



臺北縣

在地精品專刊

臺北縣政府經濟發展局



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臺北縣政府經濟發展局



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計 | 畫 | 緣 | 起

為迎接知識經濟新時代，台灣產業競爭力需要更進一步的發展出自身價值，透過包裝、品牌、行銷等方式，將台灣產業升級，更是企業與國家競爭力提升的重要工作。品牌事業是經濟永續發展之核心，不但對於保持經濟成長與就業機會的創造具有相當的貢獻，且新創的品牌產業更是提升國家產業的原動力。

有鑑於產業品牌加值的產生不易，除了在技術、人力、資訊等軟硬體方面需要協助外，更需要的是國際性的宏觀視野與全國性的專業行銷平台，扶持台灣企業發展品牌，加速企業國際化與提高市場競爭力的決心；更積極要在國際市場加強宣傳台灣產業與產品形象，為台灣企業發展國際品牌營造更有利的生存條件。

本推廣計畫旨在獎勵推廣對產品研發具有卓越績效的本縣在地企業，同時亦榮獲經濟部頒得「台灣精品獎」之優良企業，擬透過本計畫推廣成為業界學習的典範。並進一步行銷本縣企業優良精品，擴大市場商機，進而深化激發轄內企業全面追求高品質、高品級、高精緻品的風氣，形塑本縣優質企業及優質精品的國際城市形象。

局長的話 Words from our Director General

立足新北市 產業發展亮眼全球

Standing on Xinbei City (New Taipei City), developing the industries to shine the world

臺北縣政府在地品牌深耕國際市場有成，在建國百年之際，台灣各產業由過去OEM/ODM發展轉型OBM，臺北縣擁有許多總部設置在當地的國際知名企業，持續領先產業立足國際市場，今年底升格為新北市後，將有更多資源用來協助在地中小企業積極建立優良自有品牌行銷全球。

提供符合縣民期望、甚至超越民衆期望的優質服務，是本局長期以來一直努力的目標。努力達成「服務、專業、創新、效能」之願景，成為創造新北市優質經濟發展的總舵手。

在明確政策方針與縣民對臺北縣政府整體發展的殷切期許下，臺北縣政府經濟發展局將以「永續的經濟城市發展」、「產業吸引與都市更新」及「創意發展與效率執行」主軸為施政方針，透過實際行動加以落實。

未來發展及願景以「傳統與現代、科技與人文、在地與國際」，多元化展現國人面前的新北市，是臺北縣民所共同擁有的城市資產，也是臺北縣政府邁向升格新北市未來發展的重要基石。

Taipei County government has success in developing global markets for local brands. While Republic of China centennial is approaching, industries in Taiwan have shifted from traditional OEM/ODM to OBM corporations. Taipei County has been selected by many world-known corporations as the city to set up the head quarters to lead the industries and develop global marketing. It is expected that more Small-Medium enterprises will sell products to global markets next years when Taipei County is upgraded to Xinbei City (New Taipei City).

It has always been our goal to provide quality services that can meet or even beyond the expectations of our citizens. The vision of achieving "Service, Profession, Innovation, and Performance" is the key to outstanding economic development.

Under the combination of well defined instructions and the earnest expectations from the citizens to the general development of Taipei County government, Taipei County Economic Development Bureau adopts the ideas of "Sustainable development of economic city", "Industries attraction and urban renewal", "Innovation development and efficient execution" to put into practice via actual movements.

The development and vision of the city are "Tradition and Modern, Technology and Humanity, Local and International." The diversity of the Xinbei City (New Taipei City) represented in front of our people is the urban treasure owned by all citizens of Taipei County, it is also the important footstone of the future development of Taipei County after upgrading to Xinbei City (New Taipei City).



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電腦科技業

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優派國際
萬國科技
鋁鎔科技
青雲國際

創新科技 美化人生

Innovative technology, beautiful life

技嘉科技 GIGABYTE™
TECHNOLOGY

善盡企業的社會責任，不僅以堅持創新、用心關懷與服務的態度，更專注於關鍵技術的研發、產品設計的創新與品質服務的強化。

GIGABYTE fulfills our corporate social responsibility. Our company does not only insist in innovation, care with heart and service, we also emphasize on the development of key technologies, the design of the products and the enhancement of the innovation and quality service.

技嘉成立於1986年，由一群滿懷理想抱負的年輕工程師，胼手胝足在實驗室中成立了技嘉科技，憑藉著對科技產業精準的眼光與敏銳的洞察力，技嘉科技得以在主機板領域快速竄起，成功在業界豎立了無以撼動的地位；如今，技嘉科技透過集團式經營，將產品線拓展至繪圖加速卡、電腦周邊、筆記型電腦、桌上型電腦、數位家電產品、網路通訊產品、伺服器以及手機等領域，為滿足消費者的需求，打造全方位的數位生活而努力不懈。

堅持「技術創新、品質穩定」的高標準，輔以在地化的行銷及服務策略，技嘉集團成功以自有品牌「GIGABYTE」行銷全球，GIGABYTE並連續四年榮獲前二十大「台灣國際品牌」殊榮。挾其創新的研發設計以及傑出的產品效能，GIGABYTE年年獲頒全球

各大專業媒體與權威機構獎項。而為了提供全面且貼心的售後服務，於全球主要市場均設置子公司及辦事處，行銷服務據點更遍及歐洲、北美、亞洲、中東、南非、紐澳等市場。結合創新、品質、服務、行銷的品牌效益延伸，GIGABYTE於2004年榮獲「國家品質獎」的最高榮譽，2006年受頒「傑出台灣精品廠商」。

致力為客戶及消費者"Upgrade Your Life"，是技嘉一向的精神與承諾。未來，為了更貼近消費者，並超越市場客戶需求，技嘉集團所有成員將持續以堅持創新、用心關懷與服務的態度，專注於關鍵技術的研發、產品設計的創新與品質服務的強化，期待以精緻、令人驚艷、超乎期待的產品，為人們創造更美好的未來，並讓GIGABYTE成為充滿活力、競爭力與高價值的世界級品牌。



公司名稱：技嘉科技股份有限公司
GIGA-BYTE TECHNOLOGY CO., LTD
主要產品：電腦週邊設備
連結網址：<http://www.gigabyte.com.tw>



GIGABYTE was established in 1986 by a group of ambitious young engineers in the laboratory. With the eye on technology industry and the sensitive observation, GIGABYTE rose up in the field of main board in a short time and set up an unmovable position in the industry. Now, with the group management, GIGABYTE has extended our product lines to graphics accelerator card, computer peripherals, laptop computers, desktop computers, digital home appliances, networking products, servers and mobile phones. We are still working hard to provide full-service that can satisfy all the requirement of our customers for a digital life.

With the insistence of the goal of "innovative technology and steady quality", and the strategy of local marketing and service, GIGABYTE has successfully overcome global market with the self-owned brand "GIGABYTE" and earned top-twenty Taiwanese Internal Brand in four consecutive years. Carrying on with the innovative R&D design and outstanding product performance, GIGABYTE has won awards from every professional media and authority each year. In order to provide full and

thoughtful service, we set up branch companies and offices in all major markets around the world. Our marketing branches include Europe, North America, Asia, Middle East, South Africa, New Zealand and Australia. Combining innovation, quality, service, marketing and the extended effect of the brand, GIGABYTE earned the highest honor of "National Quality Award" in 2004 and "Taiwan Manufacturers of Excellence Award" in 2006.

To introduce the idea of "Upgrade Your Life" to our customers and consumers is our spirit and promise. In the future, in order to be closer to our customers and even exceed the requirement from the customers in the market, all members of GIGABYTE will continue insists in more innovative and caring attitude to serve our customers, and focusing on the development of key technologies to enhance the innovation of design and the service quality. We expect to make a better future for people with products of more elegant, surprising and beyond expectation and make GITABYTE a world-class brand with energy, competitiveness and high value.

品質卓越 企業再升級

Outstanding quality for company upgrading

微星科技



產品線的拓展，技術實力的展現，微星科技領航邀請您進入數位時代的新領域。

Foreword MSI invites you to enter the new era of a digital world through its extensive product lines and technical capabilities.

微星科技成立於1986年，始終秉持『產品卓越、品質精良、服務完美、客戶滿意』的四大經營理念，專精於設計與製造各式主機板、顯示卡、筆記型電腦、伺服器/工作站、工業電腦、準系統、通信產品、消費性電子產品，以及汽車電子等產品。

微星科技以『MSI』品牌行銷全球，秉持「堅持完美」原則，以獨特的時尚美學設計及精湛的創新產品，配合在地化的行銷策略與服務銷售網絡，在競爭激烈的『筆記型電腦』市場中屢獲佳績，2009年推出兼具時尚與觸控應用All-in-One家庭影音電腦。未來專注創新，努力實現消費者需求，將是微星期許不斷成長的原動力。

為了貫徹『品質有保證、客戶有信心』信念，目前已投入超過2500名以上優異的研發人才，並且憑藉著深耕資訊市場多年的豐

富經驗，以及高產能、高技術、高品質等研發利基，以獨步全球的領先技術，在市場上推出多款先進數位產品，提供消費者全方位的產品選擇。其中，微星科技陸續通過ISO國際認證，在嚴格品質控管的生產流程之下，產品品質高達 99.6% 之生產良率，遠遠超過業界的平均標準。秉持卓越的品質，微星科技的各項產品屢獲得國際專業媒體的推薦與報導，亦獲得無數的獎項鼓勵與消費者的使用好評，品牌形象深植人心。

為了更加拓展國際市場，提昇微星科技自有品牌的形象，在包裝設計上強調品牌設計及產品優越性；此外微星科技積極參加全球各項大型展覽，藉以深入了解當地客戶需求並贊助經銷商行銷活動，提高微星科技在世界各地的企業形象。



公司名稱：微星科技股份有限公司
Micro-Star Int'l Co., Ltd.
主要產品：電腦硬體週邊
Computer hardware and peripherals
連結網址：<http://www.msi.com.tw>

Since Micro-Star Int'l Co., Ltd. was established in 1986, it sticks to four core values: Producing outstanding products, ensuring high product quality, serving customers perfectly and winning customer satisfaction. MSI's product portfolio includes designing and manufacturing a variety of electronic devices such as motherboards, graphics cards, notebooks, all-in-one PCs, server/workstations, industrial computing, barebone systems, communication devices, consumer electronics, and car infotainment products.

Insisting on "perfection," Micro-Star Int'l advertises its brand as MSI. With its unique stylish design, delicate innovative products, localized marketing strategies, service and marketing network, MSI keeps progressing in the notebook market. In 2009, MSI launched the stylish touch-operated all-in-one PC. In the future, MSI will keep focusing on innovation and serving customers' needs.

With MSI's faith-"High Quality Products Generate

Customers' Confidence", MSI invested over 2,500 excellent R&D experts along with its cutting-edge technology and high productivity to create comprehensive products for customers. Furthermore, MSI's products passed various ISO certifications. With strict quality testing mechanisms, MSI's products reached 99.6% quality rate, which is much higher than the average value of the other companies in the same industry. MSI's superior product quality has been covered widely by global media;. MSI also won lots of awards and positive customer responses.

In order to further develop global market and enhance MSI's image, MSI paid much attention on its brand design and marketing activities. MSI also participated in international exhibitions in order to truly understand the needs of customers all over the world. MSI will also play a stronger role in sponsoring distributors' marketing activities, while enhancing its image as an international enterprise.

品質第一 客戶至上

Quality first, customer first

威剛科技



企業永續經營，要掌握全球市場及產品趨勢，更要在產業技術上精益求精，同時對社會與世界環境負責。

The key to corporate sustainable management does not only fall on managing global marketing and product trends, but also striving for perfection in technology. Meanwhile, the corporation should take its responsible for the society and the world.

威剛科技成立於2001年，創辦人為現任董事長兼執行長之陳立白先生。陳董事長創立威剛時，即懷抱成為「全球記憶體應用產品之領導品牌廠商」的理想，營業初期係以製造記憶體模組為主要產品，爾後著眼於快閃記憶體之廣泛應用，遂投入快閃記憶體應用產品之開發。

目前威剛主要產品線，已涵蓋DRAM及NAND型快閃記憶體及週邊應用產品領域，包含記憶體模組、快閃記憶碟/記憶卡、固態硬碟及外接式硬碟。且分別在應用產品上取得全球領先地位，威剛科技在記憶體模組產業，於2006年已躍為全球第二大，並持續保持領先。快閃記憶碟方面，根據全球市調知名機構iSuppli 2010年5月份發表的報告，已成為全球第三大市場佔有率廠商。

身為全球領導品牌廠商，威剛專注專業與

創新，創造產品競爭優勢，因此，威剛的產品從工業設計、原料採購、生產製程與品質檢驗，皆通過威剛專業人員最嚴密的執行與檢驗，發揮創新能力及開發差異化之優質產品。多次榮獲「精品獎國家產品形象獎」、「日本G-MARK產品設計大獎」、「CES產品創新獎」及「德國 iF與 reddot產品設計大獎」等諸多國際產品獎項之榮耀。

威剛用品牌再造來迎接第二個十年，專精的記憶體產業經驗、廣泛的全球行銷通路、追求卓越的經營理念，不論是在營運表現上及市場佔有率上，威剛科技都將更攀高峰。為了掌握市場潮流及記憶體應用產業變化，威剛進行品牌再造工程計畫，以「全新價值、綠色企業」作為公司永續經營的標竿，以蜂鳥做為企業標誌靈活多彩的形象，再現威剛科技所秉持的企業精神與品牌個性。



公司名稱：威剛科技股份有限公司
ADATA Technology CO., LTD
主要產品：記憶體模組 Memory module
連結網址：<http://www.adata.com.tw>

Established in 2001, the founder of ADATA is Mr. Li-bei Chen, the president of the board and CEO. When President Chen founded ADATA, he had the dream of making the company the leading brand in global memory application products. In the beginning of his business, memory module is the main product line. Then he noticed the wide applications of the flash memory and switched to develop flash memory products.

ADATA product lines include DRAM and NAND flash memory and the appliances which cover memory modules, flash memory disk/card, SSD and portable hard-disk. Each product has gained its leading marketing position in the world. In 2006, the memory module industry of ADATA has been ranked as the second largest in the world. Regarding the flash memory disk, ADATA is the third largest market sharing company in the world, according to the report issued in May, 2010 in iSuppli.

As a world leading company, ADATA emphasizes on profession and innovation to create competitive advantage for their products. Therefore, from industrial design, materials procurement to



manufacturing and quality control, they are all carried out by specialists of ADATA with the highest standard to execute and to fulfill innovative spirit to work out different high quality products. ADATA has been awarded with many international product awards which include Branding Taiwan and National Product Figure award, Japan G-Mark product design award, CES product innovation award, German iF and Reddot product design award.

In order to face the second decade of rebuilding the brand, ADATA will keep focusing on the experience of memory industry to pursue worldwide sales channel, and excellence. Regardless the operation or the market sharing, ADATA will go further advance. To manage the trend of the market and the changes in the memory application industry, ADATA is working on the brand rebuilding engineering project. "All new value, green corporation" is the goal of our sustainable operation. We adopt the image of a hummer as our CIS. Agile and colorful hummer image represents the corporation spirit and brand traits.

滿足客戶需求 技術研發再創新

Progressing R&D and Innovation
to satisfy customers' need

研揚科技



誠實篤信、卓越創新、放眼天下、永續經營，是經營的不二法門。

Honesty and trustworthy, advanced innovation, global vision, and sustainable management are the only method of running a corporation.

研揚科技於1992年成立，長期致力於工業電腦的研發、創新與製造，並跨足產業上下游，不僅成為單板電腦的專業製造廠商，亦是工業用系統的代表性廠商。在工業電腦產業中，研揚擁有高技術的研發團隊，目前在利基型的醫療用電腦市場已成為領導廠商。經過多年努力，先後在世界各地完成產銷據點之佈署，並以「AAEON」自有品牌行銷全球。

研揚新建立之工業電腦系統事業處（ISD），將系統產品進一步細化，積極投入研發力量，導入新的產品和產品線。在研揚的銷售成績中，ODM/OEM將會占到總營業額的50%。在產品策略方面，將會有更多更新的高性能嵌入式電腦模組陸續上市，並提供完善的客製化服務。將系統產品聚焦在垂

直市場，瞄準醫療、交通、石油、化工、工廠自動化、電信、DVR、公共服務等產業領域。

研揚科技總經理李英珍表示，研揚科技一向以創新研發與品質為產品設計生產之重點，對品牌經營用心，致力做到顧客滿意、產業領導、技術領導、自有品牌、E化企業與學習組織為目標，在技術研發上，研揚不斷依市場需求創新調整，做出好品質及市場差異化，提升附加價值打造品牌，是延續企業永續經營不二法門。

研揚堅定一貫的設計理念及產品研發方向，深耕垂直市場的應用面創新，同時將市場需求反應在產品設計上。研揚產品不僅代表公司的形象，更肩負台灣產品外銷精品形象責任。



公司名稱：研揚科技股份有限公司
AAEON Technology Inc.
主要產品：工業電腦 Industrial computer
連結網址：<http://www.aaeon.com.tw>

AAEON Technology, established in 1992, has devoted in the research and development, innovation and manufacturing of industrial computers. Our company continuously branched out into both upstream and downstream industries. This not only makes us a professional manufacturer in the industry of single board computer, but also the role model of industrial system vendor. In the industrial computer industry, AAEON has high-tech R&D team. Now, we are one of the leading companies in the niche market of medical-purpose computers. AAEON has deployed sales locations around the world with the self-owned brand "AAEON" through years of endeavor.

