

# Givoice

橘人誌

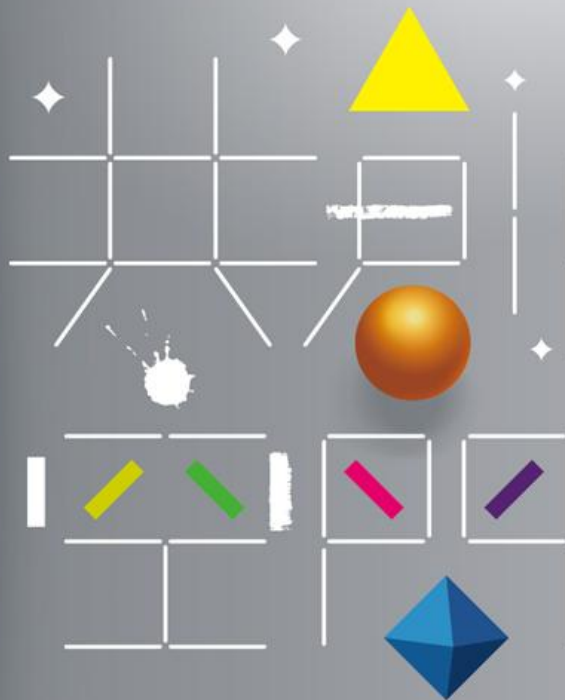


8 860282 269166

[brand.gamania.com/gvoice](http://brand.gamania.com/gvoice)

4

Apr, 2016  
vol.73



共 創 空 間 新 格 橘

Read it, Know it, Love it!

# Gamania Group's New Headquarter Creates New Dimensions

2016/03/31



2016 Gamania Big Event: Moving to a New Home! "No.736, Zhongzheng Rd., Zhonghe Dist." is such a familiar address that we, as Gamanians, all know that it is where Gamania locates. But in the future, we will have a new home completely belonging to us in Neihu. The new building succeeds the same Gamanian spirit as well as provides more comfortable spaces for Gamanians to elaborate their talents. All of us are looking forward to it.

Regarding this big move, CEO Albert said, "We need a place to accommodate both the parent company and subsidiaries, so that we can integrate the resources of all BUs to demonstrate the synergy of the characteristics and advantages of different subsidiaries and smoothen real-time communication and cooperation. After two decades of hard work, Gamania keeps going on the road to diversification into a large network company and a national grade flagship enterprise with a playful and daring heart for its next two decades."



▲ According to CEO Albert, "For the next two decades, Gamania will keep going toward a large network company and a national grade enterprises with a playful and daring heart!"

## Outstanding. Diversity. The Ever-changing Orange!

As a Taiwan flagship Internet enterprise, Gamaia integrates multiple cross-over brand-new fields, which is very refreshing. This year, for Gamaia, is a new era. As dreams grow, scale and structure of new nest of dreams will definitely be different from the past. Environments cultivate humanity. Space influence behaviors. To cope with changes in the form of development and fit in the rapidly changing Internet ecology, more momentum of co-creating is needed for wholly ecological Gamaia Group. Gamaia adds 4 dimensions, limitless, cross-over, comprehensive, and interactive dimensions, to space for everyone to explore their enormous potentials. To release the space is to free the mind. Gamaia's exclusive ecological space is therefore established.

## Limitless interaction

Boundaries between people are eliminated in Gamaia's ecological space, which enhances the frequency of idea exchanges, then the possibilities of coming up with insights, maximizes the scopes of creativity, forms new values, and makes thinking boundless. Without any limit, instead of being flat and detached, we extend our reach in all domains. Gamaia looks upon values of the interaction between people. Every single piece of idea will no doubt bring us unexpected surprise!



Source:

<http://goo.gl/8rWbKZ>

# Innovating Flat Out. Gamania Headquarter 2.0 Evolution Ver.

2016/03/31



Gamania Group loves challenges. We embrace the dreams that no one dares to have, take on them and blaze the trail with vigor. Gamania is a provider of digital entertainment content and is going to be a navigator of wholly ecological Internet life. We expect ourselves to become the pioneer of startups. By multiple development, extending our reach in cross-over fields, making iconoclastic disruptive innovation, thinking openly outside the box, creating limitless space where creativity is free from constraints, Gamania opens up an unprecedented brand-new world.

## Emulating the globally leading counterparts. Brand-new Space Sparks Creative Thinking.

Innovative Internet enterprises, such as global leading companies Google and Facebook, value independent thinking, teamwork, innovation and efficiency. They provide modern working environment, break down the boundary and replace cold meeting rooms with light public spaces, making people part of the space. Surrounded by lively atmosphere, provided with unlimited supply of refreshment, accompanied with the aroma of coffee and whispers from background during the meeting, employees totally merge into the workplace. This creates a positive power with which the employees can work at ease, cast away traditional thinking patterns, grasp the flash of inspiration and build up teamworkship.



▲ Semi-open meeting discussion room in Google Taipei helps foster creativities. (Source: Google)



Experienced interior design firm L & L Interiors is responsible for the spatial design of Gamania's new headquarters. When speaking of the spatial design trend of new offices, person-in-charge Benjamin Lee said, "The trend of times is indispensable to the spatial design of new offices. We can say that the fourth industrial revolution has begun with the rise of the internet and other new technologies. Featured by faster speed, bigger change, and more possibilities, 1. greater flexibility, 2. more space for interaction, and 3. new age aesthetics are shown in the spatial design of new offices."



▲ Benjamin Lee, person-in-charge of L&L Interiors

Gamania is a group running ahead of times, the spatial design of its new headquarters is made to cope with its ambition and setting, according to Benjamin Lee "To reflect this trend in the spatial design, 'limitless' is the principal design thinking for a boundary-less, fully creative, flexible, and humanized office space.

Right at the entrance, a free space penetrating inside out links up the Gama island, Space 17, and the reception lobby on the first floor and enables visitors to realize the primitive, boundless design. The same design concept also applies to the spatial design of other floors, particularly the introduction of the 'core area' concept in the public area on each floor to eliminate aisles and office partitions for Gamanians to set their body, mind, and spirit free, rid the regional concept of brand, and set up the group-centered working thought.

The characteristics of design language are also important. To create a limitless space, irregular lighting belts are employed in the office's public area to extend the 'limitless' concept with a black background or color. Besides expressing the nonconformist message, it is a means to encourage think differently and search for creative solutions."

## Open & Limitless: Creating the Trend of Future Space

Our employees are the most precious assets. We hope that by working in an "Open & Limitless" environment, Gamanians can have a dialogue with this upgraded space and achieve the optimal efficiency. With open space design of the new headquarter, we value every single person and anticipate the enhancement of mutual trust between colleagues and deeper understanding of each others' works. Therefore, even two contrasting individuals can achieved perfect balance of co-creation through frequent interaction. Moreover, work patterns perfectly evolve thanks to the mobility created from open space, intensive social interaction and the possibilities of developing cross-over cooperation. Gamania succeeds glorious days and step forward into brilliant future.

Gamania is on the move! The working team formed by the administration, Brand Center, and Corporate Marketing Division has made perfect plans to respond. The administration team is responsible for spatial planning, equipment, and the office environment; the Brand Center controls the consistency of Gamania's brand tone; and the Corporate

Marketing Division takes charge of the publicity activities of the relocation. Plans at each stage aim to realize Gamania's future blueprint and furnish the new headquarters for Gamania and subsidiaries to show their mettle for a unlimited future of Gamania upon its past glories.



▲ Gamania's working team and the interior design team were busily discussing at the relocation meeting.

-----  
About Benjamin Lee

- Interior Designer, HELLMUTH, OBATE & Kassabaum, Inc., USA
- Fashioner Designer, Yamamoto Kansai Inc., Japan
- Creative Director, Tang Meng Interior Design, Inc.
- Founder, L&L Interiors
- Founder, CJW

# Open & Limitless: Analyze New Patterns of Space

2016/04/01



Gamania Group's new headquarter is located in Taipei NeiHu Technology Park, where the horizon is broad. Gamania ecological space 2.0 evolution version has a brand-new conceptual space with a core idea of Open & Limitless. "Open" means open state and eliminating barriers in the space. "Limitless" represents the concept of infinity (Gamania without limits). With all the ingenuity in the office, we hope and expect that Gamanians can cast away constraints, dynamically show their creativity, become much more open-minded and show increased solidarity.

When the core concept, Open & Limitless, is integrated into the interior design of the office, every corner is worth expecting and numerous new highlights are created. Let's follow G!Voice to check out what brand-new structures Gamania has. Go Ahead!



## O1. Open to the public

Walking into the group's headquarter, first you will be greeted by the lobby on the 1st floor. It not only welcomes Gamanians but also the general public. On the left hand side, there is "SPACE 17EXPO" and "Gamania Museum", Gamanians' cultural space; on the right hand side, there is the leisure space "Gama Island". The brand-new design gets rid of old-style concrete walls, displays open space style and widens the view to the fullest.



## O2. Open to ideas

Never let a good idea pass! We can see “Gamanian Discussion Rooms” every floor. The entire strip open space is divided into several compartments by using transparent glasses. The design prevents Gamanians from being interfered, and thereby gives they more freedom. Gamanians can gather their partners at any time, seizing every moment of inspiration!



## O3. Open to Gamanians

New structure of the office eliminates all the barriers to interaction between Gamanians. The removal of OA cubicle produces greater breadth for the space. Every department in Gamania can not only operate independently but always keep track of the condition of the cooperative counterpart. This makes Gamanians come much closer to each other and work together without obstacles.





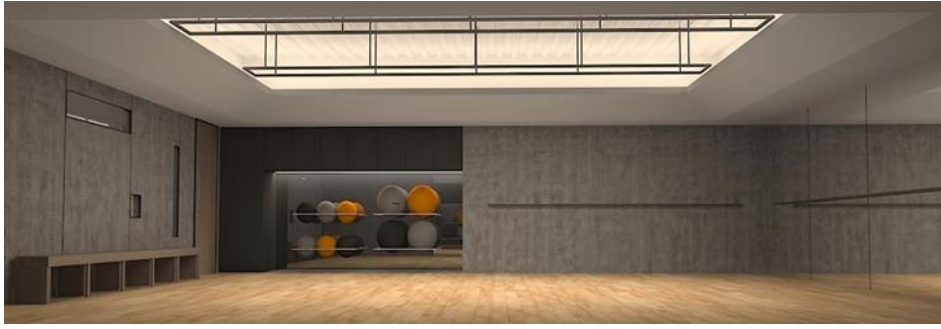
#### O4. Open to Communication

When Gamarians need to concentrate their attention, there are also some special spaces that are relatively quiet for them, such as the specially organized "Project Room" and "Meeting Room". And "Telephone Booth" is a comfortable, cozy soft space for those who need to talk on the phone. Fulfilling the demands for flexibility and mobility at work, this helps Gamarians better control their pace of work without being interrupted.

#### L1. Limitless view

The lobby on the 1st floor creates limitless view. One can open the arched doors on both sides of the entrance of the lobby. From left to right, there are "SPACE 17", "Gamania Museum" and "Gama Island". These rooms are all connected, producing limitless broad view.





## L2. Limitless Mind

Fitness room, Gama Island, SPACE 17 and Gamania Museum are the main places where Gamanians enjoy their leisure time and join cultural activities. Based on the concept Limitless, enduring raw materials and stylish uncovered ceiling are employed in these spaces. Such design creates modern expansive atmosphere, wipes out barriers in the space, reduces the sense of confinement and feeling of oppression and thoroughly free Gamanians' senses.



