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SEP, 2015
vol.71

GIVoice

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遊戲橘子
不只遊戲

Read it, Know it, Love it!

Creating Brand Power Within Social Networks: Ants' Power

2015-09-01 00:00:00



In the era of social media, the best way for brands to exert influence is through sharing on social media networks. However, what content should be shared? Brands have to take several issues into consideration, from the perspective of consumer habits. What sort of contents to consumers designer, and what content inspires consumers to share and repost this content? An in-depth understanding of consumers and a profound understanding of the issues mentioned above are required if one hopes to make full use of social media. Who understands consumers the best? Those who understand consumers best are the people who consumers come into contact with most, and Ants' Power has a distinct advantage from this aspect!

The Team that Understands Consumers Best



Communities form wherever people gather. The internet is simply a novel media. With the rise of social media and online service platforms, consumers have become more active on the world of the internet as they come into contact with a large volume of different topics and individuals.

Ants' Power originally came from Gamania's customer service team. In addition to serving consumers 24 hours a day as the face of the company, responding to different issues through various channels, they also served as backup support for game testing, operations monitoring, and cracking down on external programs. Not only do they have many years of experience handling customers firsthand, they are the team which understands the consumer perspective best, as well as core issues which exist within brands and products. How could we not entrust the social media business to Ants' Power?

Ants' Power utilizes many years of customer experience to develop and connect social media networks, maximizing brand value. They draw inspiration from the ant's spirit of working together to achieve great things despite their minuscule size. This enables a small organization to exert immense influence which can impact entire social groups.

Implementing A Line of Security for the Mobile Phone: Digicentre

2015-09-01 00:00:00

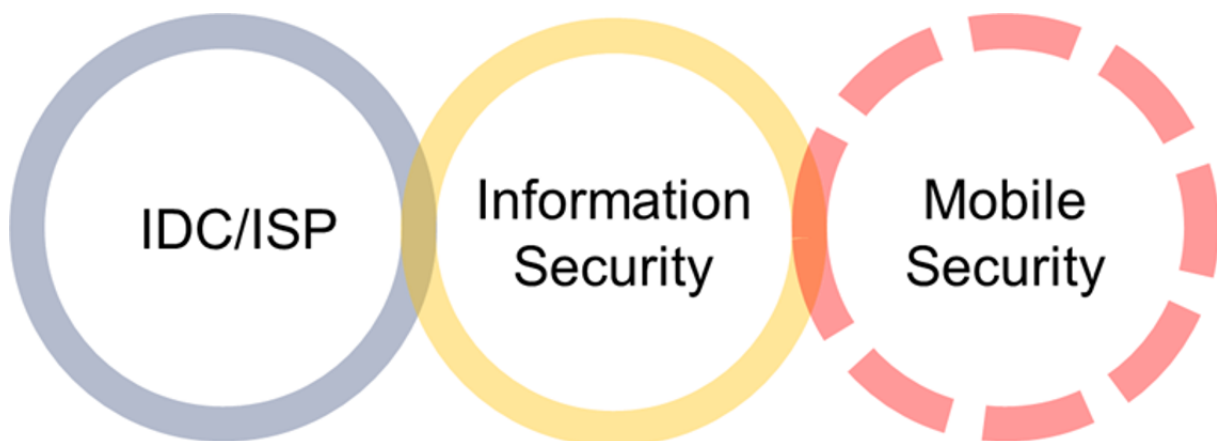


According to the 2015 First Quarter Information Security Report published by Trend Micro, the largest threat to mobile devices comes from malicious ads. According to statistics, in March this year alone, Google Play might have had more than 2,000 apps which may have contained malicious programs.

In an era where almost everyone owns a mobile phone, smart phones bring convenience to people's lives but have also become a medium for certain individuals to pry into our privacy. When these individuals begin infiltrating app downloading platforms, the potential for unknown danger forces people to begin valuing mobile safety more.

Formidable IT Protection

Digicentre's predecessor was Gamania Group's game R&D department, which began providing information services to the public in 2013. Currently, it focuses on three main fields: information technology, information security, and mobile safety. It was the first to release an app especially designed to ensure mobile safety, appGuard, which protects the Android system from viruses, leaking of personal information, and makes sure apps are not altered into criminal tools by those with ill intentions.



With 6,600 servers, Digicentre provides 6 million users from 145 nations with safe, secure internet

space. It provides comprehensive protection to clients 365 days a year. Each day, it stops up to 6 million attacks from 60,000 computers across 95 nations, making it an excellent partner in maintaining security within the online industry.

New Cross-Screen Media: Coture

2015-09-01 00:00:00



Through the rapid development of mobile devices and the internet, we can receive the most updated, diverse content available at anywhere and anytime through these mobile devices. People no longer receive information at fixed locations. They spend more time on mobile devices, browsing small volumes of concentrated content as they move or wait. They tend to avoid overly complicated, lengthy content. The mobilization of digital content is quietly influencing human behavior. In response to the fragmented model which people are receiving information, content development is moving towards the lighter end of the spectrum.

Lightweight Entertainment

Coture is the product of a lightweight media content strategy. Since its establishment in March of last year, it has worked with Wildfire, the producer of various popular entertainment shows such as Kangxi Lai Le, University, and One Million Star, to produce lightweight, short entertainment content which is easier to watch and share. This has revolutionized the public stereotype of traditional television entertainment content. Content includes all kinds of topics ranging from gossip, zodiac forecasts, to singing competitions. It also integrates exposure from social media platforms and sharing of over video content to create more hype and traffic flow. Take its zodiac themed content for example, aside from the “like” trends it started immediately upon release, more than 2 million views were accumulated within three days through sharing on social media networks.



Gamania 20 One Million Star was also aired in a cross-screen fashion, on platforms such as Coture, CTS, Yahoo, etc. The program was combined with new media interactions, launching an exclusive app and tagboard function. The total number of online view exceeded 2 million, as it became one of the most popular topics this summer and inspired much public discussion online.



Content Equals Business Potential



While diversified content brings the audience more potential for entertainment, it also brings more commercial possibilities. Platforms which assist in content sharing gain profits through advertising so that they can continue to satisfy the audience through disseminating more content. The content itself can expand into various product lines through licensing and agency agreements, selling products on electronic commerce platforms. Content can be translated into infinite business potential.

Joint Growth and Creation by Entrepreneurs: WeBackers

2015-09-01 00:00:00



When you can't accomplish a dream alone, you may be able to draw on the strength of others and complete your plan if you create a proposal. Crowdfunding platforms have grown in popularity in recent years, matching those who need funding with sponsors so that many with great, creative ideas but lack of funding can complete their projects. While the popularity of crowdfunding overseas has resulted in record numbers of projects listed. This has resulted in division of funding and lower success rates with each passing year. Success rates fell below 40% last year. However, funding is growing more concentrated in Taiwan, so the 40-50% average success rate has become a major advantage of crowdfunding in Taiwan.

WeBackers: Making Dreams Come True

With Taiwan's significant advantages, what can Gamania do as a flagship organization on the internet? Last year, WeBackers was created through the internal entrepreneurship clause within the Gamania Group. The hope is to expand the existing crowdfunding model, to assist these successfully funded projects to achieve significant success through integrating internal group resources as well as external industry, governmental, and academic resources. Those looking for funding can now receive more than just funds. Backend resources such as sales channels, manufacturing, marketing, and strategic partnerships provide enough fuel and motivation to accomplish these dreams. This has caused a marked increase in the success rate of crowdfunded projects, where they achieved even more success than originally planned. Sponsors are also able to find various interesting, creative new ideas on the WeBackers platform. For example, the animation and character IP setting models which three students at National Kaohsiung Normal University created received lots of attention from sponsors on the platform.



New Sparks between Crowdfunding, Cultural Creativity, and Entertainment

Cultural creative funding, like original illustrations, anime, games, animations generally result in production and sales of products after funding is complete. However, with the assistance of WeBackers and the group's resources, the character IPs in these works can be licensed to stimulate more creations and peripheral products. WeBacker worked with an illustrator named Era after his charity funding project successfully raised the targeted funds to become his agent. His work is being developed as products right now, and there are negotiations with jollywiz regarding subsequent product sales. Entertainment programs can also work with the platform to help fans support the idols and celebrities they love. WeBackers will consolidate group resources and share these resources with entrepreneurs in order to create the possibility of achieving more dreams.



Revealing the Truth About Cross-Border Electronic Commerce: Jollywiz

2015-09-01 00:00:00



In November of last year, Jollywiz Digital Technology Co., Ltd., which is intimately familiar with cross-strait channels and electronic commerce, winning various service awards, officially joined the Gamania group. They added great potential to the group and became a major business focus within the group, expanding Gamania's business plans significantly.

Jollywiz and Gamania's History

Jollywiz actually has a long history with the Gamania Group! The founder of jollywiz, Kevin, was once part of the Gamania family. He left Gamania in 2005 and spent nearly 10 years starting his own business and carving out his place in the field of electronic commerce.



Comprehensive electronic commerce services are Jollywiz's core services. Their service scope spans both Taiwan and China, integrating electronic commerce services such as brand operation and marketing, member operations, electronic commerce management systems, customer service, money services, logistics and more as a one-stop solution. Of course, when it comes to electronic commerce, the business potential in Mainland China cannot be overlooked. Jollywiz has operated in Mainland China for 8 years, which has provided it with a thorough understanding of the electronic commerce environment in Mainland China and also made it a leader in cross-strait, cross-border electronic commerce services.

