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Evolution

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Read it, Know it, Love it!

Transcendence: the history of Gamania's working space.

2016/06/30

Gamania takes on a new journey in 2016. Gamania's successful expansion was achieved by overcoming countless challenges. Historically speaking, moving a capital city has a defining strategic meaning. As for Gamania, moving the HQ from Zhonghe to Neihu indicates a new direction for the group's sustainable future. By stationing at Neihu technology park, Gamania aims to create more opportunities together with other elite partners. As Gamania expands, the HQ also keeps evolving. To embrace the innovative era, Gamanians' office space is also upgraded. Founded in 1990, Fujin Lab was a student studio made up of only four partners. In 1993, Warring States Strategies and Alien received good reviews. With 15 employees in 1995, Fullsoft slowly gained popularity with Eclipse. In 1999, Fullsoft's in-house game Convenience Store swept the market. Fullsoft was renamed Gamania.



▲ FullSoft's office on Yan Road, Zhonghe.

Next year, Gamania moved from Yan Road to Zhongzheng Road in Zhonghe, where the headquarters had been located until now. Started with only one floor, Gamania began its unstoppable expansion. Lineage was launched in July, 2000. To offer gamers a better networking experience, Gamania built a data center. The number of employees grew as the customer service and marketing departments expanded. Corporate Identity was defined by Gamania's unique and trendy interior design. Taiwanese rock band Sticky Rice even shot their music video in the office!



▲ Gamania's office appeared in Sticky Rice's music video.



▲ Full of memories - Gamania's HQ on Zhongzheng Road, Zhonghe.

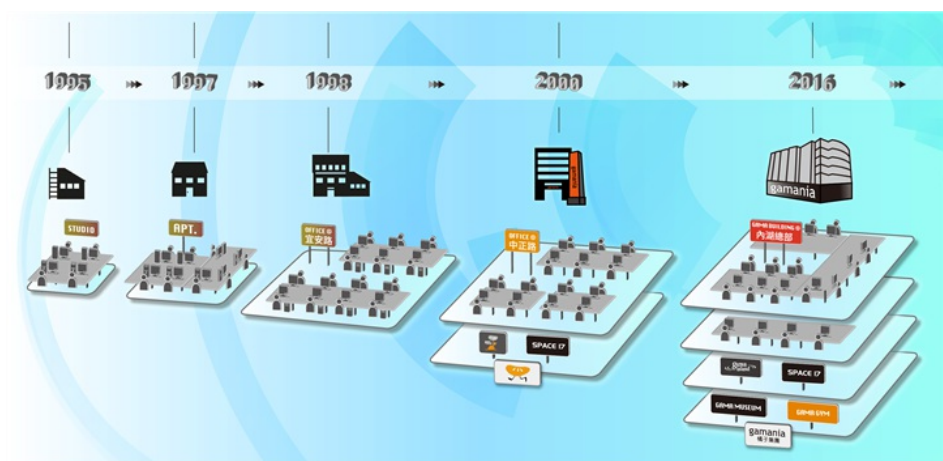
Building a blissful working space.

As time goes by, Gamania's working space keeps evolving. Gamania not only provides digital entertainment, but also creates a cross-boarder internet life. To improve Gamanians' life quality, Gamania has built Gama-island, a distinctive food and refreshment center for Gamanians.



▲ A group picture taken at the opening of 1.5 Gama-island, 2011.

As Gamania turns 21, the upgraded HQ is set up. The versatility of our working space can be seen in not only our office areas, but also the in the museum, SPACE 17, Gama-island, recreation room and the professional gym. The new HQ is where Gamanians explore endless imagination and possibilities. The space will inspire Gamanians to focus and communicate, to think with an open mind and to fight with determination. Let our hearts evolve with the new working space and move forward!



▲ The transformation of Gamania's working space.

Source:

<https://goo.gl/y2gEIS>

Reflection: Major achievements in the last twenty years.

2016/06/30

Reflection: Major achievements in the last twenty years.



The glorious moments in the last 21 years have undeniable historic value for Gamania. As we relocate our headquarters to NeiHu, we plan to celebrate the beautiful memories and knowledge extracted from past experiences. Each step on the way has brought us pride and joy, which will lead us to a bright, new future.

Making new discoveries on the trail of history.

The brand museum at the new headquarters will exhibit our most valuable assets from the last 21 years. The honors won from every battle are recorded to celebrate our branding principles: entrepreneurship, culture and history. The collection includes trophies, awards, limited edition gifts, CIS certificate, souvenirs celebrating our 20th anniversary and first generation servers retired from the IDC.



橘子不用刀切就能輕鬆分享，是天生鼓勵分享的水果。
長腳的橘子，停不下來，未來在前方，大步向前走。
橘子的形狀就是笑得鬍不癢的嘴，歡樂比什麼都重要！

▲ The core value of Gamania's logo.



▲ "2009 Top Taiwan Golden Brand" award

Experience the moving moments.

Brand equity is the lifeblood of a corporation and its brand value. While stumbling towards the future, we have never forgotten the great achievements in the past! Our classic single-player games once achieved tremendous success, and now the new internet era turns our limitless imagination into reality. The brand museum will provide visitors an opportunity to reflect on the past and witness the future of a cross-border enterprise group.





▲ Classic game packages and discontinued tie-ins.



▲ Lineage tie-ins take gamers back to the good old days.

Transformed working space, evolved business model.

2016/06/30



After moving to the new address, the group aims to bring new visions for all Gamanians. The HQ will interact and work even more closely with our subsidiaries. Modern and technological designs are installed to prepare the enterprise for entering the industrial 4.0 era. As the corporation expands, our working space also keeps evolving. The transformation process will turn our employees into invincible battle warriors.

Our philosophy: Live and work in peace and joy.

As "Gama-island 2.0" is officially opened, an independent gym will soon be finished. With government's support for local enterprises, Gama Garden, our corporate kindergarten, along with a Ubike station, will be set up. By helping Gamanians strike a balance between work and life, the HQ fills the promise to provide Gamanians a happy personal and working life.

Innovative spirit for new breakthroughs.

With the help of our subsidiaries, the new HQ will make further expansions on diversified industries and updates its digital services. As Gama pay trial service is being provided at Gama-island, our highly functional conference rooms, the grand lobby and the brand museum will also serve as the source of inspiration for Gamanians.

Do what you love, love what you do.

Gamanians do not distinguish work and play, and the new working space maximizes this fun spirit. Humorous and creative ideas can be found in different corners. The Gamanian work model brings more efficiency, fun and sense of

achievement!



▲ Full-function new space prepares Gamanians for future tasks.

New vision, new mindset.

2016/06/30



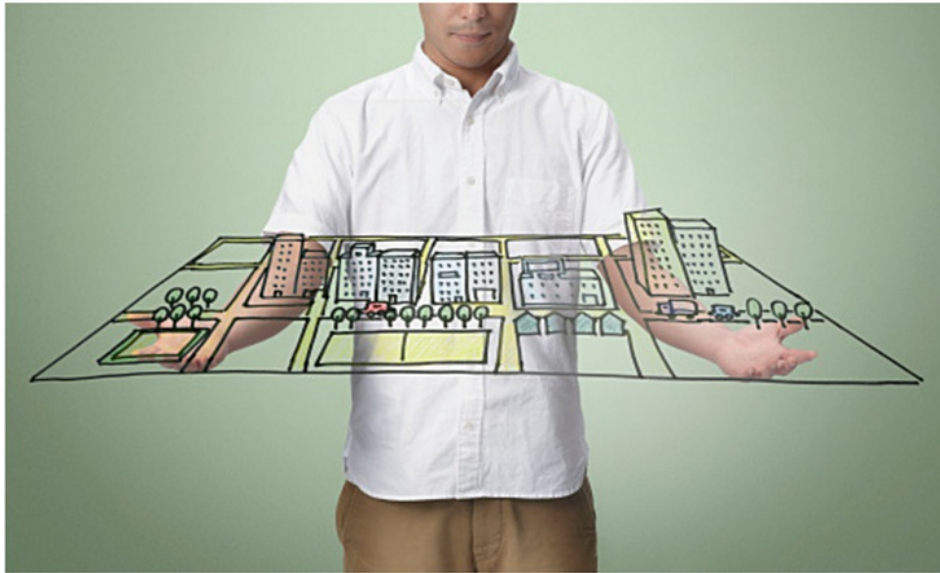
2016 marks an milestone for Gamania. As we relocate to a new spot, we've also launched our mobile payment service. As CEO Albert pointed out: "2016 is a very important year for Gamania. After launching Gama Pay , we plan to provide service for more enterprises in the second stage. More innovative services will be offered. We will aspire Neihu technology park with our passion and energy. We aim to integrate resources and establish more collaborations. Let's strive for a better future for Taiwanese internet industry."

A new journey that rewrites Gamania's history.

Relocation has historic importance for Gamania. Internally, we're now able to integrate the subsidiaries and strengthen their advantages. Externally, the strategic location in Neihu technology park will allow us to stay informed and competitive.

New vision, new mindset.

Gamanians could hardly contain their excitement when stepping into the new building. As they took part in the "Happy moving day, Gamania!" event, they have also begun to see things differently. They can now communicate more frequently with each other. More creativity will be born by thinking outside of the box! Gamania's future will be built on new perspectives and diversified, innovative businesses



Source :

<https://goo.gl/SkZC9O>

<https://goo.gl/lhbBhU>New vision, new mindset.

“Columbia Survival Labels” reviews: It can be used for fishing, lighting a fire or self-stirring coffee!? It ensures your clothing hang tags for things you are reluctant to give away.

2016/06/30



You must have bought some clothes, don't you? Will you really take a close look at the hang tag that goes with the clothing where it is written down the “price, clothes washing, and how to preserve clothes”? Or, is the first thing you do after getting home is to cut them off one by one!

This is a must-have hang tag most brands will keep; yet, consumers will not take it seriously. Now there is a brand that is capable of changing it into a sharp weapon, which will add value to the brand. And it ensures that you become reluctant to give such a good tool away. How is it made? Let's take a look at it.