AAEON has newly established the Industrial System Division (ISD) which will further refine the system products. In addition to keeping providing customers with given products, we also import new products and product lines with active R&D ability. In AAEON's sales performance report, ODM/OEM account for 50% of total turnover. Regarding our product strategy, there will be more high-performance embedded computer modules introduced to the market to provide comprehensive

customized services. Our system will focus on vertical market products, aiming at the purposes of medical care, transportation, petroleum, chemical, factory automation, telecommunications, DVR, and public services.

GM of AAEON, Ying-zhen Li, said AAEON has focused on the development of an innovative product design with high quality. The emphasis on the brand management does our best to achieve the goals of satisfying our customers, to be the leading company in the industry and technology, to have self-owned brand, E-enterprises and organization learning. In the aspects of research and development, AAEON keeps adjusting ourselves with the feedback from the market to create good quality and market differentiation to enhance brand value and make us a sustainable corporation.

AAEON firmly sticks to its design philosophy and R&D strategies to establish vertical market applications innovation. Meanwhile, we also reflect the feedback from the market on the design of our products. AAEON products not only represent the company's image, but also shoulder the image of the fine products exported from Taiwan.

國際視野 全球行銷

International vision, global marketing

曜越科技



創意來自於人性，實現創意是曜越的信念。

Creativity comes from humanity, to carry out the creative ideas is our principle

以自有品牌「Thermaltake」打入國際電腦通路市場，在全球享有高知名度。獨特、積極、亮眼及有型的品牌特性，讓曜越成為創造興奮刺激事物和令人沈迷陶醉環境給遊戲玩家的專家。

以自有品牌「Thermaltake」行銷全球，並順利在歐、美、澳、日及中國大陸等地區成立六個營運據點，全球擁有九十五家區域代理商及超過四千家優良經銷商。公司產品規劃皆以貼近電腦週邊產品市場與瞭解客戶需求作為導向。而公司經由每年參加海內外資訊電腦展直接接觸各國資訊電腦經銷商或消費者，並利用各種創新行銷手法配合公司新產品銷售。同時公司採複合式行銷體系，以直營據點或區域經銷代理商作為行銷通路及技術支援與售後服務中心，以提供客戶即時支援與服務，並與消費者保持密切聯繫，

藉此提高競爭力與奠定公司業績持續成長之動力。

獨特、積極、亮眼及有型的品牌特性讓曜越成為創造興奮刺激事物和令人沈迷陶醉環境的遊戲玩家的專家，此外，曜越科技也貼近消費者，觀察社群領導者的行為和需求，設計出外型突出且品質優良的產品，來大幅提升系統的效能並激發玩家的潛能。因為擁有創新的設計和獨特的風格，曜越的產品快速風行於 DIY 市場及金字塔頂端的玩家族群中，成為 DIY 電腦的首選領導品牌。

為讓產品的「品質」、「效能」及「可靠性」皆達到最高標準的保證，並讓具備好創意的產品提升生活水準，因此，曜越將繼續致力於尖端科技產品的設計，並提供顧客更好的電腦效能與更舒適的使用經驗。



公司名稱：曜越科技股份有限公司

Thermaltake Inc.

主要產品：機殼、散熱器、電腦組裝配件

Computer case, cooler, accessories

連結網址：<http://www.thermaltake.com>

We use our self-owned brand "Thermaltake" to open the international computer channels. Our products are highly valued in the world. The unique, active, eye-catching and stylistic brand traits have make Thermaltake the expert who bring exciting things and fascinating environment for game players.

Thermaltake uses our self-owned brand for global marketing and has set up six operational offices in Europe, America, Australia, Japan and Mainland China. We have 95 regional distributors and more than 4000 dealers around the world. Our product projects are all oriented by the market of computer peripherals and customer requirements. We attend the inland and oversea displays every year and have chance to make direct contact with global computer distributors or consumers with all kinds of innovative marketing methods to promote our new products. Meanwhile, our company takes combo-marketing system which takes the direct office or regional distributors as our sales channels and technical support center or post-sales service center to provide rapid support and service to our customers to keep in close touch with our consumers, enhancing our

competitiveness and set up the power that drives constant growth of our business.

The unique, active, eye-catching and stylistic brand traits have make Thermaltake the expert who bring exciting things and fascinating environment for game players. Besides, Thermaltake also follows the requirement of our customers and observes the behaviors and demands of the community leaders to design outstanding and high quality product to enhance the performance of the system and encourage the potentiality of the computer users. Because of the innovative design and unique style, Thermaltake products are popular in DIY markets and among the top level users as their first choice brand in DIY computers.

We promise the highest standard on the quality, performance and reliability of the products. Products with creative ideas can enhance life quality. Therefore, Thermaltake will keep devoting in the design of the advanced technology products to provide better computer performance and more comfortable using experience.

堅持初創的理想 實現企業的願景

Insist the dream in the beginning, put into practice corporation vision.

優派國際



企業致勝的關鍵在於知識資源的累積、品牌價值的提昇、企業形象的塑造等無形資產的掌控。

The key to successful business includes the management of the invisible accesses such as the accumulation of knowledge resources, the increasing of brand value and the formation of corporation image.

美商優派成立於1990年，自創辦以來全球已設有超過30個分公司與辦事處，年營收超過10億美金，位居視訊科技之領導地位，為今日的商業、網際網路、教育和影音娛樂市場提供了多元化的顯示設備選擇，除了在原有的顯示設備產品，如顯示器及投影機的品質堅持與技術的創新外，在後PC時代的來臨，無線通訊產品及高解析度電視將取代PC而躍升為主角之際，優派亦將掌握契機結合視訊與通訊科技，積極採取策略聯盟，開發取得關鍵零組件，為完整供應全球三吋至三百吋的顯示設備作準備。

優派之所以能在競爭激烈的IT市場上成為顯示器的第一品牌，並且成為廠商最願意合作、員工最願意加入的公司，最大的關鍵即在於優派集團自創立十多年以來，始終堅守初創的理想：追求卓越的營運績效，堅持產

品的品質以及謹守優質品牌的定位。

透過對內部流程的嚴密控管，ViewSonic®將最先進的顯示科技引進產品中，卻以合理的價格回饋給消費者。同時，基於顧客導向的理念及對產品的自信，ViewSonic®成為市場上唯一提供三年完全保固、免工資、免零件的顯示器品牌，更以強大的客服團隊、通路聯盟等，維繫與消費者、經銷商長期的夥伴關係。

好的產品是行銷成功的基石。優派對於優質產品的定位，在於對品質的要求，而所謂的「品質」，囊括了品管、價格、客戶服務等三大層面。藉由傾聽消費者的聲音，從消費者的角度觀察市場的趨勢，優派運用策略聯盟的合作廠商，配合周全規劃，生產製造出符合市場需求，品質良好的全系列產品。

公司名稱：優派國際股份有限公司
ViewSonic® International Corporation.
主要產品：LED液晶顯示器、電腦系統產品
消費性電子產品
LCD monitor, computer peripherals,
consumptive electronics
連結網址：<http://www.viewsonic.com.tw>



ViewSonic was founded in 1990. Since then, we have had more than 30 branch offices around the world. Annual revenues exceed more than 10 billion US dollars which is at the leading position in video technology industry. The achievement has provided various display options for today's business, internet, education and entertainment market. In addition to the original display products, such as the quality of displays and projectors and technology innovation insisted in the post-PC era when wireless communication products and high-definition TV are about to replace the PC, ViewSonic also caught the chance to combine video and communication technologies with active strategic alliance to develop and obtain key components for the purpose of providing full-scaled displays from three inches to three hundred inches globally.

The reason why ViewSonic can become the first brand in the competitive IT market and become the company which the vendors are mostly willing to work with and the employees are mostly wanting to join falls on that ViewSonic group has insisted in the idea from the beginning for years: to pursue operation performance, insist the quality of the product and hold



the position of excellent brand.

Through rigid control over internal processes, ViewSonic introduces the most advanced display technology into our products and provides our customers a reasonable price. Meanwhile, because of the concept of customer-oriented service and the confidence of our products, ViewSonic is the only provider in the market who can offer three years full warranty, free inspection and free components among monitor brands. What's more, with our strong customer service team and allied channels, we can maintain a long-term partnership with our consumers and dealers.

Good products are the base of successful marketing. ViewSonic's standard for our products sits on the requirements of the quality. The word, "quality," includes the dimensions of quality control, price and customer service. By listening to the voices from the consumers, and observing the market trends from the perspective of the consumer, ViewSonic uses strategic alliance partners, with comprehensive arrangement to manufacture full range of products that can meet market demands and good quality control.

技術領先 競爭力提升

Leading technology bringing better competitiveness

萬國科技

善用創新專業優勢，萬國科技將以豐富消費者的數位生活為目標。

CARRY's future goal is to enrich consumers' digital life through our innovative and professional edges.

萬國科技自1991年創立以來，一直以秉持著「創新、價值、服務、品質」作為永續經營之基礎。身為行動多媒體及儲存裝置的領導品牌，萬國科技優異的研發團隊已研究發展出超過200多項專利產品。萬國的優勢除創新研究開發，且製造並整合多功能的行動多媒體及儲存裝置系列外，亦針對市場態勢，提供最完美及前衛的產品給消費者。

在經過市場的競爭挑戰，萬國依然在此領域穩健成長。今日，萬國已將研發的觸角延伸到軟體、硬體、系統應用及系統整合技術上，並得到ISO 9001及ISO 14001認證。

萬國科技在讀卡機科技領域取得了領先的地位，所有研發及產品創新均以消費者應用面為主要考量，更以不斷發展出各項高品質的創新產品。萬國亦針對市場態勢讓客戶能

在第一時間內取得最新及最佳的產品。這是萬國新穎及有競爭力的策略，第一時間取得就第一時間獲利。

品質是品牌發展的主要關鍵，萬國的員工將品質視為生產流程要務，萬國提供專業的員工訓練及良好工作環境，使員工只需專注在品質控管上，並生產萬國最自傲之產品，品質將是萬國最有價值之資產。此外，創新力加上品質卓越及服務良好帶來了有價值的商品，價值取決於尖端的技術及領先地位，價值也掌控在客戶對產品本身的高度滿意度，企業最終價值取決於客戶是否能安心地購買我們完善的售後服務商品。萬國科技一路走來秉持重視「環保」及「能源」的企業責任，以「綠色企業」為公司的願景。



公司名稱：萬國科技股份有限公司
CARRY Technology Co., Ltd.
主要產品：電腦週邊設備、專業儲存系列
Computer peripherals, System Storage
連結網址：<http://www.carry.com.tw>

Since CARRY Technology Co., Ltd. was established in 1991, it stuck to four values- innovation, quality, service, and value- as the basis of sustainable development. CARRY, as a leading company with an excellent R&D team committed to developing and manufacturing portable multimedia and storage products, has acquired 200 patents. CARRY's strength is not just in the innovative design but also in the production and integration of multifunctional portable multimedia and storage products. CARRY strives to ensure a time-to-market approach so that customers get the best and most advanced products. CARRY succeeded in the fierce competition in its market and still continues its stable growth. Today, CARRY is an ISO 9001 and ISO 14001 certificated company with a complete value chain of R&D, including software, hardware, system application, and system integration.

CARRY's card readers are in the leading position in Taiwan's market. All the R&D, design and innovation are driven by consumers' needs. Having this in mind, CARRY can provide innovative products with excellent quality. CARRY adopt a time-to-

market policy so that customers are the first to take advantage of every new and successful development made in our laboratories. This is CARRY's cutting-edge to competitive-edge strategy: First in the field so that you are first to benefit!

Quality is the key to a brand's long term success. Therefore, CARRY's employees take quality as the most important aspect within the manufacturing process. CARRY invests in training and offers a positive environment so that CARRY's employees can focus on the tasks ahead and produce quality products. Quality is CARRY's most valuable asset. With CARRY's innovation, quality, and service, CARRY's products and value are based on cutting-edge technology and a leading position. Value also depends on the customers' satisfaction with the products they purchased. In other words, a company's ultimate value depends on whether consumers find the reliability of CARRY's products and customer service. CARRY constantly stuck to "environmentally friendliness" and "energy-saving" as its core corporate responsibilities while envisioning its future as a "green corporate."

創新科技豐富人類生活品質

Enrich the quality of human lives with innovative technologies

鉅鎔科技

鉅鎔科技秉持整體品質管理與持續改善的精神並透過全體員工之全面參與，以提供顧客滿意之產品與服務達成公司的成長目標。

BITATEK has always been insisting overall quality management and continuous improvement. Through the participation of all employees, we provide customers with the products and services to meet their growth objectives.

鉅鎔科技自2001年成立以來，致力於Auto ID Reader與 Portable Data Terminal等相關手持式電腦領域，秉承對專業的執著及創新科技豐富人類生活品質為企業願景，目前已躍升為全球經營Auto ID Reader與 Portable Data Terminal的主要廠商。

數年來鉅鎔科技累積的經驗，深切瞭解Auto ID Reader與 Portable Data Terminal領域的需求，建立了獨立自主的關鍵核心技術。以兼具研究發展、生產製造及行銷服務的全方位功能，提供工業PDT解決方案，協助客戶充分掌握應用潮流，用最低成本、最大經濟效益，強化企業競爭優勢，創造即時利益，鉅鎔科技過去提供客戶完整的客製化產品及服務。

鉅鎔科技公司一向秉持整體品質管理與持續改善的精神並透過全體員工之全面參與，以提供顧客滿意之產品與服務達成公司的成長目標。近年來鉅鎔科技持續穩定高成長，已經成為全球營運的國際化公司，成功的將自行研發製造的產品廣泛應用於全球各地數個不同專案上。



公司名稱：鉅鎔科技股份有限公司
Bitatek Co., Ltd.
主要產品：條碼解碼器、條碼刷卡機、掃描器、
可攜式資料終端機
Bar code decoder, bar code reader,
scanner, portable data terminal
連結網址：http://www.bitatek.com.tw/



BITATEK technology was established in 2001. For years, our company has been committed to Auto ID Reader and the Portable Data Terminal hand-held computers and other related fields. Our vision is to enrich the quality of human lives with innovative professional technologies. BITATEK has emerged as one of the world major manufacturers in Auto ID Reader and Portable Data Terminal.

Years of experience in technology industrial makes BITATEK deeply understand the requirement for Auto ID Reader and the Portable Data Terminal. We established independent core technologies. Together with the professional features of research and development, manufacturing and marketing, and full-range services, BITATEK provides industrial PDT solutions to help customers

take full advantage of the trend with the lowest cost and maximum economic efficiency to strengthen their competitive advantages and create immediate interests. BITATEK offered our customers complete customized products and services.

BITATEK has always been insisting overall quality management and continuous improvement. Through the participation of all employees, we provide customers with fine products and good services to meet their objectives. In recent years BITATEK keeps steady strong growth and has become an international company. We also successfully apply the self-developed and manufactured products widely to various projects around the world.

技術創新 領先群雄

We innovate our technology and become the leading company in the industry

青雲科技

穩健踏實的經營理念、追求理性的精緻品質、堅忍奮進的毅力，為企業開創新天地。

We open a new world for our enterprise by elaborating a steady and solid business philosophy, pursuing decent quality, and advancing ourselves in difficulties.