In December last year, Kevin brought more partners back to rejoin Gamania and shared cross-border electronic commerce know how with the Gamania family. We worked together to introduce products to the world, breaking free from traditional steps of implementing brand globalization. Integrated brand marketing allowed products to reach consumers even more rapidly, working alongside Gamania to create shortcuts for rapid brand group, unrestricted by territories or borders in the age of the internet.

Jollywiz's New Future

With the Gamania group's strong support, not only has jollywiz introduced various international branded products to China's electronic commerce market including beauty and cosmetics, everyday products, cultural creative, travel, and information products, they have also connected resources within the group to carry out guided purchases through Gamania's expansive member base. They have worked with Coture, GASH, Ants' Power, and Digicentre as platforms for group funded products, locating more consumers and excellent products.



A Revolutionary In Electronic Currency: GASH

2015-09-01 00:00:00



Did you ever think that you would be able to rely on your mobile phone alone someday? From the time you open your eyes to taking public transportation on the way to work, having meals, shopping, and more. We no longer have to carry a heavy slew of change, thick wads of cash, or even a confusing stack of plastic cards to pay. This is no longer a dream of the future but something which is possible right now!

The revolution from physical to plastic currency is old news. Now GASH is about to initiate an electronic currency revolution which will turn our way of life upside down.

GASH's Transformation: From Game Points to Electronic Currency



Lulu stated, "Through developing three business focuses, the GASH POINT group will integrate game points, payment, and media purchase services to offer clients a complete one-stop service experience. Links to the European and American markets will expand overall service scope so that high quality services are offered in a deep, far-reaching manner!"

GASH was officially renamed GASH POINT this year. This payment system which Gamania developed in 2000 for online gaming was divided into two independent business entities.

GASH MEDIA first emerged after GASH points were implemented widely throughout the gaming industry in 2011. GASH MEDIA was established in response to new demands from partners within the industry, so internal group resources were integrated in order to provide consolidated marketing services. The other is GASH PAY, which is an expansion of the money services which Gamania has cultivated since 2000, progressing from points used for entertainment services to a comprehensive, everyday payment service which provides consumers with a safe, convenient online and offline transaction environment.

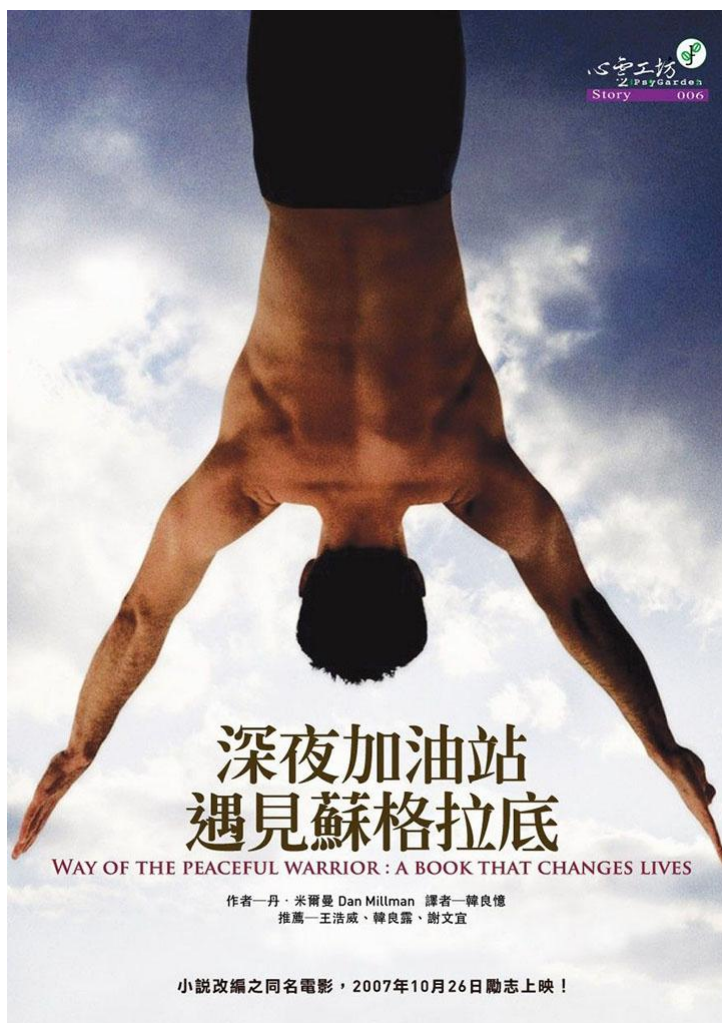


A Revolutionary Milestone

In order to implement safer, more convenient purchases in everyday life, GASH begun obtaining international finance and information security certifications since 2013, obtaining third party payment licensing for GASH POINT mobile payments. We have formed strategic alliances with Yushan Ventures, FamilyMart, and Taiwan Taxi. Resources within the Gamania Group have also been consolidated to utilize digital platforms such as Coture, Jollywiz, and Beanfun! as well in order to ensure more convenient payment activities both online and offline while also allowing consumers to make payments throughout the world using electronic currency. Offline payment locations were actively setup and implemented as fast as possible in order to occupy the micro transaction market. The aim is to replace high frequency cash purchases in consumers' everyday lives and bring more convenience to everyone's lives.

Way of the Peaceful Warrior

2015-09-01 00:00:00



Socrates lives in each person's heart. Through a journey of self-exploration and understanding, we learn to obtain spiritual satisfaction and focus more on the moment, the concept of here and now. Through his conversations with Socrates, the main character learns how to evaluate who he really is, coming to the understanding that the past and future are no longer important and there is no purpose thinking about failure or success. When one takes charge of his own life and dedicates himself wholeheartedly to what he is passionate about, he will glean happiness from life's journey. This is a book about a spiritual journey, directing us towards a path of happiness and peace on a confusing, seemingly directionless road.

Summary:

From the 1980s to the spiritual era of the 21st century, this enthralling semi-autobiographical novel, *Way of the Peaceful Warrior*, has captured the hearts of millions of young people around the world. Its mission is to accompany young lives of different generations as they bravely embark on heroic journeys of growth themselves!

The years prior to 1966 had smiled upon me. Raised by loving parents in a secure environment, I was later to win the World Trampoline Championship in London, travel through Europe, and receive many honors. Life brought rewards, but no lasting peace or satisfaction. It all began at 3:20 A.M., when I first stumbled upon Socrates in an all-night gas station.

That chance encounter and the adventures that followed were to transform my life.

Socrates showed me the error of my ways by contrasting them with his way, the Way of the Peaceful Warrior. He constantly poked fun at my own serious, concerned, problematic life, "It is better for you to take responsibility for your life as it is, instead of blaming others, or circumstances, for your predicament. As your eyes open, you'll see that your state of health, happiness, and every circumstance of your life has been, in large part, arranged by you--consciously or unconsciously."

Until I came to see through his eyes of wisdom, compassion, and humor, "Use whatever knowledge you have but see its limitations. Knowledge alone does not suffice; it has no heart. No amount of knowledge will nourish or sustain your spirit; it can never bring you ultimate happiness or peace. Life requires more than knowledge; it requires intense feeling and constant energy. Life demands right action if knowledge is to come alive."

Socrates taught me I had to learn how to live--that there were specific disciplines and ways of seeing the world I had to master before I could awaken to a simple happy, uncomplicated life—"The secret of happiness you see is not found in seeking more but in developing the capacity to enjoy less."

Now I realize that I had, in a sense, been sleeping all those years and just dreaming I was awake--until I met Socrates, who came to be my mentor and friend.

-----excerpt from books.com.tw



Introduction to the Author:

Dan Millman, former world trampoline champion, Stanford University gymnastics coach, professor at Oberlin College, martial arts advisor. His lectures and talks have had a profound impact on readers from various age groups and social statuses, including fields such as mental and physical health, psychology, education, politics, sports, entertainment, art, and more. His works include Way of the Peaceful warrior, The Journeys of Socrates, The Life You were Born to Live, and more, of which more than a million copies have been published in 29 languages around the world. He currently resides in Northern California with his wife. He has three daughters and two grandchildren.

-----excerpt from books.com.tw



Photo Source:

<http://www.psygarden.com.tw/images/activities/MjAwODA3MzExMjM2MjY=/MjAwODA3MzExMjM2MjY= 1.jpg>

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<http://pic.pimg.tw/erickaa/1214279757.jpg>

New Tokyo Attraction? An Interactive Store Window Which Recognizes Your Country of Origin, Abolishes Language Barriers, and Stimulates Purchases: AINZ & TULPE Looks

2015-09-01 00:00:00



While it is common knowledge that the Japanese are not confident about their English ability, this does not seem to hinder the desire for tourists all over the world to visit this country.

While I was trying to go somewhere on a train platform in Tokyo many years ago, I found a staff member, pointed at the map, and asked him in my broken English, “Which platform should I take the train from to go here?” The man did not answer, but he pointed at the information desk and quickly ran back there. I wondered what he was up to, but he reappeared with a calculator in his hand. Yes, a calculator. He then directed me to look at the calculator as he pressed the numbers “12”, and I got it. Though he did not speak a single word in English the entire time, he was able to solve my problem. I happily walked towards the platform and continued towards my destination.

Though the Japanese realize language is not a strong point for them, technology IS

While it's no problem to use body language or motions to answer easy questions like directions, ordering meals, or price questions, Japan cannot solve this issue through sincerity alone, and it hinders them from making more money via tourism. A better solution is required. The most common solution is to find staff which speak popular tourist languages, like finding a Mandarin-speaking waiter for Chinese people. However, as a major force in the technological world, Japan remains unsatisfied with this primitive solution.