Coming from USA, the outdoor brand “Columbia” is famous for its sportswear production. To strengthen the brand “outdoor sports” feature, it produced a collection of wilderness survival tools made of stainless steel by using these disposable hang tags and labels to meet the needs of a particular group of mountain climbers, campers, or anglers. These tools allow you to cut wood, mend your clothes, or go across the river....



▲ It used to be that the hang tag was used only for recognizing the size of clothes but has since been changed into a stainless steel saw with breakable parts.

These multi-functional hang tags and labels made of stainless steel took advantage of laser cutting technology. It allows you to easily dismantle the rectangle descriptive hang tag into different wilderness survival tools by cutting it into different shapes.

This collection has six categories with some basic functions including:

Sundial (It allows you to know what time it is by looking at the sun path.),

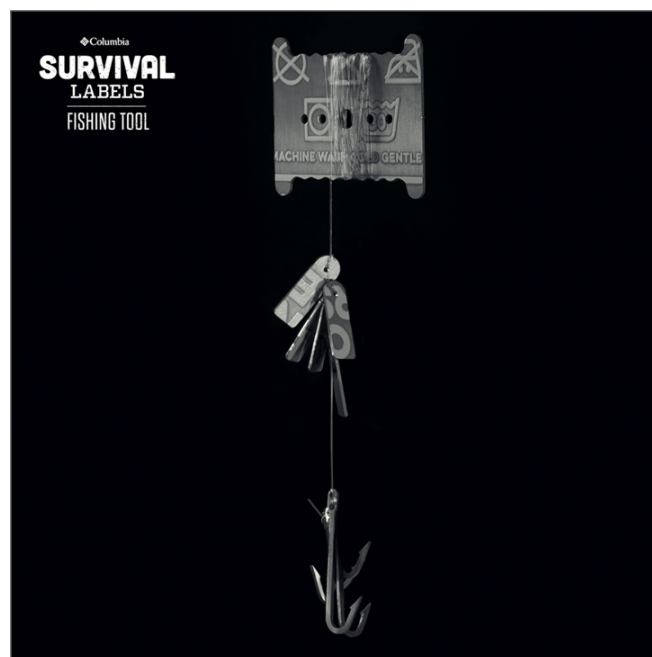


Sewing kit (It can be used as the button on a bag for sealing besides mending the clothes.),





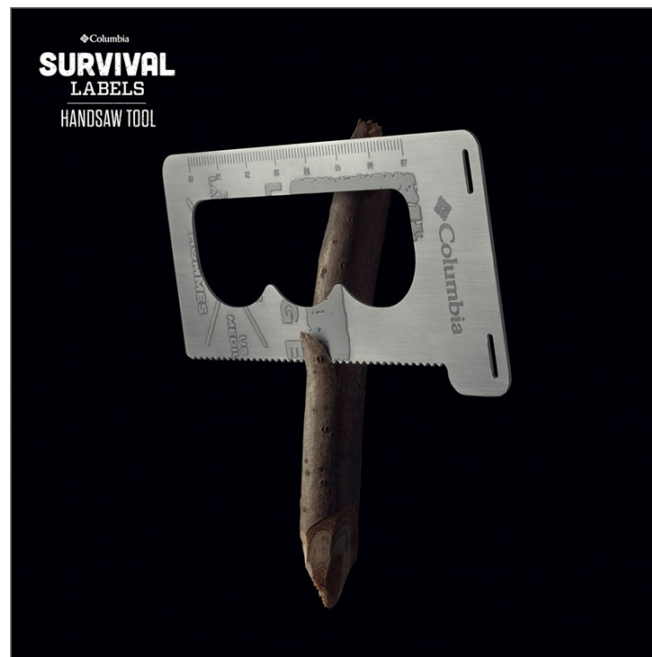
Fishing kit (It has a fish hook and fishing line for fishing.),



Sextant (It allows you to make sure where you are or can be used as a can opener.),



Saw (It cannot only cut the wood but also start the fire with a bow drill.),



Water strainer (It also provides coffee powder so that you can use the filtered water by taking advantage of its water purifying capacity to make a cup of coffee.),



In addition, there is a link to a video tutorial to teach you “how to use this” on every hang tag. (However, I cannot find one.) It allows you to do it yourself by following the instructions on how to dismantle the above tools after getting home. You may have all these hang tags hanging on the clothes.

<https://vimeo.com/170142197>

It isn't about its practicality. It is more about what can make you willing to stay and reminds you that “the existence of the brand” is the key point.

As for real players in the wilderness, the hang tag kit which can serve as a sundial and saw may not be practical enough for those who think that the Swiss Army Knife is good enough. Yet, most of the people who drive a Sports Utility Vehicle do not use it for off-road use. So what? He who wears an Air Jordan may not really be a good basketball player. It's just like not everybody who has a Macbook Pro can be a designer. The points is:

“What we bought is something beyond the product itself. The product we bought enables us to imagine the good life.”

The Columbia Survival Labels turn meaningless trash into a tool that “customers are willing to keep for a rainy day”. Since you are willing to keep it, it will remind you all the time, which brings out a “commercial” effect: once you see the hang tag, you’ll think of Columbia, and think of its brand orientation. Such appeal is catchier than an advertising slogan and its best before date can be extended. This is exactly what I talked about -- “meaningful marketing”: to step into the consumer’s shoe, we have to provide what they need and tell them about the benefits of valuable information.

Besides, Columbia also creates a topic “most in demand by modern people”. It is even more interesting than a Swiss Army Knife. You can also show off your knife in front of your friends. Whether you want to put your video on facebook to showcase your silly expressions “while using this stuff to start a fire with a bow drill,” gossip in a party or even chat with colleagues, this can be a great topic. However, you will be glad to know “you have put a survival kit in the pocket of your clothes” if it happens only once when you have prepared nothing in the wilderness.

How’s that? It looks perfect, isn’t it? It makes you want it so much! Yet, it is such a pity that you can only get one in Columbia’s flagship store in Istanbul, Turkey!

The advertisement on the Internet of Things is more than just a catalog.

2016/06/30

The concept of Internet of Things can be first found in the movie. Bill Gates puts on a discussion about this concept in his book of future imagination known as "The Road Ahead" published in 1995 for the very first time. In 1998, Kevin Ashton, who was the Director of Auto-ID Center at the Massachusetts Institute of Technology, had officially proposed the term Internet of Things while he was doing a research on Radio Frequency Identification.

Technology has matured much over the last 20 years. The idea of Internet of Things has become a reality. It was found not only in the movie, but also in some series with lots of IoT applications such as "Mr. Brain" starring Kimura Takuya.



Yet, with a topic that focuses on the interpretation of IoT, the advertisements produced in Taiwan still remain on "sculpting the future". Lots of imagination about the future makes people believe that it is still an unfulfilled technology. For example, the leading telecom business launched an advertisement in 2013 using lots of virtual light and shadows, and lines to interpret IoT. Such an advertising technique can pass on the sense of technology; yet, it creates a distance between people. We would say that an IoT active e-catalog introduces all possible apps rather than saying that it is a way to mark vision.



A good advertising marketing thrust requires access to the human mind, and has access to life. SK Telecom, a Korean telecom business, released an amusing ad this year for IoT Technology starring a happy couple who loved to poke fun at each other. Compared to the old way of making fun of each other when the wife gave the husband a lunchbox without a

side dish, in this IoT era, the new way to make fun of each other has advanced ahead. In each plot, the IoT application can both be used in life and merged into real human nature. Most importantly, it incites the consumers' desire to give it a try.



After reading it, can you keep the uncontrollable lips still or does it disclose your desire to also make fun of others? If the answer is certain, do not forget to ask yourself what e-catalog you are making when doing any promotion on the new technology and new product. Or are you making an ad that can trigger a reader's desire?

Reference:

<https://goo.gl/fLIUBR>

Source:

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

<https://goo.gl/cHzKpT>

Why is a circular portrait used for users in most UI designs?

2016/06/29

Have anyone noticed an increasing trend among platforms or Apps to use a “circle” for users’ “head portraits”? Is it a recent design trend? Is it the preference of most UI designers? Or some other reason? After compiling expert discussions from the social media and analyzing the results of questionnaire surveys, Jeremy Lin gradually discovered the truth. Don't miss out on this exciting expose~

Definition and development of profile pictures:

The rapid growth in online users means increased demand for interacting with other subscribers through platforms. This led to the development of many interactive platform formats including forums, e-mail, chat rooms, blogs and social networks. Each subscriber represents a unique individual (whether it's a real identity or virtual character). Each of these individuals has their own profile and representative picture. The profile picture is usually a personalized symbol (that the subscriber feels is representative of them). Most are expressed as a 2D or 3D image.

Profile Picture or avatar are both terms commonly used in UI. Profile Picture is relatively straight forward but for most readers, Avatar might come as a big question mark. After all, most people associate Avatar with the movie (the one with big blue aliens, XD). According to techpedia, the term Avatar first appeared in 1985 and was proposed by Chip Morningstar and Joseph Romero, two developers working on the Habitat online RPG project at Lucas Film. The term itself comes from the Hindu word for “a descent of the Supreme Being”. Its English meanings include “incarnation” or “manifestation.”



Source:<http://goo.gl/sSCCs3>

The perspective of online users on selection of profile pictures:

The argument of what shape profile pictures should be is old news. Many experts have expressed their opinions or discussed the issue at length on related forums. Jeremy Lin has compiled their arguments on Quora and Stack Exchange into the following simple categories. Jeremy Lin must however note that the following was not sorted through any form of frequency analysis (sorted at random) and most responses have no associated proof or research data. People should therefore just treat them as different “perspectives.”

Perception and Cognition

A square is plain boring.

The brain handles information inside circles more easily so this reduces the cognition load.

Compared to squares, the circle is more gentle, organic, safe, easy on the eye, modern and friendly. It also facilitates emotional intercourse with other people.

Feels like there's greater focus such as the view through a telescope or magnifying glass.

In most photos, the surrounding area contains meaningless background or details. A circle eliminates those.