青雲創立於1984年，在1999年成為股票上櫃公司，20多年來，在經歷產業環境大幅改變，青雲由傳統電視機產業轉型至資訊家電與專業顯示器設備領域，推出大型多媒體顯示器、背投影顯示器和多媒體電漿顯示器等高科技光電產品，並致力於新產品的開發與品質的提升。

青雲成立「資訊產品事業群」，集合業界一流人才建立菁英團隊，推出主機板、顯示卡等資訊產品；而原有之家電事業則成立「資訊家電事業群」，生產高品質的多媒體顯示設備。青雲科技為統一企業形象，整合公司資源，旗下產品線亦全面以「Albatron」為品牌名稱。目前Albatron旗下的主機板和顯示卡全系列產品線皆已備齊，除了在主機板方面同時擁有多款支援

Intel和AMD最新的產品外；在顯示卡方面，更以nVIDIA GeForce4 NV17和NV25晶片為核心，提供全系列最頂級的顯示卡。

青雲科技秉持著對每一項產品品質的嚴苛與執著，不斷地追求品質的卓越，除已榮獲ISO-9000國際標準品質認證及多項獎項殊榮外，獲頒台灣精品標誌的獎項更累計達35項。青雲科技透過謹慎的市場研析、嚴格的製程，並掌握未來趨勢所研發製造，高品質且多樣化的產品，引領業界走在前端。從2002年開始，Albatron已成為資訊產品的領導品牌，更是資訊產業中的「精品」。透過產品的提供為客戶帶來便利、娛樂和效率的數位化資訊生活，滿足更多客戶的需求。

公司名稱：青雲國際科技股份有限公司
Albatron Technology Co., Ltd.
主要產品：主要產品：顯示卡、主機板
VGA Card、MainBoard
連結網址：<http://www.albatron.com.tw>



Founded in 1984, Albatron Technology successfully became an OTC company in 1999. Since the industrial environment has been significantly changed in past decades, Albatron has also changed from a traditional TV manufacturer into computer appliance industry and became a professional display equipment manufacturer in the field. We introduced some high-tech optical media products such as large multimedia display device, rear projection display, and multi-media plasma display panel (PDP) to the market with the commitment to enhance the quality and development for new products.

Albatron established "Information Products Business Group" which recruited a good number of talented people to form an elite team to design computer appliances, such as main boards and graphic cards. Besides, we also set up "Information Appliance Business Group" to focus on high quality multimedia display equipment. In order to unify our

corporation image, all product lines are named under the brand "Albertron." Currently, we have full product lines of main board and graphic cards. In addition to the support to the latest products of Intel and AMD, we also provide the topmost graphic card with nVIDIA GeForce4 NV17 and NV25 chips as cores.

Albatron insists in the quality requirement of all products and seeks for even higher standard. Beside the certification of ISO-9000 and other awards, we are also awarded for 35 prizes in Branding Taiwan Award. With careful marketing analysis and rigid production process, Albatron has seized the trends of the future and created various high-quality products. Albatron ranks ahead the industry. Starting from 2002, Albatron has become the leading brand of information products. Our products are also the fine products in the information industry. Through our products, we introduce a convenient, amusing and efficient life to our customers to meet their requirements.

資通訊數位產業

英華達
遊戲橘子
訊聯科技
台灣國際航電
集嘉通訊
宇瞻科技
億光電子
競泰
振樺電子
麗臺科技
凌華科技
勁永國際

巔覆性創新 引領消費市場時尚潮流

A brand's core value lays in merging
to people's lives



英華達公司自有品牌OKWAP以產品、市場、銷售、服務為經營四大支柱，全心投入耕耘，使OKWAP成為華人世界手持式電子產品的第一品牌。

Gamania started with a bunch of friends who wanted to create some fun together. What they have in common is a passion for gaming. "Love to play" became the brand's core spirit while "exploring the ultimate fun experience" became their common vision.

2000年OKWAP在台灣誕生，於2003年拓展至中國市場，堅持創新研發，專注於手持式電子設備產品的研發及OKWAP自有品牌的發展。OKWAP關注消費者使用經驗，提供完美的行動體驗，期望能在大中華市場成為華人第一品牌。目前OKWAP在中國的PHS市佔率超過40%，市佔率第一。在台灣的CDMA市場，OKWAP為前三大品牌。

英華達公司為達到整合效率又兼顧應變彈性，以期善用企業資源與降低經營風險，將公司法人概分為四個事業群以及數個功能總處。其中四個事業群包含三個以設計代工為主的產品事業群，以及一個以OKWAP品牌行銷為主的品牌事業群。三個產品事業群以顧客及市場為主要區隔，在共同的技術資源基礎上，為不同顧客與市場發展不同的應

用產品，在資源共享與風險分散上已經取得良好成效。而品牌事業群則針對大中華市場發展手機等隨身通訊產品，在先行技術投資與創造顧客價值兩方面取得雙贏的利基。

不斷創新顧客價值，持續強化設計、測試、實地驗證以及製造能力，同時強調完善整合的設計代工流程，希望成為全球最有價值的智慧手持終端與網路終端的設計代工夥伴。並針對顧客設立專屬設計製造團隊，以彈性積極與完全配合的態度滿足顧客的需求，持續強化與擴展核心能力，延伸創新技術與產品服務。

透過在地化活動、體驗行銷、社群經營，OKWAP具體實現貼近市場與關懷市場的宗旨。品牌與消費者零距離，深入生活，深得人心。



公司名稱：英華達股份有限公司
Inventec Appliances Corporation
主要產品：手持式電子設備產品
Hand-held electronic devices
連結網址：<http://www.okwap.com>

OKWAP was born in Taiwan in 2000. In 2003, OKWAP was extended to Chinese market with the insistence of innovative research and development and focus on hand-held electronic device and the development of the self-owned brand OKWAP. OKWAP pays attention to the users' experience and provides perfect mobile experience with the expectation to become the number one brand in the grand Chinese market. Currently, OKWAP takes more than 40% of the market share in China PHS market, making OKWAP the highest market share. Regarding the CDMA market in Taiwan, OKWAP is also listed in top three brands.

With the consideration of performance and flexibility, Inventec Appliance divided the company into four groups and several functional offices to take good advantages of the corporation resources and lower down the management risks. The four groups include three OEM design corporations and one OKWAP brand marketing corporation. The three groups are segmented by their customers and targeting markets. On the base of common technique resources, OKWAP introduce solutions to different customers and different markets. The

performance has been proved to be good on the aspect of sharing resources and risks management. The brand corporation group, on the other hand, focuses on mobile phone and other mobile communication products for the grand Chinese market to win niche market for the win-win situation regarding advanced technology investment and creating customer value.

We constantly create customer value, continue strengthening designing, testing, field validation, and manufacturing capabilities to improve the integrated designs for the foundry process and expect ourselves to be the world's most valuable intellectual hand-held and network terminal designing foundry partner. We also have R&D team for the customers' requirement to satisfy the customers' needs with flexibility and cooperative attitude and keep strengthening and extending our core ability to extend innovative techniques and products services. Though the localized events, experience marketing, community management, OKWAP has bring the goal of closing to the market and caring the market into reality. The brand has zero distance from the consumers. It goes deep into the lives, and earns their hearts.

品牌核心價值 就是融入大眾生活

A brand's core value lays in merging to people's lives

遊戲橘子



遊戲橘子Gamania是由一群愛玩的狂熱份子共同創造一件好玩的事開始，就是遊戲+狂熱，成就了Gamania，以「Love to play」為品牌核心精神，「探索歡樂的無限可能」為願景。

Foreword Gamania started with a bunch of friends who wanted to create some fun together. What they have in common is a passion for gaming. "Love to play" became the brand's core spirit while "exploring the ultimate fun experience" became our vision.

誕生於1990年的遊戲橘子，1999年發行單機遊戲「便利商店」，銷售達百萬套，風靡亞洲市場。2000年，將線上遊戲「天堂」引進台灣，從此將台灣遊戲產業帶入一個嶄新的紀元。不僅建立亞洲最大的線上遊戲機房，亦成為台灣第一個放眼國際、將事業版圖擴展至亞洲的線上遊戲品牌。目前在日本、韓國、香港及中國均設有海外據點，未來遊戲橘子將致力於整合數位娛樂資源，期許發展成為「世界級數位娛樂的領導品牌」。

遊戲橘子以「Love to play」為品牌核心精神，以「探索歡樂的無限可能」為願景。2000年，將韓國線上遊戲「天堂」引進台灣。此外，遊戲橘子成為台灣第一個踏入國際，將事業版圖擴展至亞洲（韓國、香港、日本、上海、北京）的線上遊戲品牌。自

2003年起陸續發表「椰子罐頭」、「封魔獵人」、「仙魔道」、「星辰」等自製遊戲。

在多項輝煌的記錄中，「便利商店1」不僅創下在亞洲5個地區超過120萬套的銷售佳績，更是1999年全亞洲最成功的單機遊戲。為提升客戶的遊戲體驗，首開遊戲公司與香港寬頻緊密合作，提供快速遊戲下載專線，並建設寬頻網絡專線，使遊戲玩家能有更快更穩定的線上體驗。此外，並首度與多個Facebook遊戲開發商合作，讓GASH會員有更多更有彈性的選擇。

Gamania相信遊戲是生活的重要部份，需要與人分享遊戲玩樂的樂趣。而且Gamania鼓勵每個人都應該有勇氣實現自己的夢，因此公司勇於創新、改革，以整合一套屬於Gamania的文化價值。



公司名稱：遊戲橘子數位科技股份有限公司
Gamania Digital Entertainment Co., Ltd.
主要產品：線上遊戲、手機遊戲之研發與媒體平台經營
Online games, cell-phone games R&D and media platform operation
連結網址：<http://tw.gamania.com/>

Founded in 1990, Gamania launched its Convenience Store series product in 1999 which became a major hit in the Asian market with millions of copies sold. In 2000, Gamania introduced "Lineage" to Taiwan which took Taiwan's game industry to a brand new level. Besides setting up the largest on-line game server in Asia, Gamania is also the first on-line game provider to expand its business across all Asian countries. Currently, Gamania has offices in Japan, Korea, Hong Kong and China. Looking to the future, Gamania is committed to integrate digital entertainment resources to become "the leading brand in world-class digital entertainment."

Gamania's core spirit is "Love to play" with a vision of "exploring the ultimate fun experience". In 2000, the Korean online game "Lineage" was introduced to Taiwan. At the same time, Gamania became Taiwan's first online game brand to enter the global stage and expand its business territory to other Asian nations (Korea, Japan, Hong Kong, Shanghai and Beijing). Since 2003, various self-designed games were launched, including COCOCAN, Bright

Shadow, Xianmodao, Zodiac, etc.

Among the various great achievements, Convenience Store 1 not only sold more than 1.2 million copies in five Asian regions but was also recognized as Asia's most successful PC game of the year 1999. To enhance customer's gaming experience, Gamania closely collaborates with Hong Kong Broadband (HKBN) to provide a faster dedicated line for data-download. At the same time, a dedicated broadband network is provided for customers to enjoy a faster and more stable connection. Gamania also just started to work with various Facebook application developers to enable GASH members to enjoy more diversified and flexible choices.

Gamania believes that games plays an important role in life and people must share the fun they enjoy in it. Gamania encourages everyone to take up the courage and realize their dreams. That is how the company innovated and revolutionized past experiences to create a set of cultural values unique to Gamania.

以人爲本 領先業界技術

Humanity-oriented and industry-leading technology

訊連科技 **CyberLink**



公司名稱：訊連科技股份有限公司
CyberLink Corp.
主要產品：軟體 software
連結網址：<http://tw.cyberlink.com>



在全球影音軟體市場中享有極高的評價，並受到資訊界肯定，這就是訊連科技產品品質的最高肯定。

CyberLink Corp. has extremely high reputation in the multimedia software market in the world. We receive positive feedbacks from the information industry. This is the highest praise for the products of CyberLink.

訊連科技創立於1996年，擁有頂尖視訊與音訊技術，專精於整合數位影音軟體解決方案研發，並以「抓準技術板塊，擴大全球行銷佈局」策略，立足台灣、佈局全球。訊連領先的技術能力已深受業界肯定，持續與OEM廠商共同推出最即時與高品質產品。訊連合作夥伴囊括各PC硬體領導品牌，如：光碟機、繪圖卡廠商與全球前五大PC與Notebook製造商。

在訊連科技六項企業核心價值中，分別是專業求精、創新突破以及彈性變革；另三項則是客戶為尊、誠信至上以及儉約致富塑造不斷學習前進的公司文化，正是訊連的企業發展理念，訊連科技以滿足全球頂尖企業人力資源發展為研發宗旨，並以堅強的數位學習研發技術為基石，結合全球營運管理實務，提供eHRD人力資源發展全方位解決方案，協助企業輕鬆導入人力資源發展管理系

統，提昇企業人才競爭力，此項系統研發在企業商務間廣受好評。

訊連科技「PowerDVD 10 MarkII」全能影音播放軟體是業界首家獲得藍光光碟聯盟(Blu-ray Disc Association)正式授予藍光3D標準認證的軟體，內建強化的TrueTheater 3D技術，提供使用者將DVD光碟及影片格式轉換成3D播放效果。增大的TrueTheater 3D技術，可以明顯的改善動態影像及模糊畫面，透過CPU及GPU硬體最佳化功能，讓使用者的左右眼充分感受Full-HD的3D藍光效果，提供流暢無瑕的3D視覺享受。

訊連總經理張華禎表示，訊連除了做到領先創新讓影音效果普及化之外，並提供消費者不可思議的3D經驗，同時隨著市場需求做改變，重視客戶訊息及長遠發展，透過會議研討了解客戶需求，成為多媒體業的菁英。

CyberLink was founded in 1996. With the advanced video and audio technology, CyberLink focuses on integrating digital multimedia software to provide solutions along with the strategy of "catching up the technology and expending global marketing." We base ourselves in Taiwan while distributing our products to the world. CyberLink's advanced techniques are highly praised by the information industry. We keep introducing the most up-to-date and high quality products with our OEM partners to the markets. Our cooperative partners include all leading brands in PC hardware industries, such as CD-ROM, graphics cards and the top five PC and notebook manufacturers.

The six core values of CyberLink are professional refinement, innovative breakthrough and flexible change, customer-orientation, honesty and frugality which have carried out a corporation culture that keeps moving forward. It is the corporation development goal. CyberLink also takes the R&D goal of providing top human resource development worldwide and founds the research and development techniques with strong e-learning to help corporations to introduce human resource development management system to enhance the competitiveness of

corporation. The research and development of the system has good reputation among the corporation business.

CyberLink "Power DVD 10 MarkII" Full Function Audio and Video playback software is the first software certificated by Blu-ray Disc Association on Blu-ray standard 3D certification. Its built-in enhanced TrueTheater 3D technology allows users to convert DVD discs and video formats into 3D format. The enhanced TrueTheater 3D technology can significantly improve video and fuzzy images through the optimization of the CPU and GPU, allowing users' eyes to experience 3D Full-HD Blu-ray effect and providing smooth flawless 3D visual effect.

GM of CyberLink, Hua-zhen, Zhang, pointed that in addition to lead the innovation to bring the effect of multimedia to the public, CyberLink also introduces amazing 3D experience to the consumers. CyberLink also make changes according to the requirements of the market. We emphasizes on the customers' message and long-term development. Through conferences, we understand the needs of our customers. This makes us the elite of the multimedia industry.

善用口碑行銷 做到全方位服務

Take advantages of reputation sales
to achieve full service

台灣國際航電 GARMIN

GARMIN 設計、製造與行銷全方位的 GPS 導航產品，豐富人們科技化的生活

The full service GPS navigation products designed, manufactured and marketed by GARMIN
enrich people's technology lives.

台灣國際航電成立於1990年，主要從事導航和通訊產品之研發及產銷，產品線包含航空用、船用、車用、行動電話等導航器，由製造波斯灣戰爭第一台手持GPS，到現今成為GPS的第一品牌，台灣國際航電堅持以合理價位提供最佳品質、安全性、及實用的產品，以豐富每個人的生活。

Garmin擁有完整且多樣化的產品線，行銷據點廣佈全球各地，到目前為止已生產銷售數百萬台的GPS接收器。設計生產創新的產品固然促使Garmin迅速竄起，但締造Garmin長期以來成功的因素，則是完善之售後服務的堅持。以高品質的產品、極大的產品附加價值和絕佳的服務，贏得了許多新的顧客，使這些新客戶成為Garmin的忠實愛用者。

從研發第一台使用於非精密進場的通用型

航空專用衛星定位儀，到首次生產具備GPS與VHF雙重功能的掌上型產品，甚至再將全世界最小的GPS推薦給戶外活動的愛好者。台灣國際航電瞭解，公司持續投注於尖端科技的研發，屢創第一的紀錄肯定會持續的增加。

將客戶當做第一考量，舉凡簡易的操作方式、具邏輯性的功能選單、自動化的特色、清楚易懂的操作說明，都可讓購買者毫不費力的便可成為使用GPS的高手。

客戶的滿意是Garmin產品設計的最高宗旨，Garmin用心提供完善的服務，讓消費者相信Garmin的產品絕對物超所值，在可以負擔得起的價位間，提供一個可以讓顧客信賴、耐用、並且不被時間淘汰的產品。



公司名稱：台灣國際航電股份有限公司
Garmin (Asia) Corporation
主要產品：衛星定位接收器 GPS receiver
連結網址：<http://www.garmin.com.tw>



GARMIN was found in 1990. The company mainly engages in the research, development, manufacturing and marketing of navigation and communication products. Our products cover navigation solutions for aviation, marine, vehicle and mobile phones. From the production of the first hand-held GPS used in the first Persian Gulf War to the number one brand of GPS, GARMIN insists in providing products of best quality, safety with reasonable price to enrich everyone's life.

