

GIVoice

橘人誌

brand.gamania.com/gvoice

匯·創生態

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JAN, 2017
vol.76

Read it, Know it, Love it!

Gamania deploys through an inter-disciplinary field to practice the whole ecological network enterprise.

2016/12/31



In the new year, Gamania creates a whole new style by breaking up the status quo and enters into the critical time for industrial transformation. It dedicates itself to building and creating the ecological system and a collaboration mode for multiple parties to share resources. It realizes the goal of developing the network, services and resources through discourse and convergence. Each business entity expands its business scope through discourse to build and create a mutual ecological circle. It puts the whole ecological network enterprise into practices.

It is beyond imagination and there are plenty of possibilities for the new startup businesses.

Gamania started to do business in digital entertainment, and had integrated 10 existing services: mobile payment, e-commerce, video new media, crowdfunding, serial marketing, news media, information technology, social media marketing, new startup services and brand design, and mutual support from inter-disciplinary fields. It can speed up resource injection and traffic to foster industry upgrade, raise new startup business and exceed infinite possibilities.



In Q4 2016, as the new business e-Pay, Gama Pay, has founded, the company also released the communication software called BeanGo! Gama Pay steadily connects with the crowds by offering the convenient payment modes. With a mobile device at hand, it's possible to own a convenient way of life at any time of year! However BeanGo! has the unique pet system, which allows every conversation to go smoothly and fun. It entirely changes the way of how people used to think about IM. It tries to practice the idea of all-in-one network company through a business model and this type of payment gradually permeates people's lives. It proves that Gamania dares to dream big and work hard to make it happen.



▲ Gama Pay was officially founded.



▲ The fun payment method BeanGo! which allows for interaction is now officially online!

Group partners work together and sail out in a Networkfleet!

2016/12/31



The competitiveness of the Gamania Group depends on its reliable group partners, the big cheese. With the best battle array and resources gathered from each field, it allows more than just an imagination. Gamania can make it happen through practice and it is allowed to go further on this journey and dream big. In this session, G!VOICE will once again lead everyone to meet the best partners of Gamania!

gamania group

Business Pioneer



Leading Enterprise for Online Games and Operations Master of Mobile Games

Gamania has the most complete business strategy of any Taiwanese game company. Its portfolio of console and mobile games span Taiwan, Hong Kong, Japan and Korea.

 133  Gamania Group New Headquarters



COO
Marco Chien




**Top Choice for GASH
Secure Multiple Payment Methods**

GASH is used online and offline in more than 72 countries worldwide. Integration of mobile payment delivers a new type of payment experience.

 62  Gamania Group New Headquarters






COO
Simon Lu



Next-generation mobile payment instrument

The first electronic payment company in Taiwan was launched in May, 2016, enabling mobile payments for everything from online digital content to physical lifestyle spending.

 47  Gamania Group New Headquarters



COO
Freda Tang



Leading Brand of Cross-Border e-Commerce for Overseas Chinese

Jollywiz is the first Taiwanese-owned cross-strait e-commerce company. It integrates brand marketing, management, cross-strait and international operations to target the global e-commerce market.

 250  Ruiguang, Neihu District, Taipei City



CEO
Kevin Shih



New Media of Original Entertainment for Overseas Chinese

Coture provides a wide variety of entertainment content targeted at the 18 ~ 35 audience. Vertical integration translates into boundless opportunities for entertainment agents

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Gamania Group New Headquarters



CEO
Homme Tsai



The backstage driving force for crowds to make their dreams come true

Established in October, 2014, it has the most resources of any Taiwan crowd-funding platform. It also does more than crowd-funding. As a resource integrator and incubator, it can help new start-ups dream bigger and go further.

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Gamania Group New Headquarters



CEO
William Chen



A Team, Channel Marketing to Streamline the Media

Conetter provides cross-strait and international marketing plans targeted at the global marketing industry. The integration of professional media services makes it the perfect marketing partner.

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Gamania Group New Headquarters



COO
Tommy Cheng



The First Online-Only News Website in Taiwan

NOWnews has its own editorial and reporting team for providing a wide range of news content. It provides Chinese-speakers around the world with professional, diverse and insightful news reports.

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Tiding Blvd., Neihu District, Taipei City



Chairman
Andy Lin



Digicentre

Best Partner in the Digital Content Industry

The only server hosting company in Taiwan that offers total IT security and flexible cloud serves to the online industry. It provides the most complete and professional IT security solutions.

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Gamania Group New Headquarters



General Manager
Paul Ding



Ants' Power

Best Marketing Support to Leverage the Business

Ants' Power is all about creativity and quality. It monitors 400,000 fan pages, follows more than 3.6 million online topics and experiences gained from 500 cases enable it to work with the customer to create value for both.

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Gamania Group New Headquarters



COO
Paul Hung



Human-Based Design Team

Ciirco specializes in identifying problems, coming up with solutions and developing an even better user experience. Its technology was applied to Swapub which is now the largest barter app in Asia.

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Gamania Group New Headquarters



COO
Michelle Lin



BeanGo!

IM Communication and Interaction to Build Fun

The BeanGO! App has wooed the youth audience through custom pets. Other features include event hosting, chats and a messaging function with a rich array of features.

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Gamania Group New Headquarters



CEO
Gilbert Hsieh

Look back to 2016 to find the Top 10 Gamania Chronology!

