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# GAMA 20 Highlights Fully Documented!

2016-01-04 00:00:00



20 figures X 20 highlights (part 2)

Partner- Tom, manager of Nichi Nichi Café



▲Tom (right) and Chief Brand Officer at GAMA 20

Tom: "This is the first time for Nichi Nichi to take part in a co-branding event. It was a valuable experience was to receive consumers' immediate feedback. It was also the first time for me to make hundreds of cups of coffee in one morning. The most interesting part was to find myself at ease when being photographed, which was new for me. The crowd made me feel like I was a part of the exhibition, so I didn't find it disturbing. In order to promote our brand image, I even got up early that day to do my hair!"

Participant - Jiu Bai



▲Jiu Bai(left) shares his nostalgic feelings about GAMA 20

Jiu Bai: " We experienced tailor-made Game Island services for Gamania employees and saw different styles of ardent action figures which had not been available before. I want to collect all of them. I was an intern at the company. It's wonderful to see my ex-colleagues in an event like this. The new characters from the brand products are very interesting, the background stories of each character are full of imagination."

**Participant - Xian Tsai**



Xian Tsai: " DRM's sharing session rekindles my passion. The Big Dream Project inspires many to take on an adventurous journey. The experiences shared by others are truly encouraging. As a former member of the foundation, I was surprised to know that the foundation is open for public. The most valuable experience from the fair was to meet people with the same passion and to share."

**Participant: Amy**



▲Amy (the third from the right) with her family at GAMA 20.

Amy: " I experienced a mobile and convenient lifestyle at the fair. There was a great variety of games displayed there. The children were so excited to bring home balloons. The event was perfect for adults and children. The fair was much more informative than I expected and the figures have very distinct styles."

**Participant: Jin Wei and Hsin Yu**



Jin Wei: " The mobile payment zone was the best part! Taiwan Taxi drivers gave me detailed explanations about the pay-as-you-go service, which was created by Gamania! There were also many free gifts, drinks and balloons at the fair. I was lucky to take part in two speeches that day."

Hsin Yu: "The fair was magnificent! It was diverse yet coherent. The theme was very clear. My favorite was the mobile payment experience zone, where I could use the vending machine with QR code. Although they ran out of free cokes, it was still a thrilling experience!"

**Participant: Cheng Hsin**



Cheng Hsin: " The Big Dream Plan map marked the locations which the foundation members have conquered, which was truly inspiring! It was a valuable experience for me to advocate the importance of courage as a volunteer."

**Participant: Yi Fan**



▲Yi Fan's daughter was fascinated by the taxis at the fair.

Yifan: " The Coture stage was very popular. I was amazed by how convenient future life can be. Each booth was design with great themes and styles, which was very appealing. My daughter was fascinated by the taxis and insisted on sitting in one. She was very happy when she got the balloon, too. It was a family-friendly event."

**Partner: Lisa from Pri-One**



Lisa: " Key features were shown to their best at every corner of the venue. I was impressed by the Gamania 20 sign at the entrance. People couldn't help but take pictures of it. The ardent action figures are delicate and highly collectible. It was also a nostalgic experience for Gamania fans to see mobile games and online games at display."

**Partner: CEO of Ozzie Art Consultants**



Ozzie: " There were many highlights. I was impressed by the eight neon dialogue boxes and the interesting collections of objects which represent each entity of the enterprise. Gamania products and the foundation's DRM were also very inspiring. The best part was not the hardware but the software and the content presented by Gamania teams. The creativity filled the event with liveliness and charm. I have always been proud of Gamania. As it celebrates its 20th anniversary, we now witness the birth of an international internet brand. On top of research, development and integration, I am impressed by Gamania's professional brand center. A brand's core values and communication are the key to success!"



▲ Three creative anonymous participants put on paper bags when being photographed.



▲ A professional Maple Story gamer promotes the event with a GameClub board.



▲ Family portrait of Gamania's former employee Stanley. Check out Stanley's funny expression!

### **Tom: Manager of Nichi Nichi Café**

Tom is a coffee lover who devotes to making coffee. It was a pure coincidence for him to enter the coffee business. As a requirement from work, he began searching for coffee beans. He was inspired by the essence of coffee and learned how to bring out the original flavor of

coffee through brewing.

**Nichi Nichi Cafe**

Nichi Nichi is a Japanese style cafe Chifeng Street, Chung Shan District. Pronounced in Japanese, Nichi Nichi means "Day by day" in Chinese, symbolizing a relaxing and artistic life with the company of quality coffee.

**Ozzie**

CEO of Ozzie Art Consultants/ director of LearNEXT Education/Art director for AAAID Interior Design/ Founder of Naughty Educational Festival / Founder of 1 Day Museum  
Specializes in curating, content design, visual communication, art direction, brand management, social media marketing and social innovation.

# Gamania 20th Anniversary II: Popular Outdoor Exhibition Event

2016-01-04 00:00:00



The main exhibition was not the only highlight; the outdoor events were also spectacular. Now let us walk outside, and experience the carnival-like have a GOOD STAGE!

## "Maple Story" Orange Mushroom Puzzle

Maple Story introduced its highly popular characters Xuejila and Orange Mushroom to have fun with the live audience. 2 hours before the event started, there were already 500 players lining up for the gigantic Orange Mushroom and Xuejila 100-man sign-holding puzzle game in groups. It looked quite magnificent from the aerial pictures taken!





### "Nobu-Meow's Maze" Festival

Famous Nobu-Meow's Maze characters Nobu-Meow and Hirotsuna-Meow had personally visited the Gamania 20 Huashan Outdoor Theater! After watching the brilliant performances from the meow-warriors, both the children and grown-ups were eager to take pictures with Nobu-Meow and Hirotsuna-Meow.



### "Coser Super Smash"

The Coser Super Smash event was held on-site, joined by over 30 groups of celebrated game characters from "Mabinogi", "Elsword", "Maple Story" and so on by cosplayers. Every coser walked the cakewalk and canvassed for themselves. The exquisite costumes attracted the public. After the cakewalk show was over, they moved about in the Huashan area, continued canvassing on the streets.



▲Every coser was professional, and their exquisite costumes were eye-catching!

### "Coture Starlight Handshake Concert"

Not letting games take the stage; the Coture-exclusive program was also very attractive. Great songs from the Top Million Star. The Top Million Star top 6 was joined by Judge Xiaoyu in player-killing live on-stage, almost as if a real Top Million Star concert. The handshake concert from the Top Million Star top 6 brought the show to its climax!



## "Coture Celebrity Show"

Coture CEO Zhan Renxiong personally appeared on stage, leading the host Xia Yuxin and Yinyin from Coture's channel "Miss bo-leh-kiann". The rising star Danny and known Internet illustrator Pepple2 both joined the audience on-stage, offering non-stop great performances!



# Gamania 20 backstage interview: Continue upon the old, open up the future, and create a great future

2016-01-04 00:00:00



20 years. In order to condense the past, present, future, of a corporation that once created many miracles, became a group, globalized, and on its way to become a national-class flagship Internet corporation into a Gamania 20th anniversary expo, how much manpower, effort, and complicated preparation work must be put it? How many days of tireless work from day to night the Gamanians worked, just to bring this radiant and great "Gamania 20th Anniversary" expo to you! In this issue of G!VOICE, we invited Director Ahbin Chen (Ahbin) of the Brand Center, and Director Iona Chen of the Corporate Marketing Division in a group interview to reveal the back stories in the planning and execution phases of the 20th anniversary expo, unknown to the public!



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▲Gamania 20's main visual design is the colorful dialog box

**Conversations no longer monotonous, colors demonstrate cross-industry fusion**

The primary visual design for Gamania 20 is the colored dialog box; this is transformed from the element very familiar to Gamania with the meaning of inheritance. Ahbin said, "The dialog box is an element used before, but we may be able to bring something new out of it; it's better suited for the core of this event. Another meaning is 'liberation'. In the past, the traditional color for Gamania is only orange, now there are more colors. You can see it as 'old dialog box, future palette' able to conjure up all kinds of colors."

After the colors are liberated, Gamania will no longer monotonous, but with many possibilities, bringing out subsidiaries with an array of colors, broadcasting the concept of full ecological network. Iona said: "In the past, we were using only white and orange, now we uses the representative colors of our subsidiaries like peach an green to express Gamania is an inclusive group. It is a very good visual design for Gamania 20."

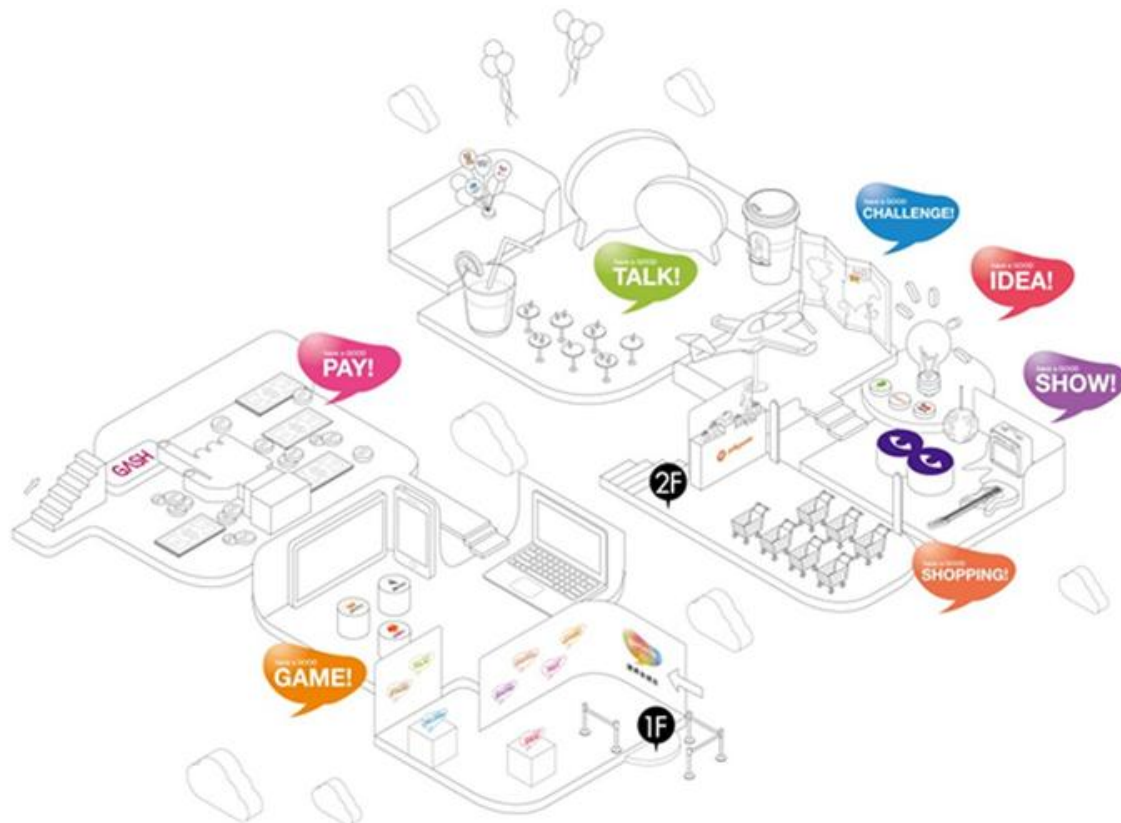
**Thoughtful movement flow, cross-industry experience starting from games**

The scene arrangement and flow of the main exhibition hall starts from the gaming zone, GASH, Coture on 2F, innovation, foundation, and brand store and Gama Island in the last zone. This arrangement also fits the impression of the public of Gamania, but Iona said, "Actually, have a GOOD GAME in the first zone is not the initial plan, we wanted to put have a GOOD PAY, because that's the key business unit of the Group next year. However, logically, consumers should still see

the starting point of our foundation, and then go on from there. This development and flow are consistent with the future development plan of the Group. Therefore, we put the two most important business entities, using GAME as the starting point, and then via have a GOOD PAY, proceed toward the next step for Gamania."

Ahbin also recognized this concept of sequence. Innovation must stand on the existing cornerstone to develop a new future!

Ahbin said, "The key is innovation. We are all 'new', but as for 'innovation', we must let people know we have that foundation. Additionally, the tone set for our entire communication is beyond games, into life. So when consumer comes, we will let them first know what is familiar to them."



### ▲ Thoughtful exhibition zone planning, following the growth of Gamania

**Truly no distance, a beautiful life is nearly upon us**

Entering the Gamania 20 expo, interactions and pictures can be taken anywhere. There were no distant and cold art works, every exhibition area demonstrated network life with warmth. E.g., You could experience GASH's new lifestyle concept, enjoy Coture's new programs, taste Gamania Island Iced Tea. These were all great experiences Gamania sincerely wanted to give to the public. Iona said, "Most importantly, Gamania is no longer just the element of gaming. There will be more interesting services deep into the lives of the consumers. This is the message of this exhibition."

Brand Director Ahbin said Gamania wanted to transmit a brand scent. Initially, Gamania was something virtual on the Internet, intangible. Now after 20 years, through this expo, people could experience for themselves, and walk into the brand story of Gamania! Ahbin said, "Especially in the Talk zone, everyone feels real, because this is the atmosphere in the company. I think everyone would feel we are a real existing brand. Gamanians are natural, internalized, that is not something made up for this expo. Therefore, this is something wished to express more implicitly when doing detailed planning, but it's still an important element."



