams. Modders are getting sponsored to show their talents and are nominated to represent their country for global casemodding. Taking the best interest of their passion, Thermaltake tends to launch the best of its modding products to cater the market niches in India.

Now, PC Modding? Yes!

We look forward to seeing the uprising trend of PC modding in the Indian Community.



Meeting the Modder - Pramod and his Team, with their Core P5 Mod



Introducing modding tools—Bending Kit, by Indian Modder - Pramod



Core V41 Mod by Indian Modder - Samaresh

守護北極熊從躍越開始

整合行銷業務二處 / 國外業務專員 / Sabrina 李雅琴

Nowadays VR (Virtual Reality) is one of the fastest growing computer technologies, and one of the hottest IT applications. With arrivals of more and more fancy applications, the VR (Virtual Reality) market size is expected to grow at a fast rate in the next few years. According to one forecast from Statista Inc., the number of global active VR users will reach 171 million by 2018, and revenue generated from VR products is expected to arrive at 5 billion US dollars by that time. Undoubtedly, this great growth will lead to a revolution to hardware and software developments of many industries, such as entertainment, gaming, consumer electronics, and, certainly, eSports. The success of VR eSports requires three key points: excellent hardware, a solid group of players, and high-quality content. Firstly, the hardware, including computer specifications and VR equipments, will directly influence user's VR experience. From personal devices, such as headset and VR backpack PC, to computer specifications, such as CPU, graphics card, or power supply management, the hardware is still evolving. In other words, it is expected that this market is going up. It is believed that global VR hardware market will reach a value of 7.3 billion US dollars in 2018 along with the development of VR. Users need high-performance hardware to improve their VR experience. Thus, this business opportunity also means that more investments and innovations are essential to improve hardware. Secondly, from the above statement, even though the future growth of the number of VR users is thought to be positive, VR knowledge still needs to be promoted to more people through an easier way because VR is still a very cutting edge technology, and it needs to be quickly and completely understood to accelerate its popularity. Third, high-quality content is the last piece of puzzle to boost VR eSports market. However, it is also the weakest part in current status. Content creators need to launch attractive contents as soon as possible to generate more topics for VR eSports. Traditional eSports has created a complete and mature supply chain to support its development. VR eSports, nevertheless, is still developing, evolving, and growing. Its innovative supply chain depends on diverse resources, such as private investments, government, startup, and social media to support. With good cooperation of these resources, VR could be the promising power to move eSports forward to the next stage.



TT Power for VR Ready



Game with your Mod from Thermaltake



VR is one of the fastest growing computer technologies

實事求是 · 放眼未來

物連網 IoT 軟體研發部 / 軟體工程師 / Kai 李鎧任

「電競」，全名電子競技，泛指玩家與玩家之間的遊戲對戰，目前著名競技項目，不外乎英雄聯盟、星海爭霸與射擊遊戲等等，但電競風潮會持續多久？電競風潮已經退燒了嗎？但我相信電競的全盛時期已過去，怎麼說呢？因為現在人手一機，已經悄悄走入手機遊戲時代與即將到來的虛擬實境，那這樣電競這名詞還會持續多久呢？

話說電競比賽也造就不少就業環境，更造就了許多知名電競選手，許多人把電競成為目標、夢想甚至是職業，當然，將興趣成為工作，我相信那絕對是令人羨慕的。而在電競圈打出知名度，也是一種另類的公眾人物表現，具有一定的影像力，像是知名實況主，那觀看的人數，都是破千，上至破萬人等級，那樣的可以造成多少的收益，那是多少人夢寐以求的。那你想想，現在的比賽與實況轉播都是選手的操作與遊戲的畫面，那如果是手機遊戲，甚至是 VR，那會是甚麼情況？播手部的動作？還是播一個人在那邊空揮？那畫面有點難想像。這些都只是假想的情況。