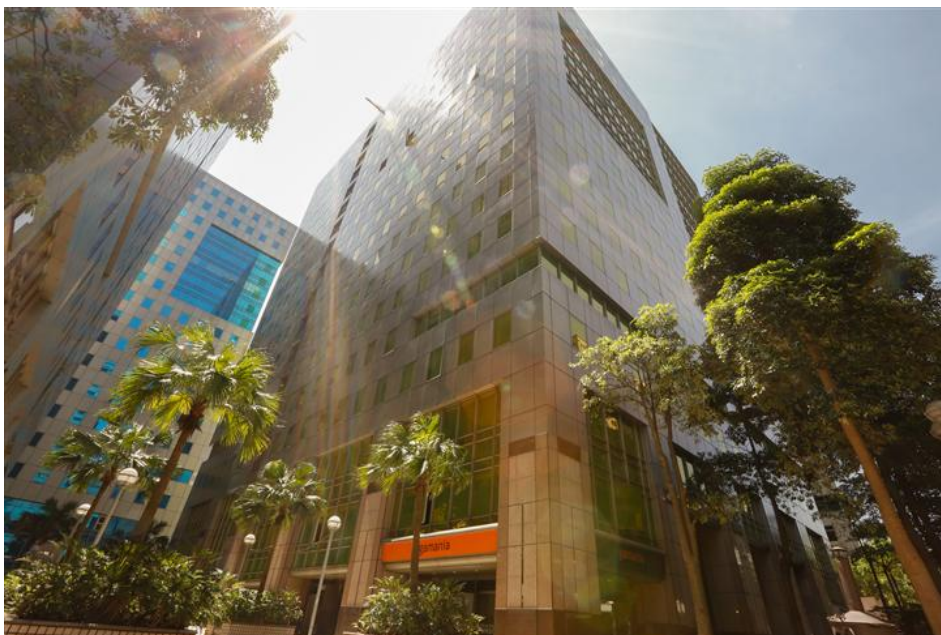
2016/12/31

Look back to 2016 to find the Top 10 Gamania Chronology!



2016 is a year full of changes and innovation. What do you know about the Gamania Chronology and what happened to Gamania? Do you remember our Neihu Office as we moved into this new headquarters? Do you recognize the 2016 CSO World Cup or the officially launched Gama Pay? Whether you are a Gamanian or someone outside Gamania, you should have known about the Top 10 Gamania Chronology because we have all these events held in here!

The Gamanian bids a farewell to the Zhonghe Office.



From 1999-2016, the office on Zhongzheng Rd. in Zhonghe District was our on-site office where Gamania stayed for the longest term. Gamania sets up its business foundation right here with our partners to present itself as a whole-ecological network company. It has created more victories and results. Thus, these achievements have left plenty of memories for

the Gamanian.

The Neihu new building has been established.



In June 2016, it officially moved into the new headquarters in Neihu. The opened office environment combines technology with humanity. It has installed a museum to create the humanity space, an upgraded staff café Gama Island and a professional gym for people to work out. It creates an ecological living circle that combines operations with life inside the headquarters.

Couture-Top Million Star was awarded with the Entertainment Channel Award at the Golden Bell Awards.



The awards were announced at the 51th Golden Bell Awards on Oct. 8th. It has been announced that CTS TV worked closely together with Coture to win the Entertainment Channel Award in the "Top Million Star" live show. The multi-screen device brings a whole-new experience to the audience while watching the shows on TV through innovation like the multiple interactions of the new media technology.

Next-Generation Payment Instrument—Gama Pay was officially founded.



Gama Pay has announced the establishment officially on Oct. 20th. It offers a more convenient way through its payment service, which combines food, clothing, lodgings, public transit service, education and entertainment. It has started a new page to live in a cashless society!

Chat on App in the event system. BeanGo! is now officially launched!



On Nov. 22nd, Gamania has announced publicly to release brand-new instant messaging software BeanGo! by selling 3 major communications needs of intuition, making friends and activities. It changes the way people think about using communications software through user experience by incorporating their spirits to make games. They create an image to live and have fun and the users can use the app anywhere they go!

Swapub has become the largest second-hand exchanging app in Asia.



Swapub app has reached its number of download to more than 500,000 in 2016, which has become the largest second-hand exchanging app in Asia.

Gamania was awarded with a Certification for the 2016 Sport Enterprise.



People who work in the Gamania love sports. Gamania has set up a routine to ask all employees to play sports regularly, and was awarded with a Certification for the 2016 Sport Enterprise by the Sports Administration, MOE. It has made it a reality to care for its employees based on Corporate Social Responsibility.

2016 CSO World Cup was mainly held by Gamanian.



Gamania held an annual event “2016 CSO World Championship” to run the classical shooting game called “CSO Counter Strike Online,” which attracted the most competitive candidates in the top 6 countries around the world to have a 2-day dog fight in Taipei.

Jollywiz was awarded with the Top 10 Excellent Enterprises at the Golden Torch Innovation Award.



“Golden Torch Award” was mainly held by Outstanding Enterprise Manager Association (OEMA). This year, Jollywiz has selected its representatives to come from more than 400 enterprises in every industry. It was awarded with the Top 10 Excellent Enterprises at the 13th Golden Torch Innovation Award.

WeBackers creates the best record in the game and publisher crowdfunding in 2016.



WeBackers has achieved something great in 2016. Its works including "The Legend of Asaku x Forever Collection" and "The Little Bag" were awarded as Top 1 in the game and publisher categories, respectively, for its amount of funding.

well Creative Ecosystem for the Brand-New Gamania

2016/12/31



Gamania launched a whole-new “Well-Converted Creative Ecosystem” in the business. “Creative Ecosystem” allows each business entity to run independently within the Gamania Group, which can be the critical hub as well. When the hub can do something, it can connect resources collected from each business entity, which creates a circulation to move about in the market, and forecasts the next market trend. “Well-Converted” means convergence, converging, or confluence, which makes use of the opened space concept between human and space to get people to be inspired by creativity and imagination.