▲Talk zone's sharing session; no distance on or off the stage

**Gamanians Conference! The rare opportunity for growth**

In the past, most exhibitions, whether or not organized by Gamania, centered on "games". This year, the balance had been greatly adjusted. Games no longer took 100%, but instead, were joined by diverse contents. At the same time, this also changed Gamania's established way of holding events, and of course, it was difficult. Iona expressed: "The challenge is, in the past we only needed one goal, but now every subsidiary has different goals, and how do we make those sub-goals conform to the demands of the Group, while at the same time being meaningful to the consumers. This is a great education for us, because challenges are to be overcome, and once did, there would be a deeper understanding in this business entity. Through this expo, people both familiar and unfamiliar with Gamania would know what Gamania is doing."

The 20th anniversary expo was comprehensive and huge in scale, and could not be done alone, but relying on the teamwork of all of Gamania's staff. This posed a rare chance for growth for Gamanians. Ahbin said, "I feel excited holding events. It is a large-scale team building. It's rare for everyone to have a chance to do something together. Usually, everyone tries to create profit for every business entity, and it doesn't feel as real and challenging as the experience in this event."

**Wholehearted commitment, transforming hard work to energetic smiles**

As time drew close to the opening date, there was lesser time to relax. Every detail and link must be carefully inspected beforehand. Even if so, during the event period, Gamanians were still seen with smiles moving among the people. Iona said, "On the date, I feel everyone's expression is interesting, that they are all smiling. This was a project that everyone worked so hard for, and consumers were really coming in! The first day was a game carnival, so there should be many people, but the second day was testing our true strength. I had to say we really did well, because the number of people was that much different between the two days!"

The event wasn't overly promoted, but still able to surprise everyone beyond expectations. A rich event could naturally attract people into coming in. Ahbin said, "Especially for the second day. Danny and kids from the foundation were trying to draw people's attention, but both sides were equal in the number of people, they both had their audiences. They were not here to just join in

the fun, but participating with selected content."



▲The lineup at the expo were still long even on the second day

**attention to detail, striving for perfection**

Orange Mushroom Puzzle, many players were lining up out in the cold of the night. The staff called in more security, gave out ginger tea; this considerate act was well received by the players, and it warmed their hearts. Additionally, just like what Ahbin mentioned: "I feel the truest situation was the day before the expo, a whole Gamania's wall of history was taken down. You live out your whole life, but how do you tell your own history? You need to pick something from your milestones in your life. I feel this is very hard, because some methods of information presentation were not as how we expected. The decision was made on the spot; you cannot present the public with something that is wrong, and then was immediately completed the instant before the opening of the expo."

Iona shared the experience from the press conference on that day: "Because there were many people, we changed a lot of locations, and the original stage made was too small. It was only 8 meters, and on the site; with LED added it became 10 meters. We urgently demanded the staff to have it done before the press conference. It was really not that easy." It was due to the trust in the capabilities of the team, that she could hand such a task to them, to bring out the best to be seen. Learn from these experiences, transform them into key nutrients, and cultivate another Gamania 20!



▲Ahbin and Iona shared mutual interests, and both hoped for the next Gamania 20



# Gamania 20th Anniversary I: A Splendid Internet Life Carnival!

2016-01-04 00:00:00



The Gamania 20th Anniversary expo was held on Nov 28th, 29th, 2015 in Huashan. The news of this expo ignited the attention of the Gamania fans. Topics regarding games, mobile payment, e-commerce, audiovisual, merchandises, forums, and other hot topics were heating up! Whether it was series, mobile game challenge events, GASH showing off mobile payment, Jollywiz demonstrating cross-industry e-commerce, Coture celebrity show, innovative business, official commemorative merchandises selling to public, or foundation forum sharing, all became hot topics of discussion among the netizens and Gamania fans.

The expo of two days attracted the attention of 12,000 people in diverse ethnicity. Other than 7,000 young people, there were also 1,000 families participating on-site. All exhibition areas, business entities all did their best to demonstration the rich history and future imaginations for the "Gamania 20th Anniversary". The unending shows and performances provided constant surprises and refreshments for all!



# 全生態網路 生活圈

2日吸引 **12,000** 人參展體驗

排隊人龍長度	家庭超過	年輕人
<b>600</b> 公尺	<b>1,000</b> 組	<b>7,000</b> 位

兩日活動累積**近萬**名  
群眾體驗並下載橘子所  
提供的全方位服務，包括  
遊戲下載、支付體驗、  
電商體驗等，並創造

## ONLINE to OFFLINE!

大會官網流量	按讚人次	互動分享數突破	觸及人次超過
<b>20</b> 萬	<b>2.5</b> 萬	<b>6,000</b> 次	<b>60</b> 萬

不僅如此  
**橘子20跨界無橘限**

送出超值好康 **近5,000**件

playwork首次推出的各項限量紀念商品，鐵粉戰士熱血紀念版  
不僅全數售出，三款限量小鐵粉公仔熱銷近**九成**。

### News directly from the expo

The main exhibition hall was divided into 7 thoughtfully themed exhibitions across the first and second floor. Stepping into the "have a GOOD TIME!" exhibition, the big Gamanian seen only inside Gamania immediate caught people's attention, revealing itself, and welcoming everyone at the entrance!



### "Brand Demonstration Zone"

The first exhibition area "Brand Demonstration Zone" brought out the spirit of the eight big themes of "have a GOOD \_\_\_\_\_!" of the exhibition via avant garde visual devices each with its own symbols. The neon designs were diverse and colorful, with stereoscopic elements to establish the theme, like installation arts at museums, drawing the attention of the public, seducing them in!



### have a GOOD GAME!

Gamanian was best known for its games. The game demonstration zone showed off the scenes from most popular titles over the years, including "Lineage", "Maple Story", "CS Online", "Elsword", and "Mabinogi" for players to take pictures in. They accompanied the players in recalling the good old days spent with Gamania.



Deeper in would be the mobile game zone. The “Summons Board” Taiwan-region trailer first showed off excited the players. There were also popular mobile game titles such as “Valkyrie Legend”, “Brave Frontier”, “The Sky Fantasy”, “Soul Cross”, and “Naval War”.



**have a GOOD PAY!**

GASH PAY is the focused exhibition of electronic payment life experience. Through staged scenarios, GASH PAY allowed people to understand how payments could be made directly via mobile payment for shopping at FamilyMart, game point purchases, taking TaiwanTaxi, purchasing Coke by scanning QR Code at vending machines. The future mobile life is close at hand!



**have a GOOD SHOPPING!**

On the second was the “Jollywiz” e-commerce company under Gamania. Other than “JSTaiwan” that proceeding to the international stage, showing goods from a century-old Taiwanese brand, the highly-decorated "Her Buy" in the past, also allowed the public to see the prosperity Jollywiz once made, which also in turn, enabled the public a preview of the future of e-commerce services.



▲JSTaiwan had chairs and tables on-site, offering a place to rest

**have a GOOD SHOW!**

What exhibition area is so popular? Coming close, one would find out it was Coture playing original video entertainment, planning real-time interactive performances, short films, and conferences. It so full of fun you couldn't divert your eyes from it.



**have a GOOD IDEA!**

Right by Coture was Gamania's new business exhibition zone. Gamania's creativity originated from the garage spirit of the Internet generation. WeBackers was born from it to let creativity be seen and grow. Swapub App gifted life with the little happiness of exchanging items for items. The messaging software BeanGo's themed characters made every conversation an interesting one!



▲The messaging software BeanGo offers a cast of charismatic characters!

have a **GOOD CHALLENGE!**

Here's the Gamania Cheer Up Foundation, "When we are no longer satisfied with legs, let there be wings!" The Gamania Cheer Up Foundation will give you courage to make your dreams big. The exhibition area provided the philosophy of the foundation, and its past accomplishments.



▲Gamania Cheer Up Foundation's big dream map, which once conquered the North Pole!

have a **GOOD TALK!**

Other than the static exhibition, there's an even more exciting sharing TALK! Riding on the mobile trend, Gamania wished to share with everyone the adventurous journey! Via the interactions of languages, texts, video, and exchanges, mutually surge the courage and perspective of the new generation!



▲Come to the TALK zone to rest, and share

## "Gamania Island X nichu nichu"

Freshly brewed coffee on-site!? Gamania especially collaborated with nichu niche to bring their exclusive life philosophy to the exhibition and shared them with the public. Of course, you could not spare the taste of Gamania. The Gamanians at Gamania Island offered the special "Gamania Island Iced Tea" that was exclusive to Gamania 20, providing the public with different choices.

**gamania 20**  
GOOD TIME!  
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# 全生態網路 生活圈

2日吸引 **12,000** 人參展體驗

排隊人龍長度	家庭超過	年輕人
<b>600公尺</b>	<b>1,000組</b>	<b>7,000位</b>

兩日活動累積**近萬名** 群眾體驗並下載橘子所提供的全方位服務，包括遊戲下載、支付體驗、電商體驗等，並創造

# ONLINE to OFFLINE!

大會官網流量	按讚人次	互動分享數突破	觸及人次超過
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不僅如此

# 橘子20跨界無極限

送出超值好康 **近5,000件**

playwork首次推出的各項限量紀念商品，鐵粉戰士熱血紀念版不僅全數售出，三款限量小鐵粉公仔熱銷近**九成**。

## "Gamania 20 x playwork"

Visiting the exhibition, buy some official merchandise from the store for a perfect ending! The store on the second floor sold the cross-industry life 20th anniversary merchandises. The net-popular "Ardent Warrior Limited Edition" was sought out to see by the Gamania fans; the valuable convenient store Zippo lighter, Akinori Oishi orange slice smiling passport, Pure Design's triangular coin purse, series products from Taiwanese Internet illustrator Sevensdog, and playwork's black&white safety helmets are all worthy collectibles!



▲On-site staff introducing the merchandises in detail

Before leaving, no one forgot to take a picture at the photography area, and commemorate this great memory with a smile! The brilliant 2-day "Gamania 20th Anniversary" expo not only allowed the public to know Gamania had become a trend setter in leading Internet life, also allowed everyone to go home with a load of happiness, Internet knowledge, and memories of life surprises.



# Even when Facing with the Tides, Gamania Never Backs Down

2016-01-04 00:00:00



The fearless for breakthroughs and destructive innovative DNA has always been in the veins of Gamania. This is what Gamania is, as well as the "never give up" warrior spirit Gamania kept for 20 years. For the Gamania Group, in facing with the tides of every era, we always managed to seize the chance to break through the situation, as well as turn everything into our advantage in developing a new ground! Gamania was deep rooted in the gaming industry, now fully entered into Internet lifestyle, relying on this fighting spirit present throughout the corporation. It makes our every strike precise and powerful!





▲The Gamania Group combines the diverse, and develop in all directions

**Subversion game rules, creating a new experience**

Gaming is the root of Gamania. We are comprehensively laid out over the world of games, and subverting the rules in the traditional gaming industry again and again with our bold and innovative business philosophy. Gamania's user base covers China, Japan, and Korea. We are committed to innovative developments in bringing a brand new experience to the gamers. With the rise of the mobile generation, Gamania has been actively developing the mobile gaming industry, satisfying player demands via a rich genre of games, making games bolder, challenges more fun!

**Eradicate monetary transactions, welcoming the e-money era**

GASH was the original paying system developed by Gamania for online games. The expanded development of mobile payment business of the Gamania Group is the classic representation of going from gaming into living. Gamania's electronic payment covers the all areas of living. In addition to traditional online game point purchases, through cross-industry alliances, Gamania allied itself with FamilyMart in physical channels, E.Sun Startup in financial sectors, and TaiwanTaxi, the leader in Taiwan taxi industry, to eradicate the use of coins in the future, allowing mobile phones to become the pass in your live, and create a fabulous mobile life blueprint!

**Crossing into e-commerce, enjoy shopping anytime**

The motto of Jollywiz Digital under the Gamania Group is "not just buying, but selling for you!" At the brand-end, the one stop integrated brand marketing e-commerce cross-platform opens up the business opportunities between Taiwan and China. Through the power of Internet, brand is allowed to stand on to the international stage, and create a brand legend! At the consumer-end, we also expect to bring the consumer the best shopping experience, and enjoy the fun in cross-nation shopping!

## Innovative business, brainstorming beyond imaginations

Additionally, Coture and WeBackers started out from the original intention of Gamania's creative spirit, and developed endless imaginations for Internet innovations! Coture combined the playful character of Gamanians, committing to light entertainment, covering areas of gossips, horoscopes, matchmaking, sing competitions, and so on. Watch them anytime, share them anywhere. WeBackers was established as a platform to promote the community, helping any startup entrepreneurs, teams, or innovative companies in crowdfunding imaginations via exchanges, connections, and cooperation.

The Gamania Group transformed the existing definition of an Internet corporation, connecting all Gamanian DNA in all business bodies toward becoming a national-class flagship Internet corporation. We will be powerful, continue to change and innovate, and strike with strength! The new era is changing your thoughts and Internet life. Get ready to embrace the new cross-industry life created by the Gamania Group for you!



IMG source :

<http://goo.gl/nHYEMo>

<http://goo.gl/RjTxNL>

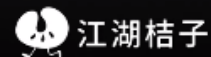
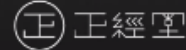
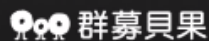
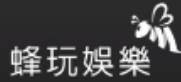
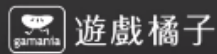
# Gamania 20 Evolution, Continue to Grow Beyond the Limits

2016-01-04 00:00:00



Since the establishment of the Gamania network fleet in 2015, we have set sail to the great path with iron will. Other than consolidating the our existing games, we also broke through our own confines in actively expanding the business scale of the entire ecological network, and recruiting more passionate partners into the Gamania family. Internally, we reinforced the connection of all partners in the business bodies to create rich and diverse possibilities. Externally, we established cross-industry collaborations to provide an all-rounded integration service in response to the consumer's diverse and real-time needs. We continue to evolve, and stably sail in the turbulences of the global trend of mobilization.