## L3. Limitless Extension

When arriving at each floor, you can see a brand guidance of each floor which uses simple lines of light to guide audience's sight. With lines extending, it is beyond 2D vision, making a breakthrough in style. Every corner embodies the concept Limitless, which represents Gamania Group's experimental spirit to extend its reach in various domains.



#### L4. Limitless Cooperation

Gamanians's office area will be arranged in a brand-new form of workstation. Equipments will be put under centralized management so that Gamanians can work greatly closer in teams and exchange awesome thoughts on any occasion. We hope that the vivid and interactive atmosphere in the office can cultivate a more open-minded attitude and thereby form unrestricted partnership.

# Cherishing All the Glorious Days. Embracing Rosy Innovative Future.

2016/04/01



As stepping into the future, memories Gamanians created together become more and more vivid. All the details of interaction will be remembered. Every corner carries our affections. G!Voice collects every episode filled with memories meaningful for Gamanians which could be an encounter, a person, a sight, or an event. We cherish these memories, write down every “best thing of the space”, collect these beloved moments and together we’ll reach another peak.

## Memorable. Unique Value of Co-creating Space.

Gamania’s present building is always there for Gamanians when the enterprise goes through difficult times, and it witnesses all the ups and downs since Gamania’s foundation. Those precious historic moments taken place here are deeply engraved in many senior Gamanians’ memories. As the time passes, certain places may not be the same as it was; however, they still evoke those memorable moments. GASH’s senior Gamanian Kenny Sung welcomes his 16th year in Gamania. From serving as a customer service specialist to the Director of Cash Flow Business Division, he puts his footprints almost all over the building. He shares that it is the brain storming room, filled with old stuffs collected by the Brand Director Ahbin Chen (Ahbin), in Brand Center on the 18th floor that he misses the most. All those stuffs are randomly placed, which makes the environment relaxing. Together with colleagues, he came up with many interesting ideas there. Showing how much Gamania values service, Guest Center, where many items representing Gamanian history are displayed, is also an important space for costumers to visit.





▲ GASH's Kenny Sung misses the brain storming room of Brand Center and Guest Center the most.

### Exciting. Diversity of Leisure Space.

Gamania dares to change as well as dares to innovate. Creativity pours various joy into life. Every space changes more or less from time to time. Every little bit of changes in the space always brings new feelings to Gamanians. Each department irregularly holds activities to celebrate festivals. Gama Island is decorated elaborately on Christmas and Halloween. As for the change of content in space, exhibition space SPACE17 in Gama Island on the 1st floor compiles and displays popular issues among Gamanians in a form of exhibition at regular intervals. Every time the arrangement is undergoing, we can see the excitement sparkling in Gamanians' eyes.



▲ Every movement of SPACE17 attracts attention

Weli Lo (Ali) from DIGICENTRE CO., Ltd says, "To us, Gama Island is the most relaxing place. There are often new exhibitions and decorations. So we gather a group of meal pals at Gama Island. We're always excited about the exhibition at SPACE17. The previous exhibition of 'BIG DREAM: Flying High' organized by the Gamania CheerUp

Foundation was impressive. They trained young people to help them achieve their dreams of becoming a pilot. That makes me want to join them! ” In addition, he shares that he expects the new Gama Island will have a larger space because the present Gama Island barely has enough space to accommodate those hungry buddies and that he is also looking forward to new SPACE17. These two will definitely bring refreshing feelings!



▲DGC's Weli Lo (Ali) is looking forward to the new Gama Island & Space17

### Interesting. Fascinating Findings in Living Space.

Playing is part of working. This is the unique Gamanian attitudes toward jobs. As a competent Gamanian, one should not only work hard but also play hard. We celebrate colleagues or supervisors' birthday, enjoy year-end party, hold activities for resuming business operation, observe Gamania Festival and so on. Somewhere in the space that surprises took place reminds people of the same groups of people and things at that time when they come back. GHQ's Eva Yen mentions that little episodes in daily life are actually very interesting: She is petite. One time, she came across Safety Office's Bing-Xiang Chang, who is almost 200cm tall, in the elevator, and this situation made "the cuttiest height difference" between them even more contrasting. Afterwards, she recalls this memory every time they coincidentally take the same elevator. Besides, she also shares her experiences of participating in the Gamanian Melee Tumbling Tower on Gamania Festival. The event was held in the 1st floor lobby and it was so lively that it aroused lots of people's curiosity, making them gather and watch. She thinks that this is not only an activity of Gamania but of the whole building, giving others an impression that Gamaina is a very interesting enterprise.



▲ GHQ's Eva Yen comes across Safety Office's Bing-Xiang Chang in the elevator.

### Touching. Spaces Brimming over with Culture in Gamania.

Gamania's offices give people an joyful and positive impression. But when we slow down the pace, we find that some Gamanians spend more time in the office than in their own houses, and some consider here more intimate than home. Colleagues around are the best roommates, sharing joys and sorrows with each other. Every corner is filled with moving warmth. GTW 's Bonnie Tseng describes, "Previous Guest Center is like the living room in a house due to its function of receiving players. Gama Island is the kitchen and the 18th floor is probably the master bedroom! " The most touching thing of this space to her is that instead of a certain place, every corner is filled with Gamania's atmosphere. Warmth is everywhere!



▲ GTW's Bonnie Tseng

Bonnie also shares that there is an organization similar to a Employee Welfare Committee at GTW named “Gama Well-being”. They turned the meeting room on the 15th floor into a theater playing horror movies last Halloween and forced everyone to do aerobics on Youth Day. These crazy ideas are all the inspirations they come up with during their frolic in the Meeting Room 1301, where, to them, is the hallowed hall of “conspiracy”.

The time spent with colleagues and working partners here is gradually accumulated and developed into timeless memories. We gently pack these precious luggage and bring them along to Gamania Group’s new headquarter!

Source:

<http://goo.gl/R0a18r>



Creative Expo Taiwan 2016: Stand on the International Stage. Invite You to Savor the Rich Eastern Culture!

2016/04/01

2016 臺灣文博會

品東風

call for exhibitors



2016 / 04 / 20 [WED.] ▶ 24 [SUN.]

華山1914文創園區—工藝 | 松山文創園區—設計 | 花博公園爭艷館—授權

#### G!VOICE Recommendation

Following the conception "Exquisite Lifestyle & Insight into Taiwan" focusing on aesthetics in city life in 2015, this year, Creative Expo Taiwan, entitled "Savoring the Rich Eastern Culture", will broaden its horizons, reflect on local culture from an international point of view with a more open-minded attitude, and promote Chinese aesthetics via Eastern modern design language!



## Exhibition Introduction

This year, Creative Expo Taiwan invites "Design Poet" Jun-Liang Chen to serve the position as general coordinator and gathers prominent curators at home and abroad to work together on the 5-day feast of aesthetics and culture that will be held at 3 major exhibition halls, Huashan 1914 Creative Park, Songshan Cultural and Creative Park and Taipei Expo Park Expo Dome!

There are Taiwanese, Japanese, English and Danish pavilions, respectively around the four theme concepts: "Savoring the Rich Eastern Culture", "Daily Life and Cuisine", "Tea Culture", "Experiences from Life". Visit Creative Expo, amazed by the design trend! What is more worth mentioning is that, as the licensing industry emerges, this year Creative Expo will expand the licensing sections, providing character design and brand agent industries at home and abroad an exchange platform. We expect Taiwanese talents in original innovation can stand on the international stage, the greater stage!

## Exhibition Information

Date: April 20-24

Location: Huashan 1914 Creative Park, Songshan Cultural and Creative Park, Taipei Expo Park Expo Dome

Link:<http://creativexpo.tw/>

Reference:

<http://creativexpo.tw/>

Source:

<http://goo.gl/gCgUax>

<http://goo.gl/azCzsq>

# Honey, I'm Expanding the Convenience Stores! Evolution of Convenience Stores!

2016/04/01



How often do you go to convenience stores a week? Taiwan has the highest density of convenience stores on the planet. The number of them already exceeded 10,000 several years ago! Statistics suggests that one in every three people goes to convenience stores every day with an average expense of 71 NTD each time. Life in Taiwan have already inseparably linked with convenience stores! Under fierce competition, convenience stores in Taiwan rack their brains, trying to capture the hearts of consumers through various kinds of marketing strategies such as introducing sticker collection, creating soft serve ice creams fad and producing short films. The more important thing is that surely you notice some changes while stepping into the convenience stores: new convenience stores are having dining areas, restrooms, free Wi-Fi, even bakery and fusion bars providing light meals. Brand-new space design shows that the curtain has risen on a new era of convenience stores!

Convenience stores originated from small shops in gas stations in the U.S. and prevailed in East Asia after 1980s. Small in size and product differentiation, convenience stores make profits through fast turnover, that is, managing to sell goods faster than other competitors. To general public, convenience stores place importance on efficiency, speed and instant service and most consumers come and go in a hurry. Now with the additional design of comfortable spaces and customers' pace slowing down, how can they boost sales?



▲ A sea of people having lunch in the convenience store!

## Fast food restaurants go in the decline? Convenience Stores Seize the Eating-out Market Share

According to the data from E-ICP in 2014, up to 77.6% eating-out population go to convenience stores to buy foods. Promotion selling fresh food with drinks has already become first choice for salarymen. Revenue of convenience stores is higher than that of the leading fast food shop, McDonald's. Dining area provides consumers a more comfortable space. Convenience stores become a new choice for dining and rest!



▲ Convenience stores often form cross-industry alliance to add variety to their products for consumers to choose from.

## Fulfill various demands! Meals and desserts all at your choice

Want to eat freshly cooked, piping hot rice and noodles for lunch? Just come to FamilyMart and have some! Feel sleepy



in the afternoon and want to have some refreshment? Hi-Life provides freshly baked breads; 7-Eleven's donuts looks so tempting! To satisfy demanding consumers, beside microwave food, convenience stores now respectively develop so many characteristic products or facilitate strategic alliance to provide diverse meals and desserts. Say goodbye to rush and haste. You can just go to the nearest convenience store and cozily enjoy afternoon tea.

### Retain customers! The crowd brings the opportunities of business?

"Let's have afternoon tea at FamilyMart! " Dining area in convenience stores seems to have no practical benefits. However, it can prolong customers' stay, and increase each person's expense and the numbers of customers. The addition of dining area provides convenience stores with at least 10-20% growth in sales of fresh foods. This strategy proves a success!



▲ Buy vegetables in the convenience store at the entrance of the alley? Now, every convenience store dedicates themselves to develop the fresh products market as well.

To you, what will convenience stores look like in the future? With shelves full of seasonal fruits, vegetables and fresh meat? Equipped with audiovisual entertainment setups? Customers can buy compact homeware there? To convenience stores, when there is demand, there is always room for evolution! Convenience stores expand to seize the eating-out market share and wholesale stores open smaller branches in communities, which is blurring the boundaries between channels and reveals the service-oriented trend in the future. The winner will be the one providing the most convenient and comprehensive services!

#### Reference:

<http://goo.gl/9ybxUS>

<http://goo.gl/7zFQnX>

<http://goo.gl/Fg9QrE>

<http://goo.gl/mZg0XO>

<http://goo.gl/GN4bCa>

<http://goo.gl/eDr6Vp>

<http://goo.gl/RwN1t6>

<http://goo.gl/XoP4RD>

#### Source:

<http://goo.gl/2BH1Ni>

<http://goo.gl/Sfmf8m>

<http://goo.gl/N0VWHk>

<http://goo.gl/a45F9c>

Let's see how Kit Kat chocolate bar hacks into other brands and make their “busy” advertisement characters take a break!?