GARMIN has complete and various product lines, the marketing offices are all over the world. So far, there has been millions of GPS receiver sold. Designing and producing innovative products are reasons why GARMIN can rise in such a short time, but what supports GARMIN's success in these years is the insistence of perfect after-sales service. The high-quality products, together with maximized value and excellent service, have earned many new customers who later turn into faithful fans of

GARMIN's products.

From the first general purpose aviation GPS used for non-precise approach to the first GPS/VHF dual function hand-held device and even to the world's smallest GPS for outdoor activities lovers, GARMIN understands that as long as we keep focusing on the research and development of the advanced technology. GARMIN will keep the record of being the best.

We take customers as our first consideration. All functions, such as easy operation, logical menus, automation features, clear and straight instructions can make you easily become a GPS expert. Customers' satisfaction is the most important concern when GARMIN designs its products. GARMIN would dedicate itself to provide complete service to make customers believe that GARMIN products are well worth it's value. We provide durable and affordable products that can be trusted by the customers.

集嘉創新 便利即時通訊生活

Gigabyte: technology facilitates
instant communication in daily life

集嘉通訊

發揮互動、創新與熱忱，展現完善品質與高生產力

Quality and productivity realized through interaction, innovation and enthusiasm

集嘉通訊股份有限公司成立於2004年，是由技嘉科技股份有限公司（GBT）100%投資成立的子公司，擁有包括科學研發人才，藝術設計專家，以及內容策劃專家等經驗豐富的產品團隊。經營團隊透過組織良好、經業界實證的流程，妥善發揮並凝聚產品團隊之創造力，在建構產品的同時，更堅持品質原則。

集嘉專注於研發製造結合通訊、娛樂、學習和個人資訊管理技術於一體的手持行動裝置。希冀藉由創新的思維與技術，生產讓使用者與世界產生互動、並能激勵與啓迪人類心智的產品。

集嘉藉由採用靈活的運作模式，在自有品牌製造、獨立設計與設計代工這三種模式間取得平衡。所採行的策略為在台灣及亞洲市場以自有品牌設計、行銷，在全球市場上，

則針對IDH與ODM客戶的客製化需求來調整產品設計。

集嘉通訊提供經銷商最即時、最直接的業務服務。服務內容涵蓋產品資訊傳導、銷售話術建議、經銷商意見傳達、產品問題解決等。使區域業務專業的服務，以最流暢的溝通系統、最完整的服務維修流程讓客戶安心。

集嘉通訊向來秉持創新研發的態度，不斷推陳出新，以行動通訊科技，引領消費者邁向未來。GSmart就是『智慧、國際化、活力及菁英』的代名詞，透過源源不絕的無窮創意，為消費者量身訂製最合適的行動科技產品，輔以強大高速網路連線功能，讓消費者與世界接軌無時差，在任何地方、任何時間，都能更有效率的處理商務工作，彈指之間即能享受多彩多姿的行動娛樂生活。

公司名稱：集嘉科技股份有限公司
GIGABYTE Communications Inc.
主要產品：行動通訊科技 Mobile devices
連結網址：http://www.gigabytecm.com



Founded in 2004 as a subsidiary of Gigabyte Technology (GBT), Gigabyte Communications Incorporated, or GSmart, boasts an experienced product team of professionals in R&D, art design and content planning. Operated through well-organized and industrially-tested processes, the company adheres to product quality while realizing team creativity in product development.

GSmart specializes in handheld mobile devices that integrate communication, entertainment, learning and personal information management. It is with the hope of facilitating user's interaction with the world, as well as to inspire the human mind, that the company creates its products through innovative thinking and technology.

To strike a balance among branding, independent design and original design manufacturing (ODM), GSmart directs the design and marketing of its self-owned brand in Taiwan and neighboring Asian markets while adjusting product design to meet the needs of international IDH and ODM clients.

with instant and direct business services that include product information, sales techniques, dealer feedback and trouble shooting. Customer satisfaction is ensured through regional business representatives' professional service, which features unimpeded customer communication and warranted product maintenance.

Adhering to innovative R&D, GSmart continues to introduce future mobile technology to its customers. It is dedicated to equipping users with the ability to manage business with improved efficiency at anytime, anywhere, alongside with the enjoyment of varied mobile entertainment. Pertaining to "intelligence, internationalization, vitality and elite," GSmart takes advantage of high-speed Internet connectivity to provide consumer with instant access to the world that is only a few clicks away. The company's never-ending innovative power shall continue to offer solutions tailored to each customer's needs.

力求完美 分享記憶

Pursue perfection, share memory

宇瞻科技

整合軟硬體核心技術與設計工程，完美呈現全系列數位儲存產品。

Combine core technologies of software/hardware and design engineering to represent all series of digital storage product perfectly.

Apacer宇瞻科技成立於1997年，公司定位為「數位儲存應用之創新者」，推出多項深獲專業媒體與消費大眾好評的數位儲存創新產品，在全球獲得許多獎項。2005年，Apacer宇瞻以「力求完美、分享記憶」為承諾，致力成為消費者心中最佳的數位記憶品牌。

為提昇品牌、健全通路，宇瞻科技擁有全球行銷通路與創新品牌價值。除了在全球主要市場設立分公司，並透過健全的經銷商體制深耕國際市場，建立起宇瞻科技的全球產品銷售與服務網絡，以及Apacer的全球品牌忠誠度，目前宇瞻的銷售網絡已可涵蓋全球五大洲各主要大城，與世界分享歡樂記憶。

宇瞻科技擁有全球行銷通路與創新品牌價值，注重顧客服務，希望顧客打從與產品接觸的第一時間起，都能愉快地體驗產品與服務，並認同宇瞻品牌，因此，宇瞻科技以提

供最完善的服務，加強顧客滿意度。

宇瞻科技總經理陳益世表示，宇瞻科技的核心競爭力可由微笑曲線理論來應證，宇瞻持續降低「製造」投入比例，增加「研發」與「行銷」整體發展，形成向左右兩端延伸的微笑曲線，也象徵著宇瞻掌握關鍵技術，創造品牌勝利的微笑，另外，落實在地化服務做出行銷服務差異化，更是贏得市場好口碑。

掌握技術引領產業潮流與創新品牌價值，是宇瞻領先業界之優勢，未來將以「研發」與「行銷」為主要核心競爭力。以數位儲存技術為中心，宇瞻科技藉由不斷創新應用並累積智慧財產權所提供的全系列產品，已獲得全球媒體與顧客的肯定、信賴與認同；未來更積極持續佈局全球通路，提升Apacer宇瞻品牌價值。



公司名稱：宇瞻科技股份有限公司
Apacer Technology Inc.
主要產品：記憶體模組、多媒體數位儲存應用
Memory module, multimedia digital storage application
連結網址：<http://www.apacer.com.tw>

Apacer Technology was founded in 1997. The company is set as "the innovator of digital storage application." Apacer has introduced many innovative products which receive professional media and consumers' good feedback and earned a number of awards in the world. In 2005, Apacer promised to pursue perfection and share memory and to do our best to become the best digital memory brand in the customers' heart.

In order to enhance the brand and improve the sales channels, Apacer Technology has global sales channels and innovative brand value. In addition to set up branch offices in all major markets around the world and robust distributor system which can provide services in each market to establish a global sales and service network of Apacer. With the worldwide brand loyalty to Apacer, Apacer's sales network can now cover the world's major cities on the five continents and share joyful memories with the world.

Apacer Technology has global sales channels and innovative brand value. Our customer-oriented services wish to make the customers experience our products and services from the first moment when they use our product and then agree with our brand. To achieve this, Apacer

Technology provides various kinds of service to enhance customers' satisfaction.

GM of Apacer Technology, Yi-shi Chen, said that the core competitive strength of Apacer can be seen in the smile curve theory. Apacer keeps lowering the ratio of manufacturing, but increase the research & development and marketing. This will create a smiley curve extending to both ends. It is also the symbol that represents the smile of holding key techniques in Apacer, and creating brand victory. Besides, we also fulfill the localized service for different marketing regions to earn a good reputation in the market.

Holding the techniques, leading the industry trend and innovating brand value are the strength that make Apacer advance in the industry. In the future, "development" and "marketing" will be our core competitive strength. With digital storage technology as core, Apacer Technology keeps innovating and accumulates intellectual property. The series of the products we provided also receive positive feedback from global media and customers. We will keep carrying out global marketing network to earn the trust and agreement from customers to Apacer to enrich the brand value of Apacer.

高度技術整合 朝世界光電領導邁進

Integration into high technology and advance of
the leading electro-optics in the world

億光電子

EVERLIGHT

研發技術追求創新、專業、積極的精神，不斷的開發出符合市場需求的產品，結合產業先進技術，使良品率與生產力大大提昇。

With innovation, professional and positive attitudes toward the research and development of technology, we constantly manufacture the products in accordance with the market demands. The combination with advanced techniques in the industry ensures the yield rate and the productivity.

成立於1983年的億光科技，在台灣LED產業的發展史中，具有關鍵性的地位，如今已是台灣LED封裝產業中的龍頭。2006年，億光在台灣市場奪下占有率第一。2007年，在總營收及營收成長上，億光持續奪下業界第一。在全球市場，億光亦在歐美日業者夾殺中，以第七名的成績為台灣業者保有一席之地。

億光秉持「卓越、創新、誠信、品質、執行」的理念，以滿足客戶需求為第一優先，持續不斷的改善製程，注重產能的靈活性與生產力，提升生產效率。建置完善的管理支援系統，嚴謹的存貨管理政策，以系統化資訊科技加強企業營運效率與決策流程，協同組織目標與行動，創造智慧的企業。

億光在品質、效能與生產工藝上，積極追求卓越，以世界級的企業作為目標，不斷通

過專業的技術及完善的服務以滿足客戶的各種需求，作為強化本身競爭優勢的途徑，建立精湛技術與優化的流程來滿足客戶的各種需求，不斷精益求精的生產流程和提供員工的專業度，以提供高品質的產品和服務作為標竿，追求創意研發，以超越客戶期望作為生產及服務的最高原則。

億光為提高生產品質及降低生產成本以回饋客戶，在生產設備與管理上要求極為嚴格，並且使用高度自動化的生產設備，減少人為的變異更是億光生產管理的一貫原則。多元化的創新使億光SL-Dolphin路燈系列為業界第一個可提供多樣光型選擇的廠商，以滿足不同的路面條件，而躋身為台灣LED封裝產業中的龍頭，無論是在總營收及營收成長上，億光持續奪下台灣LED產業第一。

公司名稱：億光電子工業股份有限公司
Everlight Electronics Co., LTD
主要產品：LED光電半導體產品
LED products and semiconductors
連結網址：<http://www.everlight.com>



Everlight Electronics, established in 1983, ranks crucially in the history of Taiwan's LED industry and has taken a leading role nationwide. Everlight occupied the biggest market share in 2006 and took the first place in terms of the total value and growth of revenue in 2007. In the global markets, outperforming European, American and Japanese companies, Everlight is the only Taiwanese company ranking seventh.

Excellence, innovation, credibility, quality and implementation are what Everlight adheres to. Consumer's satisfaction is our first priority. Constant improvement on the procedures of production and the flexibility and productivity of capacity are attained to raise the efficiency of production. The establishment of sound supporting system in terms of management, rigorous management policies on storage, the enhancement of the corporate operation efficiency and decision policies by systematic information technology and cooperative organization of goals and actions explain why Everlight is an enterprise of wisdom.

Excellence, whether in terms of quality, efficiency and production, is what Everlight positively endeavors to achieve. With a view to becoming the enterprise of the world class, endeavors are persistently made to fulfill



various requirements of customers by dint of professional techniques and perfect service, as a means of enhancing competitive advantage. Brilliant techniques and optimized procedures are implemented in response to various demands from customers. In addition, the procedures of production and the professional competence of staff are constantly adjusted to provide high-quality products and service and practice creative development. The utmost principle of production and service is to surmount the customers' expectations.

Everlight tries every means to improve the facility for production and management, as a means of returning benefits to customers by raising the production quality and lowering the cost. In addition, high automatic equipment for production is used to minimize the artificial variables, which is how Everlight copes with the management of production invariably. Diversified Everlight SL-Dolphin Street Light series are the first product that can provide multiple choices for consumers, and can fit into various conditions of roads. As the ranking-first leader in Taiwan's LED industry, Everlight, takes predominance over the competitors in Taiwan in total value and the growth of revenue.

創造新時代的需求與趨勢

Create the needs and the trends for the new age

競泰



隨著製鎖新功能不斷地開發，唯有獨特的競爭策略，才能成為世界第一。

With the change of the industry, we constantly develop new functions for locks. Only the most unique and competitive strategy can make us the number one in the world.

競泰創立於1978年，為專業製造號碼鎖廠商，秉持創新、品質、服務理念，屢獲企業金鼎獎、小巨人獎肯定，自有品牌「SINOX」號碼鎖目前全球市場佔有率第一。近年擴大產品線，除一般對號鎖、皮箱號碼鎖外，競泰勇於結合各式質材，成功地開發槍鎖、筆記型電腦鎖等創新商品。

競泰30年來，不斷開發新產品，跨入新領域，使競泰開發出一千多種鎖類，每年還研發一百多種新產品。有傳統的皮箱號碼鎖、造型絢麗、具有指南針、雷射筆、警報功能的鎖，以及筆記型電腦號碼鎖、PDA充電器的號碼鎖。一直秉持創新、品質、服務的理念，將一般工業界人士心目中的艱困工業，甚至是夕陽工業，轉變為「時尚產業」。

競泰除了維繫品質優良外，他們不只做產品局部創新，而是開發新領域，創造新產品與新功能。競泰董事長林中寬表示，企業從5人公司到上千名員工，從製造到成功自創品牌，今日的成就，靠的就是全力以赴而得來。

競泰主動發想，創造新時代的需求與趨勢，吸引感興趣的買主上門，目前競泰所產製的對號鎖，全球市場佔有率第一；過去十幾年的營業額年增率平均高達15%以上，「SINOX」品牌對號鎖早已在全世界成為領導品牌。如何為競泰開創新局，走在產業領先頭並研發創新是競泰未來的努力方向，也是站穩世界領先的最大優勢。



公司名稱：競泰股份有限公司
Sinox Company Limited
主要產品：號碼鎖 Number Lock
連結網址：<http://www.sinoxlock.com.tw>

Sinox was founded in 1978 as a professional lock manufacturer. With the insistence in the idea of innovation, quality and service, we have won Enterprise Golden Tripod award and Rising Star Award for many times. Our self-owned brand "SINOX" lock is now taking the largest marketing share around the world. In recent years, in addition to regular lock and case lock, SINOX combined all kinds of materials and developed innovative products such as the gun lock and the laptop lock.

For thirty years, SINOX has never stopped developing new products and stepping into new domains. In the past 25 years, SINOX has developed more than one thousand kinds of locks. There are more than 100 new products introduced to the market each year. In addition to traditional case lock, there are also locks with fancy design, a compass, a laser pointer or an alarm. We also have laptop computer locks and PDA recharger locks. With the concept of innovation, quality and service, we have successfully transformed the traditional industry – or

even the sunset industry – into a fashion industry.

Besides the good quality, we not only develop partial innovation in the product, but also develop new domains to create new products and new functions. President of the board of SINOX, Zhong-Kuan Lin, said the corporation started from a company of five employees to more than one thousand employees now, and the process from manufacturer to a self-owned brand today, all these achievement depends on full devotion to the business.

SINOX creates actively to make the needs and trends for the new age to attract potential consumers. The locks manufactured by SINOX are taking number one market sharing in the world. The growth of the annual turnover in the past decades is higher than 15%. The brand, "SINOX," has long become a leading brand in the world. It is the next step of SINOX to think how to open a new market for the business and lead the industry to innovative research and development. It is also the biggest strength of holding the leading position in the world.

專注本業 行銷全球

Focusing on profession and global marketing

振樺電子 **POSIFLEX**

科技創新、領導群倫，創造更人性化的使用介面及技術功能，
使POS產業從傳統"機械式"的操作使用進展成人性化科技的介面提升。

Technology innovation, leading the industry, and to create UI and technical functions of more humanity to make POS industry change from traditional "mechanical" operation to a technology with UI of humanity.