# gamania 橘子集團



## The New Gamania Group, All-rounded New Strategy

Now, the Gamania Group has expanded from digital entertainment to the innovative fields of mobile payment, e-commerce, developing audio-visual multimedia, and crowdfunding. Its goal is to become a leading brand in digital lifestyle, and is on the way to become a national-class flagship network corporation. In August 2015, two new partners NOWnews and Petsmao joined the ranks of our partners. NOWnews is a news media preferred by Chinese people, providing a diversity of news daily, with its own independent editorial news team, producing over 500 insightful news reports from all walks of life every day. It also provides online breaking news and video news broadcasts.

Petsmao is the biggest pet website in Taiwan, and the only network platform that provides pet food reviews in Taiwan, covering most of the cat foods and dog foods in Taiwan. It provides real safety references for pet food, and all information a pet owner needs to know in creating the most reliable and trustworthy pet network service platform!





### **The 20th Milestone, Foreseeing the Future Internet Life**

To Gamaia, 20 years is a new milestone with a special meaning in development. It means we're stronger than 15, more matured than 18. Along the way, Gamaia faced the challenges of the era via its burning passion, and mobility in exploring the future. It continues to break new grounds and create new opportunities! This year, is the first year in mobile payments, as well as the first year for the Group to be on its way to become a national-class flagship network corporation. The Gamaia Group has acquired the license for electronic payment, meaning we have entered the battlefield of mobile consumption. With our experience, resources, and battle preparation being 100% ready, we held the great "Gamaia 20th Anniversary" expo in Huashan, taking the consumers in foreseeing the blueprint of dreams for the full ecological network, as well as to be the first in experiencing the life trend Gamaia will create in the future. Gamaia progresses along together with time, and launching the new macroscopic vision for the Internet generation.

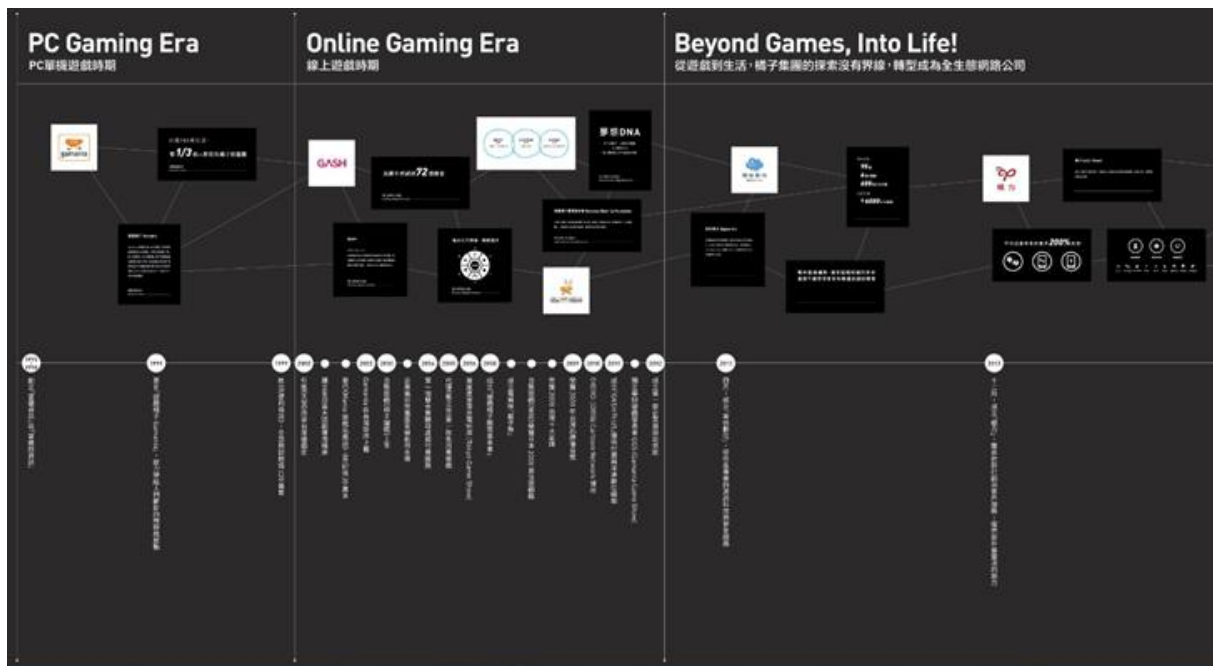
IMG Source : <http://goo.gl/rRGEVO>

# Limitless possibilities for an integrated internet future!

2016-01-04 00:00:00



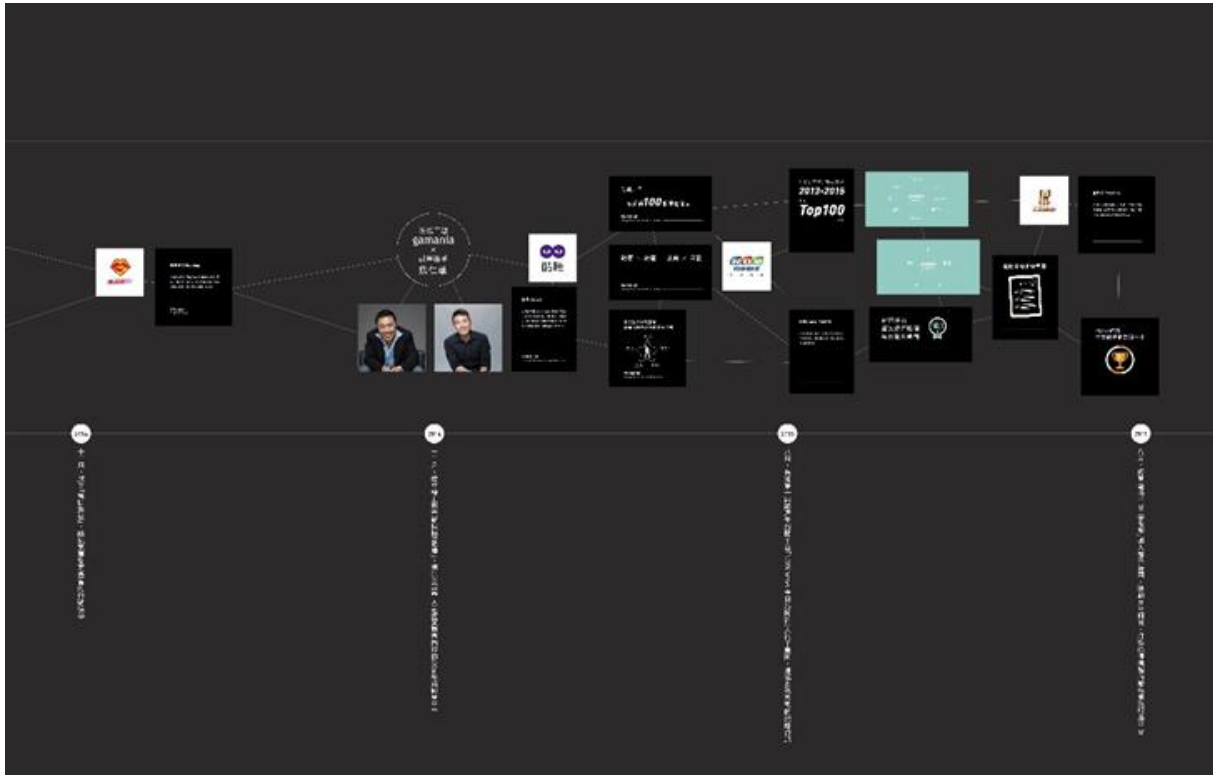
In the past, people associated Gamania with gaming, which was only popular among players and enthusiasts. Gamania launched its Convenience Store series product, which became a major hit in the Asian market with more than 1.2 million copies sold. The game "Lineage" took Taiwan's game industry to a brand new level. The beloved Maple Story remains a classic for many gamers. Now, Gamania Group expands its internet services to mobile payment, e-commerce, new entertainment media and a crowd-funding platform. All internet consumers can now enjoy the limitless fun and convenience brought by Gamania. A bright future will be made possible with new experience in games, social media and new start-up businesses.



▲Gamania's transformation: PC Gaming Era /Online Gaming Era/ Beyond Games Into Life

**The Internet is the present and the future!**

The Gamania Groups gained its success from games, and has now developed into an internet ecosystem. Its impact will influence many aspects of our lives in the future. Imagine this, one day consumers will be able to enjoy the convenience of mobile payment services at vending machines, laundromats, lockers and even parking lots. GASH PAY offers cross-platform e-commerce services with easy instructions. In the competitive market with explosive creativity power, Webackers helps start-up teams launch their dreams in the market. If you are looking for fun, Coture offers you a visual feast with its new entertainment media. Your pet got sick? Visit Petsmao, the most informative pet website. If you are curious about the hottest news, go to NOW News!



▲Gamania's rapid development will soon change our lives.

**Limitless exploration beyond generations.**

The blueprint of Gamania's future is to establish a cross-generation and cross-border enterprise. With cross-platform digital content and the strongest research and management team, we have accumulated a powerful force. We continue to search for business partners who share the same dreams and vow to develop an internet ecosystem. Started off as a tiny boat, Gamania's armada has recorded the journey through the last twenty years. We are now ready to expand our territory in the global market and sail through the next twenty years!

source : <http://goo.gl/drVpwr>



# GAMA 20 Fair Highlights

2016-01-04 00:00:00



There were numerous highlights in the GAMA 20 Fair. Gamania employees and the general public alike all share different memories of the fair. Let's recap the unforgettable highlights of the GAMA 20 event with the participants! G!VOICE's twenty personal interviews reveal the most spectacular and meaningful moments of the GAMA 20 Fair.

## 20 figures X 20 highlights (Part 1)

**Gamanian: Marco Chien, CEO of Gamania Digital Entertainment TW**



Marco: "The most unforgettable memory was to see players lining up all night to support our event! The highlight was filming the Orange Mushroom image formed by our players from an unmanned aerial vehicle. The image perfectly captures our our gamers' mobilization power and inspires us to explore new possibilities with the help of advanced technology. Filled with gratitude, Gamania's milestone anniversary is celebrated with a series of events. GAMA 20 is a representation of Gamania's spirit, which is to expand its scope from gaming to an integrated internet platform. Gaming will continue to serve as one of our core businesses, while we strive to maintain our current success. Our goal is to team up with our partners and build a national flagship Internet enterprise!"

Gamanian: Homme Tsai, CEO of Coture New Media Co, Ltd.



Homme: "It was a great experience for Coture and our Million Star Concert audience to enjoy the wonderful atmosphere at Huashan 1914 Creative Park. The mobile payment process was also very interesting. I was mostly impressed by the vending machine and Taiwan Taxi's guided tour. The fair not only recorded our growth during last two decades, but also serves as an epitome of the future. As a new company, we found ourselves an important member of the enterprise during the 20th anniversary event. Coture is considering running similar events in the future so we can have more face-to-face interactions with our clients."

Simon Lu, CEO of GASH



Simon: "The greatest highlight would be the transformation of the enterprise! Since 2000, Gamania has changed the consumer behaviors and habits in the Taiwan market. Gamania has integrated online games, entertainment, news, e-commerce, mobile payment and crowd-funding. It is a brand new start and an important milestone. Many partners and guests on the VIP night acknowledged our achievements, which was really encouraging. As a one of the founders of Gamania, I was touched and elated! GASH PAY and GASH MEDIA were created in 2015 after GASH POINT became a subsidiary of Gamania. The fair provided an opportunity to introduce our new infrastructure systematically for our group members and the general public. GAMA 20 is indeed a crucial year in the history of GASH."

**Gamanian: Shinyeh Hsieh from Ants' Power**



Shinyeh: " My most unforgettable memories during the GAMA 20 Fair was the pay-as-you-go experience and the Swapub platform. Just like the theme of the fair, I can picture the enterprise will lead us to a limitless, convenient and environmental future. I look forward to seeing the result! I feel grateful to witness such an important moment at Gamania's 20th anniversary event. I hope Gamania and lead us through the following decades and reach the next milestone!"

**Amy Chen from GASH**



▲Amy (right) with her friends at GAMA 20.

Amy: " The highlight of the event was the GASH PAY experience zone. The mobile devices change our consuming patterns and relive us from the heavy changes in our pockets. The most unforgettable event was the sharing session with documentary director Yang Li-Chou at the TALK Zone. To be honest, I seldom watch documentaries, but the clips at the session brought me to tears. We learned the meanings of his shots through his detailed explanations and analysis. The most memorable location was the center of the exhibition! Each corner displays Gamania's efforts and achievements in the last twenty years. My favorite was Webackers's booth, where the guide patiently shared their successful crowd-funding cases with us. He also introduced new cases to us as reference, I have learned a great deal."

**Gamanian: Joan Chang from GTW**



▲Joan (the second from the left) with her colleagues at GAMA 20.

Joan:" It's amazing that they managed to move a café into the venue! It was a pleasing surprise to taste pour over coffee. The figures and gadgets at each brand's booth are so cute. They show the lifestyle of each business entity with great details. I was mostly impressed by the tiny bracelet pins with each company's logo. The ones from GTW and PETSMAO are adorable. Collecting these logo pins was an exciting experience, and it's a great way to boost our team spirit!"

**Gamanian: Jason Lin from GHQ**



Jason: "The most exciting part is of course the products! These exclusive and limited Gamania products come in great varieties, which are perfect as gifts for family members and friends. I didn't expect the fair to be so popular. I feel very proud of be a member of Gamania. Huashan is an iconic location for exhibitions in northern Taiwan. Being able to put our flags here marks an important milestone in the history of Gamania!"

**Gamanian: Penny Chuang from GHQ**



▲Penny (right) and colleague Darren at GAMA 20.