A well-known Tokyo drugstore which many office ladies visit, AINZ & TULPE, established an interactive window – Looks outside of its Shinjuku Higashi-guchi store starting on July 26th this year. An entire wall of televisions, interactive devices, and facial recognition technology not only aims to resolve language barriers for consumers but also create more business potential.

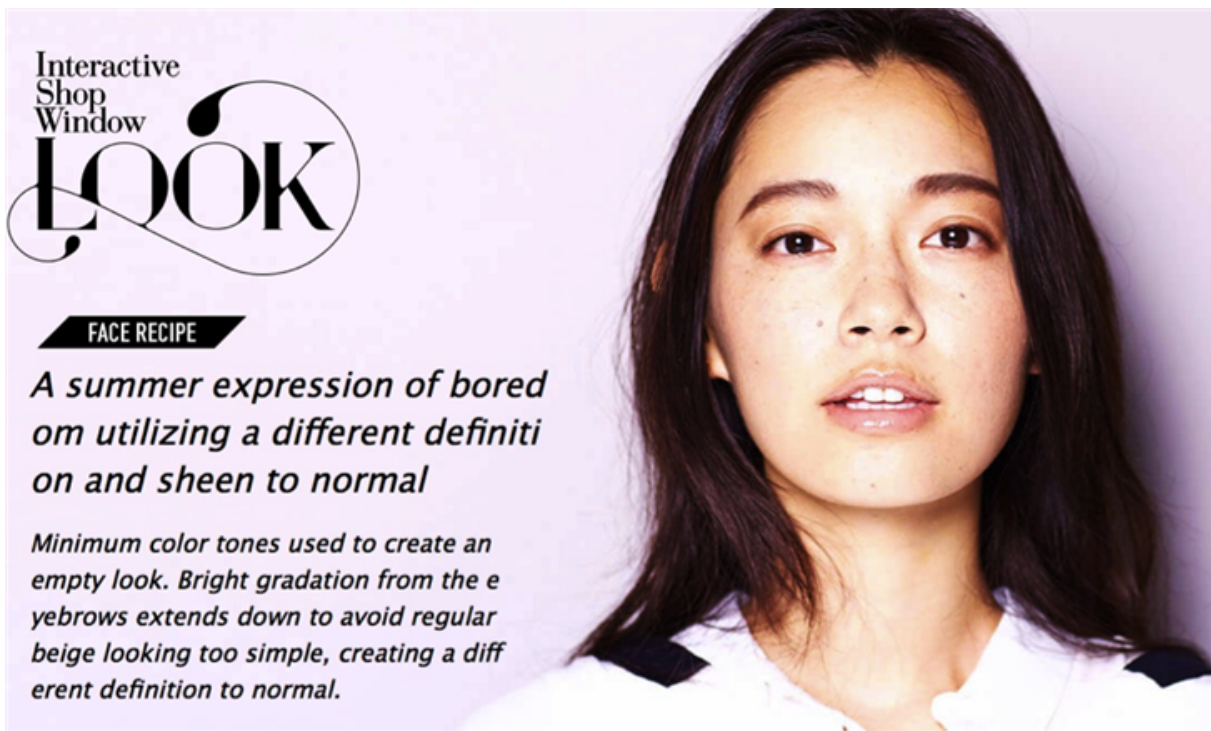


Renowned makeup artist Kazuko Hayasaka planned this window using products available in the store, displaying a series of models wearing the most fashionable makeup looks. These models watch as you move across the window. Once you stop and stand in front of a model you like and touch the screen, you will receive a coupon and information such as which products were used to create this look. The main point is that its facial recognition technology can predict which country you are from and print this information using your mother tongue! When you take the coupon inside the store to make your purchase, you will receive a discount as well as the makeup look you liked applied within three minutes. Isn't this a thoughtful, awe inspiring service?



▲Recognizes which country you are from and issues you coupons in the respective language.

<https://vimeo.com/135932592>



Interactive
Shop
Window
LOOK

FACE RECIPE

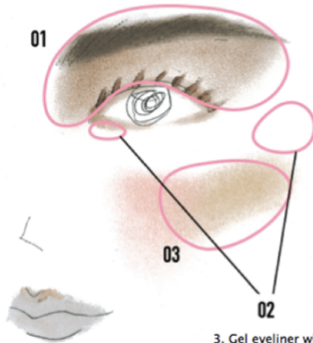
A summer expression of boredom utilizing a different definition of normal

Minimum color tones used to create an empty look. Bright gradation from the eyebrows extends down to avoid regular beige looking too simple, creating a different definition to normal.

▲Related makeup information is available on the Looks website.

HOW TO 01 *First alter the definition of your eyes. Apply the darker brown shadow of 1 below your eyebrows, and gradually lighten it up with beige as you approach your eyes.*

1. A rich, deep brown to create natural-looking shadows.
CANMAKE Perfect Brown Eyes 01



HOW TO 02 *Apply 2 cream highlights to the C area, and add glitter with the pearl beige pencil of 3 immediately below the corner of your eye.*

2. Cream highlights for a hint of shining, glowing skin.
Ettusais Highlight (Cream)



3. Gel eyeliner with fine metallic tones and vibrant color. Spreading it out with your finger straight away is useful for eyeshadow.
LB Creamy WP Gel Pencil, Beige Shine



HOW TO 03

Gently apply the relaxed coral beige around the lower area of your cheekbones to highlight your silhouette in a subtle way.

▲Instructional steps planned by a makeup master, using only products available in the store.

While I'm not certain how successful it is at facial recognition, and I'm unsure of how many languages it knows (only that there is Japanese, Mandarin, and English available), this will certainly be an interesting window shopping experience. Not only does it solve the language barrier and attracts the attention of consumers passing by the store, it creates a topic for social discussion. In addition, as the consumer is the one who requests these coupons, instead of them being crammed in their hands on the street, these coupons will certainly inspire a much higher rate of actual purchases.

Are you planning on visiting Tokyo soon? Why not pay this location a visit and see which country the system thinks you are from? Will it be correct or a huge mistake? Make a post of Facebook too so all your friends can either tease or envy you!

Finely Honed Skills: Tencent's User Experience Development

2015-09-01 00:00:00



Terms such as user experience and user research are being utilized with an increasing frequency. It seems like every company is hiring in several related positions, with UX/UI designer openings springing up everywhere. Whether the content of these positions matches these job titles, I'm sure anyone working in design knows for themselves.

UserXper invited Tencent's first interaction designer, Chen Yan, to speak at the MIX2015 forum about Tencent's user experience development. This provided us with a better understanding of how a large company like Tencent implements experience design.

Mobile Interaction Experience Design 2015 – User Need Driven Innovative Design

Date: 2015/05/15

Organizer: UserXper

Main speaker: Chen Yan/Tencent User Research and Experience Design Department General Manager

Topic: User research at Tencent – User Research Innovation in the Era of Big Data

Finely Honed Skills

Tencent was the first internet instant messaging software development company in China. The company's mission is to enhance life quality through internet services. Since they launched QQ in 1999, its development has impacted how hundreds of millions of Chinese internet users communicate and live. If QQ links one person to another, then the goal of WeChat is to link people and services. To provide a convenient platform for communication, dedicated towards integration of various life functions, social service functions, and business applications.



Compared to the main profit models of China’s two other largest internet companies, Baidu which relies on advertising and Alibaba which relies on e-commerce services, Tencent is the first to charge users and make a profit. Approximately 10% of their users are paying users right now, demonstrating the importance of users. User research has a respectively core position at Tencent, where user experience has been introduced into products for 10 years now. This is why speaker Chen Yan chose the theme “Finely Honed Skills” as the theme of this speech.

Tencent established a usability testing laboratory in 2005 to establish standards for usability testing. In 2008, user research was applied to the entire product development and operation process, which is mainly divided into 5 stages:

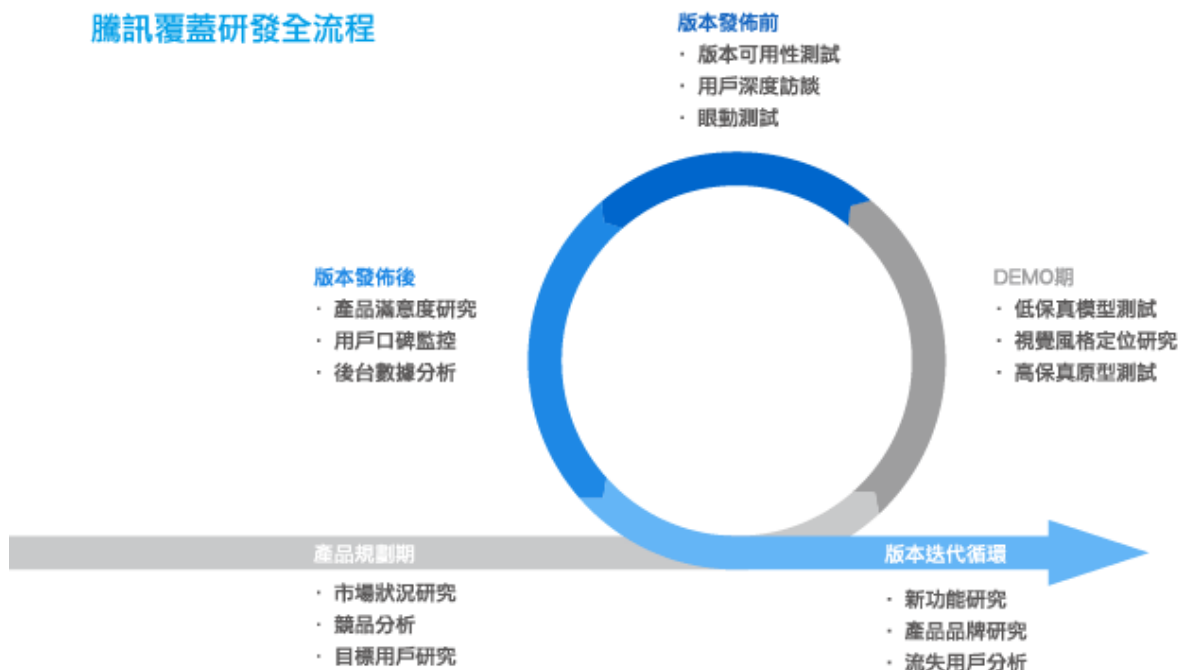
Product planning stage: research the current market situation, competitors’ products, target users

Demo period: prototype testing, visual positioning

Prior to version publication: usability testing, in-depth user interview, eye movement testing

After version publication: survey user satisfaction, reputation, and backend statistical analyses

Version iterations cycle: new function research, brand research, churn user analysis



What’s worth mentioning is that, within the internet industry which values novelty and speed, Tencent spent three years implementing large scale restructuring to separate the front and back end to make it more convenient for programming and design updates. This made it more effective to improve products based upon the results of user research. A move like this is rarely seen in the current industry ecology, and surely a great gamble.