2016/04/01



“Have a Break, Have a Kit Kat” is the well-known tagline of Kit Kat chocolate bar, a Nestlé brand, and appears in its advertisement every time.

The repetition of this tagline in the advertisement is intended to make consumers naturally think of “Kit Kat” when they “have a break”. However, such big dream of brand cannot remain theoretical. The most efficient way is making consumers truly get the meaning behind these words. And Kit Kat’s creative idea is so ingenious that you’ll definitely understand what “Have a Break, Have a Kit Kat” is all at a glance.

To promote its newly-on-sale chocolate bar in Colombia, Kit Kat decides to use outdoor board in their advertising campaign in the most flourishing areas in Bogotá, the capital of Colombia. Outdoor boards are common except this kind. Because this time the outdoor boards Kit Kat used are all borrowed from other brands’ advertisement. How clever!

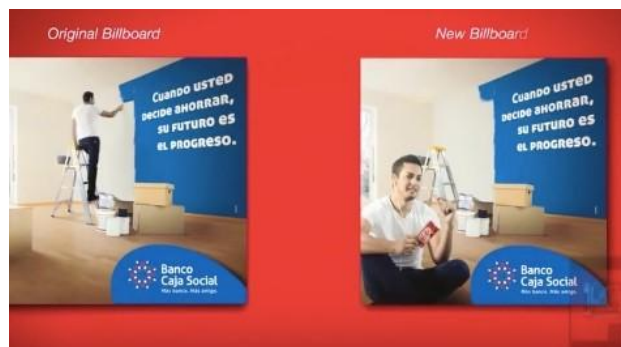
Everyone knows what the tagline “Have a Break” means. But here comes the question: how to strengthen the connection between having a break and Kit Kat in consumers’ mind?

Kit Kat thinks of the characters in advertisements who always “have no break”. “Now that we promote the idea ‘Have a Break’, we can have Kit Kat help those popular characters on the boards who act as workers, stand outside for a long time, suffer from wind and rain every day to Have a Break”.

First of all, Kit Kat contacts some recognizable and famous brands, such as Mazda Motor, Banco Caja Social Bank and cosmetic brands for cooperation. These brands already have many outdoor boards setup in various downtown areas. Then, they hire the models in the original advertisement, ask them to represent the previous context and style, and keep the original brands’ Logos to produce a set of seemingly identical posters. But this time, the characters put their work aside and have a Kit Kat chocolate bar in their hands!



▲ Hire models in the original advertisements to shoot a set of posters similar to the original one. But this time the characters put their works aside.



▲ The left one is the original advertisement; the right one is the advertisement with chocolate bar in which the character is having a break.



▲ The model demonstrating cosmetics all day can finally have a break.



▲ Still busy with the goods? Come, have a break.

Finally, they put these poster on the same boards where the original ads were, creating a sense of surprise for those who commute on the same road when they “find that the familiar advertisement is replaced overnight with another that is somehow a bit similar but a bit different”. This method is not only refreshing but also creates a fad on social media.



When “people take photos because the ad is interesting, post them on Facebook and share with friends and family”, Kit Kat gains popularity.



▲ Seeing those familiar characters who originally work hard now sneak a break from the busy work makes us have a knowing smile.

Besides communicating the major appeal, the connection to the product is also taken into account.

Kit Kat cleverly gives full scope to creativity and allows ad characters to “have a break”. Moreover, to strengthen the connection between tagline and the product, they setup a shelf beside some boards with Kit Kat chocolate in it for consumers passing by to take actions, “try one for free”, immediately when seeing the tagline “You can have a break, have a Kit Kat just like these models” on the poster. Isn't it good?



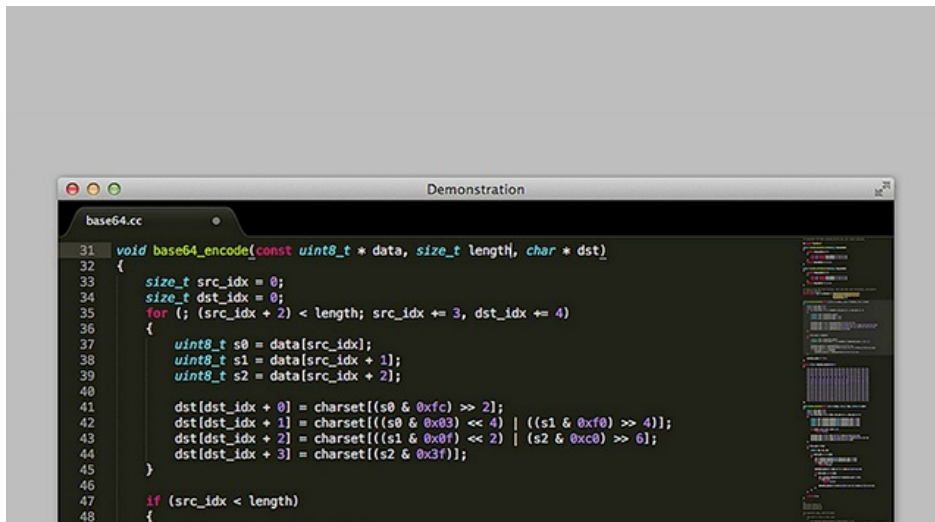
▲ See the advertisement? Have a free chocolate bar immediately.

In this excellent case of crossover cooperation, Kit Kat does not steal other brands' thunder. It reaches the goal of advertising, and meanwhile adds some sense of humor to the original brands. They co-create win-win situation. How nice!

# UI Designer's experience in learning programming (2)

2016/03/27

It has been 5 months since our last UI Designer's experience in learning programming (1). Have you been practicing? Did you face any difficulties? If your programming lessons are progressing smoothly, it would mean that you're a gifted designer with great potential. Without further ado, let's delve into the next phase of our lessons. The contents we'll go over today will be more difficult. You'll need to invest more time and effort into learning this. I will therefore try to inspire fellow designers by sharing my personal experiences in the quest to master programming.



After learning basic HTML and CSS, the other key areas to focus on would be:

CSS hack

CSS optimization and security (SASS/css sprite/image compression/class name)

CSS Framework (bootstrap)

Version control (git)

CSS hack

When using a different browser, it would be intuitive to use CSS Reset to reset default parameters of various browsers to 0 and standardize them accordingly. The 2 most common CSS Reset available would be Reset CSS compiled by the renowned CSS Master Eric A. Meyer, while the other would be CSS Normalize. The major difference between the two is whether the HTML label styles are reset to zero (such as h1 to h6 styles). For details on these differences, you may refer to the [normalize.css](#), which is considered an alternative to reset.css.

However, even if we have loaded CSS Reset, taming IE may still prove difficult. There's an undeniable sense of achievement every time we build a new style set. But any sense of pride vanishes instantly when that outdated IE window pops up. In order to ensure the integrity of your website, you must perform IE hack. IE hack allows you to clearly understand the nature of every version of IE. Familiarity over these nuances will ensure success.

Sometimes IE is not the only thing to blame. I will recommend adding browser identification for most CSS3 properties.

Chrome / Safari: -webkit- initial

Firefox: -moz- initial

Opera: -o- initial

IE 9/10: -ms- initial (less commonly used)

## How do I learn CSS hack?

Simple. Use Google. That's right. About 90% of the problems you encounter would have already been solved by other designers.

## How about the 10% of the problems that has not been solved?

From my own experience, I will start by changing the HTML framework and avoid CSS styles that tend to generate problems. This will often solve the issue. If the problem persists, then you may have to discuss with the front-end engineers or even use js to solve it.

When using CSS hack, I will often make changes directly to the CSS properties (Figure 1) and not hack it under HTML (Figure 2). How about the sequence for CSS hack? Proper CSS grammar should start with the syntax with the greatest compatibility, and gradually narrowing the definitions layer by layer. In other words, when the browser sees something that it does not understand, it can move to the next layer and the next until it sees something it understands. Figure 1 demonstrates the sequence:

```
.formGroup {  
  width: 85%;  
  
  .mailInput {  
    border: none;  
    width: 93%;  
    @include radius(5px);  
    font-size: 20px;  
    padding: 18px;  
    padding: 17px\9; /* all IE */  
    padding: 16px\0; /* IE8 */  
    *padding: 20px; /* IE7 */  
    _padding: 19px; /* IE6 */  
  }  
}
```

▲ Simply add scripts under CSS properties

```
<!--[if IE 6]>  
  <link rel="stylesheet" type="text/css" href="ie6.css" />  
<![endif]-->
```

▲ Annotations under HTML

Most CSS debug used by the browser directly accesses the developer's toolbox provided in the browser to carry out debugging. I myself would directly enter CSS properties within the developer's toolbox and check if changes shown on the screen were able to correct previous issues. Once the problem has been solved, you may then open the editor and provide the corrected CSS into the file. Of course, you may try editing HTML frameworks using the developer's toolbox as well.

## How to open the developer's toolbox:

Windows: F12

OS X: Cmd ⌘ + Option + I

Safari: Safari > Preferences > Advanced > And select the "Developer" tab

Right click and select "Inspect" will also open the developer's toolbox.

How to use the toolbox (using chrome as an example and demonstrating the means of editing the Facebook login page):







▲ There's a magnifying glass icon on the developer's toolbox menu bar. Click on that.



▲ Select the element you wish to edit.



▲ Change the Facebook header color (you can change the color from the top)



▲ You can then adjust the header height.



▲ Increase the height from 82 px to 100 px.



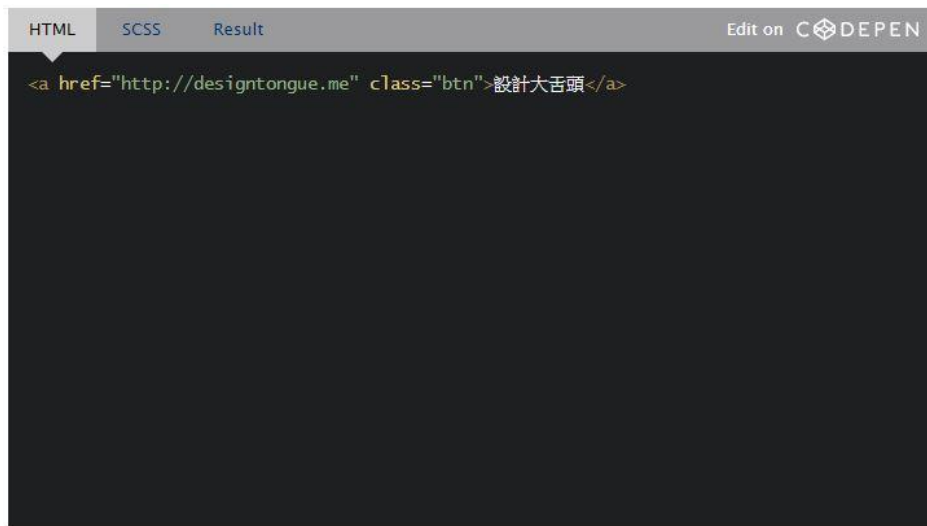
▲ A series of edits will quickly allow the designer to achieve the desired interface layout

## CSS optimization and maintenance

Designer and engineers pay great attention to program optimization and ease of maintenance. Program optimization can help improve website performance and indirectly enhances UX (user experience). Ease of maintenance is also extremely crucial for group collaboration. For example, if you're on leave and colleague B is standing in for your job, if you fail to adopt the company's coding style, then colleague B may have to spend a lot of time trying to decipher your programming language. This may just take a while if he or she is lucky. In some cases, it can take up to an entire day. I will share some of my experiences and lessons learned regarding optimization and ease of maintenance.