Photographs usually place the “person” in the center. The distance between the center and the edges is uniform all around a circle making the face more pronounced.

Vision

1. In a square, there are 5 focal points (the four corners + center). In the circle, there is only one (the center).
2. Rounded lines and angles allow the line of sight to follow and move around naturally while 90-degree angles bring it to a halt. For more information, see this article.
3. When scanning, using a circle helps the user identify or differentiate the content. Content is usually placed in square containers such as text, photographs or albums.

Other

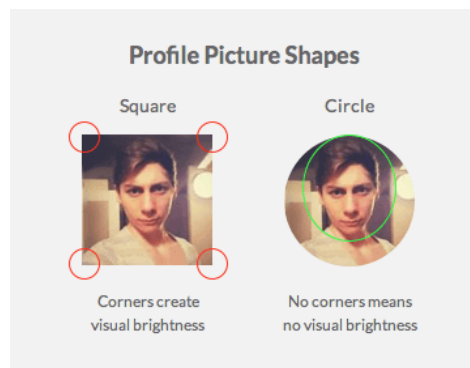
1. Since the widespread adoption of mobile devices, circles have become widely used because they are similar to the shape of the fingertip pressing on the screen.
2. People have long used this design. Characters for example often appear on circular coins and artworks.
3. It is just a design fad and "circle" happens to be in right now.
4. Many guidelines or templates only offer a circular version.
5. Existing CSS3 technology allows rounded angles (circles) to be easily implemented. Most browsers support it as well.

The author Anthony proposed the following viewpoints on UX movement:

In UX movement, Anthony also proposed some view points different from the above. They've been compiled and briefly described by Jeremy Lin below:

Angular edges are more obvious

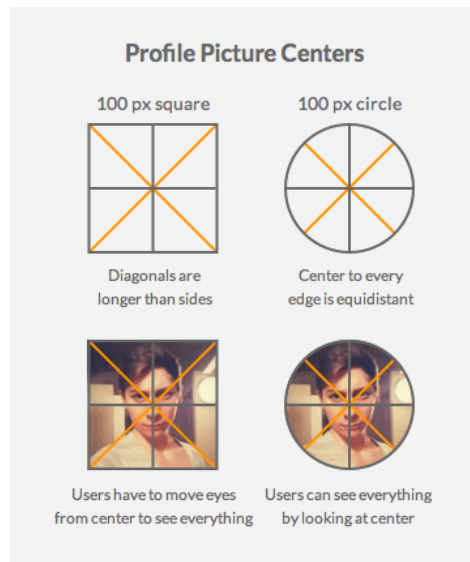
Due to contrast (of color or shape), the four sharp angles of squares are more visually pronounced and causes interference. When circles are used, there is no such problem and greater emphasis can be given to the true subject – "the face".



Source:<http://goo.gl/koKpMq>

The square has longer diagonals

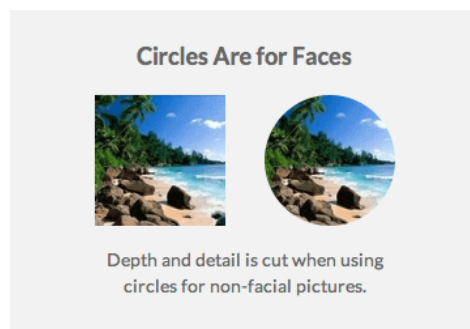
The diagonals of the square are longer than the edges and this tends to draw the user's eyes away; the circle has the same radius, so the user takes less time to comprehend the content and the eyes don't need to move as much either.



Source: <http://goo.gl/AQaaDv>

Is the effect the same when the circle is used for non-character images?

While the use of a circular profile picture eliminates unnecessary background and accentuates the face, does it have the same effect for non-character images (e.g. landscapes or food)? Anthony felt that this is not necessarily true because the information that the image sought to convey such as depth or details may have been lost.



Source: <http://goo.gl/yuhbah>

Jeremy Lin's opinion:

The views of many experts have been compiled above. Most tend to be supportive. Jeremy Lin however has some views that weren't mentioned above and would like to include them here for reference:

Stronger sense of design

Jeremy Lin feels that circular profile pictures imbue the UI with a stronger sense of design. This however is influenced by the designer's approach or the user's subjective perception. Platforms can't set restrictions on the quality of the image uploaded by the user either. If the uploaded image's quality, composition or aesthetic appeal is somewhat lacking, applying a circular mask will be better than a square one for the UI design.

More affable

When meeting people for the first time, you tend to feel those with stiff expressions are harder to get along with but start chatting right away with those who are all smiles. Why does this stereotype exist? This is due to differences in the degree of "affability". Most people associate curves and circles with affability. If circular elements (such as profile pictures) are used in the interface, the user might gain an impression that this product has a shorter learning curve.

A good start is half the battle won, right?

While orthogonal shapes optimize the use of space, circles leave some white space.

If user experience and aesthetics are not taken into account, arranging different content in squares offer the most efficient format (like shipping containers) but such a product will not be popular with users. This is why designers should all learn about the benefits of white space such as reducing the visual load, improving readability, differentiation of content and enhanced aesthetics. Leaving an appropriate amount of white space is very important for a product. It is also a test of a designer's fundamentals. For character images, a circle offers more white space than a square for the same given dimensions (at the four corners). Apart from increasing differentiation from other content, it also adds some interest to the UI.

Do users really prefer circular profile pictures?

Most experts tend towards logical analysis based on cognition, comparison, or visual lines of movement; some however tend towards the explanation that "it is just a design fad." Nevertheless, if most users prefer a circle then a circle is perfectly fine for products that want to offer a more pleasant experience. This was why Jeremy Lin wanted to use a simple survey to test the hypothesis "users prefer circular profile pictures."

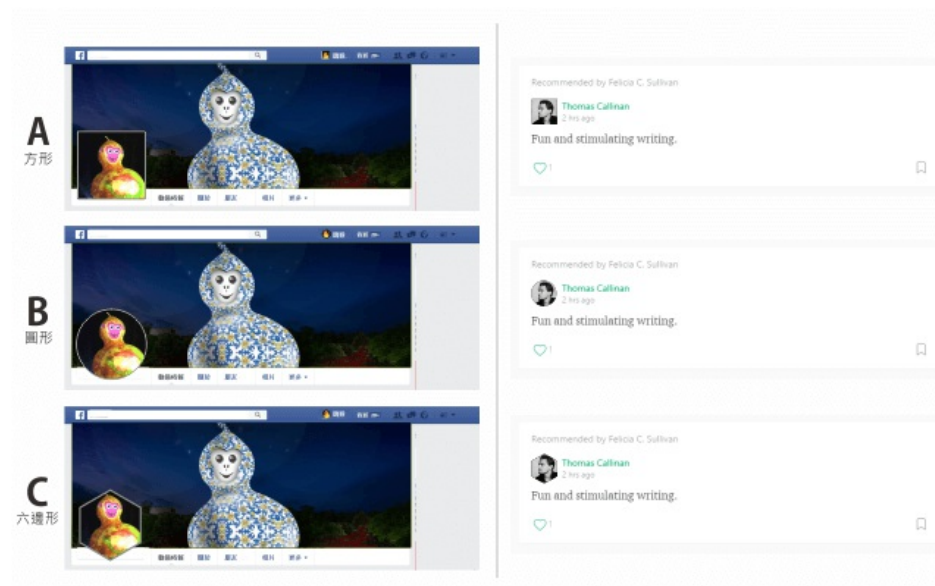
This survey was open to everyone and the broadcast media was the Design Jeremy Lin's Facebook fan page. There might be constraints in terms of occupation or age, but these factors weren't the ones that this survey sought to analyze. The survey also ran from March 1 to March 10, 2016. The survey was produced with typeform and consisted of 4 questions. A total of 305 valid responses were ultimately recovered.

First, Jeremy Lin wanted to know if the presence of a background to the profile pictures affected the "preferred" shape. I also wanted to know which shapes the users liked better. This led to the two core questions being designed as follow:

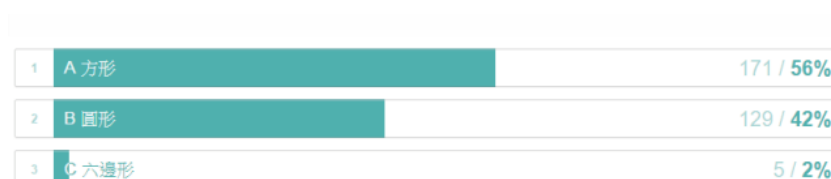
The background is square and there are three basic shapes (square, circle, hexagon). The respondents were asked to pick their preferred shape.

The background is blank and there are the same three basic shapes from the previous question.

The remaining two questions were optional. These mainly asked the respondent to describe the reason for their above choices.



Background present



56% (171 people) of respondents preferred a square profile picture; 42% (129 people) preferred the circle; the hexagon

was the least liked at 2% (5 people). This showed that if there is a background to the portrait then there's a 14% difference between those who prefer a square and those who prefer a circle. Jeremy Lin sorted the respondents' reasons and picked out the adjective associated with perception (because this was based on subjective preference) and sorted them according to frequency as shown below:

The most common reasons for choosing the square were: enduring look and easy on the eye, stable and balanced, neat, and comfortable. It is worth noting that the reasons based on sense and logic outnumbered those based on sensibility several-fold. These include consistency with the square background, less likely to cut into the photo, and being used to the FB interface. This showed that the question needed to take more factors into consideration and eliminate those that interfere with choices based on sensibility (such as eliminating user association with FB). The reasons for like the circle: looks good and is easy on the eye, comfortable and harmonious, smooth and rounded, lively, focused, cute, affable. The reasons for liking the hexagon: different.

If people are still interested, then the influence of other factors can be examined in the future. These include placing the profile picture in the background, alignment with the edge of the background, and placement in the center or on the right. Eye movement sensors, brain wave or other analytical instruments may even be used to verify related assumptions. Also, a certain proportion of the respondents who selected the circle in the two questions cared about being able to fit more photo information into a square. This is therefore a factor that designers must take into account as well.