Creative Ecosystem: Open to the world without boundary, and share resources together through a streamline.

The Gamania enterprise system not only connects people together, but also shares more thoughts. It's like the formula $1 + 1$, which can create something more than 2. Multiple streamlines can create an infinite amount like a chemical reaction. You'll never know what will happen next for the new combination. What would be the most exciting connection or result? For example, 2016 CSOWC was mainly held by Gamania, which has incorporated WeBackers to promote the non-profit crowdfunding project to cheer up the candidates. It not only extends the topic, but also attracts more attention from cross-border groups; besides, GASH works closely with GASH PAY at the very beginning after its first launch of office. It adopted the feedback strategy to create a new market and a win-win situation. It connects people for more possibilities, and brings more surprises to the future life.

助圓夢 送CSO餅乾！

廣受大家喜愛的角色特製成餅乾囉！
快來預購2017年開春最特別的新年餅乾



本次台灣為第四屆CSOWC世界大賽的主辦國，除了有台灣最強戰隊出戰，這次也將藉由群募貝果平台發起一個有意義的活動，將正面的力量分享給更多人！

在支持台灣選手的同時，藉由這次募資活裝上追求夢想的翅膀！
(募得資金扣除成本後，將全數捐給台少盟逆風少年大步走教育計畫)

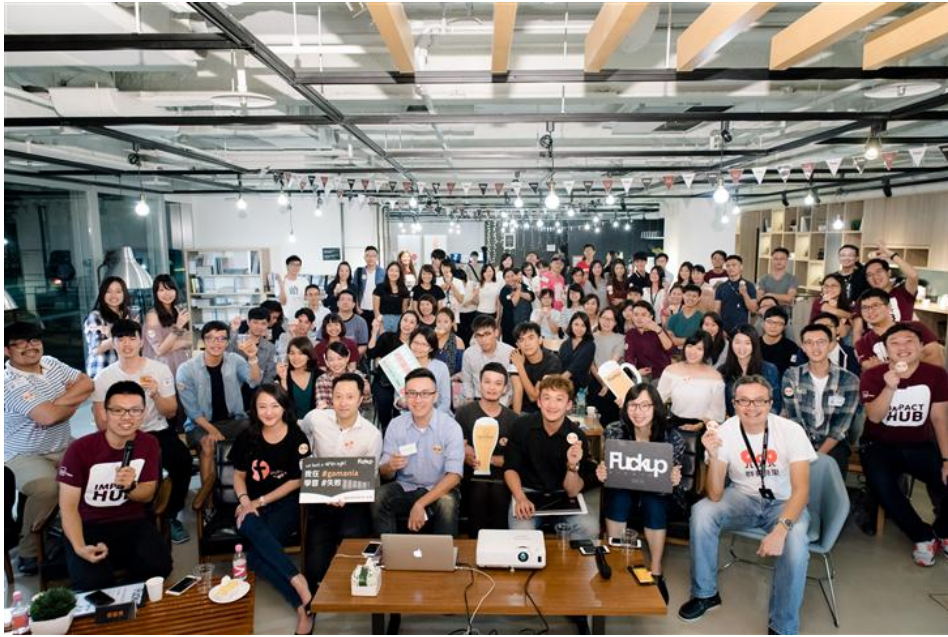
COUNTER STRIKE ONLINE 絕對武力 X 群募貝果

▲ Gamania works closely with WeBackers to run the non-profit crowdfunding project.

Well-Converged Space: The Most Fashionable Space Application

Space will determine people's reactions; yet, it is human inter-action that makes the space more meaningful. An exchange program like UnderLine was thus created due to Gamania's advantages in the industry, space and geographical location inside the Neihu Science Park. UnderLine is dedicated to exchanging the latest network startup trend. It finds resources for startups and seeks out partnership for those with an idea. It tries to make the most out of the idea in the exchanging field. There should be no bottle neck when working here and any idea is acceptable. It is the most fashionable space for running an activity.

Up till now, UnderLine has held the event, FuckUp Nights Taipei, which generates plenty of discussions. It also held the first event Visual Practice Workshop in Asia region to practice the "Well-Converged Space", and reduced boundaries among people and between men and space.



▲ The event FuckUp Nights Taipei was held on Gama Island.



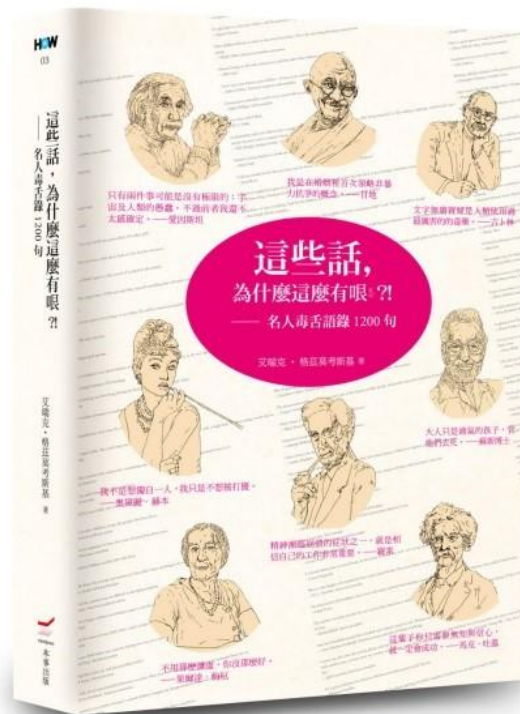
▲ The event Visual Practice Workshop was held inside the Neihu headquarters of Gamania for the very first time.