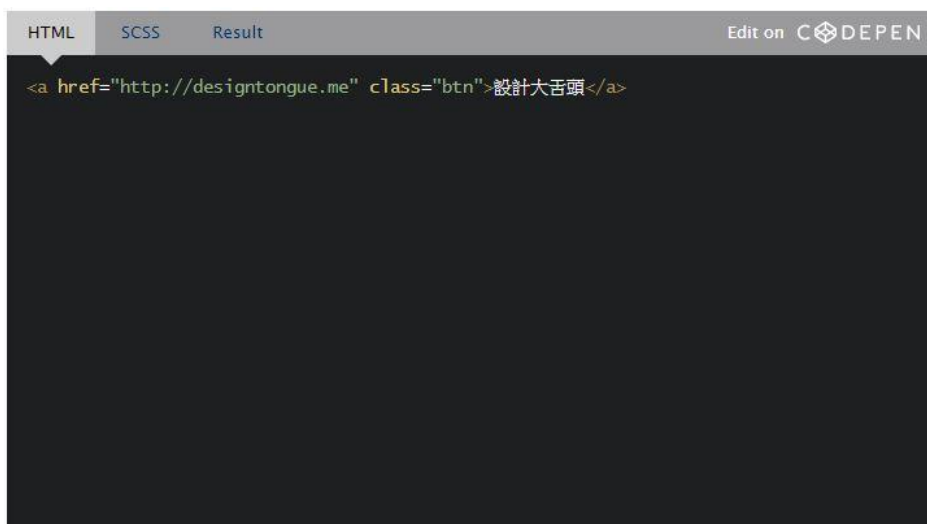
## CSS optimization

Using Sass for CSS programming allows you to use variables, Mixin, extend, and nesting to achieve great reductions in program lines (by cutting down redundant contents). When I was first introduced to Sass, the commands used deterred me. It simply has too much code for me to like... but once I've got into it, there's no coming back. It's truly a great and efficient tool to work with. The best function of Sass is its use of variables. This is something that CSS can't do. Using Sass variables will make website maintenance easier. I'll provide an example here:



▲ See the Pen bVReep by jeremy0417 on CodePen.

Now imagine there's 30 buttons on the website you're maintaining distributed in every page. The button must turn dark when the mouse cursor hovers over it. The bad news is that your boss wants you to provide a DEMO to the client in 5 minutes. To solve this crisis, you can simply change `$btnHover` from `darken($btnColor, 10%)` to `lighten($btnColor, 8%)` to achieve the desired function. Here is the demo:



▲ See the Pen bVReep by jeremy0417 on CodePen.

There's more advanced options such as `@if`, `@for`, `@each`, and `@while`. Of course, I haven't delved into these functions yet, but those interested should check this article:

Sass control directives: `@if`, `@for`, `@each` and `@while`

To learn about Sass, I will share the two channels I use: front-end developer groups and online learning materials.

Front-end developer groups:

Front-End Developers Taiwan

Taichung Frontend Group

Kaohsiung Taiwan F2E

Online materials:

Sass & Susy manual

Sass official documents

mixin library for Sass

Relationship between Sass and CSS (online practice)

Sass Tutorials (online learning videos)

There's actually quite a lot of online resources to work with. Once you have mastered basic Sass, I recommend you keep looking for relevant source codes to emulate. If you do encounter real problems, you may try asking the gurus in various front-end groups. I hope fellow designers can give Sass a shot. Once you try it, there's no going back.

Another is graphic processing. Slicing pictures to the required dimensions and handing them over to the engineer are easy, routine tasks for designers. But... do you know that there's still room for compression for the dissected pictures? That's right! There's free tools online that allow you to achieve great compression of XX% without loss of detail such as compressor.io (highest compression ratio of 90%) and TinyPNG (that can achieve 50% compression for png files). I personally use TinyPNG (this can be used for both jpg and png files). Some people may think compressing is an annoying chore as it means that you have to save the file a second time after slicing. But the compression ratio is really significant and is a good habit to have. So just keep calm and compress away.



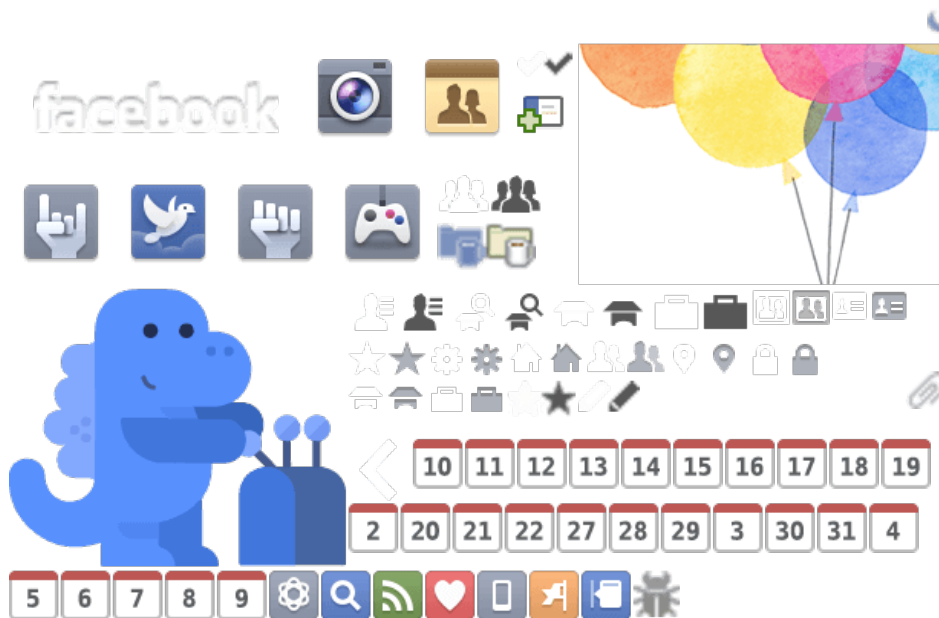
▲ Using TinyPNG to compress pictures

In addition to picture compression, there's a lot of other graphic tools out there such as CSS Image Sprite. This tool takes thumbnails and icons to assemble a picture. Right, so how useful is this, exactly? To servers, users can simply make a single request to the server, helping to speed up web surfing. The following picture shows CSS Sprite used for Pinterest and Facebook.





▲Pinterest CSS Sprites



▲Facebook CSS Sprites

How do we generate CSS Sprite? I would often use Photoshop to create a picture using various icons. There's also a lot of similar services online. Feel free to check out CSS Sprite on lessons of assembling backgrounds using multiple pictures to improve website performance. You may also check CSS Sprite Generator offered by Google.

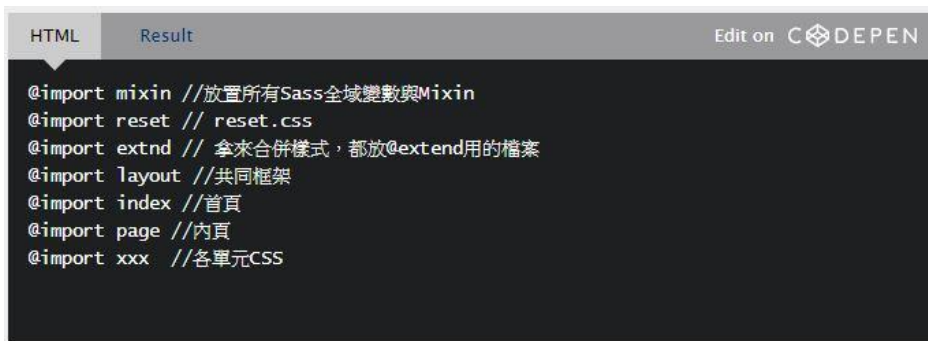
When looking for CSS Sprite templates, however, I've found that many websites have changed icon to icon fonts. I won't elaborate on icon fonts in this section. I believe you can easily Google this and find a lot of information about it. I myself selected Font Awesome because it is also supported by Photoshop / Sketch App. For details, please check out this article: Boost your efficiency in webpage designs by using Icon Front in Photoshop!

## Ease of maintenance for CSS

Ease of maintenance of CSS, in layman's terms, is to make sure that CSS is written in programming scripts and logic that are understandable to other people. Colleagues charged with opening and editing your CSS scripts would have a much easier time if they are easy to maintain. I will share some of my experiences and thoughts on CSS framework and nomenclature.

We shall start with file framework. I would dissect SCSS files so that every .SCSS functions are independent from each

other. If layout UI must be adjusted, I can simply work on the separate .scss to quickly implement the required changes. The following describes the framework for .scss file separation:

A screenshot of a CodePen editor interface. The top bar shows 'HTML' and 'Result' tabs, with 'Edit on CODEPEN' on the right. The main area is a dark-themed code editor containing the following Sass code:

```
@import mixin //放置所有Sass全域變數與Mixin
@import reset // reset.css
@import extnd // 拿來合併樣式，都放@extend用的檔案
@import layout //共同框架
@import index //首頁
@import page //內頁
@import xxx //各單元CSS
```

From the HTML, we can see how .scss files can be classified (by project size or personal preference). When I first started learning this, I only divided .scss into 2 files: mixin and style. However, the style.scss file would eventually end up with 800 lines of code (with 1 index and more than 20 pages of material). It was not until I've read up about CSS file management techniques shared by other people that I've realized I was being a most unfriendly programmer in terms of project management. Furthermore, the time I spent reorganizing my files will allow easier maintenance in the future. This compelled me to start learning CSS file classification techniques. I recommend fellow readers to check out the article titled 30-day Mastery of Sass grammar - (18) Planning your Sass structure. The key recommendation is to go ahead and try it. Only through actual practice would you come to realize the concepts that you're not familiar with. You can then look up for more information, try it again, and deepen your mastery over CSS classification.



▲ Screenshot from: <https://speakerdeck.com/evenwu/css-dang-an-guan-li-ji-qiao-fen-xiang>

You may be confused why I'm talking about SASS at one moment and SCSS in another. Was there a typo or something? The truth is that SASS is capable of supporting 2 types of languages. In SASS, indents are used to replace brackets to provide a cleaner script. However, people may not be used to this at the beginning. The other script is SCSS which is more comparable to CSS scripts as brackets are retained. You may save CSS scripts as .scss, but that would be pretty meaningless (your ultimate aim is to leverage the essence of SASS with variables, mixin, extend, and nesting elements).

Another lesson I'd like to share about ease of maintenance would be nomenclature. I feel that poor nomenclature is something that negatively impacted work efficiency. We often spend a lot of time thinking about names and this often

disrupted our coding process flow. This is why I started researching and studying nomenclature used by other people. The following lists the naming rules that I commonly use:

Overall framework: header / main / footer

Functional names: banner / nav / container / sidebar

For container widths: xxxContainer, such as: navContainer / mainContainer

For group elements: xxxWrap, such as: navWrap

Sub-elements: subXxxx, such as subNav / subMenu

Common elements, such as: logo / mail / btn

To name other elements, simply reference the principle of naming by function in order to clearly specify the type and purpose of the element. Avoid using meaningless names such as class = "1" or class = "aaa". For id and class nomenclature, I tend to use: id = "id\_name" class = "className" formats.

When should you use id? And when should you use class? Simply put, you would use class for CSS styles as these styles may be used repeatedly. id, on the other hand, is independent and cannot be repeated. Hence, id is often seen in "overall framework name" or reserved for javascript.

## CSS Framework (Bootstrap)

To be honest, I stopped using bootstrap after trying it once. It's not because it's useless, but once I got to know its framework and logic, I still preferred my own style (I've already established my own framework and logic by then).