未來電競的樣貌與發展，會是電影情節中所看到的樣子嗎？那廠商們又要重新角逐龍頭的位置，誰能搭上一班順風車，誰就能站穩下一個世代，相信這已經是各家所積極研發的目標，秉持著實事求是、創新創意、集思廣益、創造價值，拓展未來。



電競比賽場景



如果是 VR 好像少了隊友之間的互動



VR 遊玩方式，配帶眼鏡及手把

Thermaltake Brand Promotion & Government Partnership

Brand Marketing & PR Dept / Brand Marketing Specialist / Melissa

2016 has been a very busy year for the Public Relations & Brand Marketing Department. Collectively we have noticed a large increase in Thermaltake, Tt eSPORTS, and LUXA2's exposure in all types. There has been a great increase in the number of visits from the media, governmental officials, and educators. The Public Relations & Brand Marketing Department has held around nearly a total of 10 tours of the Thermaltake headquarters. In particular we have seen an increase in the interest from government officials and educators. Thermaltake has a longstanding relationship with the Taiwan External Trade Council (TAITRA) and in particular the Taiwan Excellence division. In April, a month before COMPUTEX, TAITRA arranged for two international media tours at our headquarters. The first group to arrive at the Thermaltake headquarters was the from the European and American regions; Northern America, Canada, United Kingdom, Holland, France, Spain, Italy, Bolivia, Romania, and Hungary. The second group to arrive at was from Asia; India, Philippines, and Indonesia. Soon after, in June TAITRA arranged another visit to the Thermaltake headquarters for the IEP Indonesia group that consisted of two medias: Kompas TV and Jak TV. And Thermaltake was featured in the 2016 IEP Indonesia Feature Report ICT which was broadcasted on television and online. Another increase in exposure we have seen is the number of television exposure. Also in June, TVBS, a famous media and television network in Taiwan and Hong Kong, visited and reported the Thermaltake booth at COMPUTEX 2016. And in the same month, USTV a well known news channel in Taiwan visited the Thermaltake booth at COMPUTEX too. Both reports were all broadcasted on television during prime time. Following, in August, for IEP India TAITRA visited the Thermaltake headquarters bringing famous media CNBC India who also reported on Thermaltake and Tt eSPORTS; this report was also broadcasted on television. Lastly in October, the deputy director of TAITRA's exhibition department along with 20 other government officials was given a tour of the Thermaltake Headquarters. In general, by working with TAITRA, Thermaltake has increased our brand exposure on both a national and global level.



Kenneth Chang discusses about Tt in India



Group photo with CNBC India



Thermaltake's Kenneth in charge of the Indian Market



Thermaltake



Branding Case

品牌推廣

舞出您的光采

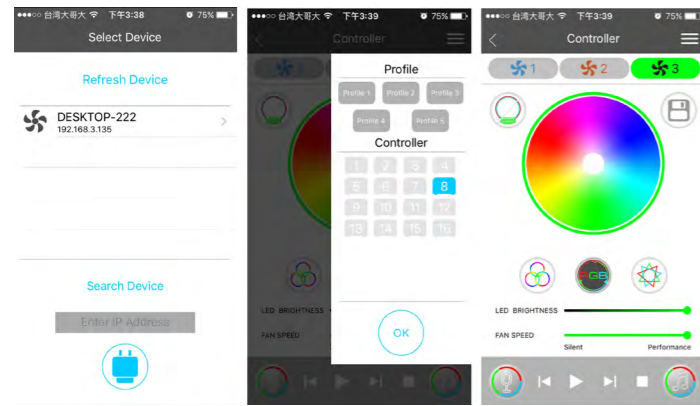
物聯網 IoT 軟體研發部 / IoT 軟體工程師 / Wei 許修維

曜

越繼 Riing RGB 256 色 LED 風扇所帶來的迷人光彩之後，即將推出再度將 Riing RGB 升級版，在這次加入現今超夯的物聯網技術，透過智慧型手機，遠端操控燈光效果，讓使用者不需要在電腦前就可以透過 wifi 連線來控制風扇的光彩變化，隨時隨地打造出專屬於您的光彩王國，替您的居家生活增添不一樣的色彩，讓風扇不再只是風扇，而是打造家中獨特氛圍的重要角色。