The Quotable A**hole: More Than 1,200 Bitter Barbs, Cutting Comments, and Caustic Comebacks for Aspiring and Armchair A**holes Alike

2016/12/30

Quotes inspire creativity, except the clichés we were forced to memorize in school. If you still think quotes are clichés, you should definitely read this book. Many people find relief in trolling, making Dee Hsu and "negative energy" fan pages more popular than ever. This book collects vicious yet truthful quotes from many people whose dark humor may help you find a new outlook in life.

Mahatma Gandhi dedicated his life to peace movements. As a humanitarian hero, his non-violence movements led India to independence. One of the jaw-dropping quotes from Gandhi was, "I first learned the concept of non-violence movement from my marriage." I couldn't help but crack a smile when I read it. A national hero endured family power struggles just like any of us! Did he have a fierce wife? I believe Gandhi was celebrating his daily life with a sense of humor and self-mockery. If you want to use a sense of humor to deal with troubles in life, this book is a must!



▲ Eric Grzymkowski

Classic beer with young spirit.

2016/12/30

For the last few years, Taiwan Beer has successfully rejuvenated its brand image by launching new packaging designs. The Original brew is known for its classic blue and white stripes. The Gold Medal brew is sold in green bottles with white labels. In 2012, new brews with mango and pineapple flavors were added. Each new beer has been launched with younger looks.



▲ Classic but slightly old-fashioned packaging. (source: www.twbeer.com.tw)



▲ The Gold Medal brew marks the beginning of new designs. (source: www.twbeer.com.tw)



▲ New designs and color tones are adopted to attract young consumers. (source: www.twbeer.com.tw)

In 2016, Taiwan Beer hired Aaron Nieh, a graphic designer popular among young generation, to create "2016 Commemorative Bottle". The distinct and modern style was favored as collectables and the beer was soon sold out as it hit the market.



▲(source: ETtoday)

This Christmas, Taiwan beer introduces a new Christmas packaging. The lovely design makes it one of the most-searched products on Facebook and Instagram. The video "Make a Wish with Taiwan Beer", has gone viral with more than 1,010,000 views.



▲ (source: www.twbeer.com.tw)

As a promise to Taiwanese consumers, Taiwan Beer has always been loyal to its flavors. To stay competitive in the ever-changing market, Taiwan Beer's campaigns prove that packaging is the key to brand rejuvenation. Instead of spending a huge budget on changing brand personality, changing packaging is an economical and surprisingly effective marketing approach.

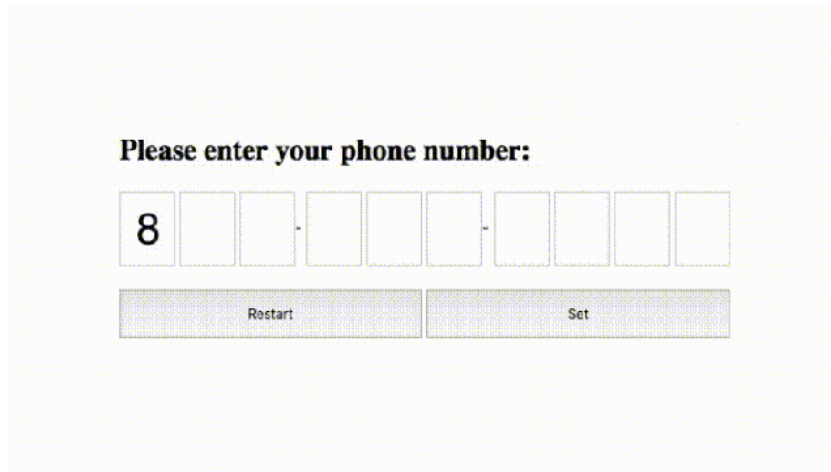
UI design clinic- Phone number formatting

2016/12/30

When being asked to fill in our telephone number online, users sometimes have trouble entering or changing the numbers due to problematic formatting. The inconvenience can be avoided by more thorough and empathetic programming. In this article, Design Tongue shares useful coding skills for phone number formatting. First, let's have a laugh at some hilarious examples. Who says web designers don't have a sense of humor?

PLAN-S, the classic social and music mobile game co-created by HaPod, HanbitSoft and BlueGames, has reached more than 1 million downloads. From Dec 7, PLAN-S will run campaigns with Heartmusic, a music streaming platform created by Fun Boat Smart Living Technology. Gamania hopes to bring gamers new entertainment experience by future partnership in gaming and music.

Dropdown list: a test of eyesight and finger speed.



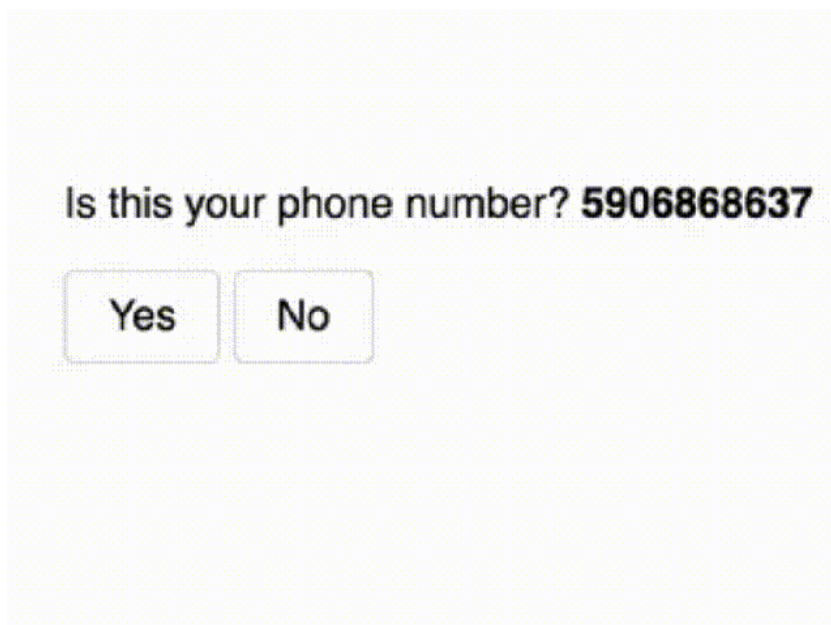
Please enter your phone number:

8 [] [] - [] [] [] - [] [] [] []

Restart Set

The image shows a form with the title "Please enter your phone number:". Below the title is a row of input fields. The first field contains the number "8". The second field is empty. The third field contains a hyphen "-". The fourth field is empty. The fifth field contains a hyphen "-". The sixth field is empty. The seventh field is empty. The eighth field is empty. Below the input fields are two buttons: "Restart" and "Set".

Validation: It takes a lot of luck to get it right!

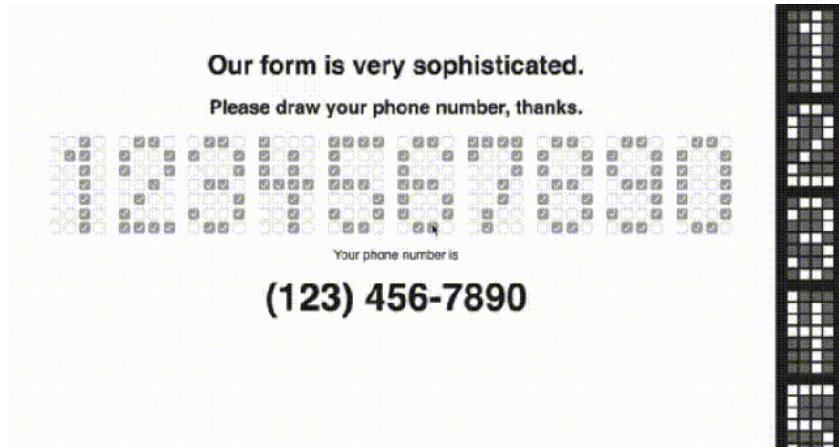


Is this your phone number? 5906868637

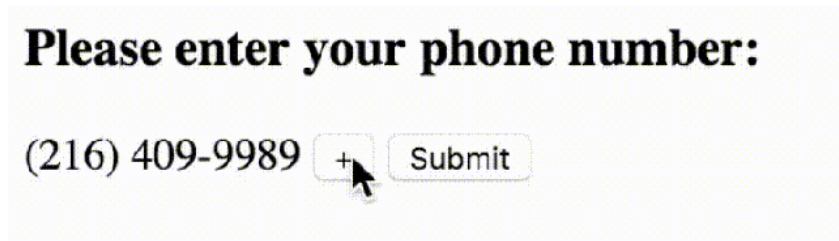
Yes No

The image shows a form with the question "Is this your phone number? 5906868637". Below the question are two buttons: "Yes" and "No".

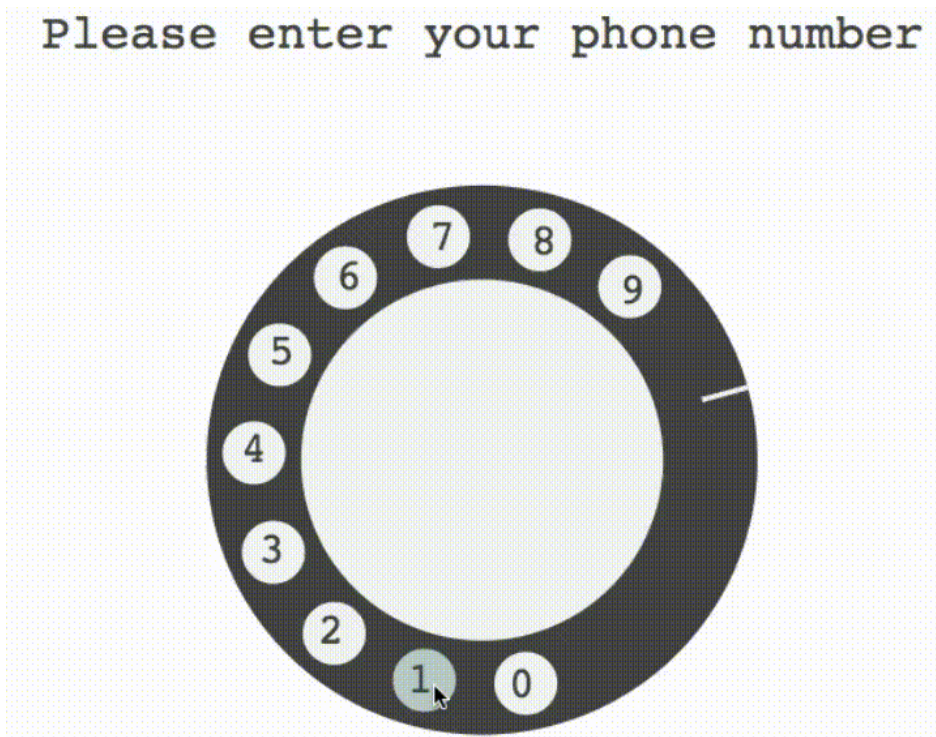
Hand drawing: Only if I had the time...