Penny: " I was really impressed by GASH PAY's exhibit. It's a very creative idea to move Familymart and Taiwan Taxi passenger experience area into the venue. Everyone was holding a GAMA 20 balloon! On top of the movie Our Times, Yahoo messenger and Korean dramas, the most important feature would be the Gamania games! I never thought I could one day enter the company of my dreams. It's truly exciting to be here and grow with the company as I turned 20!"

**Gamanian: Frances Chang from Game Island**



Frances: " One highlight was GASH, and the other was JSTAIWAN. JSTAIWAN's eye-catching space design and wood furniture makes me want to sit down and enjoy a cup of tea. The cakes are delicious! Game Island's booth was the most memorable part, the designs of our brand products are amazing. I bought two cups."

**Gamanian: Kristee Chang from Jollywiz**



▲Kristee(the second from the left) at GAMA 20 with her grandparents

Kristee:" The GAMANIA sign at the entrance was grand! It was an extraordinary experience for Jollywiz to turn the venue into a store. Participants can sit back and drink tea here, which makes the exhibition experience very relaxing and intimate. We were first worried about not being able to fit in, but ended up receiving such a warm welcome. This event has brought us closer to the enterprise. The fair has not only defined us as a national flagship internet enterprise, but also built cohesion within the group. Even my grandparents are proud of me for taking part in such an important fair!"

# Gogoro X Design Tongue - Look at how apps improve the user experience in scooters

2016-01-04 00:00:00

After the Gogoro City Exploration Beta Program event, other than the talks and excitement, what else was the most memorable? That's right, the unique experience! Do you have some preliminary understanding of Gogoro after the last article on cycling experience (Gogoro X Design Tongue: When future scooters enter life experiences). This time, we'll be doing a basic introduction on the Gogoro app experience and its extended application, allowing you to learn more about the interactive UI and possible future developments of Gogoro app.



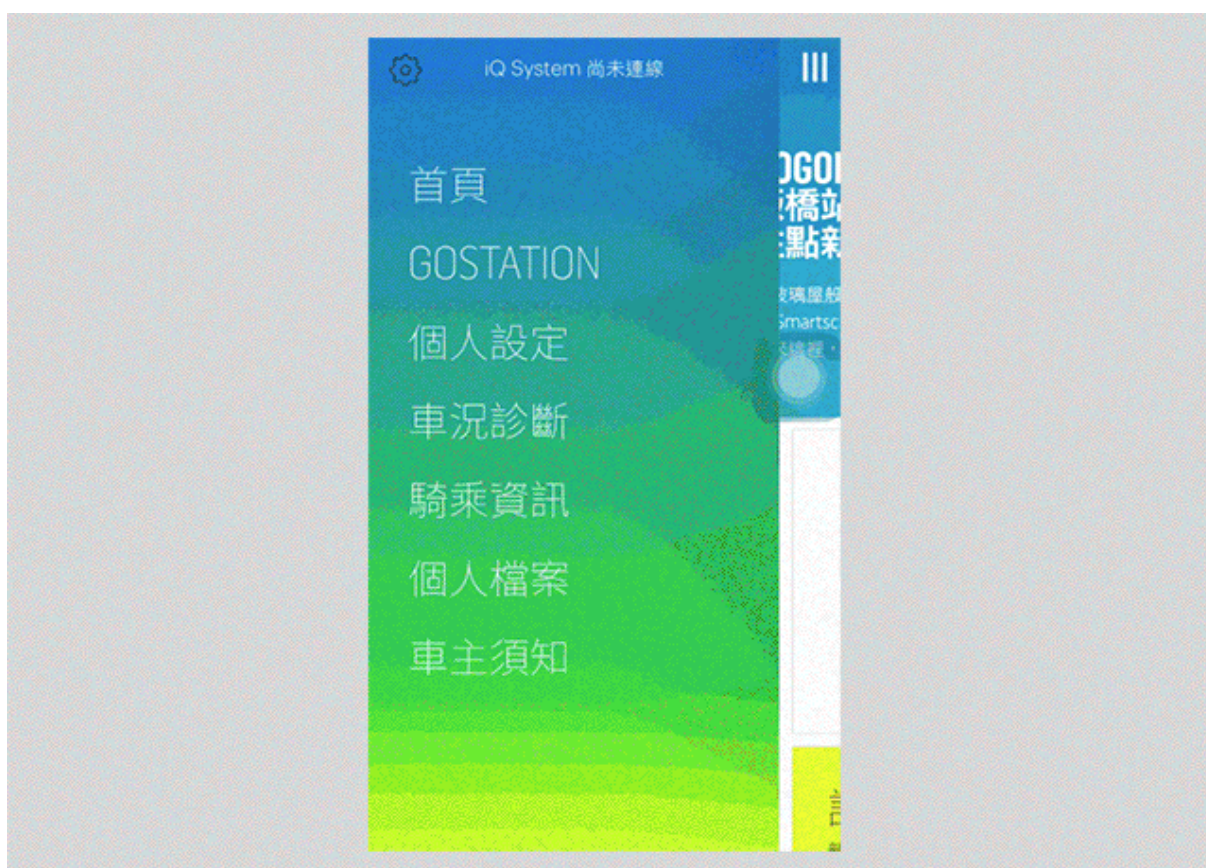
## App UI and Interoperability

Able to connect with the scooter, and conduct customizations and inspections; they are Gogoro app's primary functions. Out of which, the customization offers a multitude of options, so the UI must be able to simplify all the complicated procedures, as well as providing good interoperability, feedback, and timeliness (the corresponding interaction between the app and scooter customization). So how does Gogoro achieve this? Just read on! We'll be sharing some of how the UI operates and transition effects (animations).



▲app functions preview

GOSTATION





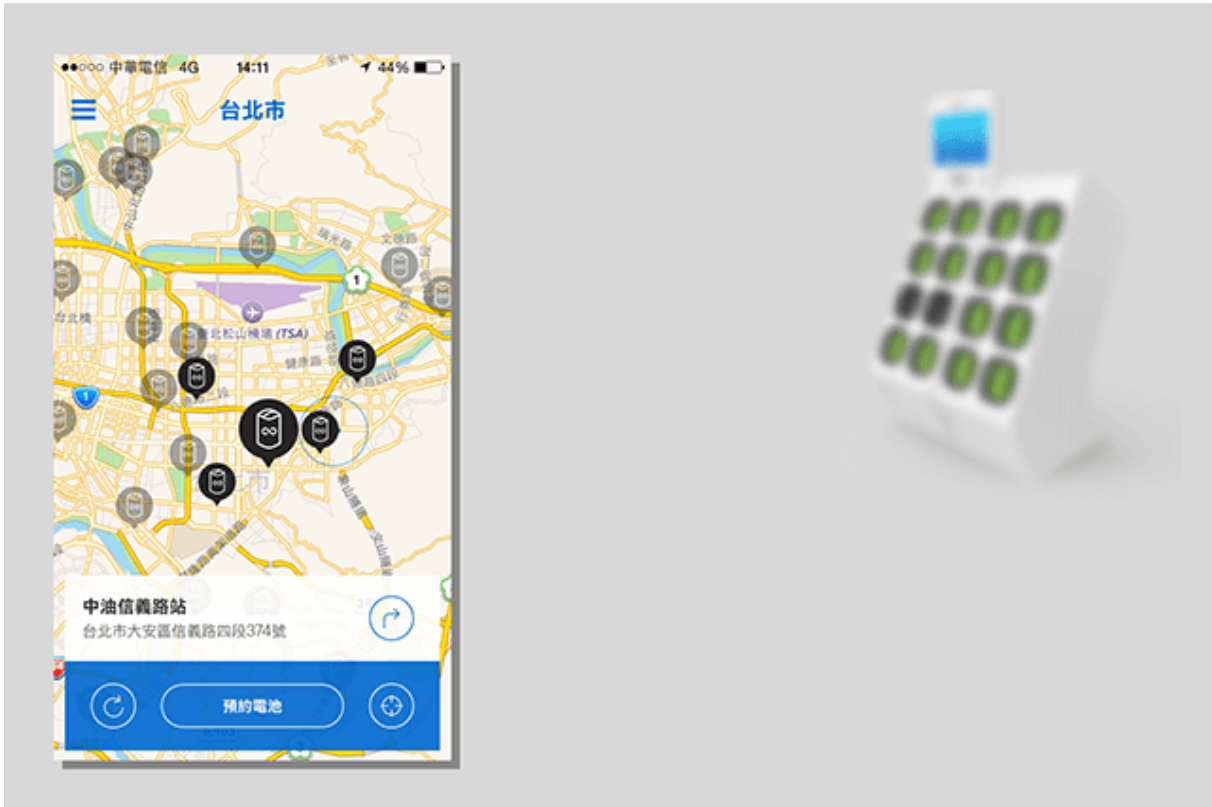
GOSTATION can allow motorcyclists be aware of nearby charging stations, as well as reserve batteries to prevent being in a situation without batteries. When a user enters GOSTATION's page, GPS will be enabled immediately, as well as scanning for charging stations near your position. During the process, a dynamic effect resembling a radar will appear to increase the patience level of the user as well as the sense of high-tech of the app. After the search, surrounding charging station info will be shown centered around the position set. If the user is unfamiliar with nearby traffic, navigation features could also be enabled to assisting in reaching the charging station. In general, all situations the users might encounter have already been considered by the designers. However, there are still special scenarios that might occur, such as:

Unavailable business hours and status of the charging station (some stations operate 24/7, while some are closed and unusable), that may cause the unavailability of a battery when the rider arrives.

Additionally, it be preferable if the number of fully-charged batteries are shown to prevent situations where only a half-charged battery have to be used when arrived on-site, and have to reach the next station for a full battery. Of course, this may not be a likely scenario for a single rider, but may have the risk of occurring if a group of riders are traveling together! If this information is available, the group could then divide up and charge at different charge stations.

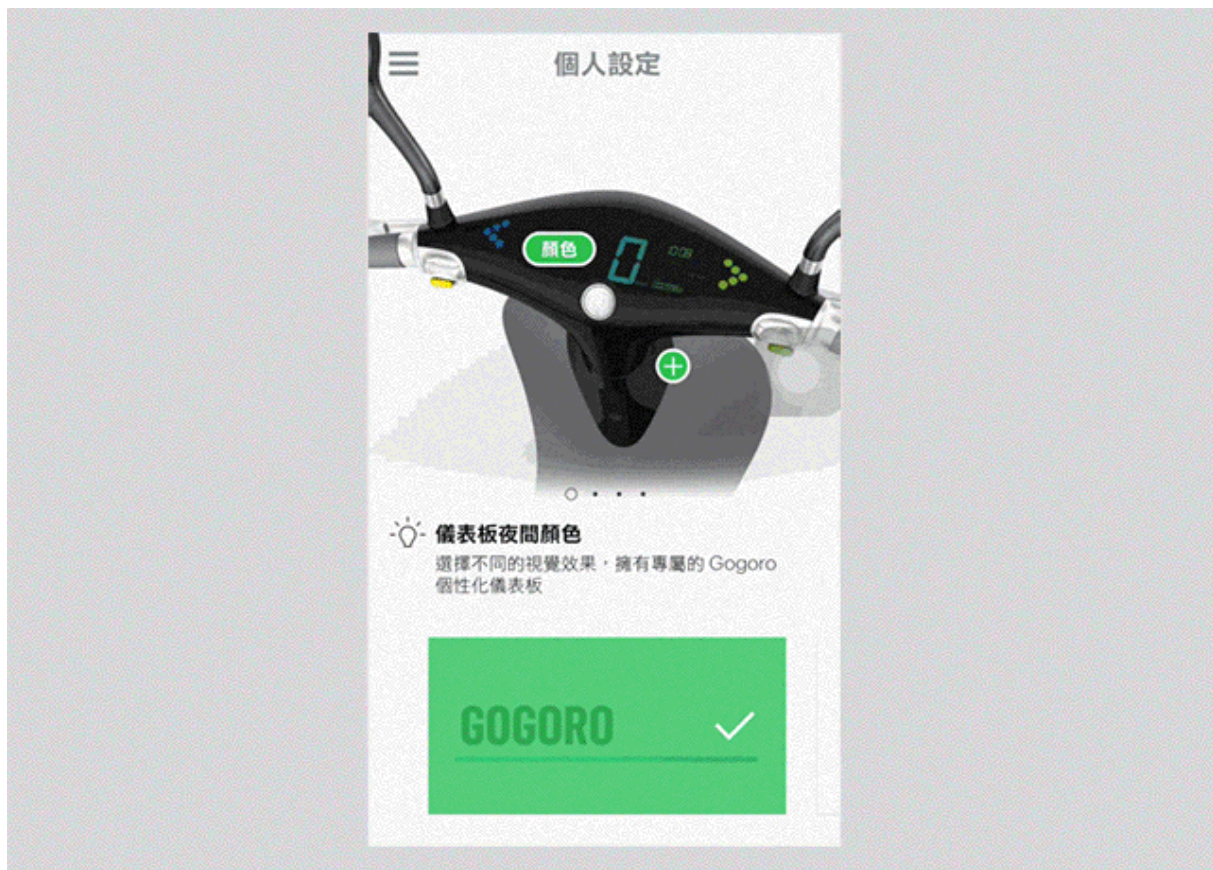


Next, would be that the users are not able to check GOSTATIONS beyond the radius of 10km, and the system would notify that the range is beyond the default settings (maybe the simulated scenario was that: since the battery is running out, displaying the nearest charging stations would be a priority, and did not expect the users may wish for this information to plan out the routes). This issue has now been addressed. After the update, the UI uses icon transparency as the indication for distances; opaque means the charging station is within 10km, semitransparent means it's beyond 10km. The freedom of operation is improved, as well as being more easy to use.