振樺電子成立於1984年，以專業生產PC及其週邊產品為主，並且專攻OEM/ODM的設計與製造。1991年開始轉型從事專業POS銷售點管理系統及其週邊產品，目前是POS系統及其週邊產品專業設計、製造及行銷之公司。1996年起以自創品牌POSIFLEX行銷全球市場，並於2006年將公司英文名字更改為「Posiflex Technology, Inc.」

振樺電子擁有專利技術的認證，並且獲得30多個國家的專利證書，因此，POSIFLEX可謂第一個推出無風扇POS系統的製造商，在市場上難以被取代。在多年的市場耕耘，POSIFLEX在2007年榮登美國POS硬體前10大品牌。在印度市場於2006年IDC報告當中POSIFLEX已經是繼IBM之後的第二大品牌市

場佔有率，專業且具經驗之研發團隊、可提供客戶量身訂做之服務。

振樺以台灣做為營運中心，從研發到製造皆於台灣總公司的實驗室及工廠完成，一路領先台灣業界，至今已有超過二十項的POS系統及週邊應用產品，並取得海內外國家超過30項之專利，以及ISO9002/9001/14001認證。振樺電子豐富的產品線包括一體成型POS系統、可程式化鍵盤、LCD顯示器、觸控式顯示器、客戶顯示器、光耦合條碼掃描器、錢櫃、條碼讀卡機、指紋辨識器、POS印表機及POS相關週邊配備產品等，擁有開放式架構、跨平台整合之優勢，滿足客戶一次購足的需求。



公司名稱：振樺電子股份有限公司
Posiflex Technology, Inc.
主要產品：POS銷售點管理系統
POS Sales point management system
連結網址：<http://www.posiflex.com.tw>

Posiflex Technology, Inc., formerly known as "Zhen-hua Electronics", was set up in 1984. In the beginning, the products are mainly PC and the PC peripherals with OEM/ODM design and manufacturing. Since 1991, we had been transformed to a professional POS office management system and the peripheral appliances provider. Currently, Posiflex is a company specialized in POS system and the peripheral appliances design, manufacture and marketing company. Starting from 1996, we have sold our products with the self-owned brand "POSIFLEX" to global markets and changed our company's English name into "Posiflex Technology, Inc."

Posiflex owns certificate of patent technology in more than thirty countries. Therefore, Posiflex is the first manufacturer of no-fan POS system and is irreplaceable in the market. Years of marketing operating makes Posiflex rank as top ten POS hardware brands in the United States in 2007. In India market, the IDC reported that Posiflex is the second largest brand next to IBM in 2006. Professional and experienced R&D team can provide

customized service for our clients.

Posiflex takes Taiwan as our operation center. From research and development to manufacture, all procedures are completed in the laboratory and factories in Taiwan headquarter. We have led the industry in Taiwan and have more than twenty POS systems and peripheral appliances with more than 30 patents in many countries with certification of ISO 9002/9001/14001. Our various product lines include all-in-one POS system, programmable keyboards, LCD display, touch screen display, customer display, optical coupling bar code scanner, money safe, bar code reader, finger print reader, POS printer and POS peripheral appliances which can satisfy our customers' all requirement at once. Our POS system also has the advantages of open structure and cross platform.

We keep expanding the popularity of our self-owned brand of POSIFLEX, connecting all our sales channels from points to lines to surfaces in all countries in five continents to become the first class POS leading brand in the world.

研發獨特功能 熱銷全球

Research and develop unique function to make hot sale in the world

麗臺科技 **LEADTEK**



公司名稱：麗臺科技股份有限公司
Leadtek Research Inc.
主要產品：顯示卡、電視卡及繪圖、多媒體影音
Graphic card, TV card and
graphic multimedia video/audio
連結網址：<http://www.leadtek.com>

研究創新、品質至上、利潤共享、客戶為先，是麗臺科技一向堅持的信念。

Leadtek always insists in the principles of innovative research, top quality, profit sharing and customer-oriented.

麗臺科技股份有限公司是一家於1986年創立的台灣電腦相關產品製造商，精於研究及開發，特別是設計與製造之顯示卡，麗臺科技擁有堅強研發團隊，不斷地朝更高階技術創新與新產品的開發，使麗臺顯示卡在市場中、高階產品技術已於業界保持領先地位。

此外，並與國內外學術研究機構如中科院、工研院電通所、電信研究所等進行合作開發，及國內外晶片大廠如 Intel、NVIDIA、VIA、SiS、ZORAN、TI、ESS、Lucent、SiRf 等維持策略聯盟關係，優先取得國外最新發明與技術。

為達成「研究創新、品質至上、利潤共享、客戶為先」的經營理念，麗臺科技的產品策略以配合市場需求與提昇競爭力為主軸，全力發展創新產品提供客戶全方位產品選擇；另一方面採取產品差異化策略，發展多功能產品，達成進入利基市場的目標。

麗臺科技發展自有品牌多年，以立足中文電腦市場所設計之雙位元顯示特色，進而成功取得亞太地區等國之市場，迫使國外繪圖卡大廠無法於此地區獲取優勢。除提供當地消費市場即時而快速的行銷支援外，並深入該國市場掌握主流技術動態和訊息，以滿足客戶之需求。期望以多項自有品牌形象，達成 The Best Product Made in Taiwan 的目標。

展望未來，麗臺科技仍將繼續深耕亞太市場，並以市場基石進而獲取全球市場，期望達成全球領先品牌前五名之地位。努力創造附加價值，整合既有領先之繪圖、多媒體影音、通訊及主機板技術，開創新類型之技術產品類型，如強化電腦與通訊產品技術整合，結合已研發成功之多媒體主機板、影像電話和衛星導航等產品技術，開拓寬頻網路設備市場。

Leadtek Research Inc. is a computer related products manufacturer established in 1986. We are specialized in research and development, especially the design and manufacture of graphic cards. We have accumulated years of research and development experience. With our strong R&D team, Leadtek actively provides technological innovation and projects of new products to keep the advancing position of mid/high end products in the market. We also collaborate closely with institutes such as ChungShan Institute of Science & Technology, ITRI Computer & Communications and Telecommunication Laboratories and foreign chip manufacturers like Intel, NVIDIA, VIA, SiS, ZORAN, TI, ESS, Lucent, SiRf to keep a strategic alliance relation for early access to the latest invention and technology.

For the purpose of carrying out the principles of innovative research, top quality, profit sharing, customer-oriented, our product strategy is to comply with the demand of the market to increase our competitiveness to develop innovative products for the customers to select from. On the other hand, we also take the strategy of differentiating products to make multi-functional products

to enter niche markets.

Leadtek has developed our self-owned brand for many years. Standing on the double-byte display feature on the Chinese computer market, we enter the markets of Southeast Asia to stop other graphic card manufacturers from taking advantage in the region. In addition to provide rapid sales support for the local consumption markets, we also go deep into the markets in many countries to manage the trend of the main stream technology to satisfy the customers' need. We expect to utilize the self-owned brand image to fulfill the goal of "The Best Product Made in Taiwan."

In the future, Leadtek will keep working on the market in Asia-pacific region. With the marketing as our base, we will go further into the global markets to strike into the top five brands in the world. We work hard to create added value and integrate existed leading graphic, multimedia, communication and main board technologies to open a new model of products, such as the combination of computers and communication products to put multimedia main board, video telephone and GPS together to open wide band Internet device market.

專注產業領域 做工業控制一哥

Focusing on the industry to be the number one in industrial control system

凌華科技



工業電腦只有第一第二才有機會贏，凌華科技專注工業控制領域，做到頂尖，在量測、自動化、電腦通訊領域，成為世界級之領導廠商。

When it comes to the industrial computers, only the first two places have the chance to win. ADLink Technology has been focusing on industrial control field and ranked the first in measuring, automation and computer communication in the world.

凌華科技成立於1995年，以量測產品起家，再跨足至傳統工業電腦產品，目前產品應用領域逐步延伸到網路電信、醫藥、智能交通、電子製造、軍事國防等產業。並致力於研發工業自動化與PC-Based自動化與量測之整體解決方案，產品行銷全球，並在業界享有極高的評價。

憑著對專業技術的執著與實踐客戶承諾的自我要求，領先業界推出多項創新性產品，獲ISO-9001、ISO-14001、台灣精品、TL9000等多項認證，並為國內工業電腦業界唯一導入6 Sigma並通過國際大廠專業稽核的生產體系。凌華科技為Intel®嵌入式聯盟會員，PICMG協會為可參與制定規格的會員，與PXI Systems Alliance協會董事會及最高等級會員。

凌華科技董事長劉鈞表示，凌華在台灣、

美國、新加坡、中國、日本、印度、韓國、法國、德國設有據點以服務客戶，他同時提及，未來3年，凌華科技仍將持續投入網路電信、智能交通、醫療與自動化設備等產業，成長動能主要來自於亞太地區的基礎自動化建設需求，包含電信與交通建設在內，尤其是全球缺工與人力成本上漲的因素影響，自動化設備成為產業界的殷切需要，而凌華於2010年6月正式啓用的上海營運中心未來將因應這些需求，為凌華科技帶來顯著的成長力道。

企業在品牌經營上除了優良技術是核心價值外，凌華科技為了善盡企業責任，於2004年成立財團法人凌華教育基金會，以「凌華頌愛，轉動世界」為願景，推動科技教育、藝術人文、關懷弱勢。



公司名稱：凌華科技股份有限公司
ADLINK Technology Co., Ltd
主要產品：工業級專業電腦、高速資料擷取卡
智能型分散式控制模組
Industrial computers,
high-speed data extraction card,
intelligent distribution control module
連結網址：<http://www.adlinktech.com>



ADLink Technology was set up in 1995. We started from measuring devices and then extended to traditional industrial computers. Currently, the applications of our products have been extended to internet communication, medical, intelligence traffic, electronic manufacturing, military and national defense ...etc. We also dedicate in developing PC-based industrial automation and measuring solution. Our products have been sold worldwide and have good reputation in the industry.

With the insistence of professional techniques and the self-requirement of carrying out the promise to the clients, we have provided many innovative products that are advanced the industry and received the certifications of ISO-9001, ISO-14001, Branding Taiwan, TL9000. We are also the only company that introduce 6 sigma into the corporation and passes the requirement of international professional auditing in computer industry. ADLink Technology is also a member of Intel® Embedded Alliance, PICMG association with specification formulating permit and the board of PXI Systems Alliance and the highest level member.

President of the board of ADLink, Jun Liu, points out that

ADLinks has been selling its products all over the world. Because the marketing of the computer and intelligence cell phones are seldom affected by the economy environment, it is expected that the profit will keep growing. Regarding medical service, in order to respond to the senior society, potential customers have released their purchase orders to Taiwanese foundries. This is also a chance for ADLink. The trend of seasoning development is now established. In fields of telecommunication, medical equipment, traffic, and military gears, our product design also focus on the trends of outdoor applications, firm wide temperature range computers, portable devices, low power consumption and high performance. Together with ADLink's ability of integration, cooperative design and specialized manufacturing, the growth of the business in the coming three years is then founded.

Regarding the management of the brand, in addition to the good techniques as the core value, ADLink also fulfills the corporate responsibility to set up ADLink education foundation. With ADLink's vision of "Innovative technology moves the world" as guide line to promote technology education, art and humanity, caring of the vulnerable and create harmony to care about more people.

獨特創新 讓科技更有品味

Uniqueness and innovation give taste to technology

勁永國際 勁永國際 pqi

承諾品質穩定、交貨準時、客戶滿意、持續改善等目標並落實執行，讓品牌滿意度無限延伸

We maintain the stability of quality, perform on-time delivery, guarantee customer satisfaction and constantly improve ourselves to extend the brand satisfaction infinitely.

勁永國際成立於1997年為全球專業儲存記憶大廠，由最早生產記憶體模組至今，在專業的經營團隊與研發團隊的帶領下，於海外成立子公司以自有品牌PQI在國際市場打響名號。經營範圍涵蓋四大專業領域，包含記憶體模組、快閃記憶卡、多媒體消費性電子產品以及工業市場儲存裝置等系列產品，勁永國際現為全球前十大專業記憶體模組及前十大快閃記憶體領導廠商。

透過完整的行銷據點規劃，以自有品牌"PQI"行銷全球。PQI勁永國際積極朝向「世界IC記憶儲存專業大廠」之路邁進，不斷引領市場潮流，快閃記憶卡、讀卡機、旅行碟、矽碟機模組、記憶體模組、數位影音播放器等產品，PQI不斷提供消費者最新最完整的儲存裝置產品，即時快速的滿足專業使用者對儲存的需求，不僅產品獲得多項專

利，而且已成為全球知名品牌。

勁永國際長期以來不斷深入市場，除了在技術上不斷突破外，也積極了解消費者的需求，在強調品味、獨特、簡潔且個性化的產品訴求下，持續推陳出新，為因應節能減碳的環保趨勢，積極朝低耗電市場進軍，推出1.35V DDR3 SO-DIMM記憶體模組，以低電壓的省電優勢，成為提升筆記型電腦電池續航力的幕後功臣。不僅成為新世代Core i7/i5/i3、Tigris等筆電平台的最佳搭配，同時也為環保節能多盡一分心力。

為達企業永續經營與發展，未來，PQI仍不斷致力於產品的研發創新與技術開發，並提供消費者更好的儲存裝置為宗旨，PQI在自行研發、製造和推廣自有品牌產品的實力，可為台灣產業的產品精品形象代言，耀眼國際。



公司名稱：勁永國際股份有限公司 (PQI)
Power Quotient International Co., Ltd.
主要產品：記憶體模組、多媒體消費性電子產品、
工業市場儲存裝置
Memory module, Multimedia consumptive
electronics, Industrial storage device
連結網址：<http://www.pqi.com.tw>

Power Quotient International Co., Ltd. (PQI) was established in 1997 as one of the global professional storage memory manufacturer. From the manufacturing of memory modules in the early stage to now, with the lead of professional management team and R&D team, PQI is world-known by establishing branch companies overseas with its self-owned brand name in the branch companies overseas. Our business scope includes four professionals, including memory module, flash memory card, multimedia consumer electronics and industrial storage solution. PQI is now listed in the first ten professional memory module manufacturers and the leading top ten flash memory card companies in the world.

With complete sales and marketing plans, PQI uses the self-owned brand "PQI" to sell products to the world. We also move toward the goal of "World Professional IC Memory Storage Company" vigorously and lead the trend with the products such as flash memory cards, card readers, portable hard disks, silicon disk player module, memory module and digital video player. PQI keeps providing our customers the latest and the most complete storage product selections to satisfy professional users'

requirement rapidly. Our products have not only awarded many patents but also become a worldwide known brand.

PQI has penetrated into the market for a long time. In addition to keep developing new technologies, PQI also work hard to understand consumers' need. Under the requirement of taste, uniqueness and conciseness, PQI has provided many new products. In order to respond to the environmental trend of carbon reduction, PQI actively enters the market of low power consumption and creates 1.35V DDR3 SO-DiMM memory module that makes low voltage an advantage in power saving to extend the battery duration of laptops. This module is not only the best partner for new generation notebooks such as Core i7/i5/i3 and Tigris, but also a dedication to the environment and energy saving.

For the purpose of sustainable operation and development, PQI will keep working on the R&D of product innovation and technology development and take it as a guide line to provide better storage devices for consumers. PQI is strong in R&D, manufacturing and brand marketing and our products represent the fine work of Taiwan.

光電電子業

奧圖碼

圓剛科技

圓展科技

慧友電子

廣寰科技

專注、專業、專精自有品牌 開創新天地

Optoma: achieve SME branding through dedication, profession and specialization

奧圖碼



透過投影機讓夢想與現實並存，讓所有美好都放大，「OPTOMA」不只是專業投影機的代名詞，亦為生命中所有美好的延伸與永恆的象徵。

Through projectors, all the good things in dream and reality are optimized by Optoma—not only the synonym for professional projectors, but also the extension of the best things that life has to offer.

奧圖碼於2000年成立以來，即專注投影系統研發及銷售，並延續經營理念「專注、專業、專精」，致力影像與色彩處理技術之研發不遺餘力，結合完整的產品規劃及靈活的行銷策略，贏得國內外專業媒體及廣大客戶肯定，並且蟬聯全球DLP®投影機銷售冠軍。

Optoma不僅針對商務及教育各種應用領域，研製銷售投影機種，多項技術引領業界，為因應市場變化與競爭，達成「商務更有效、教學更出色、生活更精彩」的企業願景，Optoma突破傳統思維，不斷發掘新的應用產品需求外，並極力落實投影機普及四大方向：儀器設備消費化、複雜操作簡單化、高價商品平價化、平價商品有趣化，以延續企業競爭優勢、開拓新市場機會。

總經理郭特利表示，台灣中小企業打造品牌不易，Optoma用最少的金額，但卻以最大的誠心走出自有品牌的一片天，Optoma是一個眼光長遠永續經營的企業，有著台灣人堅定不移的特性，堅持用服務及品質去傳達品

牌真諦，不斷的依市場需求變化創新滿足顧客，全年無休的客戶服務做出市場差異化，致力於努力用心 讓消費者安心。

Optoma從關鍵零組件、研發、製造到品牌行銷，擁有業界最完整且最專注的資源投入與掌握度。公司產品線包括了專屬會議/教學型、高畫質家庭劇院型、電玩/電視娛樂型及掌上型等四大系列投影機，涵蓋了商務、教育、家用、行動等各個領域，致力使「商務更有效、教學更出色、生活更精彩」。投影機市場在國際大廠的佔據下，Optoma用好的品質、技術及服務取得市場信任，是成功小蝦米戰勝大鯨魚最佳典範。

奧圖碼得以在投影機界異軍突起，原因歸功於母集團強力技術支援，以及專注在單一產品，切入IT產業較不為人看重的領域，也就是所謂的藍海，只做投影機，以經營「專賣店」的方法，打敗其他競爭的「雜貨店」。

公司名稱：奧圖碼科技股份有限公司
Optoma Co., LTD
主要產品：投影機製造 Projector systems
連結網址：<http://www.optoma.com.tw>



Since its creation, Optoma has been dedicated to the R&D and marketing of projector systems. Pertaining to the enterprise motto of “dedication, profession and specialization,” Optoma devoted great effort to innovations in image and color processing technology. Its comprehensive product planning and flexible marketing strategies are highly recognized by professional clients and media from home and abroad, which is reflected in its top ranking in the global sales of DLP® projectors for two consecutive years.