Addition:(000) 000-0001 is marketable.



Dial-up: Very retro...



Basic phone number formatting methods

Domestic numbers usually combine area code(ex.07 for Kaosiung) and phone number. Separating the two fields is hardly confusing. International phone number input formats, on the other hand, are more complicated and confusing.

Here are some of the common entering formats:

Country code + area code (0 should be omitted for some countries)+phone number
4567

ex: +886 7 123

Country code + cellphone numbers(0 should be omitted for some countries)
ex: +886 910 123456

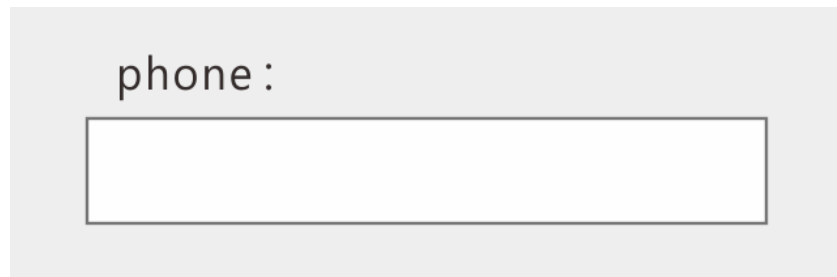
In Taiwan, area codes are 2 or 3 digits and phone numbers are 7 or 8 digits. For example, 035 is the area code for Hsinchu area and 07 is for Kaosiung area.

Input Field Formats

Single and multiple fields are the most common methods to capture user inputs. Both methods have their pros and cons.

Single Field Format

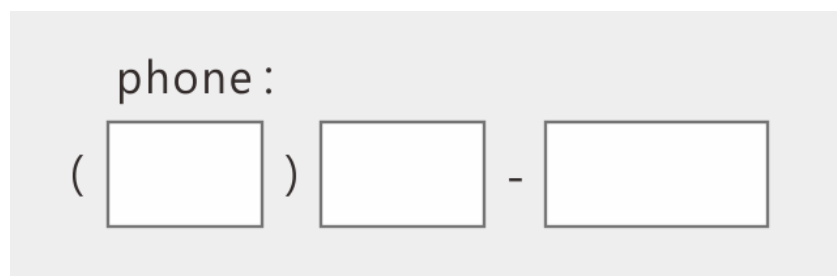
A single field is placed after a description or an icon. This is the most common pattern, which requires less coding and less taps. However, long phone numbers may be difficult to read and users would not know if area codes or country codes are required.



A diagram illustrating the single field format. It shows the text "phone:" followed by a single, wide rectangular input field.

Multiple Fields Format

Multiple fields format breaks the number into specific fields. For example, three separate fields are made for entering country code(+886), area code(022) and phone number(111111). With clear instructions, user errors can be largely reduced. However, Different digit numbers from different countries make it difficult to control phone number formats. Users cannot do copy-and-paste.



A diagram illustrating the multiple fields format. It shows the text "phone:" followed by three separate input fields. The first field is enclosed in parentheses, and the second field is followed by a hyphen, indicating a structured input format like () - .

Elegant Solution

Design Tongue prefers single field format for its simplicity, but adding some useful details can enhance user experience.

1. Field masking

1.1 Field Name

It's needless to say that field names are essential. Adding a small icon makes the interface more fun and enhances brand awareness.

1.2 Input format correction

+380 (99) 999-99-99

Phone (999) 999-9999

TW +886	請輸入電話號碼包含區碼 (e.g., 02 2720 8889)
TW +886	02 1314 5566

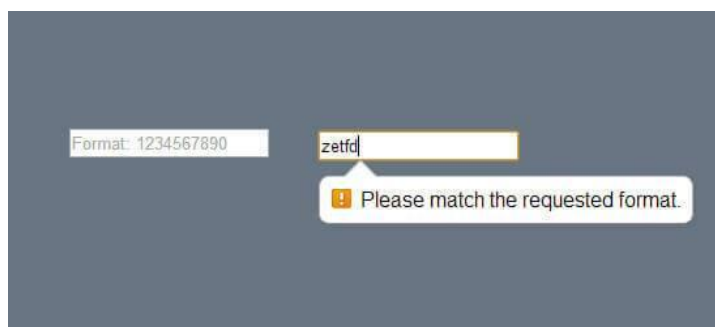
▲ To avoid transcription errors, phone numbers will automatically be placed in the correct format.

#, x, ext are used for extension numbers.

Phone + Ext (999) 999-9999? x99999

1.3 Error detection

Automatically detects errors when users do not use numeric digits or the correct numbers of digits.



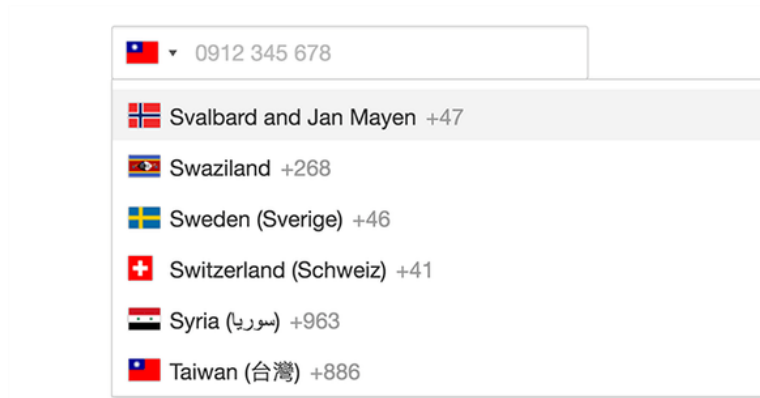
Dropdown list

It can be frustrating to enter country codes on international websites. Knowing that only numbers are accepted in input fields, users often get confused whether they should use the plus sign. Those who have gotten used to it may forget that it is not needed to dialing, those who seldom make international calls simply get confused. Without proper indications, users often have to open another window to check the correct country code, which is even more time-consuming on mobile devices.