No background

19% (58 people) preferred the square profile picture; 78% (238 people) preferred the circle; only 3% (9 people) like the hexagon. The data showed that when no background is present, the respondents preferred a circular profile picture and the difference with the circle was 59%.

Reasons for liking the square: Overall consistency (with the layout and surrounding elements such as the square background), neatness, easy on the eye, simplicity and neatness, formality etc. Reasons for like the circle: Easy on the eye, lively, gentle and smooth, harmonious and consistent, comfortable, light and delicate, clear and obvious, cute, simplicity etc. Reasons for liking the hexagon: Different and avant-garde.

Conclusion

This study is by no means rigorous and does not represent the final word by any means. It does however show that when a background is present it may influence the user's preference on profile images. When no background is present, most users prefer a circular profile picture. Designers can also refer to the lexicon of the respondents' responses to select the shape best suited to the impression they want to convey with their design.

Tips for using circular profile pictures

How to implement it in CSS? What to watch out for?

Thanks to technical support by CSS3 and all browsers, for the HTML tag or class of profile pictures, just add one line: `border-radius: 100%;` this implements the CSS attribute! To ensure backward compatibility with older browsers, different prefixes must be added for different browser engines as shown below:



Advice for user-uploaded images

I don't know if people have noticed this or not, but you might have discovered after picking and uploading a picture that

the circular border is in the way (e.g. covers a part of the face). The effect is therefore not what you expected. This is where designers can offer the user some suggestions through the interface for uploading pictures. For example, they can show the area that the face will appear in within the circle. The user can then compare it against their own pictures and pick the most suitable one. Or give a recommended font size (for legibility) if there is writing in the picture; or a reminder not to use illegal pictures.

Provide multiple default pictures and a more comprehensive image editor

Sometimes, the user might just happen to not have a suitable picture or think it's not important so don't bother to set a profile picture. The platform may, however, want to convey an atmosphere of different characters interacting with each other (e.g. social networks) or it is needed for identification during collaboration (e.g. trello). The designer can then provide multiple default profile images for the user to quickly choose from during the configuration process (e.g. different colors or variations on the corporate logo), or incorporate some form of automation (e.g. the first letter of the account name). In addition, when a third-party social network login is used the profile picture uploaded to that platform can also be automatically imported. This is a more convenient method for users.

If a comprehensive image editor can be provided, however this will encourage users to create a better-quality profile picture that matches their self-image by selecting a filter, hue and brightness. The availability of an image editor however should depend on the nature of the platform services.

For the same given dimensions, a circle looks smaller than a square.

If a circle has the same diameter as the edge of a square, when the two are placed side by side then the circle will appear smaller visually (as shown in lower left). If it is necessary to place the two together in the layout, the circle can be made slightly larger to achieve visual balance (as shown in lower right).



Use of gif

More and more platforms are allowing users to upload animated gif files for their profile pictures in order. This allows the user to emphasize their uniqueness or personal taste. Examples:

Exaggerated changes in expressions to represent a fun-loving personality

Cycling between different daydreaming pictures to tell everyone what a sophisticated literary character I am!

Rotating 3D model to indicate that I am an animator

About Design Tongue

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.

Betty Blue

2016/06/30

Some say Paris is a city to fall in love; well, "Betty Blue" can be the hottest romance movie in this city.

When the movie was first released in Paris 30 years ago, it created such a sensation; the full version of the Director's Cut was then released in Taiwan after 30 years. The main actress is like a charming thorny rose whereas the main actor is a gentleman who goes with the flow. They have a crush on each other. Starting from the first second to the last second in the film shoot, they are crazy for love as if they were just meant to be. They could have killed each other also for such love.

The original film was called 37°2 "le matin" (French, meaning "Morning at 37°2"). It seems hard to understand; yet, such movie title involves a lot of entertainment in it. One must have a passionate spirit to get up early in the morning with a body temperature of 37°2 so that the body will react to the mind. The reason for getting excited can be out of lust, ecstasy, or deprivation. All of these may not be something like a quiet lake or the ebb and flow of the river.

If you don't ever fall in love once with a strong vow in this life, this movie may make it up to you. If you ever felt pain that goes straight to the bone when falling in love, this movie will once again remind you of such pain in the heart. No matter how you look at this movie, the charm of Betty Blue has kept its full blossom for 30 years and will not fade away.

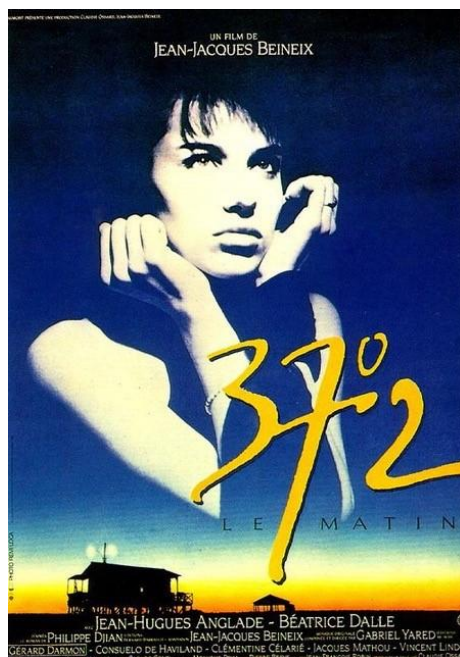


Photo source: @movies

Director: Jean Jacques Beineix

Screenplay Writer: Jean Jacques Beineix

Actor/actress: Jean Hugues Anglade

Béatrice Dalle

GAMA PAY Leads the Way with Trial of New Service

2016/06/29

A Next-Generation Payment Service that Turns Existing Brands On Their Head

"GASH PAY Press Release" GAMA Leads the Way GASH PAY, a subsidiary of the Gamania Group, launched the trial for a new service today (17) along with its all new brand "GAMA PAY", making it the first dedicated electronic payment service provider in Taiwan to commence trial operation. For phase 1, nearly 1000 employees from the Gamania Group will use "GAMA PAY" to pay for all consumption within the group. Phase 2 is expected to be activated after the relocation of the Gamania Group. The phased introduction will provide consumers with a more complete, secure, convenient and quick payment experience. The full service is expected to go live over the summer break this year. The all new brand identity for "GAMA PAY" was also unveiled for the first time this year. In keeping with the brand spirit of the Gamania Group, users will be able to make quick payments and transfers with their mobile phone. GAMA PAY aims to become the coolest and most accessible mobile payment brand for ordinary Taiwanese.



▲ Albert Liu, Gamania CEO, formally announces the launch of the Group's all new "GAMA PAY" third-party payment service as well as the story behind the brand name.

Phase 1 of "GAMA PAY" to be Tried Among Gamania Employees

Taiwan entered the age of digital finance in 2015 that was year zero for mobile payment and many businesses are all rushing to capture a slice of the market. Faced with the imminent launch of the all new "GAMA PAY" brand, Gamania CEO Albert Liu was full of confidence: "We believe that all payment service providers share the responsibility for promoting the habit and mindset of electronic payment. The Gamania Group is taking the lead in launching a service trial so that our employees can experience the credit charging, payment and transfer services offered by GAMA PAY. We look forward to connecting GAMA PAY with other industries and consumer circles. We also hope to establish interchange agreements with other operators overseas in order to build a convenient and friendly mobile payment experience together. This will accelerate the development of the payment environment and elimination of cash transactions in Taiwan. "



▲ Government officials express support and encouragement at launch of Gamania Group's "GAMA PAY" third-party payment service trial!

Premier San-cheng Chang of the Executive Yuan and Commissioner Li-ling Wang of the Financial Supervisory Commission both attended the ceremony to express their support today. They also hoped that "GAMA PAY" will help make the vision of a convenient lifestyle come true early. Premier San-cheng Chang stated that mobile payment is now an international trend and hoped that the government can help domestic companies launch their service as soon as possible without compromising on the local development and fair competition. This will help Taiwanese mobile payment keep pace with international developments. FSC Commissioner Li-ling Wang indicated that the promotion of the mobile payment industry is now a top priority and government policy will support the development of the financial technology industry. She hoped that the industry can consolidate and establish a complete financial ecosystem as soon as possible to drive the sustainable development of the financial technology industry in Taiwan.



▲ Gamania CEO Albert Liu shows Premier Shan-cheng Chang the convenience offered by "GAMA PAY"!

GAMA PAY is the most user-friendly mobile payment brand for ordinary Taiwanese

Liu emphasized that "As the leader of Taiwan's electronic payment industry, we are always thinking about how we can guide consumers into changing their existing consumption model. That's why we want to smash existing consumer stereotypes on payment brands through the GAMA PAY payment service by creating a lively and quirky brand concept that most ordinary Taiwanese can identify with."

The all new "GAMA PAY" CIS was inspired by the symbol for money (\$) complemented by the green leaf on the orange. It aims to convey a sense of freshness and youthful vitality. Gamania is targeting optimistic action-takers who enjoy novelty. Its goal is to become the brand of choice for the young and trendy.



▲ Gamania Group's third-party payment service "GAMA PAY" will offer consumers an all new level of convenience!

About GASH PAY

GASH PAY has been approved by the Financial Supervisory Commission as a dedicated electronic payment service provider. Its service, officially named "GAMA PAY", will go online as early as the summer break this year and help boost the adoption of electronic payment! The service will help expand the scope of electronic payment "from online to offline" for food, clothing, accommodation, education and entertainment. In addition to providing a fast, convenient and secure payment service, it can also be integrated with smart devices to create a new, high-quality and convenient mobile application lifestyle. By becoming a payment tool that links physical and virtual cash flows, GAMA PAY will start out as an electronic payment service in Taiwan before evolving into a leading international digital cash flow brand!

"Happy moving day, Gamanians!" Event highlights

2016/06/30

Gamanians are not afraid of challenges. We are equipped with exceptional courage and unbelievable energy. We have conquered impossible tasks over and over again with the implementation of a remarkable, cohesive and enterprising spirit.