Combining Evaluation System, Tools and Methodology

In 2012, Tencent developed more rapid user research methods which reduced reliance upon personnel. General manager Chen provided the practical examples below to better explain how an evaluation system can be combined with tools and methodology:

Automatic trend analysis product: microtrends

At the beginning, Tencent assigned 8 employees daily to search for user reviews online so they could understand users' product evaluations. This became a growing personnel burden as the number of users continued to grow, so they hoped to develop a tool which could complete this task quickly and automatically. The product which emerged from this background was microtrends: utilizing web crawler programs to automatically collect all related user comments online in order to fulfill three main functions: reputation monitoring, pinpointing problems, and trend analyses.



口碑監控

- 自動化監控多渠道用戶評論
- 自動化口碑分析和輿情分析



問題定位

- 了解用戶關注焦點和評論熱點
- 幫助產品定位問題
- 收集用戶對產品的建議



趨勢分析

- 每天24小時無間斷爬取與分析
- 持續跟蹤對比

Nowadays, microtrend development has extended to eight main detection channels: Tencent Weibi, Sina Weibo, support platform, app store, Android apps, Anzhi, Baidu Tieba, official forum, services, and nearly a hundred other automatic reputation analysis products. Custom and special topic research reports can also be provided. For example, microtrends can discern discussion popularity during a certain time period for something like the red envelope service launched a while ago. It knows that some users still utilize it as a channel to make minor transactions between friends even long after Chinese New Year has passed. Access to this type of information means one can launch corresponding service and marketing tactics.

Survey Research System: Tencent

SurveyTencent has approximately more than 20,000 employees, of which more than 50% are engineers. When external contractors cannot fulfill their needs, the company considers developing its own solution. For example, their survey research system which was established and designed according to their own needs. The advantages are that there is a unified survey platform, standardization of commonly asked questions, and accumulation of user data. This system has established user relationship chain calculations to predict the relationship between users, smart identification of users' Chinese names, English names, and even nicknames to enhance precision of the overall system.



統一問卷平台

- 控制用戶配額，減少騷擾
- 保證問卷質量



常用問題標準化

- 降低人力成本
- 不同產品可以進行對比分析



累積原始用戶數據

- 與運算平台進行數據合作
- 多種手段了解用戶信息
- 提高數據準確性

This survey system currently serves more than 90 departments, creating nearly 7,000 surveys. A total of 15 million effective survey responses have been processed. From the figures above, it's not hard to imagine why Tencent needed to create its own survey system.

For those who are interested, the Tencent survey system is now open for use by QQ users. Xiaomi and China Central Television have both utilized this system in the past.

Online Sample Database: Cloud Platform

Tencent users account for at least 90% of internet users within China. This means the online sample database of Chinese internet users which they have established is representative to a certain degree. Based upon the fact that these real, high volumes of real-time user information is

unique from past purchases of data from third parties, Tencent created an internet behavior monitoring database, their cloud platform. Continual evaluation and monitoring is conducted regarding brand competition status, carrying out in-depth exploration and analysis of changes and trends. For example, one can obtain information about how much time a user spends on each app daily, and which apps they use at each time point. From this, continual tracking and issue analysis can be conducted by determining whether or not user behavior is congruent with designer's projections, or what the differences between one's own products and others' products are.

	用戶態度指標	用戶行為指標
品牌	<ul style="list-style-type: none"> · NPS (from H.E.A.R.T.) · 對於品牌印象(brand impression)的調查 	用戶黏性Engagement / 用戶使用 Adoption / 用戶留存 Retention (from H.E.A.R.T.)
功能、性能	<ul style="list-style-type: none"> · 用戶對關鍵功能的印象？ · 與競品的對比？ 	<ul style="list-style-type: none"> · 正常運行時間Uptime / 延遲Latency (from PULSE) · 使用某功能的頻率
好用性	System Usability Scale (S.U.S.)	Single Usability Metric (S.U.M.)
內容	產品層面的調查： <ul style="list-style-type: none"> · 內容的準確度與時效性？ · 內容的相關性？ 	<ul style="list-style-type: none"> · 使用網站/APP的時間 · 使用時間與競品的對比

Through utilizing the three aforementioned tools and methodology on WeChat's Chinese New Year red envelopes, microtrends provide understanding of users' comments and feedback on CNY red envelopes, the survey research system provides understanding of the attitude users have adopted towards the red envelopes, while cloud analysis provides insight on user actions as they vie for red envelopes. Comprehensive analysis is conducted on user participation and subsequent attitudes, even regarding how much traffic servers must endure at the same time point. Armed with these evaluation systems and tools, Tencent is able to conduct product version updates through an evidence-based manner, taking user feedback into more consideration when making every decision instead of merely relying on personal experience or theories on paper. This enables implementation of truly user value oriented design philosophies.

Integrating User Ranking into Corporate KPI, Key Product Experience Assessment

Regular internet companies conduct performance assessments for their product department with indicators such as: product user base, number of active users, revenue and cost control, etc. Due to how much Tencent values the user experience, it includes combined user ratings too, divided into quantitative research (internal Tencent surveys, external surveys, microtrend figures) and qualitative research (on site user testing, expert field evaluation, barrier free testing). Representative products from each major business group is selected for assessment each year. Average score on these indicators is approximately 85%

The importance of user research extends beyond just tools and methodology. It must inspire recognition amongst colleagues in order to penetrate corporate culture deeply. All new Tencent employees take courses which cover user-oriented principles during training and care is taken to ensure each employee understands and identifies with the brand's products. During the year end employee conference, not only are there traditional speeches from high level managers, Tencent's clients are invited to share their experience, implementing a user-focused spirit.

Conclusion

In the era of the internet, where things can change at a moment's notice, Tencent's products are always on line. They use does not end when the user goes online, but continually explores and updates. This is why agile design is implemented internally during development. The PM,

designer, engineer, QA personnel, and other related personnel are placed at the same table to facilitate rapid exchanges and proposals. This enabled them to launch a new product within two months and carry out updates weekly, according to user feedback, achieving a balance between commercial value and the user experience.

Take the ever-popular WeChat for example, it had to be launched earlier than its competitor, Mi Talk, in order to occupy market share. How could a piece of software which was developed for merely a little more than two months be complete enough to provide users with a satisfactory experience? However, Tencent's approach was to launch the software first and then update it, conveying this idea to users, "though our product may not be the best right now, it will continue to improve." They competed to secure the market before increasing user adhesion. From this it's clear that a short development period is no excuse to overlook the user experience. Judging from Tencent's experience, implementing user experience is no easy task. It requires compliance from all parties including clients, the company, employees and more to make UX a spirit and culture, not just a mere slogan. Even a large scale company with a multitude of resources like Tencent begins by implementing usability user studies. It has taken them ten years' time to develop the current system which keeps their company at the forefront of the Chinese internet industry.

Image source: redrawn from speaker's presentation

Time Magazine Embraces Social Median, Transforms a Brand Crisis Into Potential

2015-09-01 00:00:00

Time Magazine is one of the most recognizable, influential contemporary publication brands. Many of its tasteful cover photos have become classics. However, Time surprised the public with the cover photo which they published on August 17th this year, which the public has called their “worst cover ever”.



The founder of Oculus VR, Palmer Luckey, was invited to be on the cover for a cover story on virtual reality. In the photo, Luckey is wearing a polo shirt and jeans with his hands spread apart like he is floating in mid-air, amidst a beach background. The general opinion was that apart from the terrible lighting, post-production, and background for this image, it is unable to convey the virtual reality experience. The overly casual attire and ridiculous pose detracts from any aesthetic merit and even the public perception of virtual reality.

In addition to the negative opinions, internet users could not pass up this golden opportunity for parodies and began uploading a series of photoshopped images.



[Tidus5005](#)



[PellyNV](#)



[Matt Ufford](#)



[arranseaton](#)



[bbofun](#)



[Joseph M.Santi](#)



[Joseph M.Santi](#)



[Nibel](#)

Faced with these jibes from internet users, Time Magazine offered no excessive explanation. They simply published what they thought were the 37 best parodies on their own website, taking this opportunity to promote the current issue of their magazine. They also provided a link to the cover story as a reminder for internet users to take a look at the article and understand more about how virtual reality changes the way we play.

<http://time.com/3987961/virtual-reality-time-magazine-cover-memes/>

In the age of social media, brands can no longer hurry to hide or cover up their mistakes. Trying to resolve a mistake with humor may be a good solution as people shift their attention from why Time Magazine has chosen such a horrible cover photo to these interesting parodies and creations. Rather, they cleverly utilized the power of social media to provide a large volume of free advertising for their newest issue.