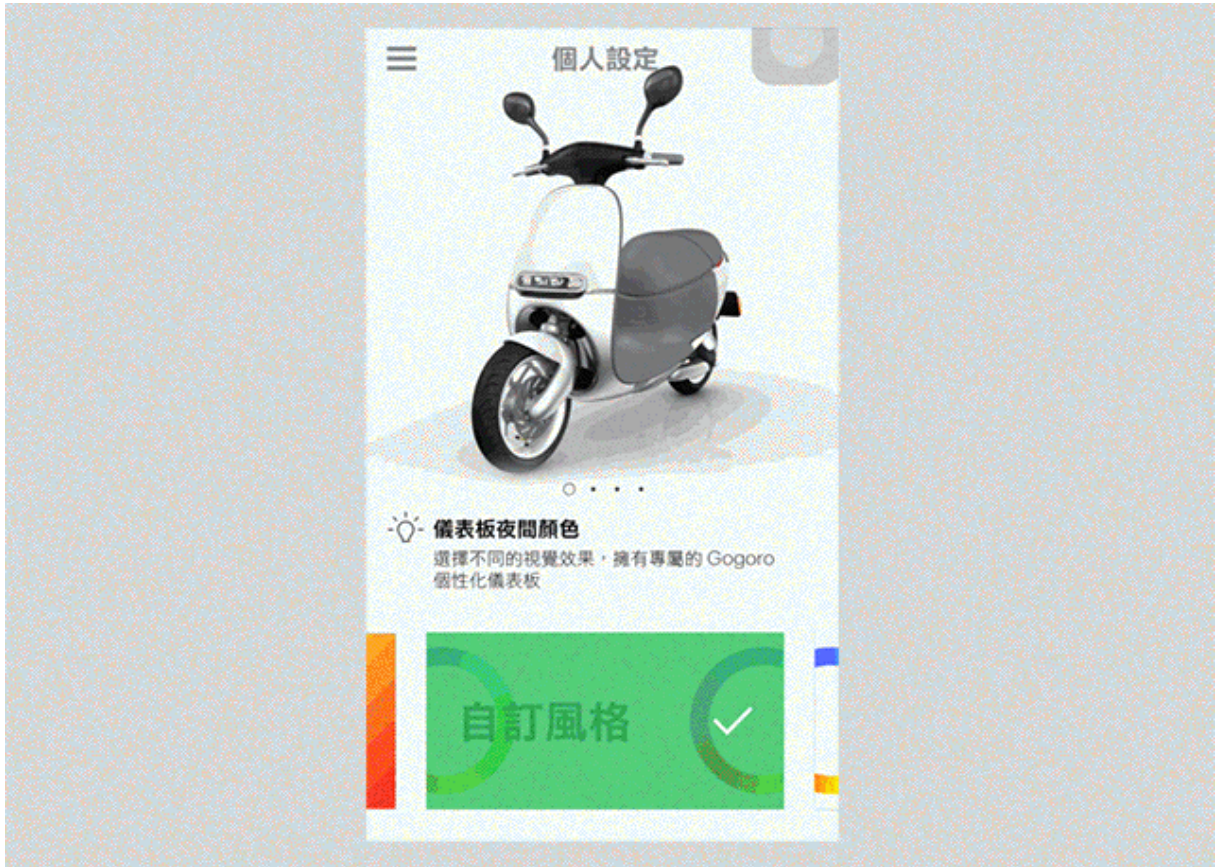
### Personal Settings

Personal Settings is one of the most eye-catching functions of this app, which enables the user to customize the style and riding habits of the scooter. The user is required to setup the scooter via the app, therefore mapping up needs to be, as well as feel, intuitive. E.g. the app is able to setup "cornering lights", which most users probably aren't aware of its functions. Or, where exactly are the cornering lights on the scooter? Therefore, Gogoro divided the UI into two regions. The above is the schematic view of the scooter displayed primarily in 3D, assisted by text. Below is the adjustment and control area. This design allowed the users to intuitively relate functions to scooter modules, easing the learning curve.



Additionally, there are options that can be configured which also utilize video preview and audios to assist the users in seeing the effects and status after being configured.

The setup process is as simply as: select -> preview -> confirm. Examples below:

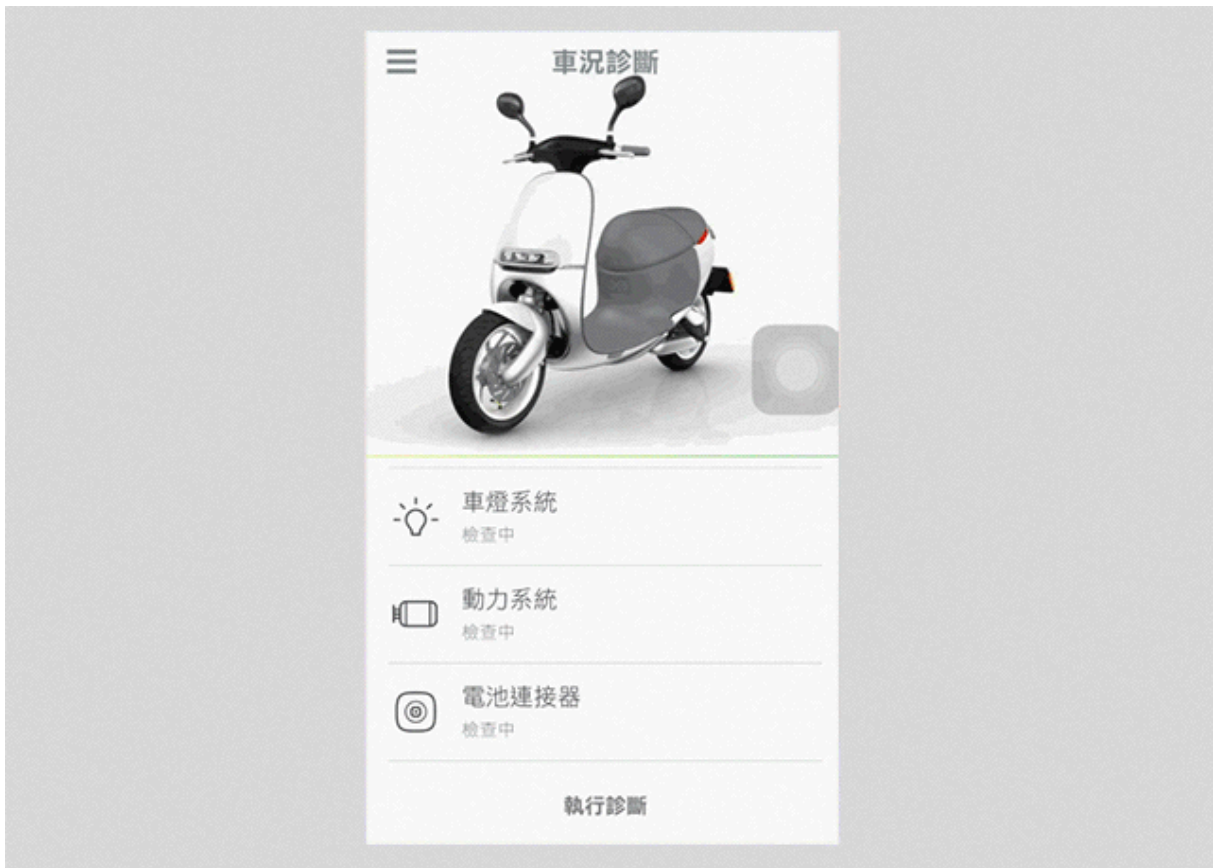


The only thing that is confusing personally, is the ⊕ icon displayed in the hardware visualization area. I thought ⊕ is used to add additional rules to Gogoro, but in practice, it is "switching" to another module. Though there are no such confusions found among the users yet on the net (maybe it is I who think too much), but I thought I'll just throw out a topic of icons and their symbolic meanings for everyone to think about.



### Vehicle Status

Different from traditional scooters, Gogogro houses 30 set of sensors with 25 of them in the battery, which can be scanned via the app with one click, enabling the users to always be aware of the status of the scooter, and learn about the exact position where malfunctions occur. Relatively, providing information to users in an objective fashion allowed everything to be more transparent, and reduced the situations of information asymmetry. Of course, to maintenance personnel, they are also able to perform maintenance on malfunctioning parts more easily and precisely, greatly improving efficiency!



The sensors would also monitor the status of the scooter, so whenever issues occur, the app would warn the rider in cases of improper handling, toppled scooter, and so on.



I especially enjoy the animation of checking the vehicle: After the Diagnose button is clicked, the

scooter would start to rotate, and be scanned from bottom up. Scanned regions would be presented in semitransparent wireframe. Then, after one rotation, the scan would be complete. Why do I enjoy it?

Adding animations to the scanning process is eye-catching, and reduces impatience in waiting (though it doesn't take long). A complete rotation of the scooter, as well as being scanned from bottom up, make the user feel the scooter as been "thoroughly" inspected, and is more at ease and trusting psychologically. The bottom area is the inspection zone represented in lists, somewhat like a checklist, and feels very professional (SOP is important)! The only illogical thing is:

Even when the phone is not connected with the scooter, the app can still run the scan functions. This seems very illogical, even doubtful of: I am not even connected, but I am able to inspect the scooter; could it be I'm only seeing fixed scanning animations when I am connected with the scooter? Therefore, I recommend keeping the current status when entering the page. When the users want to make a full system scan of the scooter, then notify the user that the scooter is not connected, while guiding the user through the mapping process. This would gain more confidence from the user, as well as showing care.

### Riding Information

Riding Information page provides the users with past 12 riding histories, including the average speed, maximum speed, energy efficiency, and the amount of carbon saved. On top of that, also the date for the next maintenance and parking location.



However, why only 12 histories? In term of speeds, the average of 12 histories doesn't seem important, while also prone to the influence of extreme values. Also, for a person who loves speeding as me, I find the average speed way too low. It is probably because of the red lights and varied speed limits in the city. Therefore, this data is insignificant to the users.

On the other hand, the maximum speed would be something to check out. While riding the scooter in high-speed, the rider could not check the riding speed, but it could be checked via the app when stopping to see if the records are broken again (well, you should abide by traffic

regulations). But the value represents the data recorded during the last 12 battery exchanges, not the highest speed recorded while riding. Other than that, maintenance date and parking location are practical functions, assisting the system in recording relevant information.

### Personal Files

The most interesting part in this is collecting medals! Gogoro designed an achievement system, and when some riders complete a certain task or objective, a special medal would be awarded, and an achievement unlocked! These medals would also be added according to certain holiday seasons, granting surprise and expectations from the users. For example, during the Typhoon Soudelor, going out to charge and earning a "better go home" medal unexpectedly, fully presented Gogoro's humor, as well as its care.

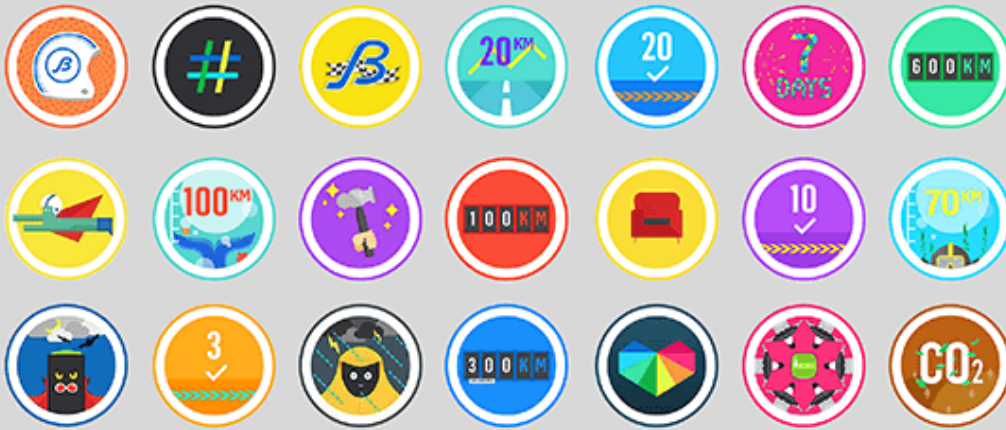


During the Gogoro City Exploration Beta Program, some pilots collected all 21 medals. If you wish to learn what each medal means, please refer to: [Gogoro Medals/Medal collection information--Pilot Version \(21 medals\)](#). It's so interesting!



## gogoro badges

for pilot 1.0



The structure of this part of the page is simple, so there's no big issues while operating. The only lacking thing would be you cannot modify your name and portrait directly in the app. In the previous version of the app, changing your name must be done through the website. The app does not support this function. After receiving customer feedback, a link to the website is added to the settings page in the app, allowing the user to connect to the website to change their names. But it is still a drag for not able to change directly in the app itself.