The relocation is an enormous task for the group, but Gamanians managed to march into the new building using the shortest time. A heartwarming farewell party was held on a sunny June day. With tears, sweat and laughter, Gamanians marched into the NeiHu HQ.

The years we've battled through together.

The "Reflection: 21 years" farewell exhibition was held at SPACE 17 next to Gama island. The black and white photos bring back nostalgic memories of the sleepless nights dedicated to the success and glories of Gamanian.



▲ The nostalgic farewell exhibition held at SPACE 17

Making a refreshing start by exchanging gifts.

The "New mindset-Office detox" event turned environmental slogans into actions. Department gave away memorable items or sold them through auctions. Crowds extended all the way to Chung Cheng Rd Plaza, proving the popularity of this meaningful recycling activity.



▲ Treasures to be found at the auction.

Cycling all the way to Neihu.

To celebrate the "Happy moving day, Gamania!" event on June 3, HQ summoned Gamanians to "migrate" from Chunghe to Neihu by cycling. More than one hundred Gamanians participated in the event. Although the temperature was as high as 33 Celsius, Gamanians completed the 25km route with full-on energy. After arriving at the new HQ, subsidiary Jollywiz set long fireworks to welcome the cycling team. This touching and joyful event ended in cheers and laughter.



▲ CFO Hank hosts the oath-taking ceremony, firing the cycling team with enthusiasm.



▲ The cycling team successfully arrived at the new HQ and welcomed by Jollywiz with firecrackers.



▲ Filled with laughter and cheers, Gamanians have managed another challenge and marks a perfect ending for the event.

Perfect ending- lights off at the Zhonghe office.

To say goodbye properly to the old HQ, we invited ex-colleagues and Gamanians for the lights-off ceremony. Many glorious battles had been fought since Gamania moved to the Zhongzheng rd office in 1999. Our CEO Albert expressed his gratitude for the old office. Our success is formed by previous efforts, and each ending is a new beginning. With a grateful heart, Gamania is ready to write a new page in history.



▲ Group picture taken at the last management meeting at the old HQ in Zhonghe.

Global Premiere! Cross-Strait Players Get First Shot at “Maple Detectives”, the new instance from “Maple Story”.

2016/06/28

Gamania will introduce players from Taiwan, Hong Kong and Macau to the new “Maple Detectives” dungeon for its blockbuster game “Maple Story” tomorrow (11). Players will be able to embark on a series of intense and exciting adventures with the “Stellar Detectives” made up of Kanna, Hayato, Dragon Warrior and Jett the Bounty Hunter who is currently investigating APORD. Players between LV33 and LV250 can also form parties for the “Hyperspace Cube” and challenge random levels over 3 minutes. The faster they beat each level means they can complete more levels, earn better scores, and receive rewards. The “Hyperspace Box” has a chance of rewarding players with “special skill rings” and “badges”. That’s not all either. The “Monster Picnic” event will also run from May 18 to May 31. Teacher Fairy and Mother Cactus will be taking little monsters from the kindergarten on a not-so-friendly field trip to “Hensys”. Players will need to protect Elder Stan and the village from their crazy rampage. They can also complete level challenges to receive event reward such as the “Monster Kindergarten Hat.”



▲ “Maple Story” will launch the all new “Maple Detectives” dungeon for players from Taiwan, Hong Kong and Macau tomorrow (11).

Players from Taiwan, Hong Kong and Macau will be the first in the world to enjoy the exciting “Maple Detectives” dungeon for “Maple Story”

The “Stellar Detectives” have been formed to fight the evil APORD! Challenge as many levels as you can in 3 minutes with “Hyperspace Cube”!

“Maple Story” will launch the all new “Maple Detectives” global dungeon for players from Taiwan, Hong Kong and Macau tomorrow (11). The story starts when Beast Tamer discovers that Tutu the frog is missing. After some detective work, she meets up with Kanna and Hayato who are searching for Nene, the missing turtle. They also run into Dragon Warrior who is searching for his friend Lingling the white tiger, and Bounty Hunter Jett who is investigating APORD. They decide to form the “Stellar Detectives” to band together and rescue the missing animals. They eventually track down the APORD spaceship to rescue Tutu the frog, Nene the turtle and Lingling the white together. They also bring the evil APORD

organization to justice.



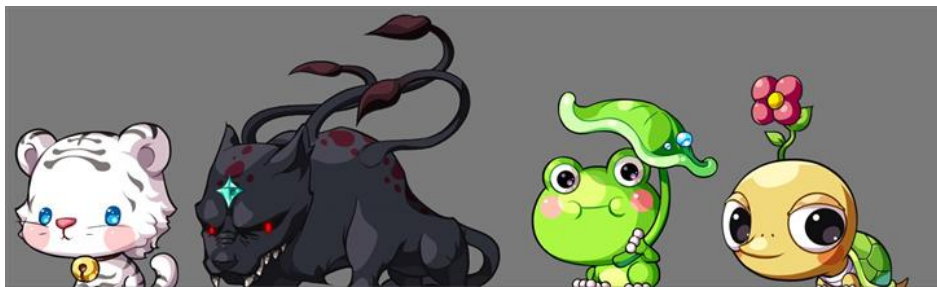
▲ Kanna's companion turtle disappears mysteriously



▲ Player will face the most powerful BOSS in "Maple Detectives"



▲ The cute “Stellar Detectives” is formed



▲ The “Stellar Detectives” will set off together to rescue the missing animals

Once players complete “Stellar Detectives”, those between LV33 and LV250 can go to “Hyperspace Cube” to see how many random levels they can complete within 3 minutes. Completing more levels give a higher score and better rewards through the “Hyperspace Box”. Open the box for chance to receive “special skill rings” and “badges.” Players can also equip themselves with special items purchased from the NPC merchant hiding in space.



▲ Challenge as many random levels as possible within 3 minutes in “Hyperspace Cube.”



▲A higher score in “Hyperspace Cube” means better rewards

The townsfolk in “Hensys” are worried about the upcoming “Monster Kindergarten” field trip. Protect the elder to earn event rewards such as “Kindergarten Hat”

“Maple Story” will launch a new “Monster Picnic” event between May 18 and May 31. In “Maple Story”, the “Monster Kindergarten” is where young monsters study how to be a proper monster as well as learn about adventurers and how to beat them. Their goal is to become the most powerful BOSS in “Maple Story.” When the weather is good, a “Monster Kindergarten” field trip led by Teacher Fairy and Mother Cactus will bring the young monsters to the tranquil town of “Hensys”. Elder Stan and the local villagers are very worried and need players to come and protect them. Completing the challenge brings rewards such as “Monster Kindergarten Hat”.



▲Elder Stan is very worried about the “Monster Kindergarten” field trip



▲ Teacher Fairy and Mother Cactus is taking the little monsters from the kindergarten to tranquil "Hensys". Will players be able to hold them off?

※ "Maple Story" launches all new exciting "Maple Detectives" dungeon: https://youtu.be/vs_XXHDYfdA

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

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

The Hottest Steel Rose this Summer! New Character “Rose” Joins “Elsword”

2016/06/28

“Elsword”, the most hot-blooded online action RPG game from Gamania, will today (2) welcome the hottest all-new character “Rose” for the summer. Rose is the first character capable of switching between four weapons: “Revolver”, “Auto-Gun”, “Musket” and “Hand Cannon”. The story begins with the Elsword passing through Atlas City. To stop them, a team of Atlas Developers awaken the huge boss “Eltrion MK2.” It has now appeared in front of Elsword in all of its deadly might and players must face all of its fury. In major departure from her bold yet feminine image, all new first advancement class “Heavy Barrel” and second advancement class “Storm Trooper” will be released for “Rose” on June 16 for players to show what they can do. To prepare for the coming of this sexy yet aloof elite fighter, drops and experience will be increased by 300% for “Elsword” between June 3 (10AM) ~ June 5 (10AM) and between June 10 (10AM) and June 12 (10AM).



▲“Elsword” will today (2) release “Rose”, an all-new character capable of switching between four weapons to join players on their adventures.

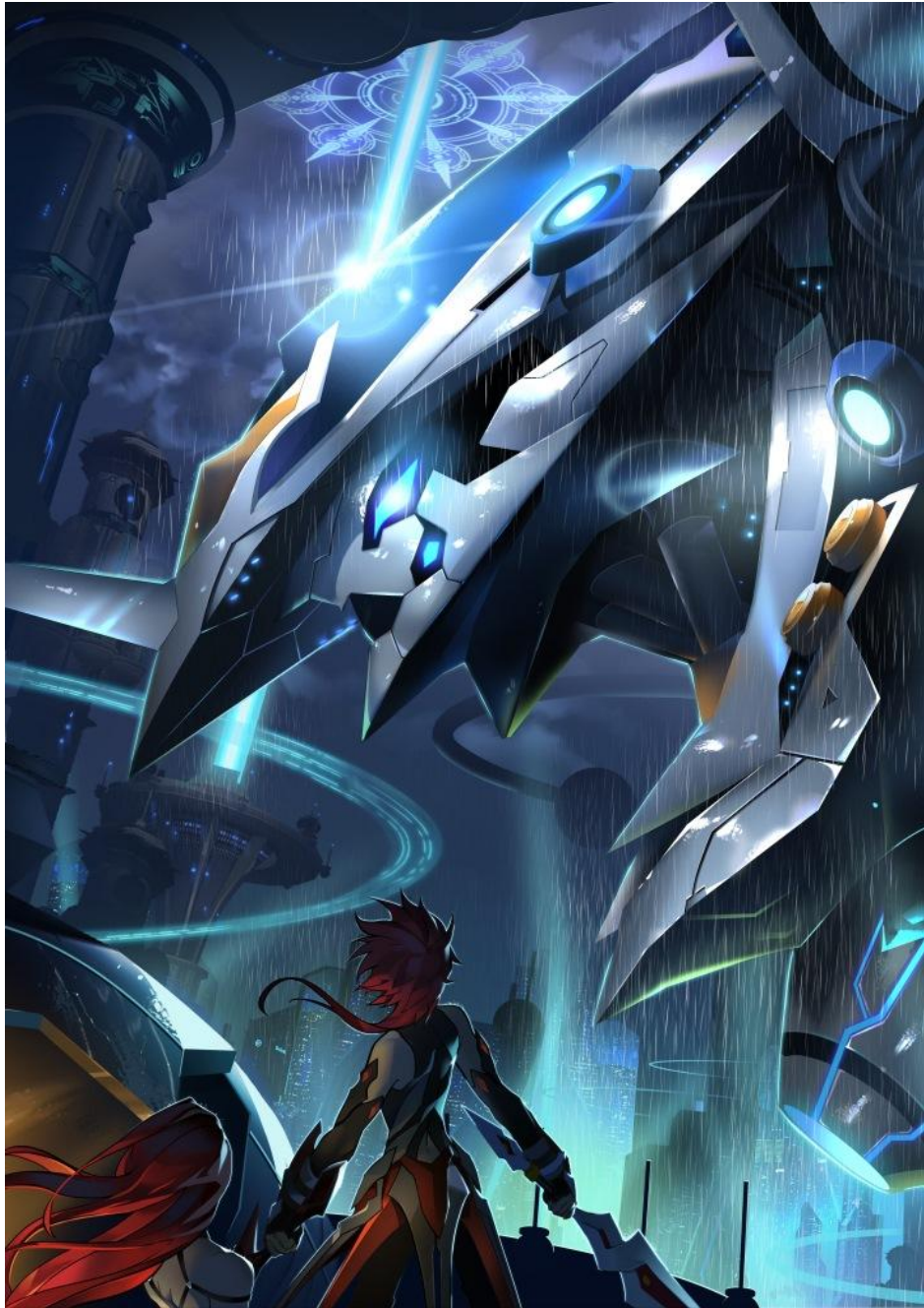
As the elite Royal Guard of the princess, “Rose” is the first character capable of switching between four characters.