Bootstrap, in my opinion, must be learned because a lot of people are using it. It is very likely that you'll need to edit or maintain webpages written using bootstrap. Knowing bootstraps will make things a lot easier for yourself. Another reason for learning about bootstrap framework principles is to gain better familiarity with CSS and add more CSS coding options to improve your own skills (remember, don't become too dependent on this).

You will spend more time if you don't use existing CSS Frameworks and instead choose to make your own customized frameworks from scratch.

Extended reading:

Should I start from scratch, or use CSS framework?

BOOTSTRAP RWD usage methods and principles

Bootstrap CSS - Chinese manual

## Version control (git)

git may be too complicated for most UI designers. However, git proficiency will help improve program development and collaboration. My own git expertise is only enough for me to work smoothly in a team. The framework environment for git contains too many "text (code) and steps". However, nothing should be too difficult for an eager learner. Still, as a designer used to large amounts of graphics, the imposing amount of program codes on the terminal can be quite bewildering. There's also branch, release, and rebase. These parts are often taken care of by professional RD people in our company. Nonetheless, it won't hurt trying to work with git on your own (where messing up would not be an issue). I will be sharing some of my learning experiences on git:

```
web2 -- -bash -- 158x41
[~/Desktop/web2] $ cd ../web2
[~/Desktop/web2] (gh-pages) 1549h48n $ git st
On branch gh-pages
Your branch is up-to-date with 'origin/gh-pages'.
Changes not staged for commit:
  (use "git add <file>..." to update what will be committed)
  (use "git checkout -- <file>..." to discard changes in working directory)

   modified:   images/abt.jpg
   modified:   images/abt.1.jpg
   modified:   mail/contact_me.php

no changes added to commit (use "git add" and/or "git commit -a")
[~/Desktop/web2] (gh-pages) 1549h48n $ git view
* 7852e5d - (HEAD, origin/gh-pages, gh-pages) Fix banner image and font family by JeremyLin (9 weeks ago)
* 3a33e48 - Fix mail js by JeremyLin (9 weeks ago)
* 4d7c3bd - Fix js path by JeremyLin (9 weeks ago)
* ab1442f - Fix web NEW by JeremyLin (9 weeks ago)
* 9366b32 - Fix google fonts by JeremyLin (5 months ago)
* ec634e4 - Fix app demo photo DONE by JeremyLin (5 months ago)
* 7edc88d - Fix function page css by JeremyLin (5 months ago)
* 3d75cca - Delete .DSXXX by JeremyLin (5 months ago)
* 882c009 - Fix mail js php function by JeremyLin (5 months ago)
* 8b90942 - Fix focus style by JeremyLin (5 months ago)
* 4b2df30 - Fix msg color by JeremyLin (5 months ago)
* a8e56d2 - Fix error msg layout by JeremyLin (5 months ago)
* b0b09ec - Fix mail page layout by JeremyLin (5 months ago)
* 0b03a03 - Fix page 7 layout by JeremyLin (5 months ago)
* 733f63b - Fix page 1 to 6 layout by JeremyLin (5 months ago)
* f121853 - Fix official website layout template by JeremyLin (5 months ago)
* a8f0b1e - Create gh-pages branch via GitHub by JeremyLin (5 months ago)
[~/Desktop/web2] (gh-pages) 1549h48n $ tig
-bash: tig: command not found
[~/Desktop/web2] (gh-pages) 1549h48n $ git view
* 7852e5d - (HEAD, origin/gh-pages, gh-pages) Fix banner image and font family by JeremyLin (9 weeks ago)
* 3a33e48 - Fix mail js by JeremyLin (9 weeks ago)
* 4d7c3bd - Fix js path by JeremyLin (9 weeks ago)
* ab1442f - Fix web NEW by JeremyLin (9 weeks ago)
* 9366b32 - Fix google fonts by JeremyLin (5 months ago)
* ec634e4 - Fix app demo photo DONE by JeremyLin (5 months ago)
* 7edc88d - Fix function page css by JeremyLin (5 months ago)
develop      release
branches
hotfixes     master
```

▲ Screen capture: A terminal filled with program codes

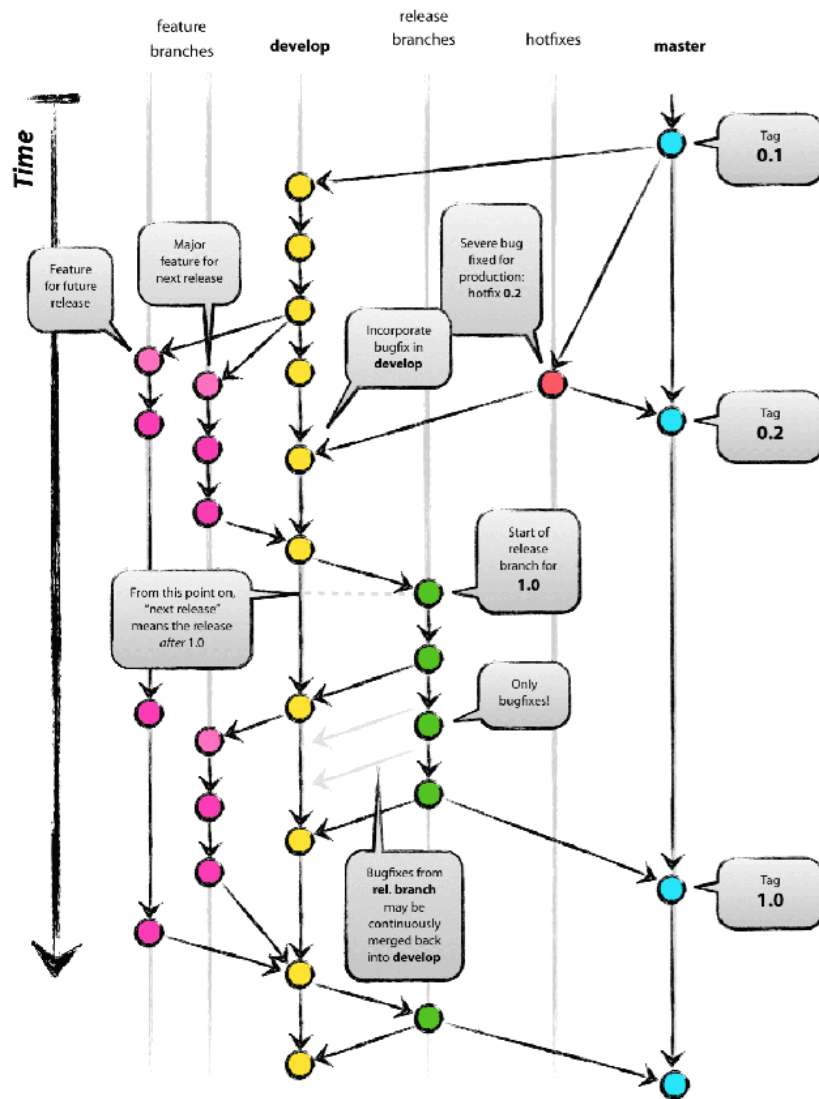
## step1. Having an engineer pal

First and foremost, you must have a patient friend in the engineering department willing to spend the time with you to help you along as you take baby steps towards intensive programming. Everyone should be familiar with the comment: Great teachers allow you to reach great heights. Lousy teachers remind you of hell. Great teachers will make these lessons easier and enjoyable. I have been learning about git with the help of Jason, an engineer, for nearly a year. Jason is very well aware of the needs of first-time learners, and his lessons allowed me to do a better job in company projects.

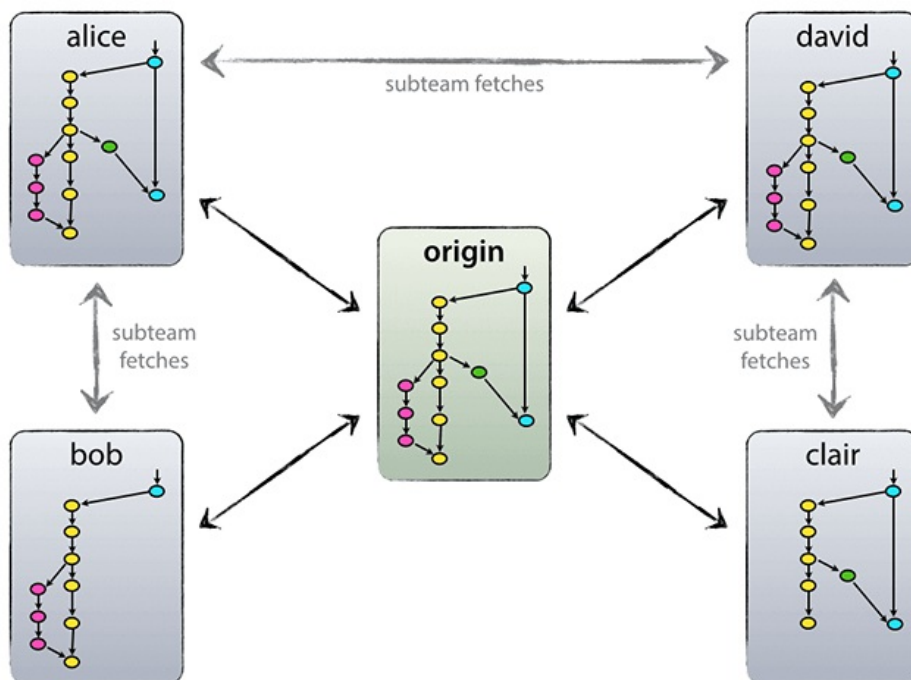
## step2. Dissecting the principles of git

Screens filled with code are unlikely to elicit any creativity for designers. We're simply unable to know how the computer will work or fathom the results generated by all these lines of code. That was the most difficult part for me. This is where an engineer comes in handy. They will try to explain how git works using a graphical workflow. These representations allow even the most clueless designer to have an initial idea and model on how git works (source).

The first picture can be used to explain the operational framework and workflow of git. This is comparable to the separation of framework and process illustrated by UI flows created by the designers. The second picture explains the distributed version control system and the decentralized characteristic which effectively reduced remote server loading and allow RD teams to create a more flexible environment.



▲ git flow model



▲ Concept diagram of the distributed workflow of git



Extended reading:

Pro Git - Traditional Chinese version

Introduction to Git - Easy Enough for Monkeys

Git flow developing workflow

Atlassian Git Tutorial

### step3. Memorize general workflows

I asked my engineer friend to carry out the process starting from project establishment all the way to pushing the program codes to a remote target once through (without considering other contingencies). I recorded every process on paper in detail and specify the meaning behind every step. I also recorded the meaning and function of every line of code.

Knowing these will make it easier to apply them accordingly. I also asked about the meaning behind the program codes.

For example, I asked why some lines do not contain -f that is seen in other lines. And what do -f and f stand for in English? These are questions that you should ask. The following lists some of the most basic procedures that I have acquired in my early lessons:

1. git co master
2. git pull
3. git co feature XXXX (RD has developed the branch, allowing me to skip to this part directly)
4. Direct development
5. git st (check the files that have been edited)
6. tig (provide a quick look through of edited files)
7. git add (add edited files)
8. git commit (commit the changes at every phase and specify what the committed changes are)
9. Continued development
10. git st (look for the files that have been edited)
11. tig (quickly browse the contents of the edited files)
12. git add (add the edited files)
13. git commit (commit the changes once more. If you feel that you have attained the desired level by this step, you may upload the code to the remote destination)
14. git pull --rebase (a personal habit of mine, this is designed to avoid conflicts)
15. git push (take the code developed and send it to a remote terminal)

### step4. actual operations

I first began participating in the company's development projects and contracts (the prerequisite to this is that the engineer has helped me establish my work environment and authorization). I then followed the process flow described in step3 one step at a time. My engineer friend emphasized that I must notify them "for final checks before pushing". Once everything has been verified, I would push the file accordingly. Naturally, the engineers are worried that newbies may disrupt the entire development process (such as by accidentally deleting some programs or files, or forcibly pushing the programs without merging).