Sources:

<http://time.com/3987961/virtual-reality-time-magazine-cover-memes/>
<http://metro.co.uk/2015/08/07/the-internet-doesnt-like-the-new-time-magazine-cover-so-they-photoshopped-it-5331397/>

Smashing Success! First Collision Combat RPG Mobile Game, Finger Knights Officially Online

2015-09-01 00:00:00

Gamania and major Korean game firm NEOWIZ GAMES worked on launching the no wipe beta testing version of the first collision combat mobile game, Finger Knights, last month. Within a week of being on the market, the game was downloaded more than 20,000 times. Today (the 4th), the Android version is not officially online. The first boss is Gigantes, a giant stone monster created with ancient technology. Players will experience the damage this boss can deal in an all new system: World Leadership Battle. At the conclusion of each session, the damage which the player does to the boss is calculated and ranked. In addition, two darker-sided heroes, Fasaiz and Beelzebub are making their appearance as the heavy cavalry and knight classes. This will provide players with more hero choices and combinations. The official iOS version is also about to be released. From now until June 14th, those who take part in the pre-login event will receive the pre-login knight gift of 30 diamonds and 50,000 gold coins.



▲The Android version of Gamania's first collision battle RPG mobile game, Finger Knights, was launched online today (5th)

**World Leadership Battle About to Erupt as Elite Knights Vie for Dominance
Ordered to Kill, Ultra-Strong Boss Gigantes Emerges Fearlessly**

Finger Knights was officially launched today (the 4th), opening up the new World Leadership Battle system. The first ultra-strong boss, Gigantes, is inspired by the giants who were gargantuan in size and immense in power in Greek mythology. It appears to be an enormous stone giant crafted with ancient technology. As it only knows how to destroy everything in its memory, its potential for destruction is immense. Whether it's summoning ice demons hidden in the snow with Summon: Ice Stone Demon or causing enemy damage by invoking snow with skills like Rampage: Release Power, Gigantes' attacks and defenses will prove to be the biggest challenges yet in the game. Players will be able to challenge Gigantes three times a day. Each battle will last 10 rounds. At the end of each attempt, players will be scored and ranked according to the damage they dealt to the boss. When the World Leadership Interface is opened up the next day, the player will receive ranking rewards.



▲The enormous stone giant, Gigantes, is indomitable and a huge problem because of his immense capacity for destruction



▲The World Leadership Battle begins today (5th), players with the potential should secure their position as king



▲After the leadership battle each day, players will receive rank rewards when they open up the world leadership page the next day



▲When the leader of the giants, Gigantes, initiates an attack, it appears unstoppable

8th Map, Frozen Forest, Opens to Cool the Summer Heat
All New Heroes Fasaiz and Beelzebub for Players to Conquer

Besides all of this, Finger Knights is opening up its 8th map, Frozen Forest, to cool off in the summer heat. This was originally an ancient elven village behind the green orb mine, but it disappeared overnight. It makes one wonder if this was related to the evil experiments where the demon army is attempting to conduct summonings through green orbs. Various snow-covered boulders will appear on the battle field, affecting each attack route.



▲It feels extra refreshing when taking on the challenge of the 8th map, Frozen Forest, from an air conditioned room in the height of the summer heat

Two all new heroes are also being released this time for Finger Knights, Fasaiz and Beelzebub. Fasaiz is the most evil titan that has ever existed. Others cannot predict what he will do, because he simply kills and destroys to his satisfaction. Beelzebub is a major lord in the demon world, originally an archangel meant to stop the invasion of the demon king. He was influence by the demon king's tricks and ended up becoming the demon king's right hand man.



▲All new heroes Fasaiz (left) and Beelzebub (right)

Official iOS version about to launch, take up in the pre-login event to receive the pre-login knight gift

Finger Knights has received many positive reviews amongst players using the Android system because of the game atmosphere its adorable chibi design style and fantasy storyline creates. The official iOS version will launch shortly too. In order to welcome players from the iOS system to experience this simple, instinctive drag and release gameplay which launches attacks with guiding lines and ricochet kills, from now until June 14th, those who take part in the pre-login event during this period will receive the pre-login knight gift of 30 diamonds and 50,000 gold coins. At the same time, if there are a total of 300 shares and likes on the Finger Knights official fan group or designated event messages, all iOS and Android system players will receive a ranged archer who can deal a significant amount of damage: Four Star Hero – Floyd.

※ Finger Knights official iOS version pre-login event:

http://tw.survey.beanfun.com/scripts/sg_vote.exe?action=vot&startN=-1&SELINV_ID=V600000002

※ Finger Knights official Facebook group: <https://www.facebook.com/FingerKnights>

※ Finger Knights official website: <http://tw.beanfun.com/FK>

Dare to Challenge 「2015 Gama Cup Gamania 20」

2015-09-01 00:00:00



The biggest sporting event for all hot-blooded Gamanians at the start of each summer, the Gama Cup, finally took place on May 16th, at the Zhonghe Sports Center! What sets this year apart from past years is that Gamania has grown in strength and determination after 20 years of experience! This is the reason that a variety of new challenges were added this year, like rock climbing, hockey, squash, and more. The professional sports venues at the center allowed each contestant to perform to his or her best.

Competitions on all levels of the building added to the liveliness of this event. What's more is that jollywiz, Coture.com, and MadSugr were also passionate participants in this year's Gama Cup. From the anticipation in everyone's eyes, it should come as no surprise that this year's Gama Cup was truly exciting!

The smallest challengers, Gama babies dancing to the Little Apple introduction

Adorable Gama babies waving their hands and shaking their heads melted everyone's heart as such as they came on stage. Everyone cheered them on as the entire sports center was filled to the brink with cuteness.



▲Adorable Gama babies showing their talent at the Gama Cup

Creative Team Cheers Stunning Impressions

This year is a year of new beginnings and high achievements for Gamania. Albert's team opened up this highly competitive team cheer competition with an impressive cheer which represented

our determination to pursue glory! Each team practiced for months beforehand, racking their brains to compose the best cheers. This is why they aimed to kiss...I mean perform to their best capabilities in front of all the judges!



▲Each team gave it their all to win in the creative team cheer competition!

“Dare to challenge.” is Gamania’s guideline this year, which is why challenges were ever-present throughout this Gama Cup! Rock climbing, hockey, squash, rollerblading and other challenges tested the endurance and limits of Gamanians!



▲Contestants climbing upwards step by step during the rock climbing competition!



▲It's hard to detect any nervousness amongst the contestants during the first Gama Cup hockey match!

Passionate competitions on all levels continued

A variety of competitions unfolded, including tug of war, swimming, billiards, table tennis, and other competitions which took place without pause! Each team worked as a group to cheer and encourage each other onwards as they completed each challenging level. The Gama Academy emerged as the final champion! Gamanians who Dare to Challenge, we will see you at next year's Gama Cup!



▲One, two, pull! One, two, pull! Tug as hard as you can!



▲Expert swimmers assemble!



▲Gama Academy beat out all competitors as the champion!

Gamania X jollywiz Brand Workshop

2015-09-01 00:00:00

Everyone knows that a leading brand in cross-border electronic commerce, jollywiz, joined the Gamania Group at the end of last year. In order to welcome this outstanding new member to our Gamanian family and foster their pride as Gamanians, a brand symposium and workshop was especially arranged by branding director Eric Chen and brand director Eva on May 26th. This session helped our outstanding Gamanians at jollywiz learn more about the brand and Gamanian culture in order to develop their own culture of pride.



Abstract Branding

During the warm-up at the start of the symposium, Eric asked everyone to write what they thought the answer was to the question “what is branding?” on post-its and stick them all the wall. There were a variety of answers which all seemed kind of abstract. However, Eric began to tell us how we can transform these abstract definitions into more concrete, rooted, and transmittable manners in the subsequent symposium.