Elsword is faced with the giant boss “Eltrion MK2” in all of its fury on the way to Elysion

After nearly one year, “Elsword” is releasing the hottest new character “Rose” for this year’s summer. Despite her ladylike demeanor, she is true fighter on the inside. This girl is like a steel fist wrapped in a velvet glove. “Rose” was one of the Elite Forces protecting the Royal City in Heaven. She is also a member of the “Majestic Garden” chosen to protect the Imperial Princess. To investigate the source of the threat to Heaven, Rose was sent on a secret mission to investigate “Elrios”, another dimension. She is the first female character capable of switching freely between four weapons: “Revolver”, “Auto-Gun”, “Musket” and “Hand Cannon.” Atlas developers have re-awakened a huge boss in their bid to stop the Elsword as they pass through Atlas City. Players will face the full fury of the upgraded “Eltrion MK2”. The giant boss “Eltrion MKM2” has thrown down the gauntlet to all players. From now until June 16, all those who log into “Elsword” and fight the giant boss “Eltrion MK2” will receive one “Eltrion MK2 Nasod Chest” with +20% chance of finding complete items.



▲ The all new character “Rose” for “Elsword” is a girl who looks gentle on the outside but is true steel on the inside.



▲ The giant boss “Eltrion MK2” has reawakened and has thrown down the gauntlet to all players

As “Rose” can switch freely between the four weapons “Revolver”, “Auto-Gun”, “Musket” and “Hand Cannon”, most of her special skills are based around weapon attacks. The “M-137 Gatling Gun” not only shoots at all enemies but also grants immunity to Disable type status effects; the “M-3 Flamethrower” can set the enemy on fire, causing the “Burn” status effect. It also grants immunity to Disable type status effects when in use.



▲ “Rose” really dominates when she opens fire with the “M-137 Gatling Gun”



▲ Unleashing the “M-3 Flamethrower” on all enemies in the way

Preview of first advancement class “Heavy Barrel” and second advancement class “Storm Trooper”

Girl power boosted through weapon upgrades with EI energy

Returns in fighting trim with help from Dr. Claude

“Elsword” is set to release all-new first advancement class “Heavy Barrel” and second advancement class “Storm Trooper” for “Rose”. As enemies become too strong for her weapons, Rose accepts Zero’s advice to seek help from Alchemist Echo and Blacksmith Lenphad in Elder Village. Using EI energy, weapons are upgraded to fire more powerful ammunition and multiple laser beams. The result is her return to the battlefield as the “Heavy Barrel” first advancement class. Placing the “Quantum Bomb” in the desired location allows the player to inflict mass damage on surrounding enemies. Hold down the action button to extend aiming time by 2 seconds; “Laser Rifle” shoots to the front. Its area of effect is narrow but it can attack at long ranges. The Laser Rifle can be charged up by holding down the fire button. This increases the damage and area of effect.



▲ The new first advancement class "Heavy Barrel" can use the "Quantum Bomb" to increase skill attack power.



▲ The "Laser Rifle" can attack multiple enemies standing in a line.

After fighting her way to the Altera region, "Rose" began to feel a need for more firepower. Even her best efforts were not enough to overcome the strength of the Altera Nasod forces. Dr. Claude gave "Rose" all new abilities by implanting her with a combat chip designed to cope with all combat scenarios in Elrios. She also received super flame cannon to become the all-new second advancement class "Storm Trooper" for dominating the Plains of Altera. When "X-1 Extruder" is equipped, space itself can be compressed to create a black hole bomb that transports the enemy a certain distance away before exploding. When the ancient heavy weapon "Ancient Trigger" s used, a small laser is used to draw the enemy in before a powerful laser fires with devastating effect.



▲ When fired, "X-1 Extruder" sucks the enemy into a black hole and transports them a certain distance away before exploding with great effect.



▲ The antique-looking heavy weapon "Ancient Trigger" deals devastating damage.

※ "Elsword" Steel Rose ♥ – Delivering a Different Kind of Cute: <https://youtu.be/iRUJT9rDr98>

※ "Elsword" website: <http://tw.beanfun.com/ELSWORD/>

※ "Elsword" Facebook fan page: <https://zh-cn.facebook.com/elswordfans>

Gamania PC and Mobile Games Celebrate Dragon Boat Festival with Special Events

2016/06/28

Dragon Boat Festival is all about rice dumplings, egg standing and dragon boat rowing! The 4-day long weekend is coming soon. Gamania's web and mobile games are all wracking their brains to release special holiday events. For classic online games such as "Lineage", "Mabinogi", "Counter Strike Online", "Elsword" and "Kart Rider", the "Super Tracker Mission" will run from now until July 17. Players can log into the "Super Tracker Mission" event webpage during the event and leave their most memorable stories from each game. The live teams will select the most popular posts and run the "Message in a Bottle" super mission. For that player. Players who share the Message in a Bottle will have a chance of winning \$10,000 in GASH points. Stories placed in the bottle may also be passed on for all time. That's not all either. New popular mobile games such as "Summons Board" and "543 King" are also encouraging players to PK, grind, find friends or play a puzzle game online while commuting to let everyone spend a fun and different Dragon Boat Festival.

Dragon Boat Express! "Lineage" Offers Quality Items for Returning Veterans

"Lineage", the classic online game from Gamania that dominated the Taiwan market, is offering its first heart-warming "Super Tracker Mission" event for this Dragon Boat Festival. From now until June 29, 2016, players returning to "Lineage" can collect quest items such as the Corpse Spirit Tower set and Hero series of weapons. Even higher quality weapons can be redeemed by completing certain question conditions.



▲Dragon Boat Express! "Lineage" Offers Quality Items for Returning Veterans

※ "Lineage" Super Mission: <https://youtu.be/JxTiQulC354>

※ "Lineage" subscription server website: <http://tw.beanfun.com/lineage/main.aspx>

※ "Lineage" free server website: <http://tw.beanfun.com/LineageFree/>

Happy Birthday! "Mabinogi" celebrates 11th anniversary and invites everyone to "Find a Home" to celebrate Dragon Boat Festival together

Gamania's popular online game "Mabinogi" will soon celebrate its 11th anniversary. From now until August 31, any player not in a guild who leaves a "Looking for Home" message at the fan page will receive a "Don't be Lonely Gift Pack"; any guilds that recruit 11 players will receive the Taiwan-only title "Three Thousand Guests". For veteran players who show returning players around "Mabinogi", if they level up to over 600 and surpass an adventure level of 300, then the veteran player will receive a "Bone Dragon" while the returning player will receive a "Motorcycle".



▲ Complete quests in “Mabinogi” during the event to receive the Taiwan-only titles “Great Teacher” and “Quick Student”.

※ “Mabinogi” Call of Nao – How are you doing, Milecian? :<https://youtu.be/JMenghfnBBU>

※ “Mabinogi” website: <http://tw.beanfun.com/mabinogi/main.aspx>

※ “Mabinogi” Facebook fan page: <https://www.facebook.com/mabinogi.tw/>

Get ready for the summer! “CSO” launches “Youthful Passion Server” with extra giveaways over the Dragon Boat Festival long weekend

Gamania’s “CSO” is the No. 1 FPS in Taiwan. A new “Youthful Passion” server will be open from now until August 30 to let players re-experience the sense of camaraderie in FPS games. The new server will only be open to new “CSO” accounts. A new “LEGO tank” will also become available in “CSO”. This is a machine gun that may look cute but hits like a tank. Log into “CSO” between 19:00 and 22:00 every day over the Dragon Boat Festival long weekend to receive “5 Event Decoders + 5 Bonus Decoders”.



▲ Log into “CSO” over the Dragon Boat Festival for bonus giveaway with chance to receive the all-new “LEGO tank” weapon

※ Return to the classics with “CSO” “Youthful Passion Server”: <https://youtu.be/Ba0LAR-9SZc>

※ “CSO” website: <http://tw.beanfun.com/CSO/main.aspx>

※ “CSO” Facebook fan page: <https://www.facebook.com/csoline.tw?fref=ts>

Share in the Dragon Boat Feast! The all-new “Rose” character from “Elsword” feasts on “Glutinous Rice Dumplings”, “Mugwort” and “Calamus”

“Elsword”, the most hot-blooded online RPG game managed by Gamania, recently released “Rose”, the first female character capable of switching easily between four weapons: “Revolver”, “Auto-Gun”, “Musket” and “Hand Cannon”. The hot new character has proved popular with players. During the Dragon Boat Festival weekend, the “Rose Joins You for Dumplings” event will run from June 10 through to June 16. Players can collect “Traces of Battle” during the event and redeem them for the radiant “Arc Angel Set”; log into “Elsword” and stay connected for 10 minutes every day over the same period to receive “10 Rice Dumplings” and “10 Mugwort and Calamus”.