In addition to developing and marketing projectors to meet the need of clients from the business and educational circles, Optoma also possesses a number of leading technologies in the industry. In response to changing conditions in the competitive marketplace, the company, guided by its corporate vision of “better business, better teaching, better life,” has always attempted to tap into potential markets and popularize projector use. It seeks to continue corporate competitive edge and explore new fronts in the following four directions: commercialized devices, simplified operation, affordable luxuries, and fun popular products.

According to Terry Guo, president of the company, Optoma has achieved great success in the Taiwan market, where SME's branding is rather restricted, with the smallest funds but the biggest



confidence. As a forward-looking enterprise, Optoma is determined to develop product popularity by pertaining not only to the traditional Taiwanese value of reliable quality and service, but also to the modernistic spirit of innovation to meet customers' ever-changing needs. The customer service and customer satisfaction are what distinguishes Optoma from other brands in the market.

In areas ranging from key components, R&D, manufacturing to brand marketing, Optoma invests and handles the most comprehensive intensive resources. Its products include projectors that represent such four major categories as professional conference/teaching, HD home cinema, PC/TV game and handheld, covering business, educational, home and mobile uses. In the face of strong manufacturers around the world, Optoma has successfully gained recognition and reputation in the market with its adherence to quality, technology and service; its achievement provides an excellent example of the victory of small businesses over big businesses.

Optoma is successful in projector industry both to the strong technical support from its parent group and to its dedication to the one single product of projector. Optoma decided to participate to a rather less-heeded field, or the so-called Blue Sea, has proven to successfully distinguish the brand from other competitors whose products are much more varied.

世界品質 專業堅持

AVerMedia Technologies: world-class quality comes from adherence to professionalism

圓剛科技 **AVerMedia**

致力於本業的耕耘，投入產品創新，創造企業的永續經營及客戶的長期利益

Dedication to specialty and innovation creates sustainable business and customers' long-term benefits

圓剛科技成立於1990年，擁有一流的人才，尖端的技術與先進的製造設備，深耕於多媒體電腦視訊領域，利用本身技術的優勢，融合科技、環保、人體工學以及使用者的習慣，研發設計出高品質且大眾化的商品，使圓剛公司在電腦到電視視訊轉換的市場居全球的領導地位。

圓剛初期致力於數位影像技術的研發，電視卡在電腦消費性市場享有高知名度，現今從電腦到電視的視訊轉換器在教學市場更是獨佔鰲頭，目前海内外設有十一家子公司，並與世界最大經銷商長期建立良好關係。

圓剛是ISO9001品質、ISO14001環保及符合歐盟有害物質限用認證符合廠商，更符合最新的綠色製造標準，擁有一流的人才、尖端的技術、先進的自動化生產設備及精密的品質控制儀器，以滿足國際ODM客戶的嚴格要求。

圓剛科技總經理楊瑞祥表示，圓剛除了致力產品的研發創新、追求國際品質、深耕國際市場，持續建構組織核心競爭能力，在2009年更獲經濟部產業科技發展獎－優等創新企業獎，未來將以核心技術為基礎，發展『三螢一雲』策略，延伸技術應用至所有想收看电视的使用者，讓消費者在任何時間、地點，都能運用享受收看电视的便利性，在電腦、電視或手機即時享受到清晰的節目畫質，提供超越消費者需求的服務品質。

身為全球電視盒卡領導品牌，為迎接品牌創立20週年，特別推出限量紀念機種 Volar HD三頻電視棒及 Diamond三頻電視棒，並領先同業加碼贈送最強五年保固，顯示圓剛對產品的信心，同時也是對消費者的最佳保證，不斷開發創新產品，並提供最好的產品品質及更完善的售後服務給社會大眾，就是圓剛展現品牌的最高價值。

公司名稱：圓剛科技股份有限公司
AVerMedia Technologies Inc.
主要產品：多媒體電腦視訊
Multimedia computer video
連結網址：<http://www.avermedia.com.tw>



Established in 1990, AVerMedia devotes its high-end professionals, technology and manufacturing equipments to multimedia computer video. The company has gained dominance in the international market of PC to TV video converters by integrating professional know-how, technology, environmental concepts, ergonomics and user habits into its quality popular products.

Starting with R&D in digital imaging technology, AVerMedia gradually gained market dominance in consumer electronics, especially in PC to TV video converters. The company, along with its eleven subsidiaries home and abroad, has had excellent cooperation with main dealers around the world.

Certified according to standards of ISO 9001 quality management, ISO 14001 environment management, the EU Restriction of Hazardous Substances Directive (RoHS), and the latest green manufacturing, AVerMedia meets international ODM clients' demand for excellence with its top scale personnel, technology, automated production

equipments and quality control instruments.

According to Yang Rui-xiang, the company's president, AVerMedia received the Industrial Technology Development Award last year as recognition of its efforts in product R&D, international quality and marketing, and core organizational competitiveness. Looking to the future, AVerMedia shall adopt "three display technologies and one cloud computing" as its development strategy and extend technology application to all users in the provision of HD video available on PC, TV and mobile phones at anytime, anywhere.

In commemoration of its 30th anniversary, AVerMedia introduced the limited HD Volar MAX and Diamond TV sticks. In addition, the leader brand in the global TV box card industry extends its warranty to five years to ensure its customers the best quality. The value of AVerMedia products is embodied in its ongoing innovation, quality improvement and complete after-sales service.

創新精神 勇往直前

AVerMedia Information: tread boldly on the way to innovation

圓展科技 圓展 AVerMedia®

用技術為後盾走在產業前端，立足台灣展望全球

Backed up by technology, AVerMedia explores industrial fronts and looks from Taiwan to the world.

圓展科技成立於2008年1月，隸屬於圓剛集團成員之一，目前專注於AVerMedia自有品牌產品的設計、製造並行銷全球，旗下簡報教學與數位安全監控兩大事業群，在國際市場佔有一席之地。

在使用於簡報及教學領域產品上，圓展科技展現整合視訊、電子、光學、RF無線網路、軟體應用技術及工業設計能力；而視訊會議系統產品更擁有影像處理技術上的領先，兩項產品研發均獲得多項專利，提供教育界及商務企業客戶高效率且簡便的解決方案。

圓展科技產品憑藉著傑出數位影像處理、錄影與網路的研發實力，得以在競爭激烈的數位安全監控市場中脫穎而出，滿足並超越客戶期望，人性化與實用的操作介面以及高畫質水準，圓展視訊會議產品讓人際溝通以高效率及高品質的方式呈現。另外，圓展推

出全球第一套互動式電子筆AVerPen，成功創新整合電子白板、投票系統、無線手寫板及無線簡報筆功能，對打造高互動的未來教室教學市場勢必再創高峰。

在品牌發展的過程中，圓展科技用腳踏實地、創造價值、貢獻自己、服務人群去展現品牌的最大價值。在品質面採用六標準差計劃以進一步提高品質認知，並提供員工一套問題解決與程序改善的量化方法，提高生產力讓管控得到最高效能。

圓展科技行銷副總丁元迪表示，圓展成立以來一直秉持創新精神致力於當市場領導者，以滿足客戶的需求為理念，除多項專利、獎項、產品奠定圓展在市場領導地位，未來更要以提供多元化的產品研發技術，配合創新技術與卓越品質，提供客戶智慧型解決方案，兼以優質的客戶服務來提升AVerMedia在全球品牌知名度。



公司名稱：圓展科技股份有限公司
AVerMedia Information Inc.
主要產品：實物攝影機、互動式電子筆、視訊轉換器
Physical cameras, interactive
electronic pens, video converters
連結網址：<http://www.avervision.com>

AVerMedia Information was established in January 2008 as a subsidiary of the AVerMedia Group. The company focuses its effort on the design, manufacturing and global marketing of its self-owned brand. Teaching presentation and digital security controls are the company's two feature sub-businesses that have gained international recognition.

In presentation and teaching, AVerMedia Information integrates video, electronics, optics, RF wireless Internet, software application and industrial design. For video conference, AVerMedia features advanced image processing technologies. In both fields, AVerMedia has numerous patents and is capable of providing the educational circles and corporate clients with highly-efficient and streamlined solutions.

With its R&D competence in digital image processing, recording and internet, AVerMedia excels in the highly competitive market of digital security controls and exceeds clients' expectation with efficient and high-quality interpersonal communication realized in user-friendly interface and high definition image. Moreover, AVerMedia introduced AVerPen, the world's first interactive electronic

pen, to the Taiwan market, seeking to create a highly interactive future classroom environment with electronic white boards, voting systems, wireless tablets and wireless presentation pens.

In the course of brand development, AVerMedia Information constantly augments its brand value with the spirit of pragmatism and service. In terms of quality, the company adopts the Six Sigma as its strategy to enhance the staff's quality perception and provide a series of quantitative methods to solve problems and improve processes, thereby ensuring productivity and maximum efficacy.

According to Mr Yuan Di Ding, vice president of marketing, AVerMedia has always adhered to innovation and customer satisfaction in its pursuit of advanced technology and excellent quality to provide clients with intelligent solutions. Backed up by the numerous patents and awards, as well as its reputation among clients, AVerMedia shall seek future dominance and visibility in the global market by providing a wider variety of products and technologies while enhancing customer service.

提昇品牌價值 滿足客戶全方位需求

Lift up brand value,
satisfy all requirements of customers

慧友電子 

『品質卓越、服務迅速、不斷創新、永續成長』的經營理念，為客戶創造更多的附加價值，以達到客戶滿意為最終目標。

The management ideas of "excellent quality, rapid service, constant innovation, and sustainable growth" bring much more added value for the customers to reach the ultimate goal of customers' satisfaction.

慧友電子成立於1995年，長期致力推廣自有品牌EverFocus，專業於CCTV監視系統、CCD攝影機、數位影像處理設備研發、製造、行銷，以一流品質且合理價格的產品行銷全球，是我國經營國際品牌成功典範廠商之一，並獲國際安全監控專業雜誌評比為全球前20大知名品牌，以及安全產業雜誌ASMAG評選2007年全球第25大品牌。

多年來，不斷致力於品牌的經營及產品的創新研發，不但在業界獲得高度的評價，有效運用整體電子產業實力，攻佔全球蓬勃發展中的電子安全系統產品利基市場，並建立「EverFocus」品牌知名度與行銷據點，提供優質售後服務，慧友電子堅強的技術開發能力，確實掌握未來趨勢。

近年來，臺灣整體電子產業在PC資訊、半

導體工業的帶動下，已建立了全球競爭力。慧友公司以迅速有效的方式運用此競爭優勢，開發新產品，並用臺灣精良的電子生產體系，以「顧客滿意」的行銷策略，攻佔全球蓬勃發展的電子安全產品利基市場，並快速累積市場需求、通路、產品技術、零件生產供應鏈等深厚知識與經驗。

「品牌帶動ODM的策略」是慧友公司未來的主軸。品牌與ODM的策略將是支撐維持高度成長的兩大支柱，在與ODM客戶的策略合作中，將提昇公司各部門的品質水準，強化公司體質，更能持續挑戰新的目標。而規模的擴大與運作效率的提昇，也將回饋給品牌與代工客戶，攜手成長，早日躋身國際一流大廠之列，即時掌握全球重要市場的需求變化。



公司名稱：慧友電子股份有限公司
EverFocus Electronics Corp.
主要產品：數位影像監控錄影系統
Digital video monitoring recording system
連結網址：<http://www.everfocus.com.tw/>

Since the establishment in 1995, EverFocus Electronics Corp. has dedicated in marketing with our self-owned brand "EverFocus" on the professional aspects of CCTV monitoring system, CCD camera, research, development and marketing of digital video processing equipment with first-class quality and reasonable price around the world. We are one of the successors in our country with international brand management experience. We are also ranked by international security monitoring magazine as top twenty world-known brands and by security industry magazine ASMAG as top twenty-five brand in 2007.

For years, we have committed to the brand management and product research and development. We are not only highly rated in the industry, but also using practical electronic industry technique to conquer worldwide niche market in the electronic security system which is actively developing globally. We also established brand fame and marketing offices for "EverFocus" to provide quality service. EverFocus' strong technical development capabilities have certainly grasped the future trend.

In recent years, Taiwan's electronics industry, with the

push of PC information and semiconductor industries, has established global competitive strength. EverFocus adopts the strength with rapid and efficient method to develop new products with excellent Taiwan's electronics manufacturing system and the "Customer Satisfaction" marketing strategy to capture global electronic security niche market and accumulate knowledge and experiences on market demand, channels, product technologies, and component production supply chains.

The strategy of "brand leads ODM" is our future goal. The benefit of brand and ODM will be the two supports for our company's strong growth. We will keep improving the quality standards of all departments to strengthen our company from the strategic collaboration with ODM customers to make us ready to challenge new objects. The expansion of our scale and the enhancement of the efficiency will bring benefit to our brand and ODM customers to make us grow together to become the first-class manufacturers in the world to manage the requirement of the important markets in the world rapidly.

崇本務實 溝通互信

Practical profession, communication
and mutual trust

廣寰科技

kworlD®

開發獨特並富創意設計概念的產品，無時無刻以提升消費者生活水準為目標，並提供顧客更舒適的使用經驗。

Develop unique products with creative designing concept. Set goals to improve life quality of the consumers and provide them more comfortable using experience.



廣寰科技成立於1999年，於2008年正式上櫃，為全球多媒體數位應用產品領導供應商之一，旗下擁有多元多媒體產品組合，行銷全球60餘國。廣寰科技結合數位家庭娛樂應用技術及設計，提供全球客戶各類型多媒體產品應用，包括類比及數位電視外接電視盒、影像及多媒體周邊及家用多媒體產品等。

為了落實「個人多媒體數位娛樂(PDE)」的理想，廣寰以專業的影像技術、外型設計致力於PC-TV多媒體產業研發及銷售，並以廣寰KWorld自有品牌行銷全球，憑藉著紮實的硬體設計技術與軟體研發能力，從設計、研發、行銷、客服、到生產全系列PC-TV多媒體影音產品，擁有創新的設計和獨特的風格，廣寰科技的產品快速在3C電腦通路市場及專業級的電腦玩家族群蔚為風潮，也成為一般電腦玩家也可以輕易上手的首選品牌。

經由創新突破的產品設計造就了全球個人多媒體數位娛樂(PDE) 首選品牌的地位。主要產品有「電腦看電視產品線 PCTV」、「數位視訊媒體轉換盒Media Adaptor and Converter Box」、「多媒體功能型數位面板Multimedia Digital Panel」及「數位音訊裝置Audio Converter/Capture Box」...等四大項，廣寰全系列產品皆有將散熱技術及設計概念融入產品設計中，讓產品的「品質」、「效能」及「可靠性」皆達到最高標準的保證。

電子產品的品牌行銷，最重要的是藉在地化經營，掌握市場潮流，擴大競爭優勢，同時強化業務行銷及產品經營團隊網羅、整合全球各子公司及經銷商的市場及產業訊息，做為未來公司產品研發的方向，順應數位家庭娛樂及3C 發展的世界潮流，加速推出新產品，贏得市場先機。



KWORLD Technology was found in 1999 and became an OTC company in 2008. We are one of the multimedia digital application vendors in the world. We have various combinations of multimedia products selling in more than 60 countries in the world. With the digital family entertainment application technique and design, KWORLD Technology provides all kinds of multimedia applications which include analog and digital TV box, video and multimedia peripherals and multimedia products.

In order to fulfill the idea of 'Personal digital entertainment (PDE),' KWORLD Technology has dedicated to the research & development and marketing of PC-TV multimedia industry with our professional video techniques and exterior design. Besides, we use self-owned brand KWORD for global marketing. With solid hardware design technique and software development ability, we design, research, development, marketing, fulfill customer-service and manufacture all series of PC-TV multimedia video/audio products with innovative design and unique style. Our products sweep all 3C channel markets and professional computer communities. We are also the first

公司名稱：廣寰科技股份有限公司
KWorld Computer Co., Ltd.
主要產品：數位電視卡/盒；類比電視卡/盒
Digital TV card/box; Analog TV card/box
連結網址：<http://www.kworld-global.com/>

choice for common computer users who can easily handle our products.