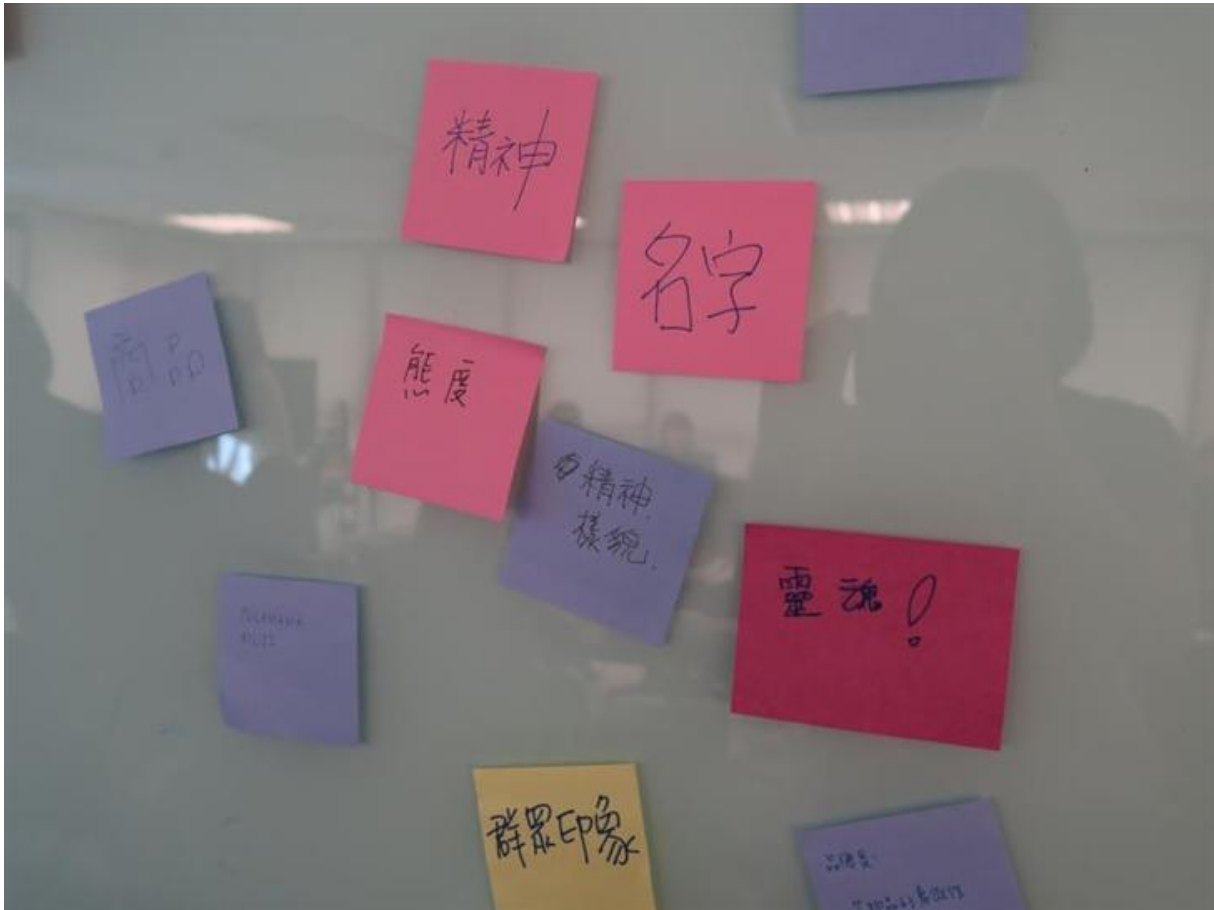
Be Your Best Self

Eric conveyed the story of how he and Gamania established a brand through stories. Through these various stories, Eric conveyed the brand culture and spirit of Gamanians.



▲ Branding means to be your best self, continue on doing what you do best

A brand's image can be conveyed completely and effectively through different channels and tools so that the brand has more personality and notability. The symposium mentioned various successful Gamanian examples to tell us how we can develop and establish our own brand culture through utilizing various tools.



▲Eric's humorous brand symposium helped everyone learn about branding in a fun, casual way

Hands-On Workshop Time

The second half of the session consisted of a workshop which Eva hosted. The main aim was to use casual interactions and brainstorming activities so that our partners at jollywiz are able to apply the brand perspective they received to their work during practice and bring them new inspirations.

Eva first brought some commonly used tools and tips during branding discussions so that our partners at jollywiz can conduct brainstorming in a more effective, open manner. In addition, our partners at jollywiz had actually received some branding homework from Eva prior to the workshop. During the event, everyone used these new tools and the homework assignments they completed to take part in discussions and brainstorming sessions for the best results.

Discussion length was intentionally set short in hopes to inspire maximum imagination, potential, and creativity in everyone! Once the timer began, each group immediately began passionate discussions. Everyone was eager to share the content of their homework assignments, which seemed doubly as effective with the new tools they just learned about!







Team members came from various job positions within jollywiz this time, including designers, planners, and vice-president Susan even took part too! In particular, since some team members don't even come into contact with these other colleagues normally and each person has a different personality and background, this kind of team distribution helped create more variety in opinions and sparked more possibilities!

After the conclusion of these passionate discussions, we arrived at the much-anticipated group report time!











Our partners at jollywiz who took part in this event shared their discoveries in lively, active ways. Each team was proud of the carefully thought out ideas they proposed. These proposals originated from discussions by our partners at jollywiz, which they feel a strong sense of identity with, are all valuable ideas about unique brand culture that we should work to implement together in the future.

After the session, our brand ambassadors received much positive feedback from our partners at jollywiz. They all said that they learned a lot from this symposium and it provided them with more direction and ideas regarding their own brand and the work they need to dedicate towards branding. We are certain that with such an outstanding team, jollywiz will have no problems as they continue to grow within the Gamanian family during future branding efforts and shine in the cross-border electronic commerce market!



▲Our partners at jollywiz were all lively and passionate, making the entire event fun, enjoyable, while everyone learned loads

10th Anniversary Fun! Mabinogi Special Celebrations begin, New Limited Time Only Erinland Online Now

2015-09-01 00:00:00

The ever popular Gamanian online game, Mabinogi, is about to celebrate its 10th anniversary in Taiwan. From today (the 4th) until July 2nd, a limited time celebration setting, Erinland will be available to players. Players will be able to experience a series of exciting games and events within Erinland such as Say Hi to Friends, Rock, Paper, Scissors, Cave of Trials and more. Pass these levels to win M coins which you can redeem for limited edition 10th anniversary gifts such as the anniversary campfire, cake, fireworks, and other limited edition items in the 10th anniversary gift box. From now until June 28th, players will receive double combat or different corresponding double experience bonuses for logging into Mabinogi every Saturday and Sunday. At the same time, on July 11th (Saturday), the Mabinogi 10th Anniversary Carnival Event will be held at National Taiwan Normal University Gongguan Campus' Zhongzheng Hall. In addition to inviting Mabinogi's Korean development team to share the direction of future developments, we have also prepared various interactive activities and surprise gifts.



▲From today (4th) to July 2nd, the new limited time anniversary scene, Erinland, will be available to celebrate 10 years of operation in Taiwan

New Limited Time Anniversary Setting, Erinland, A Variety of Celebratory Events and Player Challenges

From today (the 4th) until July 2nd, Mabinogi will launch a new limited time anniversary setting, Erinland. It is a joy-filled, dreamlike land by the moon gate near Tir Chonaill. After the player talks to the 10th anniversary event helper Dero to choose the main character for the event before experience a series of fun, interesting events. Whether it's Rock, Paper, Scissors which will give a pirate's hat and seadog whistle, Cave of Trials dungeon with ten monster difficulty levels, Say Hi to Friends with the "born during the X anniversary" title for their oldest character, to receive M coins you can redeem for limited edition 10th anniversary gifts such as the anniversary campfire, cake, fireworks, and other limited edition items in the 10th anniversary gift box. In addition, the 10th anniversary Luna's travel bag has 10 X 10 slots and the cute windmill anniversary hat both make great souvenirs.



▲Erinland, located beside Tir Chonaill, will bring players a series of fun, relaxing celebration events



▲Get on the public stage and show your talents



▲For each level of the Cave of Trials which a player passes, the player will receive a conqueror's chest and limited edition title. There is also the chance to win special rewards



▲Players will be able to say hello to everyone with the “born during the X anniversary” title for their oldest character

Double Weekend Event Experience, 10th Anniversary Carnival Opening

To celebrate the 10th anniversary, players will receive double combat or different corresponding double experience bonuses for logging in every Saturday and Sunday until June 28th. Players will also be able to enter heartfelt messages through the 10th anniversary fireworks and set them off in Erinland’s skies. Not only will players be able to express their love or true feelings, it also makes a great gift. In addition to the series of online celebrations, on July 11th (Saturday), the Mabinogi 10th Anniversary Carnival Event will be held at National Taiwan Normal University Gongguan Campus’ Zhongzheng Hall. In addition to inviting Mabinogi’s Korean development team to share the direction of future developments, we have also prepared various interactive activities and surprise gifts. Players who love Mabinogi should not miss out on the festivities.



▲10th Anniversary Fireworks to express your true feelings

- ※ Mabinogi official Facebook fan group: <https://www.facebook.com/mabinogi.tw>
- ※ Mabinogi official website: <http://tw.beanfun.com/mabinogi/>

Triathlon Relay Challenge, I Want to be an Iron Gamanian!

2015-09-01 00:00:00



Elements of challenge have always coursed through Gamanian blood. In line with this year's company directive, Dare to Challenge, the Gamanian Challenge this time was the triathlon relay challenge. We challenged our own limitations once again and made the impossible come true! Unlike past competition between individuals, this plan required more than just a strong physique and steel determination. Team members had to work together seamlessly, in unison! A total of 54 brave Gamanians signed up for this time's competition in 18 teams. There were even outstanding athletes from Ants' Power, GASH, and jollywiz this time too! Everyone gave it their all for honor and glory!

Pre-race preparations, are you ready?

The triathlon challenge is no easy task! The triathlon relay this time covered the distance of half a triathlon (25.75km), divides into three sections, each for one contestant. Of course, comprehensive training and safety protocol must be in place for such a long race. Before the race, Coach Jason worked hard to arrange land based training for contestants every Monday and Wednesday, as well as swimming training every Thursday. Not only did this train the physique and skill of contestants, it also helped to evaluate and measure contestants' adaptability. Especially as the swimming part of this race was conducted in open water, safety was still the most important thing to everyone!



▲Coach Jason explaining the race course to everyone

Iron Gamanians' Vows at the Pre-Race Rally!

Branding director Ahbin opened up the rally and gave each team its flag. The captains and members of each subsidiary company attended the rally with great anticipation. Each team waved their flag, which signified the rallying of team spirit, as they demonstrated Gamanians' confidence when facing challenges. Ironman representative Wei-ren led everyone in their vows, and Ahbin wished all contestants personal victories and their best performances!



▲Ja's branding director Ahbin opens up the rally!



▲Ja's Ahbin gave each team a flag and his blessing!



▲The Ironman representative, Wei-ren, led everyone in their vows!



▲These charismatic Gamanian iron women were ready to go forth and take on the challenge!