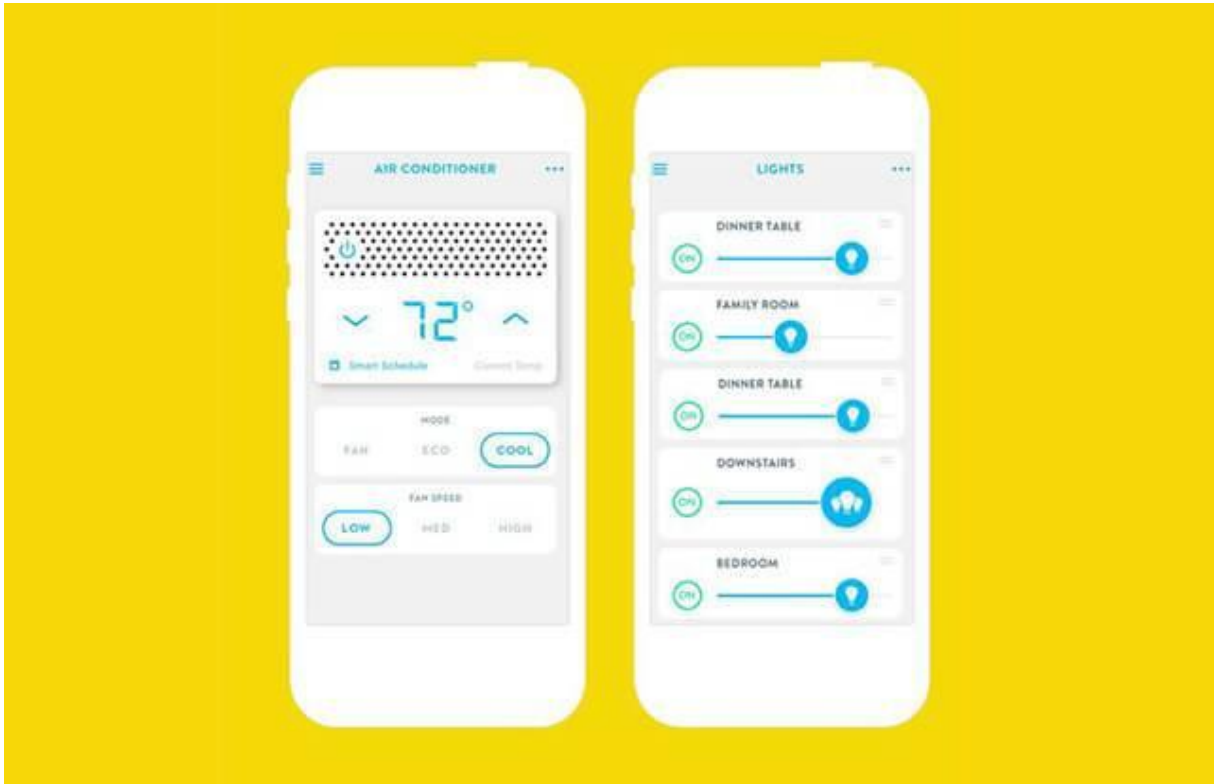


Maybe due to development time constraints, there are priorities in developing functions and amending issues! I believe this small issue would be resolved in the future.

#### **Possibilities in app expansions**

The greatest strength in software is the cost of updating is much lower than hardware. Through software developments and updates, Gogoro is able to strengthen and integrate it with the hardware, getting closer to the true title of a "smart scooter". In terms of interactions with the smart scooters, the app will play the role of expansion and simplifying operations. Software applications simplified the appearance on the hardware (such as removing actual buttons). Interoperability would also not be sacrificed due to the limitations of the size and shape of the hardware.

Taking household phones for example, due to the limitations in actual buttons, the functions maybe: hold A for 3 seconds to modify time, and then select hours and minutes for adjustments, or, hold A+B for 3 seconds to enable certain functions. As you can see, operating via actual buttons in the past is just not very user-friendly! Using the app interface, all functions could be laid out by category and hierarchy, further optimizing convenience in usage, as well as multi-functionality.



▲Multi-tasking, multi-hierarchy UI concept diagram / IMG source: <http://www.brit.co/smart-house-app/>

#### The Future of Gogoro App

Combined with hardware specifications and multiple sets of sensors in the scooter, Gogoro would only develop different apps or functions to expand its applications. I believe there are 3 directions of development: 1) the scooter itself 2) logistical services and 3) community applications. (My brainstorming as follows)



▲IMG source: captures from the official website

## **Scooter Expanded Applications**

Navigation function-enabled turn signals: Mobiles programmed with navigations cannot be viewed constantly while riding, therefore, if assistances could be rendered from front panels and turn signals with audios, navigational and safety demands could possibly be satisfied. What's crazier is that, signals could also be used to notify the riders of to do list, mails, and messages. Additional, maybe through the map navigations in the mobile phone, as well as the gyroscope and GPS tracking on the scooter, to keep a record of routes, altitudes, and time rode.

Inferring from the current update methods of Gogoro app data and records (data updates while switching batteries), the functions above may have been considered by Gogoro, but these additional features may have an impact on battery life or other reasons, and so were postponed until more research and observations could be made to preserve the best riding experience.

## **Logistical Services App**

Maintenance Information List: In the current Gogoro app, it will only provide a general maintenance notification, without any detailed listings. Maybe maintenance list is not for everyone, but if this information could be provided to enable the riders a full grasp of the status of their scooters and feels more secure, the psychological effects may be greater than functionality.

Auto Status Reporting: Allowing call centers to obtain the newest information when issues arise to gain more response time in resolving the issues, which would maximize service experience and quality in a controllable range. E.g. When impacts occur, the app would automatically emit a signal to notify the logistics unit and insurance company, as well as providing travel data before the impact for inspections or analyses by relevant units.

## **Community Applications**

When Gogoro gains more fans and forms a ecological circle, a concept of community and related activities would be generated naturally. This, would be a perfect time to roll out a community app! E.g. "Happy Riders" for group mountain-rides at Datunshan, or food groups, sports groups, and so on. Sharing experiences or interests during the process to foster a better community relationships. Community applications would not be restricted to looking for groups, but also traffic conditions (jams, or where the cops are...XD), weather reports, and a wealth of applications limited only by imagination!

## **To the passionate 2015 summer, pilot 074 Design Tongue thank you for reading**

I brainstormed so much, but what new functions would Gogoro app roll out in the future? I'm looking forward to them! Insights that inspired good functionalities usually came from observing users or user feedback. Therefore, I welcome everyone in coming up with the best, unique experience based on the advantages of the "smart" scooters! In the end, I would like to thank the talisman below...XD For keeping me safe while I cruise the city streets. Have to take a selfie even in case of being stopped by cops. pilot 074 Design Tongue thanks you for reading!



▲PILOT 074 / 20150624 – 20150820

#### About the Writer

Design Tongue / Jeremy Lin

Design Tongue is a content platform focusing on user experience issues, including UI, interactive design, user experience, product design trends, and service designs in an attempt to enable the readers insights into the designer's mind and promote design thinking.

# The King's Speech

2016-01-04 00:00:00



## G!VOICE Recommendations

Winning international awards around the globe in 2010, as well as nominated for 12 categories in the 83th Oscar. Awarded with Best Film, Best Original Screenplay, Best Director, and Best Actor.

There is one key message that the director constantly expresses throughout the film: "I have a voice, and a right to be heard". Treating stuttering patients does not need professional medical treatments, but a person willing to listen, understand why they are inflicted with it, and help

them. Through the story of Prince George VI, the film points out that even a person as high in status as he is, he still desires for someone who listens as everyone else. "I have a voice, and a right to be heard" also reflects the atmosphere of the modern society, the right of speech, and how they exercise that right.

**Synopsis:**

Director: Tom Hooper

Actors:

Colin Firth

Geoffrey Rush

Halena Bonham Carter

Based on real British history, the film tells the story of how King George VI seeks for medical treatments for his stuttering, and came across a speech therapist, Lionel Logue, who would had a fundamental influence on his life.



**About the Director:**

Tom Hooper (1972/10/01), British film, TV drama director. Born in London.

**Works:**

1992: Painted Faces

1997: Quayside

1997: Byker Grove

1999: Cold Feet

2001: Love in a Cold Climate

2002: Daniel Deronda

2003: Prime Suspect 6: The Last Witness

2004: Red Dust

2005: Elizabeth I

2006: Longford

2008: John Adams

2009: Damned United

2010: The King's Speech

2012: Les Misérables

2015: The Danish Girl

**IMG Source:**

<https://goo.gl/n0kxoo>

<https://goo.gl/wzOUdn>



# A simple yet creative co-creation projects with children

2016-01-04 00:00:00



As the new year approaches, many companies aspire to spread the joy of the season by activating something sentimental for their customers. Christmas is a holiday for families, friends and lovers, but children definitely play the most important roles. Adults have always tried to protect children's dreams and turn them into realities.

Again, G!VOICE introduces new trends in brand marketing by featuring two exceptional projects, which aim to make children's dreams come true. Teaming up with children, these campaigns help build brand character and bring out the inner child in every adult. The appealing strategy brings consumers closer to the brands.

**Guess what the bubbles taste like? Popcorn! Microsoft-Julia's Flubbles Machine**



Remember those wild and crazy ideas you had as a child? How awesome would it be if someone supported those ideas and turn them into realities? Microsoft introduced a short documentary featuring Julia's Flubble Machine, a bubble machine which makes bubbles with flavors. The co-creation project was inspired an idea from Julia, an eight-year-old girl. Her wicked fantasy was made possible with the help of Office 365.







Microsoft successfully promoted its slogan "Great ideas can come from anywhere." through this short film, and the project proves that "And with right tools, everything is possible." Although the marketing strategy was based on children, the goal was to attract adults. It delivers the message: "If a child can operate the program so easily, I can do it, too!" Co-creation projects with children are always popular in the market. A simplified and positive concept can touch the heart of the inner child that lives in all of us.



▲Source: Microsoft

The friend I drew has come alive! We support children's limitless imagination IKEA-Soft Toys For Education



In order to provide a better future through education for children in poor areas, IKEA and Unief launched Soft Toys For Education. Throughout the years, one euro or one dollar has been donated to related organizations when one IKEA doll is sold. However, it's the first time for IKEA to choose children as designers for creating toys. The 10 selected designs come from children all over the world, and one of them is from Taiwan!







All children have once dreamed of turning their drawing into reality and play with them as real toys! This promotion enriches brand value and builds connections with consumers. Children's designs help build brand associations with concepts such as "youth", " originality", "creativity", " fun" and "freedom". IKEA turns imaginations into realities from the eyes of children.





<https://youtu.be/esRqaSkOtkA>

▲ Source: IKEA

# A Brand Name that Changes with the Manufacturing Date Proves It's the Freshest Orange Juice Brand!

2016-01-04 00:00:00



**A BRAND  
WHOSE NAME IS  
IN ITSELF A PROOF  
OF ITS FRESHNESS.**

Most people drink freshly squeezed juice for health, energy, and vitamin-C. Therefore, being fresh, freshly-squeezed, and 100% are usually the criteria for choosing an orange juice.

But, if not witnessed personally, how could you ever be sure those stated 100% freshly squeezed pure juice, sold in juice stands or general stores, are really as advertised? Who knows what adulterated products are they really selling?

## **Every Orange Juice Brand Claim Themselves to Be the Freshest, But How Do You Tell?**

According to statistics, 550 million liters of orange are sold daily, and half of them are concentrated in EU. Situated in such a fierce competitive environment, no matter how well the ads are written, or how attractive the promotional price is, the only thing for certain is: only the "real freshly squeezed" orange juice is the key to domination.

However, without a little show-and-tell of "squeeze upon ordering", how does a package of orange juice convince you that it is indeed, fresh?

Intermarch, the 3rd largest chain supermarket in France, made an observation in consumer behavior, and rolled out with a brand that changes with time never before seen, out of the blue.



Intermarche goes straight to the point, instead of giving the brand of an attractive name to make-believe it's fresh, it just labeled the manufacturing date directly on the bottle. The brand of every orange juice is the moment it was squeezed. This is a very direct and simple way to tell the consumers exactly how fresh the juice is.

#### **Freshness in Exact Minutes**

Take "8:36" orange juice as an example, it's a no brainer that this bottle of orange juice was made at 8:36 in Intermarche, packaged, and put on the shelf. Also, the amount of orange juice produced corresponds to the demands at different time of the day, to avoid them being wasted, while ensuring freshness and quality.



▲All procedures are done inside Intermarche, ensuring quality and freshness in orange juices.



▲The large orange juice billboard beside the shelves is guaranteed to catch your attention!

<https://www.youtube.com/watch?v=TKKHdOsfShI&feature=youtu.be>

Normally, products being promoted as pure 100% juice have price tags high enough to scare away people. Companies also learned this consumer habit of judging quality from pricing and play on the stereotypical mindset of "I'm really fresh. Why else would I be this pricey?" and rip you off!

Whereas, this manufacturing date-branded orange juice has a really affordable price of EUR\$1.5 (TWD\$53).



▲Every packaging has a little story emphasizing the manufacturing date of the orange juice, telling you it is fresh from the beginning.

Intermarche only changed the packaging design to enable the consumers to see the freshness of the orange juice in one glimpse, solving the problem of identifying the freshness of the juice. The

affordable price, also definitely aided in its sales.

When other packaged juice brands used manufacturing dates only to declare its freshness, Intermarche used every minute to advocate its "freshness". As a consumer, which would you choose?

# The popular interactive 3D mobile game enhanced! Gamania has announced to have obtained the TW and HK distribution rights of the popular mobile game "543 King" launching in the 2016 Q1

2016-01-04 00:00:00

Insistent on providing the best games, the Gamania Group was successful in expanding into the mobile game market, and has announced today (26th) their collaboration with Shanghai Morefun Digital Technologies. The HaPod Digital Technologies, invested by the Group, has obtained the TW and HK distribution rights for "X3K", a large-scale 3D strategic battle mobile game set in the period of the Three Kingdoms. At the same time, it is renamed as "543 King", estimated to be released in 2016 Q1. Beautiful graphics combined with exclusive dual-battle mode, auction house, and warrior cultivation system, allowed the game to receive critical attention from the players in China. The player retention for the first month and on the date of release were higher than 50%. From today until Dec 8th, "543 King" will be holding the pre-login event. Upon completion, players will be granted admission to the event "draw warrior cards from dueling Guanyu". 50 draws are guaranteed with a purple card, helping you to secure the kingdom.