### step5. learning from mistakes

You will encounter a lot of problems during actual operations. When this happens, you'll have to ask (pester) a fellow engineer to find out what happened and solve the issue. Asking for help will improve your understanding about git. I'm not the brightest person around. I had to ask for help on multiple occasions for similar questions.

1st time - Still very confused

2nd time - Somewhat less confused, but the problem still pops up when I'm the one doing it.

3rd time - I can now handle similar situations, but strange events are likely to happen.

## step6. play around with GitHub and open a GitHub project

I first started handling git development environments for the company, so I hardly went to GitHub. In order to acquire better understanding on the essential aspects of git, I tried using GitHub since it doesn't hurt when I mess up and I can simply reset the whole thing. GitHub allows designers to practice git skills and serves as a great place to host collections of work (github.io). Designers can use these to practice HTML / CSS / git and upload their work to github.io. This is really easy to do, and can be conducted in a stable environment and free space offered by GitHub. Additionally, you may work on a group project with a few friends. I believe that remote collaboration and joint development are the fastest way to improve your skills.

## Post-script

1. Being able to use HTML / CSS terms when discussing about layout drafts with front-end engineers (if you like programming and codes, you can keep going down this list)
2. Attempt to generate your own design draft using HTML / CSS independently (writing code is like designing... they both feel real good if they turn out right. If you achieve this, go down the list)
3. Optimize your own HTML / CSS coding techniques and try to establish a passive website (those who are willing to work on their coding quality and try different coding methods can keep going down this list)
4. Add some jquery codes in webpages you've independently created to introduce dynamic behaviors (those who are willing to study jquery articles and learn how to change parameters can keep going down this list)
5. Add git development processes (I personally feel that git is a super-effective tool to use. Keep going down this list)
6. Learn javascript (if you have enjoyed some success in this phase, you may consider taking on a new career path - front-end designer)

If you took up the career of a front-end designer, then you would need perform more technical research (I have only reached step 6.001 and is still struggling in this quagmire)

7. Regardless of your learning outcomes, I believe that you'll be able to establish effective communication with RD with this knowledge as you can now view issues and disagreements from the RD's perspective. You can then find a mode of presentation that is acceptable by both the designer and the engineer (but always remember to stand your ground for the sake of good design).

# Checkmate Summons Board astounds gamers in the 2016 Taipei Game Show

2016/03/27

Gamania has established GungHo Gamania together with GungHo, a leader of mobile games in Japan. The alliance formally released its flagship title Summons Board for mobile users on the 3 major platforms of Android, iOS, and Playphone on January 26 and showcased the game for the first time in the 2016 Taipei Game Show. In addition to exciting gameplay experiences and stage performances, many celebrity Summoner Pets were invited to interact with fellow gamers. Game developer Mr. Ogiwara also came to Taiwan to meet and share the joys of gaming with fans. Summon Boards achieved a spectacular performance for its virgin appearance in the 2016 Taipei Game Show. Nearly 100,000 downloads were achieved on the 3 platforms of Android, iOS, and Playphone during the 1st week. Invasion of the Armored Bugs will also be released starting tomorrow (February 3) to February 9 as a sign of gratitude for passionate fan base support for Summons Board and to celebrate the upcoming Chinese New Year holidays. The Invasion shall include a series of event scenarios and levels. From February 4-9, "Double Chances for Top 10 Creator's Summoner Pets" will be provided so that players can better appreciate the hard work provided by the Summons Board team.



▲ The flagship mobile game title Summons Board by Gungho Gamania invited developer Mr. Ogiwara to Taiwan to meet and have fun with fellow gamers

Fantastic Battle Chess Gameplay Summons Board acquired an astounding reception in the 2016 Taipei Game Show. Developer Ogiwara and celebrity Summoner Pets attended the game show for some memorable moments with fellow gamers.

Summons Board, the flagship title released by GungHo Gamania, was officially released on January 26 on the 3 major platforms of Android, iOS, and Playphone and proved to be a popular hit amongst gamers. The game then made its appearance in the 5-day Taipei Game Show 2016. In addition to gameplay experiences and exciting stage performances, celebrity Summoner Pets such as q-Janine Chang and q-Angelababy warmly interacted with fellow gamers. Mr. Ogiwara was also invited to Taiwan to meet and share the joy of gaming with fans. For his first attendance in the Taipei Game Show, Mr. Ogiwara expressed: "The passion of Taiwanese gamers exceeded my imagination. I was

very pleased to be able to participate in this event.” During the course of gaming, Mr. Ogiwara was also taken aback by the gameplay familiarity and expertise commandeered by Taiwanese players in Summons Board.



▲The flagship mobile game title Summons Board by Gungho Gamania invited developer Mr. Ogiwara to Taiwan to meet and have fun with fellow gamers



▲Ogiwara, developer of Summons Board, interacting with Taiwanese players through gameplay.





▲ A group photo of Taiwanese players and Summons Board developer Mr. Ogiwara

Spectacular performance on the 3 major platforms of Android, iOS, and Playphone - Nearly 100,000 Downloads in Week 1 - New Year thanksgiving events to commence

Summons Board, the flagship mobile game title released by GungHo Gamanian, was officially released on January 26 on the 3 major platforms of Android, iOS, and Playphone and made its first event appearance in the 2016 Taipei Game Show. The game was passionately received by gamers, garnering nearly 100,000 downloads within the first week of release. Invasion of the Armored Bugs will be provided from tomorrow (February 3) to February 9 to thank the passionate fans for their immense support for Summons Board and to celebrate the upcoming Chinese New Year holidays. The Invasion shall include a series of challenging event scenarios and levels for seasoned players. During February 4-9, a bonus of "Double Chances for Top 10 Bonus Summoner Pets" will be released as well to let players better appreciate the hard work provided by the Summons Board team. For more Summons Board new year events, please refer to the official Facebook page and website of the game.



▲ Invasion of the Armored Bugs All new event scenarios provide "Strengthened Hawk x 2" and "HP Restoration x1".





▲ “Double Chances for Top 10 Creator’s Summoner Pets” to be released



▲ Official QR CODE for Summons Board for Android and iOS.



▲ Official QR CODE for Summons Board on Playphone

- ※ Official Facebook page for Summons Board: <https://www.facebook.com/SummonsBoard.TW>
- ※ Official website for Summons Board: <http://www.gungho-gamania.com/SB/>

#### About GungHo Gamania

GungHo Gamania is a joint venture between GungHo, a Japanese leader in mobile games, and Gamania of Taiwan. The name is a literal combination of the partners GungHo and Gamania. Both companies share the same creative mind-sets and passion for the gaming industry and believe in the universal fraternity of gamers. GungHo Gamania is also seeking partners and professionals in the gaming industry to release better and more creative works for the new era of gaming.

# Historic Personalities in a Playful Atmosphere

## Popular 3D Mobile Game 543 King officially released on Android and iOS

2016/03/27

HaPod Digital Technology Co., Ltd. (a team under Gamania group) formally acquired 543 King, a large 3D strategy combat mobile game title based on the Three Kingdoms developed by Shanghai Morefun Digital Technologies which was formally released on Android and iOS today (February 1) for downloads by players in Taiwan and Hong Kong. In addition to its unique “Dual Fighting” model and a streamlined “Auction” system, the renowned Uncle Lulululu dubbing team for The Simpsons, Family Guy, Sponge Bob, and other famous cartoons were engaged to provide “localized dubbing” featuring unique satirical banter related to recent events, providing players with moments of comic relief while they partake in engaging duels. A total of 3 new generals, namely Ma Chao, Dian Wei, and Lu Su, made their first appearances in the official dual-platform version. These characters will add new options for the players’ plans of creating their own empires. 151 Eunice Lin of the Mobile Game Grinders channel hosted on Coture video platform also provided guides on the proper art of speed levelling in 543 King. The first videos were released on February 3 and offer funny, effective, and very well received strategies. To celebrate the official release of 543 King on Android and iOS, players will be able to acquire General Marshal Spirits for Dian Wei and Lu Su as well as epic (blue) level gear and items for daily logins from today to February 29.



▲ HaPod Digital Technology Co., Ltd. (a team of Gamania) has released 543 King, an epic strategic combat mobile game title based on the Three Kingdoms, today (February 1) for the Android and iOS platforms.

Renowned Taiwanese dubbing team Uncle Lulululu provided their services to 543 King to improve the comic relief offered by the official Android and iOS platform versions. Ma Chao, Dian Wei, and Lu Su were added to the satirical world of the Three Kingdoms to partake in verbal and physical duels.

HaPod Digital Technology Co., Ltd. (a team of Gamania) announced the official release of its flagship epic strategic combat mobile game title 543 King based on the Three Kingdoms for the Android and iOS platforms. 543 King features Q-style art direction and meticulous camera work for its visual presentation as well as a unique “Double Fighting” mode and streamlined “Auction” system. To provide players with a most entertaining atmosphere with optimal localization to Taiwanese culture, the renowned Uncle Lulululu dubbing team known for their work in The Simpsons, Family Guy, Sponge Bob, and other famous cartoons were engaged to provide “localized dubbing” and create unique satirical dialogs and bites out of recent events. Turn off the silent mode and see the generals exchange sword blows and acidic banter that include “Let’s go and check out the ocean view”, “I think there’s some melony taste to this”, and “You wanna kill my boss? Over My Dead Body!” These satirical banter adds to the fun experiences offered by combat and PKs.





▲ Renowned dubbing crew Uncle Lulululu was invited to work on 543 King in order to provide every general with their unique personality and features



▲ Experience the Three Kingdoms like never before with 543 King. Take jabs at current events in this fun-loving game.

For the celebrated official release of 543 King on Android and iOS, Ma Chao, Dian Wei, and Lu Su were selected as the VIP characters of the month. Ma Chao, known as the Divine General of Tiger Fury, will keep gaining Fury when deployed on the battlefield, allowing him to deal ultimate attacks at greater frequencies. Other abilities include summoning elite cavaliers to deal insane damages to the enemy as well as charming abilities that affect both friend and foe. Dian Wei would be a warrior of unparalleled strength with the HP and DEF on par with that of Zhang Fei. His battle rage allows him to unleash high damage critical hits that continues to damage to surrounding enemies. Lu Su, the White Waves that Shakes the Heavens, is skilled in defending friendly forces while reducing enemy damage output. Lu Su's ultimate is a gigantic Tsunami that sweeps all enemies aside. His group skill of Harmony that deals magical damage to all enemy units while reducing their fury. To celebrate the official release of 543 King on Android and iOS, players will be able to acquire General Marshal Spirits for Dian Wei and Lu Su as well as epic (blue) level gear and items for daily logins from today to February 29.



▲ Ma Chao's superb horsemanship allows him to defend against enemy attacks, whether its coming in the form of 80 pound halberds or powerful formations of enemy troops.



▲ Dian Wei's ultimate is Cavalier Assault that deals tremendous impact upon the furthest enemy unit while bashing aside and stunning all enemies en route. This allows him to disrupt enemy spell casters and archers positioned behind defensive lines.



▲ Although Lu Su's ability of improving shielding and physical resistance of friendly troops with the most HP, these bonuses will build up with the progress of the battle and determine the victor of the battle.



The Mobile Game Grinders on Coture game channel with host 151 Eunice Lin provide accurate lessons in speed levelling. Proper, rapid, and effective speed levelling techniques for 543 King were officially released for the first time on February 3 for players hoping to become the King of the Hill.