When Three are United, Their Will can Break Gold! The Iron Gamanian Race's Official Start!

“These were the loudest cheers I’ve ever heard”, said one Gamanian. On this sunny day, Iron Gamanians gathered at the race venue early in the morning for preparations. There were even passionate cheerleaders on the sidelines! In addition to Gamanians, teams from various nations gathered at the race. Everyone looked fully confident and ready to do their best on the course. The Iron Gamanians couldn’t be showed down, so they used the same passion to belt out their cheers in preparation for the race! The event sequence was swimming, cycling, and running. Though it was easy to become fatigued due to the hot weather, none of the contestants even appeared to consider giving up. They plodded towards the finish line with dedication as cheerleaders used all their might to cheer them on. Not only was it a majestic, exciting sight, it was also a moving scene.



▲Iron Gamanians were all set and ready to go!



▲Creative cheerleaders cheered contestants on with all their might!



▲Iron Gamanians prepared to enter the challenge of open water!



▲Iron Gamanians persisted across the 20km distance!



▲Even if the journey was long and hard, Iron Gamanians progressed towards their goal with a smile!

Iron Gamanians' glorious return after completing their mission!

In the end, 54 Iron Gamanians across 18 teams all completed their missions with no casualties as the race came to a successful conclusion!

Congratulations to all and we would like to thank all teams for the hard work they put forth during this race! For example, though some Gamanians did not exercise as much in the past, they discovered the joy of exercise through taking part in the Iron Gamanian race this time, establishing good exercise habits! There were also Gamanians who were always busy with work, who began to take time to train and felt healthier and livelier during work! Let us abide by this Ironman spirit that Dares to Challenge and is unafraid of difficulties as we continue towards our goals! We'll see you again at next year's Gamanian Challenge project!



▲Iron Gamanians completed their mission!

Maple Story X 10th Anniversary Exhibition Comes to Successful Conclusion after Nearly 100,000 Players' Support

2015-09-01 00:00:00

As a pioneer of free to play online games in Taiwan, the ever-popular Gamanian game, Maple Story, held the Maple Story X 10th Anniversary Exhibition at the Songshan Cultural and Creative Park Warehouse 3 from July 25th to 26th. The exhibition included a small garden which contained nearly a thousand mushrooms, a Crystal Garden which was nearly 2.4 meters high, and a variety of game scenes, characters, and classes on exhibition. Almost 10,000 players took part in the event, reminiscing about how the game originally moved them. To express our gratitude towards players' support for Maple Story, players above level 33 can accept one mission a day until September 1st and receive 3 10th anniversary coins. Subscribers will receive 5 coins.



▲Maple Story held the Maple Story X 10th Anniversary Exhibition at Songshan Cultural and Creative Park Warehouse 3 from July 25th to 26th

Exciting Review of 10 Year Timeline, Nearly 10,000 Players Celebrate in Unison

Maple Story has officially entered the peak of its 10th anniversary celebrations this summer. In addition to the exclusive Taiwan dungeon, Mirage Forest, the Maple Story X 10th Anniversary Exhibition was held at the Songshan Cultural and Creative Park Warehouse 3 from July 25th to 26th, combining virtual elements with reality for the first time ever. X is the roman numeral for 10, which also represents infinity, goal, hope, and perfection. This is the reason that the physical exhibition event was named Maple Story X, in anticipation that Maple Story will continue to bring players even more perfect entertainment as its goal. Not only was there a 10 Year Timeline wall which conveyed events and important game statistics over the past ten years, historical updates were compiled on a wall of posters including popular updates such as Royal Knights, Phantom, Dark Paradise and more. Many game settings such as Taiwan's exclusive Alishan, Balrog Altar,

Royal Beast Academy, Toy City were presented as well as over 50 character and class cardboard figures including Son of God, Flame Wizard, Mercedes, etc. Almost a thousand mushrooms were used to create a cute garden and a nearly 2.4m tall Crystal Garden was constructed in real life, bringing back many game memories for players and inspiring many photos opportunities and exclamations from players who visited the exhibition.



▲10 year timeline, to review Maple Story’s history over the years



▲Poster wall of Maple Story's major updates remind players of many memories



▲The little garden that contained nearly a thousand mushrooms was highly popular by players who thought they were extremely cute



▲As the classic online game Maple Story heads towards another decade of fun, multiple generations share in the entertainment value of this game





▲ Exclusive Taiwan game settings such as Alishan (top), Balrog Altar (bottom) and various characters and classes make a transition from the virtual world into reality



▲ Many players stepped into the Crystal Garden of their dreams



▲Passionate players dressed up as well-known Maple Story characters such as Aria (left) and Phantom (right)



▲Limited edition 10th anniversary fan (above), mushrooms (below), maple points, and virtual items inspired passionate discussions and anticipation

※Maple Story official Facebook fan group:

<https://zh-tw.facebook.com/www.maplestory.msfans.com.tw>

※Maple Story official website: <http://tw.beanfun.com/maplestory/>

After a Year, Elsword Launches Newest Class: Lu/Ciel

2015-09-01 00:00:00

To welcome summer vacation, Gamania's most exciting action adventure online game, Elsword, has released a new class today (the 2nd), after a year. This is the first male/female dual character class. Players can switch between the two characters freely, without the limitation of cool down periods, or combine the two's forces to embark on strong consecutive attacks. In order to provide the newest firsthand game content and close interaction with players, the Elsword Experience Meeting was hosted at Rimuan Café in Dazhi on June 27th. The 40 players there experienced the characteristics and charm of the new characters. At the same time Mr. Woo Won-sik, renowned Korean game developer KOG's overseas team leader, to meet players face to face in Taiwan. To celebrate this first meeting between Lu/Ciel and players, players will receive one mission item, fruit of growth, for logging into Elsword for 10 minutes each day during the event period until July 16th. Players will receive double the reward on weekends. Players can redeem new character celebration boxes at the NPC by using fruits of growth and achieving the designated level.



▲Elsword launches the first dual character class today (the 2nd): Lu/Ciel

The Beginning of a Long Journey for the First Dual Character Class : Lu/Ciel

Lu was once a demon lord who became careless and was betrayed by her vassal. Her power was sealed and she was bound in chains, and could do nothing but watch as her authority, territory, and possessions were stripped away from her. As time passed, Lu began to lose her memories. Though she used all of her remaining power to undo the seal and escape to Elrios, the overconsumption of mana turned her appearance into that of a little girl. She made a contract with Ciel and began to track down demons invading Elrios so she could regain her status. Lu is a melee class which dons magic gloves to defeat opponents with her strong magic.



▲Lu is a melee character with a cute appearance but prideful, demanding demeanor

As a child, Ciel's parents were killed by bandits, leaving him to live in the streets. With the will to survive, this determination allowed Ciel to eventually earn his place as a famous assassin in the criminal underworld. After Lu had escaped from the Demon world, Ciel rescues her and nurses her back to health and takes care of her. One night, demon assassins that were looking for Lu attacked. Being no match against the demons, Ciel is killed. Regaining her memories and noticing his desire to live in his dying breaths, Lu forges a contract with Ciel and he revives as a half-demon. As he is grateful Lu saved his life, he decides to become Lu's bodyguard and travel with her until she completes her goals. Ciel is a ranged class which utilizes dual gun blades for quick slashes and shots.



▲To thank Lu for saving his life, Ciel decided to become her bodyguard to protect her

As Lu and Ciel is the first new duo character play-style class in Elsword, the duo play-style lends itself to greater bursts of attack power. While players start with Lu in both dungeons and battle mode, they can switch freely between the two with no cool down timer or combine both Lu and Ciel's power for strong consecutive attacks. From now until July 16th, Lu or Ciel characters who meet mission conditions within the event period will receive the +10 Ruriel scroll of strengthening (level. 70) as a reward.



▲Soul infest deals AOE damage after spirits are released in the surroundings and exploding grenades are activated



▲Restrains targets ahead for the focused nether shredder attack

Happy Player Interactions at the Elsword Experience Meeting

Elsword is launching a new class after a year. In order for players to obtain game content firsthand and experience the newest update, the Elsword Experience Meeting was hosted at Rimuan Café in Dazhi on June 27th. Mr. Woo Won-sik, renowned Korean game developer KOG's overseas team leader, visited Taiwanese players to share the newest information on the update, with the 40 players in attendance. The operations team also shared exclusive game tips for Lu and Ciel. Renowned live anchor Li Meng-jie was also present to conduct player interactions while the event was livestreamed on LIVEhouse.in. Nearly 10,000 players spent an enjoyable weekend afternoon together.



▲Mr. Woo Won-sik, renowned Korean game developer KOG's overseas team leader, visited Taiwanese players to share the newest information on the update.



▲Renowned live anchor Li Meng-jie interacting with players



▲Not only did the event come to a successful conclusion, we spent a pleasant Saturday afternoon with attending players



▲Well-known cosplayer Mon cosplaying as all new Elsword class: Lu



▲In addition to exclusive Elsword souvenirs, players also received cute cupcakes at the event

- ※ Launch of New Lu/Ciel Class at Elsword: <https://youtu.be/3A1h3R24Cmo>
- ※ Elsword official Facebook fan group: <https://zh-cn.facebook.com/elswordfans>
- ※ Elsword official website: <http://tw.beanfun.com/ELSWORD/>

10th Anniversary of Loving Taiwan! Custom Alishan Dungeon Launched for Maple Story

2015-09-01 00:00:00

Today (3rd), one of Gamania's most popular games, Maple Story, launched its exclusive 10th anniversary dungeon, Alishan. The number 1 scenic spot chosen in 2009's Taiwan update map became a reality. Classic scenes such as the railway, sunrise, sea of clouds, cherry blossoms and more guide players into a well-known Taiwanese landmark to begin this challenge. At the same time, players will assist shrine maiden Xiao Jing to uncover the reason behind the unsettling changes to Leshan Village and Alishan, so they can work to restore these locations to their former status. As the plot unfolds, players will be able to experience cute, humorous dialog which was exclusively designed for the Alishan dungeon. Players who complete the dungeon will receive a broken necklace as a reward. Through collecting necklace fragments from completing daily missions during the event period, players will be able to redeem the fragments for exclusive accessories such as Xiaoming's necklace, Xiaojing's necklace, Alishan guardian's necklace and more.