Through innovative product design, we have created a number one position for personal multimedia digital entertainment (PDE) globally. Our main products include "watching TV in PC product line (PCTV)", "Media Adaptor and Converter Box", "Multimedia Digital Panel" and "Audio Converter/Capture Box." KWORLD's all products are designed with the idea of cooling technology, this can make the quality, performance and reliability guaranteed to meet the highest standard.

The most important thing in brand marketing of electronic products includes local marketing, management of the market trends, expansion of competitive advantages, business and marketing information, branch office information and industrial information collection of the PM team. These can define the direction for the product research and development in the future to comply the 3C digital home entertainment trends to introduce new products into the market to win market opportunities.

生技文教業

功學社

老牛皮La New

雄獅鉛筆

精華光學

興采實業

中華海洋生技

賀眾企業

德林義肢

齊心齊力突破創新 打響國際市場

Working together to innovate
and open international market

功學社 JUPITER®

優異的全球品牌行銷實績，將台灣製造的優良產品，行銷全世界。

Excellent global branding operation record has brought the outstanding products made in Taiwan to the world.

功學社創立於1969年，專注於樂器製造與行銷，由於體認到自有品牌在全球行銷的重要性，功學社陸續發展包括JUPITER、MAPEX、Walden、Majestic、HERCULES等品牌行銷全世界。JUPITER管樂器是功學社的第一個自有品牌，以創新研發、全系列多樣化的優良精緻樂器，來滿足不同階段樂手的需求。

早年在從事國際貿易的時代，發覺到沒有自己的品牌，OEM更不是長遠的路，因此，功學社決心自創品牌，一開始就運用貿易時代所累積的經驗，從最基礎貿易經驗開始，由了解各國市場需求開始紮根，不斷在世界各地建立起屬於自己的貿易合作夥伴網絡，掌握各國銷售管道。這對於後來公司決定由OEM轉型為製造與行銷自有品牌的OBM幫助非常大。因為只有掌握銷售通路，與各國代理商一起合作在當地推廣品牌，才能使功學社

的自有品牌現今在全世界日益受到矚目。

品牌價值是從產品交到消費者手中的那一刻才開始的，功學社多年累積的技術經驗、專業人才的投入，以及用心聆聽消費者的回饋與建議，因此提供了全球零件維修保固服務，讓每一個產品均能快速、便利且妥善地受到專業的維修服務，帶給樂手音樂演奏的無窮樂趣，才能夠創造出獲得消費者認同的品牌與產品。

現今功學社為全球市占率第三的管樂器品牌，年產量約14萬支。未來將持續建立全球整合的製造行銷與銷售服務系統，成為全球管樂樂手的第一選擇，並善盡企業環保責任，首開亞洲吉他品牌先例，採用環保木材來製造高級手工民謠吉他，在2010年北美樂器展中引起媒體極高注意度與好評。這些一點一滴，逐漸累積出功學社的品牌價值所在。

公司名稱：功學社教育用品股份有限公司
KHS Educational Appliance Co., Ltd
主要產品：銅管與木管及各式樂器
Wind instruments and all other
kinds of musical instruments
連結網址：<http://www.jupiterinstrument.com/>



KHS was founded in 1969. We have been focusing on the manufacturing and selling of musical instruments. Since we have noticed the importance of global marketing of self-owned brand, KHS has developed brands including JUPITER, MAPEX, Walden, Majestic, HERCULES for global marketing. JUPITER wind instrument is the first self-owned brand by KHS. We provide innovative and all kinds of fine musical instruments to satisfy players of different stages.

Ever since we engaged into international trade, KHS had found that OEM is not a long-term business if we could not have our own brand. Therefore, we determined to set up our own brand. In the beginning, we used the experience accumulated from international trade and started from the basic to understand the requirement of the markets around the world and established global trading partners worldwide to manage the sales channels. This is very helpful when the company later decided to switch from OEM business to OBM business. The only chance for our brand to survive is to work together with distributors

around the world and to promote our products locally.

The value of a brand starts from the moment when the products are handed over to the customers. With Years of experiences, the devotion of professional employees and the feedback and suggestions from our customers have make it possible for us to provide global repairmen and warrant service and to bring unlimited joy and fun to the players to create a brand with the products recognized by the consumers.

As the third largest wind instrument brand now, KHS builds 14 thousand instruments per year. We will set up a global manufacturing and selling system to be the first choice for wind instrument players around the world. Besides, we will also fulfill our corporate responsibility. We have set the first example among all other Asian guitar brands and built a high class handmade folk guitar with environment friendly woods. The guitar has drawn attention and had good reputation in the 2010 North America instrument display from the media. Little by little, these are the value that our brand has set up.

多角化經營 打造休閒鞋第一品牌

Diversified operation makes us the first rank brand in casual shoes industry

La new 老牛皮



用創新實現夢想，以用心服務客戶，「通路是王」的經營模式，通路是顧客服務的基礎，也是業務發展的決勝場所，落實品牌的經營，創造顧客的價值就會提昇品牌的價值。

To make the dreams come true with innovation and to serve the customers with heart and emphasize "sales channel" are the keys of our operation. Sales channel is the base of customer service and the field of developing business. By carrying out the management of the brand and creating the value for the customers, the value of the brand will go up as well.

La new成立於1996年，致力於專業功能性氣墊鞋的製造及銷售，以「健康、舒適、品質」著稱，健康是La new最原始的出發點，以自創品牌推出注重綠能環保，將鞋類製造、銷售、通路與運動行銷成功的結合。

La new副總郭信誠表示，La new一路走來始終如一，贏得市場上的好口碑，「堅持用頂級材料、堅持用國人楦頭開發結構、堅持嚴謹的手工製程、堅持時尚及舒適感並重的款式設計、堅持透明公開的合理價格」，唯有堅持才能換取消費者的信任。未來除了善盡企業責任回饋社會，也會拓展企業多元化發展。

「通路是王」的經營模式，通路是顧客服務的基礎，也是業務發展的決勝場所，為了

貫徹「用咱們的腳，做咱們的鞋」，La new成立了全國唯一的「醫鞋院」，以一流的技術解決關於鞋子的各種疑難雜症，希望能為特殊腳型而無法找到合適鞋子的消費者量身訂做，做到即時測試、即時製鞋的服務。

一個好的品牌最重要是產品本身的品質，La new做到全方位的研發技術創新，並精準掌握通路市場，做出與一般市場上的鞋品差異化，例如「La new負責到底」PU鞋底可更換，讓一雙好鞋陪消費者走天下。

La new積極地在競爭激烈的零售業中不斷求新求變，除了在台已擁有高認同度，在流行尖端的日本東京、自由之丘、新橋等地開設據點，讓對品質嚴格把關的日本，也對台灣品牌的品質發出讚譽。



La new was founded in 1996. The company has been devoted to the manufacturing and selling of air-cushion shoes for professional functions. The shows are well known for the properties of "health, comfort and quality." Health is the origin of La new. With the emphasis of green energy and environmental protection, La new has successfully fused the manufacturing, selling, channels and sport markets.

VP of La new, Xin-chen Guo, points out that La new has been committed to the business and earned good reputation. We persist in top quality materials, persisting in developing the shoe trees that fits our people, persisting in rigid handmade manufacturing process, persisting in fashionable and comfortable design styles, persisting in public and reasonable price." We believe that only these persistence can earn our customers' trust. In the future, in addition to fulfilling our business

accountability to bring feedback to the society, we will also diversify our development into various fields.

In order to carry out the idea of "making our shoes with our feet", La new has established the only "shoe hospital" in the country to solve all kinds of issues related to shoes with our number one skills. We hope to find or even make perfect shoes for customers with specialized feet shape who cannot find suitable shoes. We also provide services of instant feet model measuring and real-time shoe manufacturing.

What matters for a good brand is the quality of the products. In addition to comprehensive innovation of research and development, La new also controls the sales channels to make difference from other shoes in the market. For example, the PU sole of the La new shoes in "La new's Full Responsible" program is replaceable,

because we want to make a pair of good shoes to walk with you all over the world.

In the highly competitive retailing business, La new also positively seeks for changes. In addition to the high recognition in Taiwan, we also set up branch stores in Tokyo, Jiyugaoka, Shinbashi in Japan and make Japanese who always put a lot emphasis on quality praise for the quality of Taiwanese brand.



公司名稱：老牛皮國際股份有限公司
La new International Co., Ltd.
主要產品：鞋製品、休閒用品
Shoes, Leisure Products
連結網址：<http://www.lanew.com.tw>

靠創新 打造文具產業總舵手

Simbalion: leadership in stationery industry lies in innovation

雄獅鉛筆 SIMBALION 雄獅

台灣研發、海外製造的攻勢，雄獅成功擄獲海外市場，打贏文具市場強敵環伺的擂台賽。

With products designed locally and manufactured abroad, Simbalion gained its dominance in overseas markets in the midst of keen competition among strong stationery manufacturers.

雄獅鉛筆廠創立於1956年，在台灣文具及美術用品的領域，一直扮演著領導的角色。40多年來伴隨著台灣產業一起成長，並致力於外銷產品的研發與生產，而外銷業務的拓展，也寫下台灣經濟奇蹟傳奇的一頁。

雄獅文具主攻專業、學術性商品，深入美術藝文領域，奶油獅品牌，主攻創意性、流行性商品，深入消費者生活，多樣化發展，強化企業形象，奠定雄獅文具的市場龍頭地位，長期在品質上堅持建立良好口碑並成功外銷至國外市場，專業及誠信是雄獅最好的品牌代表。

董事長李翼文表示，雄獅耕耘不同世代產品，運用在教育市場及事務用筆擴充文具用品的領域，並用心社會企業公益回饋，提升

商品的差異性及附加價值。種類多、單價低是文具產業特性，但創造多元化商品並與消費者溝通，則讓雄獅擁有異於業界的品牌形象。

從黑白派到奇異筆，雄獅創意腳步不喊停，未來雄獅除了朝向品牌年輕化，也要在台灣文具業界有所突破，跟上時代潮流、革新文具的使用觀念及提高商品的需求度，創造新時代中的新商機。

例如推陳出新與文創產業結合，讓文具不僅是繪圖、創作上的好幫手，同時也可新奇有趣的好玩具，是雄獅未來發展的重點。雄獅鉛筆50歲了，近來以鮮明的奶油獅形象超吸睛，這隻活潑「舞獅」不僅老當益壯，更要雄心萬丈，承繼傳統產業的文化。



公司名稱：雄獅鉛筆廠股份有限公司
Lion Pencil Co., Ltd.
主要產品：文具及美術用品
Stationery and art supplies
連結網址：<http://www.simbalion.com.tw>

of quality, it stands tall in markets home and abroad. To customers, the name of Simbalion represents professionalism and trustworthiness.

According to Lee Yi-wen, company chairman, Simbalion always makes efforts to expand the scope of stationery use, to enhance the distinctiveness and added value of its products, and to devote the company to corporate social responsibility. In the stationery industry, which features variety and low unit price, the establishment of Simbalion's excellent brand image lies in product diversity and attention to customer needs.

From the "Black and White" watercolor and brush sets to markers, Simbalion never ceases its pursuit of innovation. Looking to the future, the company seeks to continue innovation to keep the old brand fresh and youthful. Simbalion believes that the competitive edge in the face of the ever-changing market lies in the creation of customer demand. By developing new uses, the old industry of stationery may evolve alongside with the modern era.

Simbalion focuses its future development on the integration of stationery use into the cultural and creative industry, aiming to give traditional arts supplies the new identify of novel toys. The company's recent introduction of the "butter lion" mascot has attracted attention of the younger generation, making the old brand young and energetic despite its fifty years of age. It is with such young ambition that Simbalion shall continue to explore new fronts in a traditional industry.

Since its foundation in 1956, Simbalion Pencil Factory has always been the leading brand of stationery and art supplies. Its achievement in local and overseas markets, especially dedication to research, development and manufacturing of exporting products, played an indispensable part in Taiwan's post-war economic miracle.

Simbalion's main products range from professional academic tools to popular innovations of regular art supplies. With distinctive brand image and reputation

專注本業 勇於突破

Focusing on our core businesses while searching for breakthroughs

精華光學



精華光學

帝

康

TICON

放長眼光追求企業永續經營，專注本業、堅持品質，滿足顧客需求，紮實走出一條屬於自己的路，讓企業躍上國際大舞台。

Set sight on sustainable development. Focus on our core businesses, insist on quality, satisfy customers' needs and solidify basic skills. Walk our way out to the global stage.

帝康(TICON)為國內知名隱形眼鏡廠商精華光學成功自創品牌，成立於1986年，為台灣最早跨足國際市場之隱形眼鏡製造及銷售服務廠商，不僅產銷在台灣市場佔有領先地位，更擁有完整的歐美及大陸行銷團隊。

在眾多國際性知名品牌佔據市場下，精華光學憑藉優異技術、嚴格成本控管及精準發展策略，讓企業營運穩健成長並在市場上嶄露頭角。迎接新經濟時代的來臨，精華光學除了持續引進國外先進的設備與製程，不斷加以研究改良，使得精華現有的設備能發揮高水準的表現，所生產出來的產品品質更達國際水準，此外更留意產業發展趨勢，並致力於滿足顧客多元化的需求。

董事長陳明賢表示，企業要能永續經營眼光就要放遠，必需因應環境及市場改變去研

發生產。以發展歷史看，精華光學產品從硬式到軟式，從軟式再跨入拋棄式，不戀棧獲利而能順應潮流轉變，滿足顧客需求、堅持品質，這就是精華光學的品牌象徵。

精華光學在品牌的經營上備受肯定有卓越的成就，獲得第五屆台灣優良品牌殊榮，是對精華光學努力經營自家品牌的一種肯定，也可證明精華光學的自有品牌—『帝康隱形眼鏡』在消費者的心中有一席之地。

在貫徹永續經營和根留台灣的理念下，精華近年來持續在台灣設立工廠及生產線，並前進大陸市場推展自有品牌【帝康TICON】，且轉投資荷蘭、美國和大陸行銷公司，實踐【立足台灣，全球佈局】之理念。



sustainable operation while R&D and manufacturing should evolve according to the changes in the environment and market. Reviewing St. Shine Optical's developmental path, we can see how it moved from providing RGP lenses to soft lenses for extended wear to disposable ones. By not just staying with the current profits but changing with the market trends, St. Shine

Founded in 1986, TICON is the private label built upon the famous local contact lenses provider, St. Shine Optical Co. Ltd. St. Shine Optical is the first contact lenses provider in Taiwan with its own manufacturing and marketing teams that set foot in the global stage. It does not only take the lead in Taiwan's market but also has distributed a complete marketing taskforce to Europe, USA and China.

Even though surrounded by a large amount of internationally famous companies, St. Shine Optical put its outstanding technology, strict cost management skills and precise developmental strategies in good use to ensure stable growth and global exposure. While welcoming the new economic era, besides introducing more advanced equipments and manufacturing processes from overseas and continue to improve existing facilities to pursue better performance and provide products of world class quality, St. Shine Optical also highly values the developmental trends of the industry and strives for satisfying customers' diversified needs.

Chairman of the company, Min Hsien Chen, says that a company needs to set its eyes on the future for

Optical satisfied customers' needs without compromising quality. This is the brand image of St. Shine Optical's.

St. Shine Optical showed great performance and has already received recognition for its brand management efforts. "5th Taiwan Excellent Brand Award" is the perfect prove of consumers' view on St. Shine Optical's efforts in operating its own brand and products- TICON contact lenses.

St. Shine Optical still continues to set up plants and manufacturing lines in Taiwan to fulfill its commitment of sustainable operation and keeping its roots in Taiwan. St. Shine Optical also markets TICON in China while re-investing in marketing companies in the Netherlands, the States and China as a step to realize its vision of "rooting in Taiwan while marching to the world."

公司名稱：精華光學股份有限公司
St. Shine Optical Co., Ltd.
主要產品：隱形眼鏡製造廠、專業醫療器材製造商
Contact lenses,
professional medical equipments
連結網址：http://www.stshine.com.tw

創新、研發 高科技紡織品行銷全球

Innovation, research and development, global marketing with high-tech textiles

興采實業 SINGTEX®

積極投入研發，興采由傳統代工的角色，轉變為國內高科技紡織品的推手。

Active research and development makes SINGTEXR transform from a traditional OEM factory to a high-tech textile industry.