Coture now hosts 5 game channels, namely: POKE Celebrities, Mobile Game Grinders, Game Talk Shows, Han and May, and Gameplay by Kangxi. Of which, Mobile Game Grinders also invited 151 Eunice Lin from Super Taste who is popular amongst viewers for her cute, girl-next-door demeanor, clever banter, and great sense of humor. Eunice would share gold farming tips for speed levellers viewing her channel. Eunice has been officially sharing proper gold farming techniques for 543 King in the Mobile Game Grinders channel since February 3. Such tips will help players optimize their gold-per-time, steer them away from less efficient investments, and help them realize their dreams of becoming an overlord of the Three Kingdoms. For more information on the gaming channel, please visit the Mobile Game Grinders channel on Coture: <http://www.coture.com/TV/Channel/Game/Series/79>



▲ Renowned celebrity host 151 Eunice Lin showcasing speed levelling tips for 543 King in the Coture channel Mobile Game Grinders



▲ Official QR CODE for 543 King for Android and iOS.

- ※ Mobile Game Grinders channel on Coture, with 151 Eunice Lin personally offering speed levelling tips:  
<http://www.coture.com/TV/Channel/Game/Series/79>
- ※ Official FB fan page for 543 King: <http://www.facebook.com/543King/>
- ※ Official website for 543 King: <http://tw.beanfun.com/X3K/main.aspx>



# Gamania working together with NEXON of Korea for a new wave of games

2016/03/27

A new storm for the cloud gaming market Gamania is the agent for the epic FPS title Counter Strike Online 2 (CSO2), and has officially released a beta version today (February 18), adding a new boost for the cloud gaming market. The official beta for CSO2 comes with realistic scenics and smoother shooting action. It is also the first game to provide "quick registration" and "one-click account creation" functions to simplify the account registration process, allowing gamers to get down to the game world as quickly as possible. CSO2 also released characters based upon Taiwan's Army 101st Amphibious Reconnaissance Battalion (Sea Dragons) and established Taiwan as the first base for the character's global release. Character voices are provided in Mandarin, English, Taiwanese Hokkien, Cantonese, Japanese, and Korean. Gameplay modes such as "Hide and Seek" and other open-beta contents provide unique entertainment options for CSO2. The climax of the open-beta celebrations involved a performance by Manaki, the No.1 Digital Entertainment Chinese Goddess, who cosplayed as the blond female CS terrorist and engaged in intense gun battles with the Sea Dragons.

## Gamania working with NEXON to herald a new trend of FPS gaming

Statistics on Taiwan's gaming market in 2015 released by the Institute for Information Industry (III) showed that the online gaming industry will grow to NT\$ 21.9 billion by 2017. Shooting games are also one of top 3 game genres preferred by Taiwanese gamers. Since 2005, Gamania has been working with NEXON, a leading Korean game company, and successfully released many games in Taiwan, Hong Kong, and Macau. Today (February 18), both Gamania and NEXON are working together once more to release CSO2, the sequel of Taiwan's most popular game Counter Strike Online (CSO). CSO2 is a first-person shooter (FPS) based upon the Counter-Strike series developed by Valve. When the closed-beta with carryover saves was formally announced, a total of 50,000 players participated in gameplay which has, at one point, led to server congestion due to the excessive number of online players. The online discussion also topped the Gamer.com.tw discussion boards on FPS games for several weeks, clearly demonstrating that CSO2 is already established as a classical and epic FPS game amongst Taiwanese players.

The industry is also seeing a rapid growth of mobile gaming markets and the release of many FPS-like mobile games. Marco Chien, CEO of the Taiwan Region of Gamania, expressed: "We're not afraid of competition from the mobile game market because CSO2 is a classical IP. The operations team also incorporated many local elements to offer realistic battlegrounds, smooth visuals, and the exhilarating rush of fantastic shooting that greatly enhances the entertaining value of FPS gameplay unbeatable by the limited sensory experiences provided by mobile games

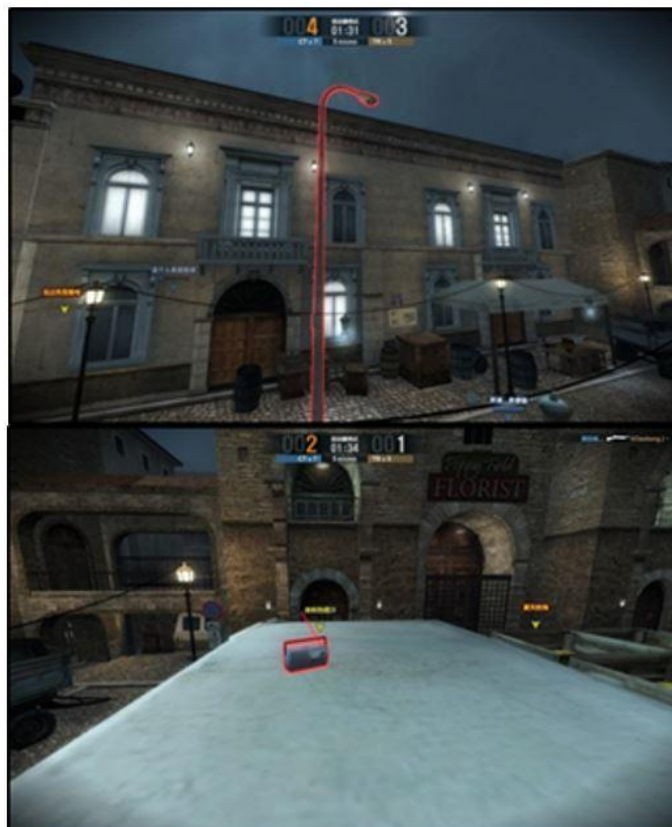
## Taiwan's Masculine Sea Dragons - 6-language Voice Acting for localized entertainment

The CSO2 operations team, having observed online gaming requirements of Taiwanese players, has worked to create localized contents exclusive to players in Taiwan and Hong Kong to achieve further evolution of the classical IP. In addition to classical characters, maps, and gameplay modes offered by the original Counter-Strike, CSO2 also allows players to play as The Demolisher of the Sea Dragons, Taiwan's most fearsome warriors. This characters is exclusively released for players in Taiwan, Hong Kong, and Macau and bring the might of the Sea Dragons to bear. The Demolisher is designed according to the elite soldiers who served in the Amphibious Reconnaissance Battalion of Taiwan. This warrior symbolizes indomitable will and spirit that epitomize the steadfast attitude of good Taiwanese people, and allows players to live their dreams in the outfit of the most elite military unit of the ROC Army.



▲ The Demolisher designed according to Taiwan's Sea Dragons symbolize indomitable attitudes and courage!

The hide-and-seek mode provided in the CS2 open beta harken back to fond childhood memories of hide-and-seek games between police and robbers. The robbers can assume the form of tables, chairs, or even beer bottles and hide themselves in a map area. The mission of the police is to identify these criminals and bring them to justice. These easy-to-understand game mechanics do not require any shooting or combat techniques, greatly simplifying controls. This is expected to attract more female gamers and overcome the great disparity in gender ratios of FPS players. For the storyline mode, new chapters will be added during the open beta. Story development will include classical elements such as hostage rescues, allowing players to experience an engaging single player story mode in addition to online multiplayer games.



▲ Hide-and-seek mode. The criminals will be able to transform themselves into mundane, everyday objects.

Players are most concerned about the weapons available. In addition to permanent purchases of guns by using in-game coins and balanced competition in the gameplay, players will no longer need to worry about gun expiration. Famous Taiwan-made firearms used by the ROC Army such as the T65 assault rifle and T86 combat rifle allow players to destroy their enemies using ROC-made weapons.



▲ Players in Taiwan, Hong Kong, and Macau can try using classic Taiwan-made weapons such as the T65 assault rifle (left) and T86 combat rifle (right)

For the first time in history, CSO2 is offering 6-language voice acting. In addition to English, Chinese, Korean, and Japanese, famous voice actors such as Jui-chin Wang (who voiced Mom in the Taiwanese dubbed version of Atashinchi and Nohara Misae of Crayon Shin-Chan) were invited to provide Taiwanese Hokkien dubbing. CSO2 is also the first FPS game to offer Cantonese voice acting. Hong Kong Film Awardee Lo Hoi-pang (best supporting actor) and Internet celebrity Jeff were invited to provide Cantonese dubbing. These voice acting efforts provide the most authentic and localized linguistic performances and offer players with more entertaining choices in addition to the classical options available.



▲ Renowned actor Lo Hoi-pang (left) and Internet celebrity Jeff of Hong Kong who provided authentic Cantonese voice acting

## All new services for "quick registration" and "one-click account creation" options plus rare weapons released at the same time to celebrate the open beta

Game account registration and login procedures were considered overly complex. The all-new "quick registration" and "one-click account creation" options were released on the first day of CSO2 open beta to simplify the registration process. These options allow gamers to easily, conveniently, and quickly enter the game world and get down to the action as quickly as possible.

□ To celebrate the earth-shattering release of CSO2 open beta, the team has specifically released a thousand-dollar gold weapon for logins and free tutorial and congratulatory promotions for players from Taiwan. Players can accumulate login days from the opening date to March 15 and earn Gold AK47, Gold M4A1, and Gold Hunting Knife and other goodies. Players who login from 20:00 to 20:30 on February 20 stands to win the Gold AWP. Players who use automatic match-making system for their battles stand a chance to win a Gold Desert Eagle if they were promoted to a specific rank. Becoming a Sea Dragon is no longer an impossible dream. Not only that, the Taiwanese version of CSO2 shall be the first to release the open beta versions of SIG SG552 and AUG A1. These rare guns will only be released during the open beta period. This will be the only chance to stand above others with these cool weapons!



▲ Exclusive open beta versions of SIG SG552 (left) and AUG A1 (right) released to celebrate the open beta of the Taiwanese version of CSO2

## No.1 Digital Entertainment Chinese Goddess Manaki giving a cosplay performance at the press conference - Gaming skills an important feature for her potential spouse

Manaki, the most popular digital entertainment goddess in the Chinese speaking world, appeared in a blond outfit today (February 18) as the female terrorist lead Mila of CSO2, and engaged in a gun battle with Sea Dragon performers trying to seize the stage. In addition to showing off her proficient gun slinging skills, Manaki also taunted the Sea Dragons using Taiwanese Hokkien to recreate actual game scenes of intense shooting combat. Manaki, having played many mobile games, expressed that online games were more realistic and offered greater control. CSO2, being a sequel of a classical online game, provides polished visuals, lighting, audio effects, and immersive atmosphere for veteran gamers. Manaki also described her love for the 6-language voice acting option, especially the "Diu Bala" (literally: here comes a guava, and is used as the Taiwanese Hokkien version for: fire in the hole). This phrase served as an effective taunt even if the grenade failed to take down anyone. Such features help to spice up the gameplay and were responsible for grenade tossing pranks.

Manaki's personal love life comes under review every New Year. During the event, Manaki openly described her expectations for her boyfriend. As a serious gamer, Manaki requires her soul mate to be as well-sculpted as a Sea Dragon and well-versed in multiple languages to help her decipher the plot of the game she's playing. Most importantly, he must be an avid gamer as well so that she could share intensive and sensuous gameplay sessions with him.



▲ Chinese gaming goddess Manaki making an appearance with an assault rifle.





▲ Chinese gaming goddess Manaki cosplaying as the blond female terrorist Mila of CSO2 and engaging in intensive gun slinging combat with the Sea Dragons



▲ Chinese gaming goddess Manaki cosplaying as the blond female terrorist Mila of CSO2



▲ (From right to left) Game development director Ting-kui Jui, Gamania Taiwan CEO Marco Chien, and Chinese gaming goddess Manaki jointly kick starting the open beta of CSO2.