▲ “Elsword” celebrates with players through “Rose Join You for Dumplings!” event

※ “Elsword” Steel Rose♥ – Delivering a Different Kind of Cute: <https://youtu.be/iRUJT9rDr98>

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

※ "Elsword" Facebook fan page: <https://www.facebook.com/elswordfans>

"Dumpling" Matter! Test your luck with "Kart Rider" over the Dragon Boat Festival weekend for chance to experience the new "High Wind 9" kart

From now until June 10, Gamania's leisure racing game "Kart Rider" will give players who log into the game a glutinous rice dumpling every day. This gives the chance to receive a legendary kart model. Before June 17, players will also have the chance of driving legendary karts in the Box of Fate mode. They may even be lucky enough to get a shot at the all new "High Wind 9" kart. If they are unlucky, they can still drive the z7 to experience the thrill of racing.



▲ The new "High Wind 9" in "Kart Rider" has been known as the "Wind Rider" since the R4 generation.

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

※ "Kart Rider" Facebook fan page: <https://www.facebook.com/kartriderTW>

Battle Chiyou! "Wilderness of Jizhou" available for a limited time in "Summons Board"

"Summons Board", the first mobile game to be managed by GungHo Gamania, the joint venture between Gamania and leading Japanese mobile game maker GungHo, is getting ready to celebrate the Dragon Boat Festival. From June 10, the "Wilderness of Jizhou" will be opened for a limited time. Players will encounter the BOSS monster "Chiyou" from Chinese myths and those who complete the challenge will receive BOSS pets with different abilities and colors. As part of the Dragon Boat Festival celebrations, between June 8 and June 14 all main storyline levels in "Summons Board" will give 150% more experience. There's no better time to level up and build your strength!



▲ To celebrate the Dragon Boat Festival, "Summons Board" will release the platinum hawk level with no retries for a limited time.

※ "Summons Board" website: <http://www.gungho-gamania.com/SB/>

※ "Summons Board" Facebook fan page: <https://www.facebook.com/SummonsBoard.TW>

Dragon Boat Festival Gift! "543 King" giving away "Dragon Boat Festival Celebration Gift Pack" with chance for "Purple General"!

The large 3D Three Kingdoms strategy mobile game "543 King" developed by Gamania's HaPod Digital Technology is giving away great items from now until June 15. Log in each day during this period to collect the "Dragon Boat Festival Celebration Gift Pack" containing "Training Pill", "Breakthrough Pill", "Destiny Pill" and "Dragon Boat Glutinous Rice" items. Collect 3 "Dragon Boat Glutinous Rice" to exchange them for one random purple general. Collect 4 to exchange them for 1 high-end purple item. Collect 7 and "Lu Xun" the handsome one is yours for the taking.



▲ "543 King" giving away "Dragon Boat Festival Celebration Gift Packs" to players over the Dragon Boat Festival long weekend

※ "543 King" website: <http://tw.beanfun.com/X3K/main.aspx>

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

2016 Cheer Cup — Proceeding to New Gamania!

2016/06/30

This summer in May, Gamania joyfully welcomed the annual sports event “Cheer Cup”! In comparison with last year, Gamania chose to hold a series of challenging wide games outdoors in Xinwu Dist., Taoyuan City this year. It arranged some recreational activities for parents and kids to have fun together so that every Gamanian can bring their whole family here to have fun!

The creative team cheer warmed up the event to declare their determination to go for it!

As usual, the creative team cheer competition, which has been a long tradition among every Gamanian, starts off the show for the Cheer Cup. Each team will practice intensively before the competition to show people their fun and creative team cheer with a hundred percent dedication. People cannot but wonder how come every Gamanian has such an unrevealed talent since each of them works hard every day in and day out. They fully exert their potentials as a team to work closely together. They not only show unbelievable good teamwork, but also reveal a strong centripetal force with high cohesion.



▲Digicentre and GASH PAY merge into one GASH-Digicentre Pay to show a hundred per cent effort in teamwork and vitality.



▲ Super GAMA Monster's team cheer is fun and eye-catching.



▲ The designed bridge plot of Ant's Power and the props created carefully by them can get 100 points for creativity!

In the 2016 Happy Moving Year of Gamania migration, the Cheer Cup also held an event to fly the paper airplane and declared that they will "Proceeding to New Gamania" to move into a new office. Everyone flew the paper airplane high above the sky, which symbolizes that Gamania will head toward a bright future.



▲ Everyone flew the paper airplane that represents proceeding to New Gamania high up in the sky. The scene was spectacular, grand and exciting.

They set up some fun games at each location for people to break through the barricades. After collecting all the medals from the barricades, you can exchange them for some limited small gifts. Everyone marched forward for the prize and the honor of the team!



▲ The electric current avoider is so stressful and it was used to foster your stability and concentration.

Some recreational activities to experience were: kiln control, to pound Mochi or to pick vegetables were designed for the GAMA FAMILY. It fulfills what it meant to be a family on a family reunion day for its significance. The 2016 “Cheer Cup” reached its climax when the whole Gamanian team started to tear up the name badge, or when such activities as dodge ball, 20 people 21 feet took place. It has reached another climax for the activities!



▲ The competition to tear the name badge is in the limelight. The final duel is exciting and nervous.

The final result is very competitive. Each team just gives it their all to show off their capabilities and to bring glory to each team!



▲ The Taiwan Gamania team formed a team called "G-Team No. 1 —Don't you agree" is the team that won the championship this year.

No matter what the result, the Cheer Cup brings the family closer together to share happy moments in the activity. The Gamanian who used to sit in the office can have a chance to bask under the beautiful sunshine in May. They can relax body and mind and recharge their batteries. Let's look forward to the next Cheer Cup next year!

Alan Lan: Create a formula and dream big.

2016/06/30

Keep dream big so that the dream will keep growing up.



Alan has two dreams; one is to buy up the Manchester United Football Club with an amount of 75 billion for its market value. The other dream is to become a CEO before he is 35 years old. A normal person must think he is so crazy. Yet, Alan insists that the Gamanian should always set up a higher goal for himself or herself through a piece of advice. It is motivation and it is the magic that keeps your dream growing.

Starting to earn his first pay check \$NT 28,000 per month when he first entered society. He earned an annual salary in 22 months in his second employment when he worked for Toyota Tsusho Corporation. He got a managing director job in his third employment to deal with Japanese affairs at Gamania. Then, he went to work in Europe on behalf of Gamania as a senior ground breaker. After going through a few major Japanese game factories, he becomes the first employee to work for Twitter in the Greater China Region. Alan is a humble person who is willing to learn and dares to ask for what he wants in his career path. He took every single chance as his kinetic energy to work to the top. That's why he can look deeper and think bigger on his broader career path.

Five keywords for the formula to dream big

Keyword 1: Curiosity

The stage when people learn the most and fastest is when they started to ask "why". Each time when people ask "why", they get a chance to quickly accumulate a bundle of knowledge. You are not an IT person, but you ask why. You will know why the server's carrying capacity is 5,000 people instead of 500 people. Therefore, Alan encouraged every Gamanian to think of himself or herself as a sponge to absorb all knowledge and turn it into a personal asset.

Keyword 2: Dam

Alan shared his concept with the Gamanian about what his past supervisor had told him so that when he worked for the Japanese corporation. He said the so-called dam is like the reservoir. If the reservoir has stored enough amount of water, you can increase your potential energy. When you get a chance, you can do your best and show what you've got with your best performance by releasing the flood; that is, you can show your capacity, all at once.

Keyword 3: Film Director

Alan won the championship of 2 consecutive inbound basketball games once. He smiled and said people must be amazed of his body shape and wonder how he got such an excellent score. He said it was all because he knew how to be a film director. As a film director, you have to know how to find the good actor or actress, the gaffer and art director to make an epic film by letting people to do their best. Likewise, as a project manager, you can close a great case if you find the right person to do the right thing.

Keyword 4: Be a volunteer

Alan explained to everyone that what he meant about “being a volunteer” is to do the job right, and then go and explore your full potentials. So people will not excuse themselves to get away from the job they cannot do it correctly. In that year, Alan told his supervisor that he would like to try to be a Project Manager after knowing well about his job as a marketing specialist. After he reached his goals, he asked the supervisor again that he would like to learn the job description of new games released; Alan was assigned the job to go to Europe on behalf of Gamania for breaking grounds due to such a proposal he made. With such great responsibilities, he was one step further towards his big dreams.

Keyword 5: Capability of solving the problem

Alan said whoever wants to join TWITTER needs to pass a job interview from an American supervisor. The American supervisor would always ask one question. “Excuse me. Do you know how many guests are there in all Starbucks branches in Taipei City”? Some candidates may get stunned at the moment, and murmured how come I should know about this question; however, if you see through the question, you'll know the American supervisor is not trying to give the candidate a hard time. What the supervisor really wants is to test the candidate's capability of logical thinking. And this is exactly the capability of problem-solving, and a way to know what your values are.

Take roots at Gamania and explore the whole world.

Five-year work at Gamania helped Alan lay the solid foundations for his career. He also filled himself with confidence through this work experience. He began to challenge the whole world and explore his business scope by combining what he has experienced when working for Gamania. Among all these, it also includes an expansion of the new domain such as keeping track on the effect of digital advertisements and evaluating its marketing value. You might want to ask how come Alan can get started with such a new tool so fast. How come he can get familiar with it so quickly? Let's look back at these 5 keywords. You will find a solution to the problem to allow you to absorb all knowledge, just like the sponge metaphor, with curiosity. You will then volunteer to exert your capability to solve problems; therefore, you can dream big and start to explore your full potentials!