興采實業股份有限公司創立於1989年，以SINGTEXR機能性布料品牌聞名，已成為全世界前50大戶外運動及休閒知名品牌的首選之一，其自行研發的PTFE材質的機能膜，不僅具有GORE-TEX透氣防水的特性，更超越GORE-TEX具有更佳的透氣功能，為台灣戶外及運動機能性紡織品的第一領導廠商，其中COCONA系列產品曾獲得2005年美國時代雜誌當年驚奇發明特別報導。

興采持續的創新研發能力，有著堅強的研發團隊陣容，使公司獲獎不斷，於2007年榮獲「台灣精品獎」、於2008年榮獲「中小企業創新研究獎」、外貿協會頒發「2008年台灣優良品牌獎」、經濟部頒發「產業科技發展獎」等嘉績。

「高值化」、「差異化」、「機能化」是

國內紡織產業發展的重點方向，看準結合高科技的機能性紡織品商機無窮，興采投入更多資源開發新技術，將機能性布料行銷全球，掌握前50大運動品牌訂單。

興采深信人才是企業成功的最大資源，因此格外注重人性化的管理制度、提供員工超優質的辦公環境及人才的訓練培育與發展，並貫徹利潤分享目標，設立職工福利委員會以規劃員工各項福利，營造一個自由和諧、積極創新的工作環境，藉以建立公司文化六大信念：「熱情、誠信、創新、服務、品質及回饋」。總經理表示：「興采要成為全方位節能、環保機能性紡織品的領導廠商，及世界知名品牌之布料永遠供應商，同時以追求顧客滿意及股東、員工滿足，來達成公司持續成長永續經營之目標」。



公司名稱：興采實業股份有限公司
SINGTEXR INDUSTRIAL CO., LTD.
主要產品：戶外及運動機能性紡織布料
Outdoor and sport functional textiles
連結網址：<http://www.singtex.com>

SINGTEXR Industrial Co., Ltd. was established in 1989 and is famous for SINGTEXR functional cloth brand which has become top fifty outdoor activity brand and one of the first choices among world-known leisure brands. The self-developed PTFE material functional membrane does not only have the breathable and waterproof features as GORE-TEX, its function is even better than GORE-TEX. This makes us the number one leading manufacturer in the industry of outdoor activity functional textiles in Taiwan. Our COCONA series products have even been reported by Times Magazine in 2005 as a wonder of the year.

SINGTEXR's continuous innovative research and development capability is resulted from our strong R&D team who makes the company award-winning. In 2007, we won the "Taiwan Excellence Award." In 2008, we won the "SME Innovation Research Award", the "2008 Taiwan Superior Brand Award" from Foreign Trade Association, and the "Industrial Technology Advancement Award" from Ministry of Economic Affairs.

"High value", "differentiation", and "function" are the key directions of textile industry in Taiwan. Focusing on the

marketing opportunity of the functional textiles with high-tech, SINGTEXR has put in more development to explore new techniques for global marketing of functional cloth and to win orders from top fifty sports brands.

SINGTEXR believes that employees are the biggest resources for business success. Hence, we put emphasis on human-oriented management system that provides a comfortable working environment and personnel training and development. We also implement a profit-sharing system. Employee Welfare Committee plans all kinds of welfare providing a free, harmonious, positive and innovative working environment for employees. Our general manager said, "We are the leading company in functional textiles with full-range energy saving, environmental protection concepts. We are also a world-known brand as a cloth supplier. We pursue customers', shareholders' and employees' satisfaction to achieve company's goal of sustainable growth." The six believes in company culture are "passion, integrity, innovation, service, quality and feedback."

發展品牌新契機 開創企業大商機

Develop new opportunities for the brand,
open business for the cooperation

中華海洋生技 

所謂生物科技的真義，並非利用生命科學從事違反自然之事，反而是了解生物，如何能夠活得更健康、不受污染。

The meaning of biotechnology is not to use life science to do things that violate the nature, but to understand lives and to know how to live healthier and free from pollution.

中華海洋生技成立以來，一直以「健康、自然」為出發點，企業的文化與追求目標也都以「海洋」為中心，長年來的研究Hi-Q發展免換水生生態養殖技術及海洋生技健康產品有一套。

目前中華海洋生技以生態循環養殖、水族生態產品系列及天然海洋生態保健品為三大事業體，其中，生態循環養殖技術更是獲得馬來西亞、汶萊政府的重視，室內免換水生生態循環養殖技術，克服傳統水產養殖所面臨的天候、地域性等問題，發展出與一般養殖市場的差異性，技術門檻高使中華海洋生技在該產業創造無限商機。

中華海洋生技總經理戴章皇表示，長期經驗深入探索產業問題、掌握市場脈動領先技術先端，無論是企業或農政單位都應積極

建立農產品的市場區隔，提供市場差異化的農產品方能獲取利潤，而非一味追求同質農產品的量化。相對的高品值、做出與人家不同、創新研發高經濟價值品種的養殖技術開發，就是中華海洋生技成功關鍵。

此外，在水產養殖過程中發現許多萃取於海洋的天然素材，擁有極高的營養保健功能，其中，Hi-Q與農委會水產試驗所專案合作，經過特殊技術萃取之小分子褐藻糖膠，命名為「藻寡糖」，常運用於日本臨床上使用。

未來重視產品差異化及技術專業化，利用濃縮及精萃的不同並以海洋為主軸，再去研發更多產品回饋社會，唯有不間斷創新及技術精緻改良才能有未來。



公司名稱：中華海洋生技股份有限公司
Hi-Q Marine Biotech International Ltd.
主要產品：生態循環養殖、生技保健品
Ecological circular farming,
Biotech health care products
連結網址：<http://www.hiqbio.com>

Ever since the establishment of Hi-Q Marine Biotech, we have been focusing on "health and nature". The enterprise culture and the marketing goal are both centered on "marine." Years of research has made Hi-Q specialized in water-changing free ecological farming techniques and marine biotech health-care products.

Currently, Hi-Q Marine Biotech has three enterprises in ecological circular farming, aquarium ecological products and natural marine ecological health-care products. Among them, ecological circular farming techniques are emphasized by Malaysia government and Brunei government. Indoor water-changing free ecological circular farming techniques have overcome the problems of weather and location encountered by traditional aquaculture and developed difference from regular aquaculture market. The high technique boundary brings unlimited business opportunities for Hi-Q Marine Biotech in the industry.

GM of Hi-Q Marine Biotech, Zhan-huang Dai, made a point on that the keys to Hi-Q Marine Biotech's success include long-term investigating the issues

of the industry, catching up the pulse of the market to lead the advance of the techniques, regardless its the corporation or the agriculture or administrative government department. Whoever can provide difference in the farm product market can make profits. Instead of pursuing relatively high quality of congenial farm products, corporation should develop farming techniques of high economic value with innovation.

Besides, during the process of farming aquaculture, we have found many natural materials which have highly nutritious and heal-caring function extracted from the marine. Among them, the small molecule fucoidin which is called "algal oligosaccharides" has been extracted out by special techniques developed by Hi-Q and Taiwan fisheries research institute and used for clinical purpose in Japan.

With the emphasis on differentiation of the products and techniques, and the focus on concentration and extraction of marine materials, Hi-Q will develop more products to provide to the society. Only constant innovation and improvement on the technique can bring up the future.

創新求變 堅持給顧客最安全的飲水

Seeking for innovation and insisting in providing the safest water to the customers.

賀衆企業

數位化、節能環保、安全健康及人性設計四大基礎上，將產品不斷地技術革新，提升產品價值，創造差異化，滿足客戶需求。

Founded on the four bases of digital, energy saving, safety and health and humanity design, Union Mfg. Co., Ltd keep pushing the techniques of the products forward to increase the product value, create differentiation and satisfy the customers' requirement.

賀衆企業股份有限公司於1954年創立，專業生產飲水設備，悠久的歷史、專業的執著以及積極的研發，使賀衆成為業界領導品牌，無論產品、行銷、管理均為同業中的翹楚。

經營採自產自銷方式，在台灣設有五股廠負責生產飲水設備、三重廠負責生產純淨水、全台設有30多處直營及經銷據點提供各類產品的銷售及售後服務，在大陸設有上海廠負責生產內地所需求的飲水設備，各地直營站及經銷商均有統一的企業形象識別及一致的服務規範，並受台北總公司管理監督，故形成一個完善有效率的產銷體系。

「賀衆牌」及「UNION」是賀衆公司中、英文商標，為大眾消費者普遍認知，有「飲水機代名詞」美譽。從工商機關的飲用水到居家生活的淨水，賀衆牌伴隨著大家一路成長，其產品及服務有口皆碑。

「走出台灣放眼國際，堅持有始有終，絕不半途而廢」是賀衆公司管理哲學最佳寫照。總經理王志耀表示，賀衆希望複製在台灣成功的經驗，「口碑和服務就是最好的廣告」進軍大陸市場，不過，採用口耳相傳的「口碑行銷法」，並不像表面上看的這麼簡單，選擇口碑放送的地點，本身就是行銷的一環。賀衆走商用路線，機場、醫院、學校等大型公共場所出入的人群就是最好的代言人。因此，賀衆選擇進駐浦東、虹橋、白雲、北京等大陸的國際機場。

賀衆牌自成立以來，一直秉持品質好、服務好、不斷創新的經營理念，利用多年累積的經驗，力求產品的進步、了解客戶的需求、提高人員的服務素質、建立強大的研發團隊，推出高科技智慧的飲水設備，鼓勵創新的思想，為品牌及產品注入新觀念及人性化。



公司名稱：賀衆企業股份有限公司
Union Mfg. Co., Ltd.
主要產品：飲水機、RO逆滲透、淨水器
Water dispenser, RO Counter seepage,
Water purifier
連結網址：<http://www.9000.com.tw>

Union Mfg. Co., Ltd. was established in 1954. We are specialized in manufacturing water equipment. The long history, professional insistence and the positive research and development makes our company the leader in the industry in aspects of production, marketing or management.

Our management model is "self-production, self-marketing." The factory in Wugu is responsible for water equipment production; the factory in Sangchung produces pure water. There are more than 30 direct or distributor shops around Taiwan providing sales channels and post-sales services. In Mainland China, we also have a plant in ShangHai taking charge of producing water equipment for China markets. Our direct shops and distributors all have a unified CIS and service regulation under the supervision of Taipei headquarter to form a complete and efficient producing-marketing system.

"HeZhonPai" and "UNION" are our Chinese and English logos which are well known by the public and have reputation of "representing the water equipment." From business organization to casual families, Union has been growing with everyone. The products and the service both have good reputations.

"Look beyond the market in Taiwan, adhere to the beginning and the ends but never in the half way" is our philosophy of management. GM of water equipment business, Jir-yia Wang, said that Union wishes to reproduce the success in Taiwan in that "reputation and the service are best advertisement." However, "public praise marketing" is not as simple as it looks. The selection of the distributing site of the reputation is part of the marketing strategy. Union takes the commercial path and chose airports, hospitals and schools for these are places where public go. These people are our best representatives. Therefore, Union selected China international airports in Pudong, Hongqiao, Beiyun and Beijing.

Ever since the establishment of Union, we have been insisting good quality, good services and innovative business concepts. With years of experience, Union strives for product improvement, understanding of customers' needs, improve the quality of services, building a strong R&D team and introducing high-tech intellectual drinking water equipment to encourage innovative ideas to bring new concepts and user-friendly into the brand and the products.

行銷全世界 成爲義肢專業製造廠商

Global marketing,
to be the professional prosthesis manufacturer

德林義肢

「關心、愛心、誠心；研究、發展、領先」

"Care, Love, Honest; Research, Development, Advancement"

德林於1960年成立，從事義肢製造及裝配，為國內最大義肢製造商，近幾年積極開拓其他相關領域之醫療照護輔具產品。目前德林義肢擁有上百件國內外專利，在全球設立有30個營業據點，產品行銷世界三十八國，已成為世界知名醫療復健產品專業製造廠商。

德林義肢在科技上的突破令國內外義肢界激賞不已，從第一代傳統硬式義肢做起，接著發展骨骼式，然後卡式、免帶式、羅拉式、油壓式、氣壓式、歐柏式。近年來，更應用碳纖維材料（Carbon Fiber）結合五連桿精妙的構造配合精準的電子設計發展出有記憶運算能力的電子膝關節，可以根據殘障朋友的需要，隨時調整彎曲角度與行走速度，讓穿戴者可以在每一種路面都能以最舒適的步伐前進，此項科技上的突破令國際義

肢界激賞不已。

為提升產品在國際市場的競爭力，德林公司在1993至1996年間陸續投入2億多元的硬體設施及自動化生產設備。1997年再投入數百萬元完成 ISO 9001 認證（ISO13485）、CE與GMP認證及電腦化作業流程。

「關心、愛心、誠心；研究、發展、領先」為德林創立數十年來，持續堅持的經營理念，對於需要協助的人，德林付出無限的關懷；對於產品的創新，德林投入無限的努力，期創新再創新，研發生產更新式高科技的產品。今後德林義肢將繼續擴大經營範圍，積極導入高科技與現有產品相結合，朝世界專業的醫療復健器材製造目標邁進，為殘障朋友創造更優質的生活，享受更美好的人生。



公司名稱：德林股份有限公司
TEH LIN PROSTHETIC & ORTHOPAEDIC INC.
主要產品：行動輔助器材
Mobility aids
連結網址：<http://www.tlco.com.tw>

TEH LIN was founded in 1960 to perform prosthesis manufacturing and assembling. We are the largest manufacturer in Taiwan. In recent years, TEH LIN develops other medical caring aids actively. We now have more than one hundred inland and overseas patents and more than 30 branch offices around 38 countries in the world. TEH LIN has become a world-known professional medical rehabilitation product manufacturer.

The breakthrough on the prosthesis technology made by TEH LIN has amazed the industry. THE LIN started from the first generation of traditional hard prosthesis, then the bone type, card type, belt-free type, roller type, hydraulic type, pneumatic type, and Ober type. Carbon fibers are even adopted with sophisticate five-bar mechanical and precise electronic design to make electronic knee joint with memory and calculation ability which can meet the requirements of the disables to adjust the angle and walking pace to make them walk at the most comfortable pace on each kind of road. The invention receives appreciation from both inland and overseas.

For the purpose of enhancing the product competitiveness in the international market, our company had been putting into more than two hundred million dollars for hardware facilities and automated production equipment during 1993 and 1996. From 1996 to 1998, we have further put into several million dollars to complete ISO 9001 certification (ISO13485), CE and GMP certifications and computerization process.

"Care, Love, Honest; Research, Development, Advancement" are the ideas which TEH LIN has insisted for decades of years. For those who need help, TEH LIN gives unlimited care; for the innovation of the products, we also give unlimited efforts. We expect to innovate and innovate more to research and development more novel products with high technologies. TEH LIN will keep on expanding operational domain and introduce high-tech into current products to go forward to the goal of being the world-class professional medical rehabilitation product manufacturer to create high quality lives for the disabled people.

主辦單位：臺北縣政府經濟發展局

臺北縣板橋市中山路1段161號

<http://www.economic.tpc.gov.tw>

承辦單位：聯合報股份有限公司

臺北縣汐止市大同路1段369號

<http://www.udngroup.com>



品牌行銷論壇 找尋品牌的X因子



臺北縣政府為推動在地產業品牌發展，於99年9月27日在臺北縣會議中心舉辦「在地精品推廣計畫-品牌行銷」論壇，邀請在地精品企業，暢談品牌願景，希望在縣府與企業共同努力下，能孕育出更多國際性品牌，為新北市躍升世界舞台創造更大的能量。



論壇由工業局局長杜紫軍、經濟日報總經理李佳諭、台灣吉而好總裁侯淵棠、臺北縣在地精品廠商奧圖碼科技總經理郭特利領銜開講；工業局局長杜紫軍表示，發展品牌是企業永續發展之要，唯有穩紮穩打立足在地市場放眼行銷全球，未來優質平價市場也是台灣企業發展的方向。台灣吉而好總裁侯淵棠也表示，不論代工或設計最重要的是創造品牌及知名度，透過創意、文化與專業整合，走出企業獨有鮮明形象。另外，奧圖碼科技總經理郭特利強調，好的品牌除了有好的品質，完善的服務更是打響品牌成功與否的關鍵。



本論壇另邀請南僑化工家品事業部總經理李孟娜、雅虎資訊行銷總監陳文琪、精英公關執行長嚴曉翠、臺北縣在地廠商圓展科技副總經理丁元迪、訊連科技副總馬慧嫻、研揚科技總經理李英珍及中華海洋生技總經理戴章皇等各界專家一同分享品牌新視野，學者專家對於品牌發展皆有共識，創新、專業、多元性、差異化是企業永續發展之道，而善用品牌行銷則是讓企業再升級的關鍵因子。

本次論壇現場400多位聽眾反應熱烈座無虛席，顯見推動品牌行銷為當前產業發展的重要趨勢。臺北縣經濟發展局副局長黃正誠表示，掌握企業核心發展品牌未來性，正是臺北縣在地廠商的發展方向。