- ※ Classic premiere trailer for CSO2: <http://youtu.be/fP8WV4N19Ng>
- ※ Official website for CSO2: <http://tw.beanfun.com/cso2/>
- ※ Official Facebook page for CSO2: <http://www.facebook.com/TWCSO2/>



# Unlimited BOSS Battles welcoming the most difficult challenge of the year! All new BOSS battle in MapleStory - Destruction King Urus barging into battle

2016/03/27

MapleStory, a most popular title under Gamania, has unleashed the most powerful new BOSS of the year today (February 24) - Destruction King Urus. Urus is powered by new 2D skeletal animations as well as natural and smooth combat visuals. Players may team up with 17 friends to defeat this monstrous boss. Playing with more friends means more team points and achievements that can be earned, and more points means more maple coins and XP. MapleStory is also adding the Japanese version of the Silent Crusade. Starting from February 24, players will be able to embark on a new adventure with Crow and Sherry, delving in the Tower of Trials to complete daily missions and acquire Crusader Coins that can be swapped for mysterious outfits and equipment. To herald the arrival of the new BOSS Destruction King Urus, players logging in to MapleStory during the event period (from today to March 29) shall obtain a gift box containing 100 Crusader Coins.



▲ Destruction King Urus - all new BOSS of MapleStory - to be released on February 24 for the most intrepid players to take on

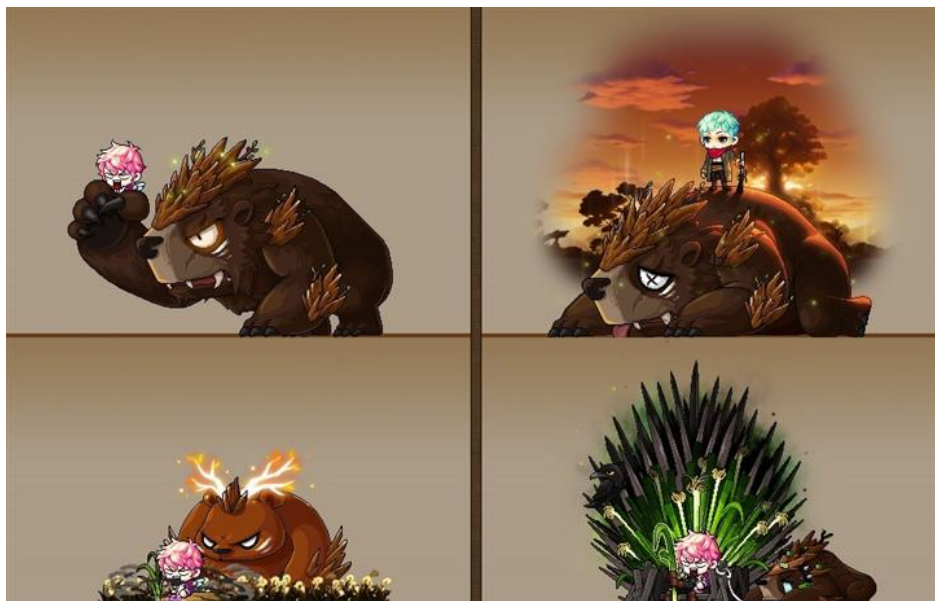
The rise of the Demon King! Combat visuals upgraded with the release of the all new BOSS Destruction King Urus - Assemble 18-player teams to realize the ultimate power of teamwork

MapleStory has once again released a long-awaited and all new BOSS - Destruction King Urus - today (February 24). Urus is provided with all-new 2D skeletal animations with new, meticulously detailed backgrounds, and smooth, naturally flowing combat visuals. Seasoned MapleStory players of LV100 or more may join forces with their friends to create 18-player teams and take on this powerful demon king. Fighting alongside more friends will earn you more team points. Skill restrictions will also encourage players work together in order to successfully take down this fearsome adversary. During the standoff, the Destruction King Urus will unleash various skills to take down the players, making team work all the more important and necessary. If one of the companions is grabbed by Urus, the other players must quickly leap onto the bear's shoulders to attack and distract him to force him to let go (failure to do so will result in the grabbed player being crushed like an egg). Players must also provide healing to support friends who are near death to ensure sufficient team

damage output needed to defeat the BOSS. Finally, after independently summing individual scores, there may be a chance to obtain "Exclusive Thrones", "Medals", and a load of other super awesome rewards. The game system will also rate the battle according to player score. Players may obtain "+8 to all skills", "+8 attack", and other commemorative medals according to their performance. Other fun achievements, such as "devoured by Urus" and "oft captured" can also be collected. To herald the arrival of the new BOSS Destruction King Urus, players logging in to MapleStory during the event period (from today to March 29) shall obtain a gift box containing 100 Crusader Coins.



▲ The year's most powerful BOSS - Destruction King Urus. One may assemble a team of 18 players for an epic battle of the ages



▲ Earn more team points and individual scores to obtain Exclusive Thrones of incredible style

Silent Crusade adventure from the Japanese version released - Discover the past of Sherry and Crow

Enter the Tower of Trials and collect Silent Crusader Coins - Obtain mystery gear and board a plane to reach new mission areas for new adventures

The Christmas Day event from the North American version of MapleStory was hotly discussed amongst the players. For this year, MapleStory has added the Silent Crusade adventure from the Japanese version. This tale starts from Crow and Sherry and a series of adventures to be undertaken by the player. Players who complete daily Crusade missions will obtain Crusader Coins. Players may also use the Dimensional Mirror to enter the Tower of Trials to take on different challenges. Mysterious Crusader Coins will be rewarded for completing missions and these coins can be used to obtain mysterious outfits and gear. Also, players can simply use the airplane provided in this section and directly access mission areas to raid the level and kill some monsters.





▲ Silent Crusade from the Japanese version of MapleStory has been released for the first time, bringing players a unique gaming experience



▲ Click on the Crusader's Black Hawk to fly to your desired destination and quest areas

- ※ All-new MapleStory BOSS for Destruction King Urus: <http://youtu.be/HKzLtAEVGtU>
- ※ Official Facebook page for MapleStory: <http://zh-tw.facebook.com/www.maplestory.msfans.com.tw>
- ※ Official website for MapleStory: <http://tw.beanfun.com/maplestory/>

# The best classical FPS! Shout “Taiwan Number 1” with live gaming channel broadcaster Angrypug in CSO2

2016/03/27

CSO2, developed by NEXON using the original Counter-Strike game from Valve, is Gamania's classic number 1 first-person shooter (FPS). Angrypug, a live gaming channel broadcaster famed for his declaration of “Taiwan No. 1” will be providing live gaming feeds today (February 26), 21:00 on February 29, 22:00 on March 4, 13:00 on March 6, and 22:00 on March 11. Voice of gg 3:0, Manaki, OP + Bro, Sandy, SmallM Fantasy, Taiwan Jungler, Honeyliciousss and other leading live gaming channel hosts also joined forces to declare “Taiwan Number 1” with fellow players.



▲ CSO2 invited the American live gaming channel host Angrypug as well as Voice of gg 3:0, Manaki, OPchannel, and other hosts for a mega funfest with fellow players.

Declare “Taiwan Number 1” in the number one classical FPS! Popular live gaming channel hosts such as Angrypug, Voice of gg 3:0, Manaki, OP + Bro, Sandy, SmallM Fantasy, and Taiwan Jungler to provide exciting live gaming streams

Angrypug, a live gaming channel broadcaster famed for his declaration of “Taiwan No. 1” will be providing live gaming streams today (February 26), 21:00 on February 29, 22:00 on March 4, 13:00 on March 6, and 22:00 on March 11 for CSO2, the number 1 FPS title. Other leading live gaming channel hosts such as Voice of gg 3:0, Manaki, OP + Bro, Sandy, SmallM Fantasy, and Taiwan Jungler will also be providing live gaming streams and exciting game content that should not be missed. From today to March 20, players can login to the CSO2 live streaming platform and vote for their favorite live gaming channel host. A “8J Can't Wear This” giveaway will be provided for players who voted. Also, players can also use the CSO2 live streaming platform during the event period to provide live streams of their own CSO2 gameplay which will be voted for by other players. The first place winner will obtain a cash prize of NT\$ 100,000. For more live streaming contents, please check out the event website: <http://tw.event.beanfun.com/cso2/E20160226/index.aspx>

COUNTER STRIKE  
絕對武力2™



▲ Angrypug, a live gaming channel host from the US, shall be providing exciting gaming contents on CSO2

COUNTER STRIKE  
絕對武力2™



▲ Angrypug, a live gaming channel host from the US, shall be the first overseas gaming channel host to experience the Chinese language version of CSO2

※ The original "Taiwan Number 1" gaming host has appeared in CSO2: <http://youtu.be/n-vOKpNdrs>

※ Official Website of CSO2: <http://tw.beanfun.com/cso2>

※ Official Facebook page of CSO2: <http://www.facebook.com/TWCSO2/>

# Gamania Conference: Vintage Car Traveling Around the World! 3 Men Accomplished the Adventure Across Eurasia!

2016/04/01



Have you ever imaged yourself driving all the way through European towns, Russian border and Mongolian grassland just like being on a romantic trip in the movie? Last year, Frogfree (Ming-Huang Yang), Max (You-Zhi Luo) and Jia-Ying Wu were coincidentally attracted by videos on the Internet. However, instead of just imagining, they did sign up for the Mongol Rally without hesitation! Three middle-aged men teamed up “TaiwanWay” and drove a ten-year-old vintage car across 16000km of Eurasia. At last, they successfully crossed the finish line! We invited them to the first Gamania Conference to share with Gamanians their experiences during the adventure. Clips of amazing video records and humorous talks get everyone’s travel bug itching, eager for one’s own adventure!

Mongol Rally has been held for ten years to date. Originally, two British men in Prague suddenly had an idea and agreed on driving as far as possible. And today, this has become an annual event in which participants travel 16000km from England to Mongol. Meanwhile, teams on the Rally are asked to raise a minimum of £1000 for charity which will be donated along with their rally vehicles to local charitable organizations in Mongol.

The Rally rules are quite simple: Participants shall drive a car used over ten years with an engine of 1200c.c. or less and travel from London, England to Ulaanbaatar, Mongol within the required period. Route and schedule are completely up to Rally teams. The priority is to have fun and enjoy the adventure!

Artistically and culturally prosperous Europe is TaiwanWay’s first station. To them, it is also the most impressive one. Frogfree said, “Europe is a great place, incredibly beautiful. Every corner is just like what we see on a postcard,” In addition to breathtaking wonders like Cologne Cathedral, Berlin Wall and Giethoorn, Netherlands, human-interest stories all along the way are also invaluable. For example, one day they woke up in their accommodation and found a cheering note left by a Taiwanese; they met a middle-aged Taiwanese who has no deposit but lives freely and happily in Denmark; they visited Christchurch, England and learned about its utopian autonomy system. Every experience is special, encouraging them to think from various perspectives.

When they arrived in Russia and Mongol, due to the language barrier and poor condition of the car, every minor problem became a major challenge! For example, they failed to exchange the money when they entered border towns because the locals were unwilling to trust them; they had to use body languages to communicate when the car broke down as the result of having no common language. Though the trip became more and more tough, the three still enjoyed the process by asking beautiful girls for directions or creating new methods of taking selfies. At the end of the journey, seeing other teams with their tires missing, hoods missing or exhaust pipe broken still proud of themselves, they fully understood the differences in attitudes towards life between ethnics.” Max said.