全新升級版 Riing RGB 可搭配的 APP，其附有與桌面軟體相同的功能，其中包含 LED 調色盤、LED 亮度變化、閃爍模式、RGB 循環、風扇轉速調整等功能，額外新增了隨機變色模式，搭配以上功能，讓使用者點選出不同的光彩變化。而在此 APP 中較為不同的是，在 APP 中可以複數選擇控制盒以及多顆風扇來進行大量的同步控制，不必一顆一顆的慢慢點選，讓使用者能夠一口氣變化出最理想的色彩。

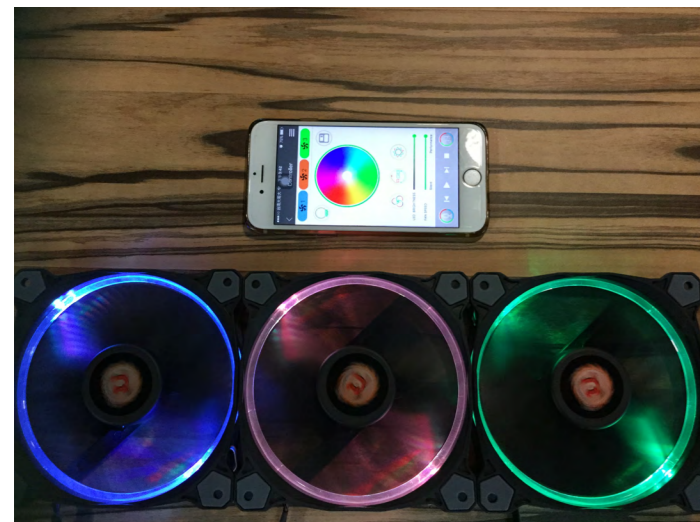
此外，這次還推出令人驚豔的音樂及麥克風模式，利用智慧型手機播放的音樂，透過手機來分析音樂的旋律，並將轉為數位訊號後，進而透過 Wifi 傳送至風扇，讓風扇的燈光隨著音樂的旋律來舞動，抑或是使用智慧型手機的麥克風，將環境中的聲音轉換成數位訊號，並發送至風扇之中，讓風扇的燈光效果隨著週遭環境的音量大小而做出變化，隨之也可以在調色盤中點選喜愛的顏色，立即變化出不同的發光效果。透過音樂及麥克風模式，讓您不只有聽覺的享受，同時也帶來了視覺上的衝擊，更讓風扇增添了許多生命力。