NOWnews and WeBackers will work together in the 2016 Junior Cross-Straight Entrepreneurship Forum to help the youth to make their startup dreams come true.

2016/06/30

NOWnews cares about youth employment problems and spares no effort to support the youth to run the creative startup business. It especially works with WeBackers, and people from the Cross-Straight with lofty ideas to hold the 2016 Junior Cross-Straight Entrepreneurship Forum. This junior forum recruited many youths with lofty ideas to run a creative startup business and the creative startup teams. After a strict evaluation, the organizer selected 6 startup teams that stood out among their peers. A final Pitch competition was held in Beijing at Ariva Beijing West Hotel on May 31 to fight for the qualification to join the first session of the world creative startups competition for overseas Chinese.

NOWnews and WeBackers chose 4 teams as well from numerous Taiwan startup teams to join the competition for startups held in this Junior Cross-Straight Entrepreneurship Forum. Among all these teams, two teams coming from Taiwan were the Hour Master and the Teascovery teams. They were listed on the final competition together with four other teams including a team called Himelight composed of overseas Chinese from Korea and Silicon Valley, Youber, an indoor vertical farm that grows plants vertically, and online APP for a romance guide called Tao-Tao-Xi.



▲ Starting from the left is Frank Yao, Representative of Hour Master /Helen Lin, Special Assistant for the General Manager at NOWnews / William Chen, WeBackers CEO/James Ku, Representative of Teascovery

Teascovery won the championship, and there were six startup teams that joined the competition in this Junior Cross-Straight Entrepreneurship Forum as the final result shows. Teascovery will be representing the Taiwan region to join the first creative startup competition held for overseas Chinese around the world.



▲ Starting from the left is Ma Ming-Yuan, Secretary-General of the first creative startup competition held for overseas Chinese/ James Ku, Representative of Teascovery, the winning team

Jollywiz's "JST Taiwan" creates the delicious candy with chewy fruit granule to carry its leading brand image of Nougat.

2016/06/30

Jollywiz Digital is a subsidiary of the Gamania Group. After accumulating 8 years of real world experience in the China market, it founded the cross-border E-commerce "JST Taiwan" to ship the products known as the Taiwan specialties directly across the Taiwan Strait with a local business called "Taiwan Taste". It has developed its own products, the black pineapple cakes with original and orange and cheese flavors. Its new package JST Taiwan rice was developed using Tainan No. 11. Among all these products, the Mango Nougat with fruit granules is the most eye-catching product released lately. A mango can only produce two pieces of dry fruit after baking. The thick mango flesh is even more treasured during bad times when the production of mangoes was drastically reduced such as in this season.



Considering that the Nougats have been the top three choices for our guests from China, who will buy souvenirs when they visited Taiwan, JST Taiwan looks all over Taiwan to find a local store hoping that the store is able to make a healthy food product by using local ingredients. Cherry Grand Father uses the almonds high in nutrients to replace the traditional peanuts high in calories for making the Nougats. To find the featured ingredient, it will travel around Taiwan six times each year. Such a spirit happens to match with the spirit of JST Taiwan to "sell good food and good products with an artisan spirit." Therefore, JST Taiwan sent an invitation to design a collection of products that represent the Taiwan Mango Nougats through an exclusive collaboration with Cherry Grand Father. It took advantage of the famous Taiwan fruit – the Irwin Mango, and mixed it with the sweet potato chips, which represents the vitality and perseverance of the Taiwan people. It added some large almonds to the nougats, and followed the original 12-step work procedure. The handmade mango nougats have the taste of multiple layers, and each taste contains mango flesh full of natural fragrance through handmade manufacturing.

Kevin Shih, who is the Jollywiz Digital CEO, said he hopes to introduce Taiwan to more people by selling local delicious food so that they can get to know the place via good food. He passed out the happiness of good food, and gathered all the Taiwan superior brands to promote good products altogether. JST Taiwan now moves on to the China market under the name of Tmall Global and enters the Korean market under the name of Gmarket. It sells the "true" Taiwan taste products to the cross-border markets directly through overseas shipments so that the products can shine on the global stage.



“Summons Board” Chinese Edition and “Princess Punt Sweets” Forms First Overseas Partnership for Playing Character

2016/06/28

“Summons Board” Chinese Edition, the first mobile game to be managed by GungHo Gamania, a joint venture between Gamania and Japan's leading mobile game company GungHo, will launch a limited-time event stage from today (4) through to May 18. This will be the first time that it will partner with “Princess Punt Sweets” on the three platforms of Android, iOS and Playphone for an overseas promotion. The game background and music will not only be based on the style of “Princess Punt Sweets”. Players can also complete the stage missions to receive the popular character “Princess Punt” whose active skill “Princess Kick” can cause 45% damage and knockback to the next chess piece. To celebrate the first overseas-co-branding promotion of “Summons Board” Chinese Edition, six all new characters will also be available for a limited time: “Assassin”, “Swordsman”, “Warrior”, “Wizard”, “Mechanic” and “Reaper”. Players will be able to enjoy the fun of leading a formidable army.



▲ “Summons Board”, the first mobile game to be managed by GungHo Gamania, will launch a co-branded limited-time stage in partnership with “Princess Punt Sweets” from today (4) through to May 18.

“Kicking” New Fun into “Chess” Power! “Summons Board” Chinese Editions and “Princess Punt Sweets” Forms First International Collaboration
Limited-time stage released – “Princess Punt” is here!

“Summons Board” Chinese Edition, the first mobile game to be managed by GungHo Gamania, will partner with “Princess Punt Sweets” to launch a limited-time stage on the three platforms of Android, iOS and Playphone from now (4) through to May 18. Apart from music inspired by “Princess Punt Sweets”, the level background will also be based on the home castle of the main character “Princess Punt”. The classical stone paving in “Summons Board” will also be transformed into a pretty garden lawn. There will be four levels of difficulty: Easy, Normal, Hard and Extreme. The appearance of the Boss will also change depending on difficulty. Beat the level for the chance to receive the Boss pet “Spirit Hawk.” If carefully looked after, it may evolve into its “Phantom Hawk” ultimate form



▲ The popular heroine of “Princess Punt” comes to “Summons Board” Chinese Edition



▲ Upon gaining her true name “Anne Punt Quettebuss”, her captain skill “Willful Princess Inspiration” increases attack by 230%.



▲ Once the BOSS pet “Spirit Hawk” transforms into the “Phantom Hawk”, watch out for its Boss area attack “Feather of Fire”.



▲ “Phantom Hawk” can use its captain skill “Spirit Bird Rebirth” to boost critical damage by 350%. It also gains the ability to fly.

Special ability-boosting pets such as “White Pig”, “Yellow Ghost”, “Krieg” and “Papa Acorn” join the fight

Six new characters “Assassin”, “Swordsman”, “Warrior”, “Wizard”, “Mechanic” and “Reaper” show their colors

There is chance to find precious pets like the “White Pig”, “Yellow Ghost”, “Krieg” and “Papa Acorn” upgrade improve pet active skills while challenging the “Princess Punt Sweets” limited-time stage. Evolved pets can also be converted into skill upgrade pets for the “Spirit Companion” series from rare capsules. To celebrate the first collaboration of “Summons Board” Chinese Edition and the first collaboration with “Princess Punt Sweets”, six all new characters “Assassin”, “Swordsman”, “Warrior”, “Wizard”, “Mechanic” and “Reaper” are available for a limited time as well. All can attack the enemy. The “Swordsman”, “Warrior” and “Mechanic” all have active skills that trigger after moving. The six all-new characters can evolve into 5-star pets as well and possess advanced captain skills. “Phantom Assassin” and “Gate Reaper” can greatly boost critical damage and will play an important role in future battles.



▲ “White Pig”, “Yellow Ghost”, “Krieg” and “Papa Acorn” (left to right) are precious pets that can be used for upgrades from the “Summons Board” limited-time stage.



▲ Six all-new characters “Assassin”, “Swordsman”, “Warrior” (upper left to upper right), “Wizard”, “Mechanic” and “Reaper” (lower left to lower right) launched together

※ “Summons Board” Facebook fan page: <https://www.facebook.com/SummonsBoard.TW>

※ “Summons Board” website: <http://www.gungho-gamania.com/SB/>

About GungHo Gamania

GungHo Gamania is a mobile phone publisher set up as a joint venture between GungHo, the top Japanese mobile

game company, and Gamania Taiwan. Its name combines the names of both parent companies. Reflect both parties' passion and creativity in the game industry, and to promote the spirit of friendship, GungHo Gamania hopes to work with its partners in the games industry to launch more high-quality games and take the games industry to a new level.

Happy Dragon Boat Festival Summer Dumplings. Celebrate the Dragon Boat Festival

2016/06/29



The Dragon Boat Festival is a time for harvest. The air is filled with the fragrance of dumpling leaves while mugwort, calamus and realgar wine all contribute to the festive atmosphere. The glutinous rice dumplings that mothers in every family cook and steam is a delicious treat that no Dragon Boat Festival would be complete without! This year, Young Gamanians dressed up in the dumpling leaf outfits and became the flag bearer. The unique look of a Solstice Dumpling celebrates the food times of the Dragon Boat Festival with all partners!

Forward! Young Gamanians are transformed into the winning flag bearer!

Row! Row! Row the Dragon Boat! The Young Gamanians become flag bearers who courageously march towards a greater goal and lead everyone in joining the Gamania Group in moving forward together!



▲ Capture the twin flags of Dragon Boat Festival to move forward and enjoy the good times together

Lucky Rice. From Gamania.

The Gamania Group partnered with JS Taiwan which specializes in selling quality foods from Taiwan to launch the Solstice Dumpling. The novel glutinous rice dumpling design contains fragrant Taiken No.9 Rice. It delivers a message of happiness to the hearts of partners along with the hope of new successes in partnership with Gamania.



▲ The unique look of the Solstice Dumpling conveys the Dragon Boat Festival well wishes of Gamania