▲Gamania announced today (26th) to have obtained the distribution rights of "543 King", a large-scale 3D Three Kingdom card strategy dueling game from Shanghai Morefun Digital Technologies

**The vanguard!**  
**Interactive 3D mobile game "543 King" Beautiful Graphics X New Gameplay X Fun Game**

Shanghai Morefun Digital Technologies is one of the largest international mobile network and single-player game providers and operators in China, owning "The Elder Scrolls", "King Online 2", "X3K" among other known mobile games. It has great business strength in the mobile game industry. Taking advantage of Gamania's wealth of experience in the gaming industry, Shanghai Morefun Digital Technologies uses "X3K" as their vanguard in developing the Taiwanese market, and renamed the game as "543 King". Both parties expect this game to end their stock prices

high.

The strategic battle mobile game "543 King" was highly praised by players in China when released. The player retention for the first month and on the date of release were higher than 50%. The innovative dual-battle mode, auction house system, and traveling merchants opened a brand new game for card games. Also, "543 King" is also a game with a high degree of community interactions. Players can communicate and play with their friends via the VIP system, having fun while making friends. It is also hoped through the close collaboration of Gamania and Shanghai Morefun Digital Technologies in the gaming business and game developments to bring forth Taiwanese and Hong Kong players a banquet of superb and fun mobile games.



▲ "543 King" unique battle effects, ground-shaking 3D group battles



▲ Exquisite 3D graphics allow players more excitements in duels during the battles



▲Enhance, level-up, star-up, all strengthen your warriors. Equipment system also greatly improves your warrior's strength!

**Taking the first opportunity!**

Starting today, "543 King" pre-login event Duels, draws, and try your luck

"543 King" pre-login events will be held from Nov 26th to Dec 8th. Players only need to login to Facebook, join 543 King's fan page, and leave their mobile phone numbers to be eligible for the "draw warrior cards from dueling Guanyu" event. The event will combine 543 King's duel features and draw cards, as well as a chance to win god-like purple cards. 10 draw chances per day, 50 draws are guaranteed with a purple card. It would be immensely helpful for players in clearing early stages in the game. For more pre-login information, please visit 543 King event

website:<http://tw.socialapp.beanfun.com/X3K/E20151001/index.aspx>



▲"543 King" pre-login event is held from Nov 26th to Dec 8th. Login to win highest quality



warriors

※ "543 King" official Facebook fan page: <https://www.facebook.com/543King/>

# Creating Miracles, Gamania 20th Anniversary Begins! All Series and Mobile Games Coming Out with Promotional Deals

2016-01-04 00:00:00

Gamania celebrates its 20th anniversary in launching a series of celebration events for all Gamania fans in Taiwan. Gamania's 20th anniversary celebration begins today (20th)! Gamania's "Maple Story", "CS Online", "Elsword", "Mabinogi", "Kart Rider", "Phantasy Star Online 2", "Dragon Poker", "Finger Knights" and other renowned series and mobile games collaborates in inviting all games to participate. In addition to creating 20 featured game lobbies, there are also 20 limited virtual gifts exclusively designed by Gamania. Via top-up, weekend red-envelope giveaways, VIP closing sales, purchasing Taisun drinks, the players can collect lottery tickets to exchange specified game rewards. A-class rewards are guaranteed for accumulating lottery tickets, with a chance to win the grand prize of 200,000 beanfun! points, and a multitude of low-price promotions. The total value exceeds 10 million NTD! At the same time "Gamania 20th Anniversary: have a GOOD TIME!" The Digital Life Expo will also be held from Nov 28th to 29th at Huashan 1914 Creative Park, combined with the online anniversary celebration for the first time. Players can obtain collection sheets at the expo entrance. Every collection sheet has a serial number that can redeem 20 lottery tickets at the official event website. Participate in specific challenges and specific events on-site to win additional lottery serial stickers for more great-value virtual items in-game.



▲Gamania 20th Anniversary Celebration launched today (20th). A multitude of series and mobile games creates a easy-to-by and fun leisure time.

**One lottery ticket, a thousand dreams 7 challenges for lucky lottery tickets**

**Gamania 20th Anniversary shows off exclusively-designed virtual gifts, scenes. All series and mobile games promotes value-added events**

In welcoming Gamania's annual anniversary event, as well as enlarging Gamania Group's 20th anniversary ostentation, this year, Gamania's 20th anniversary rolled out with 7 challenges for lucky lotter tickets. In addition to granting 200,000 beanfun! points and a wide range of low-price promotions, the total value also exceeded 10 million NTD. Players can obtain lottery tickets via accumulatively topping-up to one primary account, weekend red-envelope giveaways, buying beanfun! cards, Taisun collaborative drinks, VIP closing sales, and "Gamania 20th Anniversary: have a GOOD TIME!" digital life expo. From now until Dec 13th, during the event period, top-up at least NT\$50 to receive a lottery ticket. Random lotter tickets will be awarded if a certain total of top-up is reached. At the same time, every Saturday and Sunday night, ten million red-envelopes will be given out, login to receive 10 beanfun! points. Share the red-envelopes with friends to gain an additional 5 beanfun! points for both you, and your friend. So share the fun. Not only that, this time our collaboration with Taisun Enterprise also coincided with their 65th anniversary. Purchasing Taisun drinks series in physical stores labeled with "Gamania Anniversary" event stickers to receive exclusive game serial numbers, and a chance to win lottery tickets.



▲In gratitude of 20 years of support for Gamania, a grand prize of 200,000 beanfun! points and a wide range of low-price deals are offered with a total value exceeding 10 million NTD



▲Purchase Taisun drinks series in all major physical stores labeled with "Gamania

Anniversary" event stickers to receive exclusive game serial numbers, and a chance to win lottery tickets

Gamania 20th anniversary's "Maple Story", "CS Online", "Elsword", "Mabinogi", "Kart Rider", "Phantasy Star Online 2", "Dragon Poker", "Finger Knights" and other renowned series and mobile games are rolling out with celebration events. Some games even offer 20 virtual gifts and scenes exclusively designed for Gamania. Out of which, from now on until Dec 15th, "CS Online" is coming out with a special edition of "Dao & Bazzi" hood, and a running "Gamania Commemorative Backpack" for players who fulfill a certain conditions. "Kart Rider" will begin the sales of the limited kart "Gamania 9" from today until Dec 4th. Additionally, after equipping the character Homebody Gamania, complete 5 rounds in the destiny box mode to receive the exclusive character "Homeboy Girl Gamania". From now on until Nov 30th, upon entering "Phantasy Star Online 2" game lobby, the players will be greeted with the happy atmosphere of Gamania's 20th anniversary celebration. From Dec 19th to 20th, login to "Mabinogi" consecutively to receive the Gamania 20th Anniversary commemorative hat and clothing each respectively. Of course, for more Gamania 20th Anniversary Celebration deals and events, login to the popular games and check their websites.



▲Celebration Gamania 20th Anniversary, "CS Online" launching the "Gamania Commemorative Backpack"



▲"Kart Rider" rolling out limited kart "Gamania 9" and "Homebody Girl Gamania" character, filling players with new game energy with the vitalizing color of orange



▲In celebration of Gamania's 20th birthday, "Phantasy Star Online 2" especially decorated its game lobby with an exclusive design fitting the style of Gamania



▲Change into the Mabinogi GAMA20 exclusive costume to cheer up your day

**Virtual X Real "Gamania 20th Anniversary: have a GOOD TIME!" Digital Life Expo, coming soon**  
**100,000 players unite! Orange Mushroom, Puru doll, "Mabinogi" exclusive limited EasyCard giveaway**

"Gamania 20th Anniversary: have a GOOD TIME!" The Digital Life Expo will also be held from Nov 28th to 29th at Huashan 1914 Creative Park, combined with the online anniversary celebration for the first time. At the same time, how the Group transformed from being deep-rooted in the gaming industry to expanding to a cross-industry business is shown via the expo also. The expo is innovative and avant-garde, providing cross-industry services including game experiences, payment, e-commerce, audio-visual and innovations, straight into the endless possibilities of the new Gamania fantasy world. Gamania will bring forth its popular game titles and mobile games for hands-on experiences with the gamers on-site. Not only providing a chance to win limited actual items through the challenge games, the gamers can also ask for collection sheets at the expo entrance. Every collection sheet has a set of serial numbers that can be redeemed for 20 lottery tickets on the anniversary celebration official website. Participate in specific challenges and specific events to win additional lottery serial stickers for more great-value virtual items in-game.



▲Every collection sheet has a set of serial number that can redeem for 20 lottery tickets to exchange for more great-value virtual items in-game.



▲The highly-popular Orange Mushroom from "Maple Story" that swept through the public this summer will return



▲"Elsword" releasing the actual "Puru doll" for the first time in Taiwan



▲"Mabinogi" rolling out with limited EasyCard and paper tape; limited to 500 sets, first come first serve



▲"Dragon Poker" also celebrates its first year anniversary. In the expo, it will roll out physical virtual item card as a collector's item for the players



▲"Finger Knights" limited paper dolls have a deep sense of arts and culture

※ Gamania 20th Anniversary Celebration Event

Website: <http://tw.beanfun.com/bfevent/bf/Gamania20/index.html>

※ "Gamania 20th Anniversary: have a GOOD TIME!" Digital Life

Expo: <http://gama20.gamaniagroup.com/>

※ "Maple Story" official website: <http://tw.beanfun.com/Maplestory/main.aspx>

※ "CS Online" official website: <http://tw.beanfun.com/CSO/main.aspx>

※ "Elsword" official website: <http://tw.beanfun.com/ELSWORD/main/index.aspx>

※ "Mabinogi" official website: <http://tw.beanfun.com/mabinogi/main.aspx>

※ "Kart Rider" official website: <http://tw.beanfun.com/KartRider/main.aspx>

※ "Phantasy Star Online 2" official website: <http://tw.new.beanfun.com/PSO2/main.aspx>

※ "Dragon Poker" official website: <http://dragonpoker.mimigigi.com.tw/>

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

# Xmas Smash! "Bubble Fighter" New Update Online 3 Major System Evolutions

2016-01-04 00:00:00

After two years of long wait, Gamania's leisure shooting game "Bubble Fighter" released the "Arena System" that gives players balanced matches, "Fast Joining" for the dynamic partying mode, and the "Science Lab 2.0" which provides synthesis-protection items with a new breakdown system today (18th), as well as the celebration event for the big update. At the same time, from Dec 25th to Jan 5th, a 1/50 random item will be available during the "Free Day Event" period for players to try out, with a chance to try on the legendary "golden" weapons.



▲Gamania's leisure shooting game "Bubble Fighter" launched 3 big system updates and celebration events today (18th).

**2 years no see! "Arena System", "Fast Joining", "Science Lab 2.0" 3 big system update enhancements**

"Bubble Fighter" wishes to bring players the superiority of matched strength in player match games, therefore, the "Arena System" will match the players with players of similar scores, balancing the game, while keeping the game's difficulty. At the end of each match, a daily-limited event magical needle will be awarded. Using the exclusive magical needle for a chance to obtain more powerful items. Different from joining random game rooms upon clicking the fast joining key in the past, and wait for the game to start in square waiting screens, "Fast Joining" utilizes dynamic partying mode. The players will be on a plaza utilizing intuitive colors and the mobile partying mode to distinguish the teams.



▲ "Fast Joining" allows more depth for the PvP waiting screen

Also, the "Science Lab 2.0" is a new upgrade to the last to make up for the lacking in the previous system. It allows the players to synthesized time-limited items with a higher chance to obtain high-quality items and longer expiration date. A synthesized item will automatically becomes permanent if having an expiration period of greater than 720 days. Combined with our new synthesis-protection item will make the process even more efficient.



▲ "Science Lab 2.0" improves weapon success rate, with better quality

1/50 "Free Day Event" try out random popular weapons log into "Crazy Marathon" and take home commemorative rewards

From Dec 25th to Jan 5th, Bubble Fighter's "Free Day Event" allows players to try out 1/50 random items. There a wealthy amount of game items, and the players will also have a chance to try out the popular "golden" weapons. Not only that, from now on until Dec 29th, the players also have a chance to participate in the "Crazy Marathon" during the event period. Different from usual minigames, after the player clicks on the normal mode, there is a chance to enter the "Crazy Marathon". This is an event with surprises, hoping to bring a different kind of game experience to the players.

不用再煩惱你的裝備!

# Free Day

我們幫你準備!

自由的一天~

**活動說明:**

- 只要在活動時間內登錄後進行遊戲，多種超稀有道具免費體驗!!天天登入，盡情享受免費道具!
- 活動時間內登入後進行遊戲，即可隨機獲得free day獎勵隨機一種。
- 活動結束後道具會一併消失，活動期間內透過free day所獲得的道具皆無法進行合成。

**活動時間**

2015 12/25 10:00 ~ 2016 1/5 23:59

**獎勵:**

The rewards section displays a variety of items, including different styles of weapons (guns, missiles, bombs), power-ups (hearts, shields, speed boosts), and character skins (hats, sunglasses, outfits). Many items are marked with a 'NEW' tag.

▲1/50 "Free Day Event" may grant you classic popular items by chance.