新上市物聯網 APP - Riing RGB



全新一代 Riing RGB 256 色 12 公分風扇 TT Premium 數位軟體頂級版桌面軟體



透過 Riing RGB APP 來操控 Riing RGB 風扇，變換出專屬於您的光采



Core Value Sharing

企業文化分享

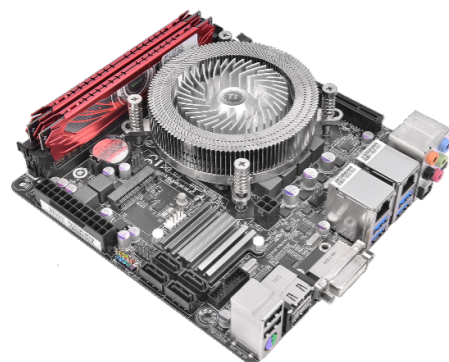
Innovation & Collaboration & Value

Brand Marketing & PR Dept / Brand Marketing Specialist / Melissa

The three core values from the Thermaltake 8 Core values, I would like to discuss are: Continuous Innovation, Collective Wisdom, and Adding Value. All our 8 core values are connected to one another. And this year, through our many ingenious new products launched, Thermaltake has exhibited the core values of Continuous Innovation, Collective Wisdom, and Adding Value in particular. In terms of innovations, Thermaltake released several stunning and uniquely designed chassis this year. The Core P5 Open Frame Chassis was first revealed at COMPUTEX 2016, shocking the media and fans all over the world with its revolutionary design. This unique chassis was so popular that subsequently in July Thermaltake released the Core P3 Open Frame Chassis which is a smaller version of the Core P5 Open Frame Chassis. This was also extremely well received by the media and fans from around the world. The next innovative product released in August, is the View 27 Gull-Wing Window ATX Mid-Tower Chassis featuring a patented design. The View 27 Gull-Wing like its name, has an enlarged window panel with wraparound design that is reminiscent of a seagull's wings. Thermaltake later on released several new products and projects that were collaborations. The TT Premium modder edition chassis series – The Tower 900 E-ATX Vertical Super Tower Chassis and The Tower 900 Snow Edition E-ATX Vertical Super Tower Chassis, the series is a design collaboration with Watermod France that shows Thermaltake and Watermod France's casemod craftsmanship and innovation excellence. And in October, Thermaltake and CoolChip Technologies announced a partnership and launched the Engine 27 1U Low-Profile CPU Cooler. And in November, Thermaltake and 3D Hubs also revealed a 3D Printing service partnership. All the innovations and collaborations are an act of adding value to our consumers, partners, and to Thermaltake itself. CoolChip TechnologiesTM is a pioneer and worldwide leader in Kinetic CoolingTM. 3D Hubs is the world's largest network of 3D printing services. And our partnership helps to PC DIY enthusiasts and PC modders overcome geographic limitations and gain access to 3D printing service. Thermaltake always seeks to work with the top of the field to bring the best to our consumers, and "deliver the perfect user experience".



The Tower 900 E-ATX Vertical Super Tower Chassis



Thermaltake Engine 27



Thermaltake View27 Gull-Wing Window ATX Mid Tower Chassis

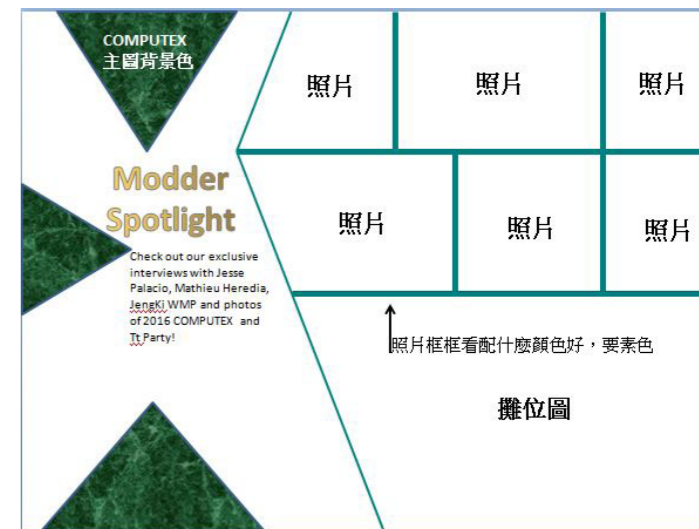
創意創新、集思廣益

Brand Marketing & PR Dept / Brand Marketing Specialist / Peggy 林佩誼

在企業品牌行銷部門工作，有一個環節是公司內部刊物 - 文化書 (Culture Book) 的製作。文化書的內容包括董事長的話 (CEO Corner)、躍越全球風雲 (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) 跟新鮮事 (Features)。而在這些內容中，個人覺得新鮮事是最為有意思，同時也是最能體現公司八大核心中的「創新創意」和「集思廣益」的部分。