Using a dropdown list is much more time-efficient. However, with a large number of countries displayed, special UI approaches can make choosing country codes easier.

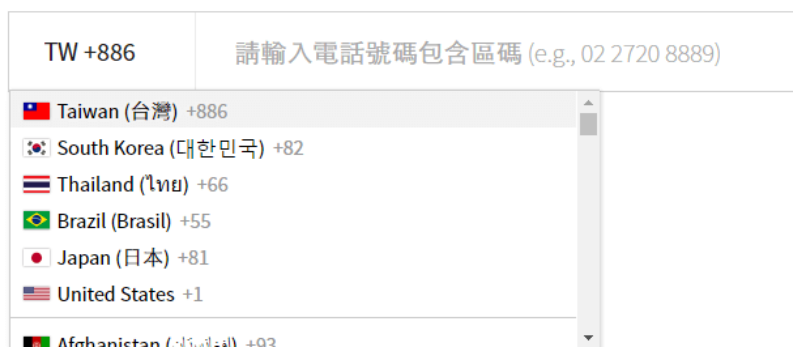
1. Flag dropdown: Many designers find flags useless due to their small sizes, I believe they still hold functional and aesthetic values. Flag icons can also help users can quickly scan through the list. 2. Country names in English: English is the international language that is easy to be searched in alphabetical order. 3. Country name: Most users recognize the name of their own countries more quickly. 4. Country codes.

After choosing the country code, the entered data will be automatically placed with the right format. (DEMO <https://goo.gl/cxr8cx>)



2-1 Prioritizing frequently used country codes

Users may go insane if they have to choose from more than 200 countries! A more friendly approach would be prioritizing the most frequently used country codes. IP address also helps detecting country codes.



▲ Try here=> whoscall <https://whoscall.com/zh-TW/>

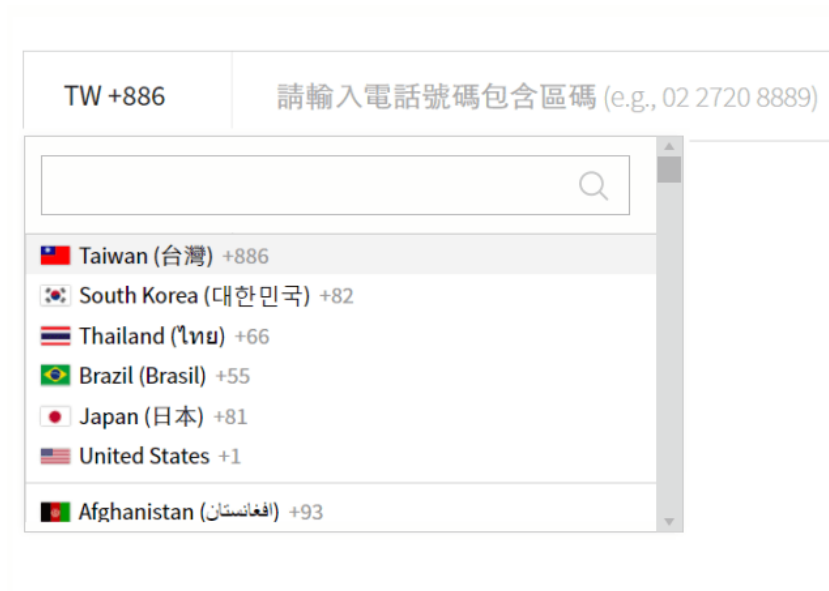
2-2 Enquiring country codes

Adding search function adds efficiency to the dropdown list format. Designers should provide a mechanism that allows users to search for both country name and country code by typing names or numbers. This searching method is more intuitive and user-friendly. It's the programmer's job to do keyword matching and fuzzy search.



The search function is useful when users remember only parts of the country code and country name. But if users search with only the first letter (b for Brazil), the mechanism would show all data containing the letter (Albania).

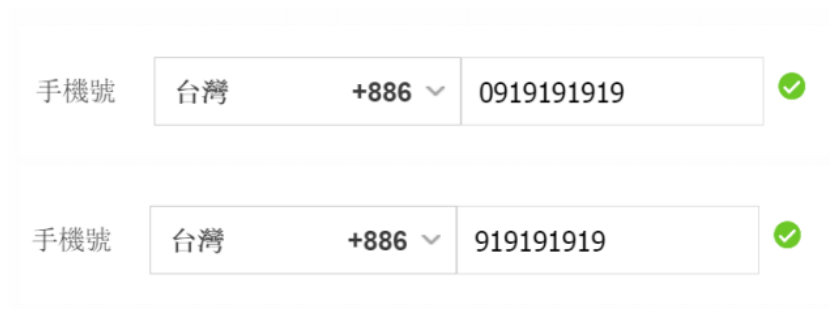
If difficulty in programming is not a concern, the best thing to do is to offer search functions for both country name and country code. When a letter or a number is entered, matching country names are listed in order of relevance.



▲ Modify whoscall elements

3. Input mask

Zero is omitted when dialing international number on a cellphone, which is often forgotten. Reminders are often ignored by users. The best way is to accept numbers with or without 0 in the front-end and change them in the back-end .