跟泡泡戰士一起進行刺激又新鮮的賽跑吧！！

# 瘋狂馬拉松 跑跑大亂鬥

使出渾身解數吧！

**活動時間**  
12/18-12/29  
1/27-2/9

**體會單純的競速！！賽跑任務登場！**  
一般 / 道具 / 狙擊 / 熱血團體裡進行隨機地圖時，  
會隨機出現馬拉松比賽。指定時間內，  
比賽誰最先到終點的團隊就會獲得勝利！

**活動獎勵**

- ▶ 瘋狂賽跑者HC(永久)
- ▶ 瘋狂賽跑者HC(1日)

▶ 100lucci

▲Complete the "Crazy Marathon" during the event period and unlock exclusive special maps to receive commemorative rewards

- ※ "Bubble Fighter" official Facebook fan page: <https://www.facebook.com/bubblefightertw/>
- ※ "Bubble Fighter" official website: <http://tw.beanfun.com/BubbleFighter/www/main.aspx>



# Mabinogi's new Samhain Chp.2 "Their Domain" secret opening

2016-01-04 00:00:00

Gamania's highly popular online game Mabinogi will continue on with Samhain Chp.2 "Their Domain" today (17th). In order to confirm the whereabouts of the "Mirror Compass", the players will begin a series of investigations on the mysterious ships in Port Ceann, and randomly engage in "dancing", "oak barrel" and "puzzle" minigames. Additional H coins will be awarded upon completion of the quests. Collecting a certain amount of H coins to exchange the exclusive "German Army Band Clothing" and "German Army Band Shoes". At the same time, this update also joined by the renowned voice actress Eri Kitamura who voiced Miki Sayaka from Puella Magi Madoka Magica, Aono Miki, and Cure Berry from Futari wa Pretty Cure, as well as Araragi Karen from Nisemonogatari. She would be voicing Raglina in Mabinogi's new Samhain Chp.2 "Their Domain", joining Milecian on a new adventure. In celebrating the new chapters being unlocked, from Dec 19th to Jan 10th, login to Mabinogi every Saturday and Sunday to receive free S coins and H coins.



▲Mabinogi will be starting Samhain Chp.2 "Their Domain" today (17th)

**Samhain partita? Chp.2 "Their Domain" official beings. Seek the secret behind the missing "Mirror Compass", collect H coins from completing quests, and exchange for the cool "German Army Band Clothing".**

The previous Samhain Chp.1 "Broken Memories" were highly praised by players. Chp.2 "Their Domain" will continue on the story. The players would discover that the one who requested the players to find the fragments was not Kristell herself, but an impersonator. Kristell told Milecian of the secret behind the "Mirror Compass" they were looking for. The "Mirror Compass" was a relic from an ancient specie and harbored great strength, able to weaken the ward between the underworld and the human world, and opening a gateway in between. In order to prevent the "Mirror Compass" from causing harm to the human world, Kristell broke the compass into pieces and sealed them beneath the under city. However, now that the "Mirror Compass" had been handed to someone unknown unaware of by Milecian.

At the same time, Port Ceann was surrounded by an unusual atmosphere, and many unknown

ships appeared. In order to confirm the whereabouts of the "Mirror Compass", Milecian began a series of investigations. While during the course of the investigations, she met the adventurer Meryl that played a harp. She also accepted Meryl's proposal on investigating the mysterious fleet.



▲Board the mysterious fleet in Port Ceann and look for the secret of the lost "Mirror Compass"



▲Take up the dancing challenge, and see how nimble your fingers are



▲Speed puzzle, the best training exercise for your eyes, memory, and logic.



▲So many big oak barrels, you better watch out



▲Collect a certain amount of H coins to exchange the exclusive "German Army Band Clothing" and "German Army Band Shoes".

**New Partners x Good Partners** Renown Japanese voice actress Eri Kitamura plays Raglina. "Partner System" enhancement, making friends is never easier

Another highlight of this update is having the renowned Japanese voice actress Eri Kitamura to voice Raglina for Mabinogi's Samhain Chp.2 "Their Domain". Eri Kitamura did the voice of many classic works, including Miki Sayaka from Puella Magi Madoka Magica, Aono Miki, and Cure Berry from Futari wa Pretty Cure, as well as Araragi Karen from Nisemonogatari. From now on until Jan 7th, the players can listen to Eri Kitamura's professional voice acting via the interactions with Raglina in-game. Additionally, the renowned "Partner System" has also been greatly updated. Other than checking favorability, pressure, and received gifts, trade partners also unlock cosmetics room for appearance changes among other things. Come check them out now in Mabinogi.



▲Renowned Japanese voice actress Eri Kitamura becomes Raglina and joins Milecian on the adventure.



▲Raglina has music talent-family skills. She can gift partners with different clothes, musical instruments, scores, and perform with the partners.

- ※ Mabinogi's new Samhain Chp. 2 "Their Domain" trailer: <https://youtu.be/e6Tr8BjuVOI>
- ※ Mabinogi official Facebook fan page: <https://www.facebook.com/mabinogi.tw>
- ※ Mabinogi official website: <http://tw.beanfun.com/mabinogi/>

# Cute Xmas! Maple Story new "Cute Beasts" system online to join your adventures!

2016-01-04 00:00:00

Gamania's popular Maple Story MMO is launching the new "Cute Beasts" system, joining the players in their adventures in-game. In welcoming a white Christmas, from now on until Dec 29th, we also bring the players to experience the Christmas Events in Maple Story NA. The players will join each other in helping the injured Santa Clause in completing the race and gain the final victory in "The Best Santa Competition". Additionally, in celebration of Maple Story's 10th anniversary this summer, as well as in building a unique memory and game image for players in Taiwan, Hong Kong, and Macao, Maple Story Taiwanese theme songs will be launched exclusively. The songs "Dynamic Rhythm", "Trance Anime", "Rock Style" each with its own style, in collaboration with "Picks", are presented to the players to vote for their Taiwanese theme song for Maple Story for this new generation. From today until Dec 20th, login to the "Maple Story Voting Page" during the event period and choose your favorite songs to win virtual gifts, as well as the limited "Orange Mushroom" doll.



▲ "Maple Story" is launching the new "Cute Beasts" system to join the players on their adventures

**So cute! Cute and reliable new "Cute Beasts" to accompany you in Maple Story**

Maple Story has been known for its cute characters; it is one of the reasons it remains to be loved by the gamers. The launching of the brand new "Cute Beast" system is guaranteed to bring out more love from the players. A long time ago, there are a group of partners that traveled and fought alongside the adventurers. They were known as "Beasts". The players can collect them via "Beast Card Packs" and register them in the Beast Collection Book. Different beasts have different



set of skills. Through summoning, preferred beasts can be chosen to join in on the adventures.



▲Choose your favorite beast to join you in your Maple Story adventures



▲New "Cute Beast" system will allow beasts to fight alongside players

**Noble and passionate! Experience NA Christmas Events, gather parties to help Santa Clause and complete the competition!**

At the end of 2015, Maple Story first brings the players in experiencing the NA Christmas events. This time around, the "Best Santa Competition" will be held, and the players have decided to pay a visit. On the way to see the competition, the players met the soon-to-be retired Santa Clause. The passionate Santa invited them to ride on his sleigh. But the sleigh was too old, and an accident happened on the way, causing the poor Santa to get injured, and Santa had to give up on the last competition in his career. But Santa took a long time to prepare for the competition, so he asked the players to take his place. Santa also said if the players would help, he would make the players into stronger adventures. The passionate and good players then took Santa's place looking for partners in joining the competition, and embarked on a series of quests.



▲NA "Christmas Event" new maps for players to explore



▲The Santa Clause that couldn't join the "Best Santa Competition". Would the players help?

**"Dynamic Rhythm" rises again, new image and new life! Collaborating with the renowned band "Picks" in creating Maple Story Taiwan region theme song**

Maple Story celebrated its 10th anniversary this summer, rolling out with all new Maple Story exclusive Taiwan region theme songs to promote brand new game image and bring a new experience to the gamers. Not only that the theme song will be decided by the players, the renowned band "Picks" is also in collaboration in creating "Dynamic Rhythm," "Trance Anime," "Rock Style" in different music styles. From today until Dec 20th, entering the Maple Story voting page during the event period and choose your favorite song for a chance to win super potions, super hand wash, maple points, and other virtual gifts. After the event is over, 20 lucky winners will also be drawn to receive a limited "Orange Mushroom" doll each. Maple Story Taiwan region theme song voting page: <http://www.feversocial.com/promotion?promoid=106360&fvref=fvr>



▲ "Picks", the known band that produced many hit songs will be making the Taiwanese version theme song for new Maple Story



▲ You decide the new Maple Story Taiwan region theme song

※ New Maple Story Chinese theme song voting page:  
<http://www.feversocial.com/promotion?promoid=106360&fvref=fvr>

※ Maple Story official Facebook fan  
page: <http://https://zh-tw.facebook.com/www.maplestory.msfans.com.tw>  
※ Maple Story official website: <http://tw.beanfun.com/maplestory/>

# MERRY CHRISTMAS have a GOOD TIME WITH YOU! Xmas new hope Radiant Gamania wish

2016-01-04 00:00:00



▲Inside the Gamania Xmas gingerbread house, were hidden many Gamania wishes waiting for you to discover Gamania's exclusive Xmas warmth



▲Other than having Gamania wishes accompany you through the Xmas, the hidden summer version is also filled with a fresh and sunny atmosphere that makes one year for its comfort

The annual Christmas is finally here, and everywhere is filled with the spirit of the holiday season, brining warmth to our hearts! This year, in order to let our partners feel a different Xmas wish and blessing, Gamania especially presented the Xmas Creative DIY Calendar. Through layers and layers of discovery, piecing together the layer-rich Xmas surprise. Many beautiful experiences are waiting for you to discover!

## The Gamania family, gathering beautiful Xmas wishes



▲GAMA20, building a beautiful Xmas holiday with you



▲No matter the season, holiday, match and combine freely, and see the Gamania family with different expectations

This year, Gamania welcomes the young 20, and wishes that, through this anniversary Christmas which happens only once in a lifetime, to gather all the beautiful Christmas wishes from the Gamania family, bringing you happiness in embracing the new 2016 year, and creating the warmest and most beautiful memory together. May dreams come true in the new coming year!

## **Explore, experience, and complete the future with Gamania!**



▲Through your own DIY process, explore and experience more possibilities with the Gamania family



▲The thoughtful calendar card contains a multitude of radiant appearances under the freely-variable assembly of different version.

The Gamania Xmas Wish Calendar Card meticulously planned by Gamania. It is expected in the future, during the process of DIY the calendar card, to be able to explore and discover new things with Gamania! Gamania hopes to pass on the intention of this Gamania creativity to partners that fought with us, in expectation to spark more inspirations, and light up the brilliant future in everyone's heart.

# Gamania 20 Anniversary Products Reigniting Artistic Passion

2016-01-04 00:00:00



▲Gamania 20th Anniversary Expo at Huashan, Brand Director Ahbin Chen explains the Playwork Creative Philosophy

"Gamania 20th Anniversary" expo at Huashan came to an end successfully. The fan-cherished "official commemorative product proposal" ignited a shopping-fever for Gamania-fans within the 3-day event period! The first public-release of the 20th anniversary "Ardent Warrior" was sold out within 60 hours, and became a heated topic of discussion on the Internet, motivating other cross-industry designs from Taiwan, US, and Japan, becoming a hot product that's highly-sought after! The success of this product proposal, makes one wonder what was the creative philosophy adopted by the planner, Brand Director Ahbin Chen (Ahbin) from the Gamania Group, in leading the team and creating the new "playwork" cross-industry brand?

**play+work Gamania-style art of life**





▲World limited "Ardent Warrior Commemorative Edition", the most popular Gamania limited item in 20 years!

Ahbin Chen said: "Playwork is derived from the Gamania Group's expanded collaborations. In the past, we had many collaborated products that were not sold to the public. This year is Gamania's 20th anniversary. It's a really good milestone, as well as through the collaboration with playwork, we did a classic review and replication of the best works in the past".

The biggest highlight of this 20th anniversary limited product, is the world-exclusive "Ardent Warrior Commemorative Edition". It was only given to Gamania's internal senior staff, and it was first sold to the public on this 20th anniversary celebration. This Ardent Warrior is designed and manufactured with the highest specification from the brass body, multiple exterior automotive metal-coatings, and combined with movable joints. It is engraved with its exclusive Ardent Warrior certification number, conveying Gamania's warrior soul that never gives up!

## Cross-industry Taiwan, US, Japan collaboration, endless inspirations



### ▲Industry crossover, building a good design life!

Including the four "Gamania 20th Classic Series", "I LOVE GAMA Series" and "Gamania Limited Crossover Series", "playwork Series". Out of which, hot products also include Convenience Shop lighter, in collaboration with Zippo, using the character model of the game "Convenience Store" that sold over 1.2 million copies in Asia as a return to that classic and glory time. Gamania also collaborated with the Japanese coffee shop nichu nichu on Chifeng Street of Zhongshan District in rolling out with the "Ethiopic Citrus Coffee", adding care-free artistic and cultural beauty to life! Pure Design Gamania-limited triangular coin purse, made with real leather, a unique design, and is both practical and fashionable. The Japanese graphic designer Akinori Oishi's cute mandarin slice-shaped passport holder is able to store small objects, and is a hot designer item that emits happiness.

Additionally, whether it's the Lover Series products in collaboration with the renowned Taiwanese Internet Illustrator SevensDog, or the "Zhengjin fighter" that demonstrates Gamania's persisting spirit, they all have a style that's witty, humorous, and sharp, producing another fun factor unexpectedly!

### Expand limitless beauty creating creative trends



### ▲playwork trendy designs, convey work-hard, play-hard spirit

In the future, playwork would integrate creativity and trendy designs, and continue to roll out with new and topic merchandises, as well as inviting artists with some design-sense and perspectives in joint-ventures. Ahbin said: "Use the right attitude, create the right products. When products are people-oriented, some things or details will continue to seek improvements!" Playwork continued to develop both practical and functional life products, enabling the Gamanian lifestyle originally exclusive to Gamanians to include all ethnic groups in life, convey work-hard, play-hard spirit!

Please visit the playwork fan page to see more trendy designs!  
<https://www.facebook.com/Playwork-169015553448655/?fref=ts>