在製作的過程開端會先召開會議來構思每一期文化書新鮮事的主题。然而有時一個好的想法出來了，但可能由於執行上有困難、素材難以取得或是跟以前的主题重覆了而要再想一個新的主题；當主题確定下來了，我們便需要運用 Power Point 進行到下一階段構思整體排版和設計，包括在網路上尋找素材跟圖片提供 TtDesign 作為示意。而設計需要來來回回的討論、確認跟修改直到完美的成品出來，大到整體呈現效果，小到字體一致、字體大小、排版的樣式、顏色上的搭配...等等細部要求。

每當到了要開始構思設計新的文化書的時後，我都很開心。因為我們能夠將公司的產品跟一些比較有趣的主题融合在一起。比如說戰隊的「What do you game with? Check out these 5 teams.」、改裝玩家背後的故事「Modder Spotlight」跟上下班單品推薦的「Work hard, Game harder」。不僅如此，在內部會議的構思、粗略排版還有跟設計部門討論的時後，我們都正在「創新創意」和「集思廣益」。



使用 PPT 進行粗略排版



Tt Design 依據要求所設計出來的成品。

0622 Cover Design	2016/7/4 下午 05...	檔案資料夾
0623 Global Event & Submissions	2016/9/6 下午 02...	檔案資料夾
0701 Features	2016/7/4 下午 01...	檔案資料夾
0704 Features_edit	2016/7/5 下午 01...	檔案資料夾
0711	2016/7/11 下午 0...	檔案資料夾
0712	2016/7/13 下午 0...	檔案資料夾
Final	2016/8/17 下午 0...	檔案資料夾

每次新鮮事都會進行反覆修改，直到完美。

充滿有趣及熱血的躍越運動會

Brand Marketing & PR Dept / Brand Marketing Specialist / Peggy 林佩誼

在

上個月，我們公司在南港誠正國中舉辦了運動會。雖然不是預期中激烈廝殺的比賽，但是公司每場比賽都是有趣和熱血的。這樣反而比較好，可以在不削減大家參與興致的情況下，還能夠培養大家的凝聚力與團隊合作能力。

那天現場非常熱鬧。參加運動會的不僅有總部的同事，連不少海外同事也在現場，還有一些同事帶著家屬跟伴侶來參與。雖然下了雨，但似乎不影響大家的興致。在 Kenny 致詞之後，我們便跟著 Judy 一起跳起熱力四射的拳擊操當作熱身。儘管沒跳過，但現場所有人都賣力的跟上節奏與動作，模樣煞是有趣。接著，開場儀式結束之後，便到了重頭戲 - 三項競賽的時間啦。

第一個項目是足球競賽。原本想說應該是各組之間的激烈競賽，不過開始前聽主委們介紹，才知道原來是射門比賽。但可不要因為這樣就小瞧它，實際參加過後發現真的不簡單！除了正對球門以外的選手，其他人鮮少進球，有些角度真的太刁鑽了啦。踢完足球後，緊接著便是考驗團隊合作的趣味接力賽。這場接力賽真的有如字面上所寫的，非常有趣！比賽包含了 4 個關卡，包括三人跳繩、腳踢手接三角錐、背後投籃跟泳圈賽跑。我沒有參加這個項目，但從旁觀看真的是很好玩，不禁思考到底是誰那麼有創意想到這些比賽方式。而且這個競賽也是大家最激動幫隊員助威的時後，熱血程度應該不輸演唱會等級。最後的項目則是投籃比賽。

公司總是舉辦一些好玩的活動，除了運動會還有內部的電競比賽跟電影觀賞。看來我們在為顧客帶來能享受娛樂、電競、科技、生活的產品同時，也時不時的便在享受著娛樂、電競、科技和生活。