▲Exclusive 10th anniversary dungeon, Alishan, launched for Maple Story today (3rd), players can enjoy classic scenes at the railway, sunrise, cloud sea, cherry blossom forest and more

Take the Train, Enjoy Cherry Blossoms, Watch the Sunrise, Head to the New Alishan Map for Colorful Adventures

As Maple Story approaches its 10th anniversary in Taiwan, the number 1 scenic spot chosen in 2009's Taiwan update map became a reality. The player receives an unknown summon in the Maple Story world and ends up being teleported to a small village in Alishan, Leshan Village. Simple villager Xiaoming informs the player that he or she needs the assistance of razor-tongued 17th generation shrine maiden Xiao Jing if he or she wishes to return to the original world. The shrine maiden explains that Leshan Village's prosperity stems from Alishan's wealth of natural resources and energy of the land which keeps the village self-sufficient. An ancient spirit, Xiao

Xiao, is responsible for maintaining Alishan's balance.

However, a few months ago strange phenomena began appearing on Alishan, where the forest and trees began to wilt and beasts turned exceptionally aggressive. This made it impossible for villagers to leave the village. This was the reason that shrine maiden Xiao Jing hopes the player can help determine the cause of the problem. She promises to help the player return to the Maple Story world in order to express her gratitude. Once the player successfully passes the test which Xiao Jing has arranged, you board the train and head towards the top to the mountain to confirm the real cause. However, the journey becomes one of life and death as an evil sorcerer takes control of the train. The player must utilize wisdom and skill in order to find the issue and save ancient spirit Xiao Xiao.



▲Players will take the world renowned Alishan railroad to the top of the mountain in order to begin investigations



▲While on the train, players can appreciate the renowned sacred trees and beautiful cherry blossom forest



▲The classic sunrise and endless sea of clouds found at Alishan will also be present in the game



▲Players will begin exciting, fun adventures with villagers from a small Alishan village, Leshan Village



▲ Fallen Xiao Xiao from Alishan, Taiwan, will be the strongest final boss which players have to face



▲ Players will be able to see cute NPC dialogs within the game

Complete Daily Missions for Exclusive Necklaces, Dungeon Creator Answers the Mystery of Alishan in Person

The celebratory Alishan dungeon is now online. Complete the dungeon in order to receive the broken necklace. Through collecting necklace fragments from completing daily missions during the event period, players will be able to redeem the fragments for exclusive accessories such as Xiaoming's necklace, Xiaojing's necklace, Alishan guardian's necklace and more. In addition, from now until June 10th, players can respond to questions relating to what they want to know about the creation of the Alishan dungeon, below the Alishan train photo on Maple Story's facebook fan group. 10 player questions will be selected and the creator the Alishan dungeon will answer these questions himself. 5 lucky players will also be selected too, who will receive 100 maple points each.

※ Maple Story official Facebook group:

<https://zh-tw.facebook.com/www.maplestory.msfans.com.tw>

※ Maple Story official website: <http://tw.beanfun.com/maplestory/>

Loving Return to Pocket Maple Story Yields Dazzling Results!

2015-09-01 00:00:00

Licensed to Gamania's subsidiary, Joymobee, developed by renowned Korean game developer Nexon, Pocket Maple Story was officially launched on both Google Play and the App Store in Taiwan and Hong Kong on August 6th! Players across Taiwan, Hong Kong, and Macau rushed immediately to download this game, creating impressive figures! Just 4 short days after the Android version was launched, the game was downloaded more than 100,000 times! The day after the iOS version was launched, the game won Apple's recommendation and became number 1 on the overall download ranking! Within two weeks of launch, it was ranked the top download on both the Google Play and iOS download ranking in Taiwan!



▲ Pocket Maple Story



▲Characters you've missed appear once more in Pocket Maple Story

Pocket Maple Story draws from the PC version's classic art style, character settings, and avatar system. Players can select three characters and experience the joy of traveling throughout Maple Story from different angles once again. In addition, players can make all kinds of friends, join guilds, and also take part in group missions. The mobile version allows players to experience the thrill of taking on challenges in Maple Story at any time!



▲Team up to enjoy the thrill of challenges together

The operations team will work hard to ensure that players experience the joy of defeating monsters and winning treasure in Pocket Maple Story once more, as well as creating guilds to bring the ultimate honor to guild members and fighting alongside cute, practical pets so that

players won't be able to put the game down. At the same time, the hope is that more than a million downloads will take place within a month of launch, as the team is determined to make Pocket Maple Story the hottest topic of 2015 as its popularity sweeps all of Taiwan!





▲ Android version download link



▲ iOS version download link

Android version download link: <http://goo.gl/QSwcYu>

iOS version download link: <http://goo.gl/5bS7gb>

Pocket Maple Story official website: <http://goo.gl/98qNSC>

Pocket Maple Story official Facebook fan group: <http://goo.gl/xNF54M>

Feast of the Gods Begins! Dragon Poker Launches First Part of Treasure Hunter Dungeon Exclusively for Taiwan

2015-09-01 00:00:00

A popular Japanese mobile game represented by Gamania, Dragon Poker, is launching two exclusive Taiwan only dungeons this Saturday (30th) and Sunday (31st), Treasure Hunter. This first wave consists of the Feast of the Gods dungeon, which is an exclusive dungeon that contains all Greek gods and goddesses. As players combat enemies of increasingly higher level, they will need to try their hardest if they want to achieve final victory. Players who are victorious will win raffle tickets for the chance to win experience chestnuts, skill fairies, or fragments of Greek gods. At the same time, from today (27th) until June 10th, a replica of the Sacred Mirror of Amaterasu dungeon will be made available, up to demon level difficulty. Players will also have the opportunity to receive the rare weapon, Kusanagi sword, here. Also, as summer is almost here, the Summer Goddess Festival event means that veteran players will be able to send out invitation codes for friends to join Dragon Poker. If their invitation code is entered once or more, they can form a team and sign up to take part in the Summer Goddess Festival live event and take on challenges to win dragon stones and prize money. The total prize amount is up to NT\$400,000.



▲Dragon Poker is Launching Exclusive Taiwan Dungeons in the Treasure Hunter Series this Saturday (30th) and Sunday (31st), Get Ready to Challenge the First Dungeon, Feast of the

Gods!

First Ever Exclusive Taiwan Dungeons Launched, Treasure Hunter! All the Greek Gods Await

In order to express our gratitude for players' long term support of Dragon Poker, exclusive Treasure Hunter dungeons have been planned especially for Taiwan this Saturday (30th) and Sunday (31st). The first stop is an exclusive dungeon, Feast of the Gods, where players will battle an entire array of Greek deities. As the level of gods which players combat increases, so does the difficulty of this challenge. Finally, omnipotent Zeus and the god of magic, Odin, will offer players the challenge of the century. Victorious players will receive raffle coupons for the chance to win experience chestnuts, skill fairies, or fragments of Greek gods so you can bring the goddess of the moon Artemis, sun god Apollo, trickster god Loki, god of thunder Thor, Norn of time, goddess of victory Athena, or other Greek gods or goddesses you favor home with you.



▲Greek gods such as sun god Apollo (left), goddess of victory Athena (mid), and god of thunder Thor (right) will combat players in the first dungeon, Feast of the Gods



▲Omnipotent god Zeus will work alongside Odin to stop players in their tracks

Popular Dungeon Sacred Mirror of Amaterasu Launched Once More, Challenge the Replica for Chance to Win the Kusanagi Sword

A replica of the popular dungeon which resembles the atmosphere of a Japanese Shinto shrine, Sacred Mirror of Amaterasu will also be launched. The renowned boss, Amaterasu, will appear in this dungeon replica once more. This foreboding boss can remove all enemy shields with a certain chance of applying the same number of iron walls to the party as shields removed. This impressive benefit has players rustling with anticipation. The rare weapon, the Kusanagi sword, will also become available to players. Those who hope to conquer this boss should move quickly so they don't end up missing out.



▲The Sacred Mirror of Amaterasu is a card all the players vie for as it is well suited against bosses with defensive skills



▲The rare weapon Kusanagi sword will make its appearance in the Sacred Mirror of Amaterasu dungeon replica

Jollywiz Shanghai Wins Two Taobao Partner Awards

2015-09-01 00:00:00



On July 29th, the 2015 First Half Year TaoBao Branding and Service Market New Brands Press Release contest was held at the Taobao Alibaba Xixi Era in Hangzhou. This TaoBao Partner evaluation was the longest in history, and it used the most stringent standards ever. In addition to items which measured statistical potential which they used in the past, a new component where businesses requested reviews was added in order to select excellent vendors which were highly recognized by consumers. This evaluation was deemed the highest quality evaluation process to date.



Taobao Partners are outstanding businesses which acquire official brand certification from TaoBao after a stringent evaluation process. Jollywiz Shanghai fulfilled and exceeded expectations by winning two major awards for the first half of 2015: gold TaoBao Partner in the food industry of the operation services category, and silver Taobao Partner in the cross-border service industry of the operation services category.