耶～運動會完美落幕！



One more~ Two more~ 大家都賣力的跟上拳擊操。



海外同事也參加運動會。



Staff Communication

員工園地

活力休閒

全球運籌管理處 / 產銷管理專員 / Yafen Cheng 鄭雅芬

曜

越科技是一個充滿活力的公司，來到曜越科技，會發現這裡的員工都相當熱情且有活力，無論是員工的創意或者是產品的發展，完全呈現出**膽識 × 熱情 × 毅力 = 曜越 DNA**，公司也會不時舉辦著不同的活動，讓員工充滿了參與感，例如積木牆，經由員工的創新創意腦力激盪討論下，在公司的積木牆上總會呈現著不同的創作，讓人不時充滿的驚喜。例如電影欣賞的福利，提供員工在下班休閒時間可攜伴一同安排至美麗華欣賞電影，減輕壓力放鬆心情。

藉由公司所細心安排下的員工旅遊以增廣見聞，盡情地舒展自己的身心，員工可藉由旅遊抒發工作上的壓力，避免長期處於在辦公室工作崗位上，所產生的工作倦怠，這可能會降低工作上的效率，壓力過大也會影響到健康與工作意願，旅遊不僅可以拓寬視野，讓身心減輕壓力，更可以激發出不同的想法與創新。

經由良好的工作環境下，促使在產品方面研發不斷創新，發展出優質的綠能環保產品，將產品與環保結合創造出SPM雲端智慧電源管理平台 Smart Power Management，使用者可隨時透過雲端平台掌握電腦用電狀況，利用數據分析改變用電的習慣，降低資源耗用與溫室氣體排放，進而提升節能減碳環保的永續生活。



積木牆



SPM 雲端智慧電源管理平台



九族員工旅遊

躍越運動大會 - 活力的展現

創意設計中心 / 視覺傳達設計師 / David Lin 林子修



致力於創造完美的使用者經驗”，是公司的使命。一個好的使用者經驗，對消費者來說尤其重要。所以，產品在交到使用者手中以前，我們需要做好嚴格的把關，並親自體驗；找到改進的地方。這次公司所舉辦的運動大會，便體現了這樣的精神。同事們秉持著開放的心胸，參與各項的活動競賽。這樣的活動，豐富了我們不僅在工作中、更在生活中的美好體驗。

董事長說過：「以億變應萬變，讓企業文化變革，讓心態永不僵化！」企業文化需要變革，使我們的心永不衰退。這次大會暖身操不同於以往的方式，董事長與台上同事，帶來了最近時下很流行的拳擊有氧。過程中大家拋開自我，左右手用力揮拳做暖身，像是英勇的戰士們，這就是公司充滿創新與活力之展現呀！

“享受娛樂、電競、科技、生活的文化品牌”，一直是公司往前邁進的願景。這次的活動大會，還邀請了國外分公司的同事們與我們一同參與每一場競賽。在比賽的過程中，不管是定點踢足球、趣味競賽或定點投籃比賽，不光是一個人，更需要許多隊友們的參與，才能獲的最終的勝利。這不僅讓我們學習如何團在一起、更學習在過程中一同享受競賽的樂趣。

董事長是充滿活力的人，不僅在運動大會中，更在工作上。今年他將 Key3 帶到更高的領域，有 Tt Premium 的產生；將 Tt eSports 帶到更新的範圍，有電競桌、椅的出現；更將 LUXA2 帶到生活的空間，有無線藍芽運動耳機的生出。期望未來在董事長繼續的帶領之下，我們都能成為在職場上有活力的人。



董事長與台上同事，帶來了最近時下很流行的拳擊有氧。



這次的活動大會，還邀請了國外分公司的同事們，與我們一同參與每一場競賽。



在比賽的過程中，不管是定點踢足球、趣味競賽或定點投籃比賽，不光是一個人，更需要許多隊友們的參與，才能獲的最終的勝利。

FEATURES

新鮮事

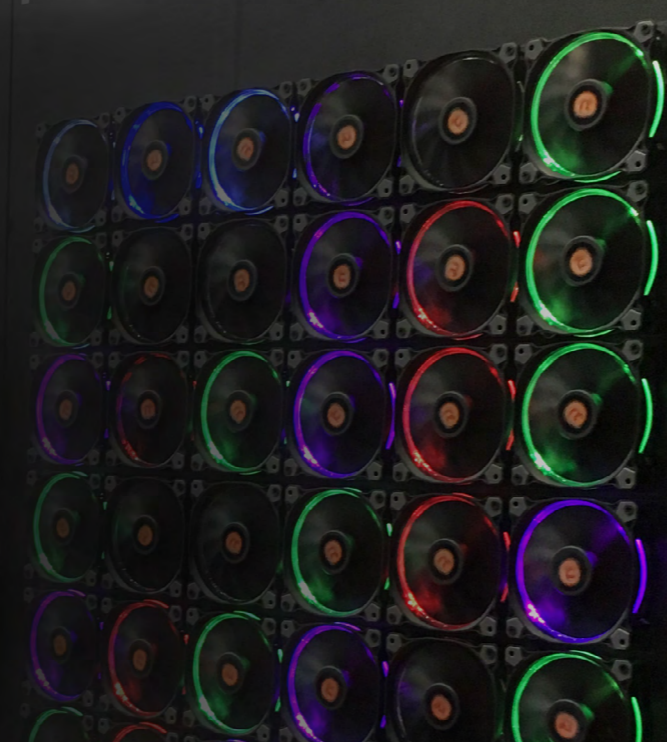
HOW TO HOLD A CHRISTMAS PARTY FOR GAMERS*

6 FUN IDEAS TO SPICE UP YOUR CHRISTMAS PARTY!





Patented B 256 Colors
thermaltake
Premium Edition



1. Boost the atmosphere with the Tt Gaming Desk!
2. With Riing 14 LED RGB 256 Colors High Static Pressure LED Radiator Fan, who needs a real Christmas tree?! (talk about features)
3. Game with comfort with the Tt eSPORTS Gaming Chairs. (full product name)
4. Make your own party gift at our Tt LCS Station with our C1000 Opaque Coolant (8 colors). The newest black color will be available in CES 2017.



Peppermint Hot Chocolate

- ¼ cup powdered milk
- ½ cup unsweetened cocoa powder
- ½ cup sugar
- ½ cup chocolate chips
- ½ cup candy cane, crushed

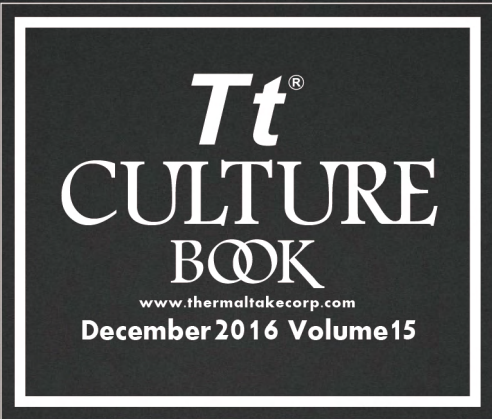
Instructions:
 Set marshmallows aside for garnish. Shake up contents of each jar thoroughly. In a small saucepan, heat 1¼ cup milk. Add ¼ cup hot chocolate mix. Whisk until all chocolate is melted and flavors are well combined. Enjoy!!



Christmas Pizza Minis

INGREDIENTS:
 12 Rhodes Yeast Dinner Rolls, thawed but still cold
 flour pizza sauce
 grated mozzarella cheese
 red & green peppers, cut into small thin strips
 pepperoni slices, cut into fourths

INSTRUCTIONSS:
 Pray counter lightly with non-stick cooking spray. Flatten each roll into a 4 1/2-inch circle. Place circles on sprayed baking sheets. Cover with plastic wrap and let rest 20 minutes. Remove wrap. Dip 4-inch cookie cutters into flour and cut desired shapes out of each dough circle. Pre-bake at 350°F 8-10 minutes. Remove from oven and let cool. Top each one with pizza sauce, grated cheese, red and green pepper strips and pepperoni pieces. Bake for an additional 6-8 minutes or until cheese is nicely melted.



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