4. Different options for registration

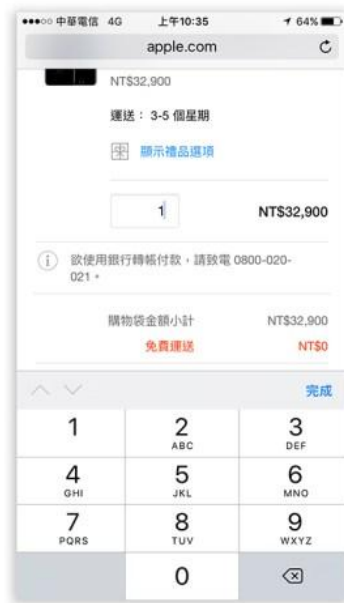
Most service platforms offer online registrations on mobile devices. To make authentication process easier, it has become popular to use phone number as account name. Depending on company policies, users without cellphone numbers or local numbers may not be able to register successfully. We suggest using e-mail address or user name as account name. We can also bind users' registered phone numbers with their email addresses.

5. Making numbers the only input option for mobile devices

Entering date on mobile devices is inconvenient. Default setting should be made to simplify the action. The setting is technically supported.

Reference- 01 <https://goo.gl/OzU1Y6> (different mobile input types)

Reference- 02 <https://goo.gl/pWpqYc> (different mobile input types)



input

`type="text" pattern="[0-9]*"`

OR

`type="number" pattern="[0-9]*"`

▲ When inputting numbers, number 0 to 9 are used.



input

`type="tel"`

▲ When inputting phone numbers, signs(+ * #) can be added.

Is it worth the investment for companies to modify a simple input field? Design Tongue agrees that building important infrastructures is more important during the initial stage, but well-designed details can set your products apart. This article introduces methods based on user experience. Issues regarding programming have not been further discussed. Please do not hesitate to offer your precious opinions in the forum!

Reference:

friendly format for Phone Numbers (<https://goo.gl/Dlm3hb>)

Multiple vs single field capture for phone number form input (<https://goo.gl/8O9EVS>)

Phone number Entry question (<https://goo.gl/Wa1u8i>)

E.123 formats (<https://goo.gl/9d9ppZ>)

If Satan was a web developer ... (<https://goo.gl/0wKjnA>)

As your brand still offers freebies to consumers, CURRYMESH I's Cup Curry Rice entices consumers to open their wallets for a unique gourmet experience.

2016/12/29



"Free samples" are a frequently used method to promote newly launched products. Passers-by resembling the target demographic are offered a free portion and shoppers in hypermarkets are invited to try a free sample. These experiences are usually provided free of charge and people who have tried the samples and are satisfied with the experience may buy one product. This method does not induce consumers to further help the brand. "CURRYMESH I Cup Curry Rice" newly opened store (in November 2016) successfully induces consumers to "pay for samples" and take pictures and upload them in a spontaneous manner to share the experience with their friends. How is it made?

CURRYMESH I presented its instant curry rice three years ago. The packaging and usage of the new product is similar to the company's mainstay instant noodle products. Users only have to add water, microwave the mixture, and stir it. A bowl of fragrant and savory curry rice can be prepared in less than five minutes. Curry rice has evolved this year. It can now be cooked simply by adding boiling water without microwaving it. Isn't that cool?



▲ The new product, curry rice which can be served after adding hot water, has been added this year.

What's even cooler is that CURRYMESH I opened a real restaurant near the bustling Shibuya Station in Tokyo to introduce the new preparation method for instant curry rice to a larger number of consumers. The company hired "Kashiwa Sato", the creative director of Uniqlo, to create a hip atmosphere and challenge traditional impressions of curry restaurants. This restaurant is named "Drip Currymeshi Tokyo". The bar counter is not used as a cooking stage by the

chef but instead features drippers resembling those used for hand-brewed coffee. The restaurant is the first of its kind in Japan to serves “drip instant curry rice”.



▲ The hippest drip curry rice restaurant

The drip-style cooking method for a bowl of curry rice is already pretty unconventional. What's even cooler is that the seven different ingredients (Coffee, Red Pepper, Garlic, Dried Bonito, Maple Syrup etc.) which can be selected from the “menu” are placed in a paper filter into which boiling water is poured. The water slowly absorbs the flavor of the ingredient you chose and then drips into your curry rice cup. Consumers can create their own unique flavors such as “coffee-flavored beef” or “Maple syrup spicy chicken” curry rice. (It is rumored that the taste of the curry becomes more intense after coffee powder is added. I'm not sure why more emphasis is placed on intensity instead of deliciousness.)



▲ How does curry rice prepared with dried bonito taste?



▲ The preparation of a bowl of curry rice only requires four steps which can be completed in five minutes.

The intriguing psychological factors behind free samples and paid first experiences lead to completely different results.

The restaurant charges 290 Japanese Yen, which is equivalent to 81 NT dollars, for a bowl of curry rice. This is slightly higher than the average market price of 237 Yen, but still significantly lower than the average price of a meal in Tokyo. I firmly believe that CURRYMESHI has the financial capacity to offer free samples to its customers. Why does the company charge a price for this first experience.

If you think about it, what kind of experience are consumers more willing to share with their friends? A free food tasting activity organized by a brand for consumers or the distinct dining experience in a newly opened unique restaurant?

The main goal of charging a price is not to prolong the activity but to give consumers a unique mental experience (I'm sure many consumers are not even aware of the fact that this is a disguised food tasting activity). CURRYMESHI's main goal is not to operate a restaurant but to use this approach to convey the news of a product launch to consumers. The general public quickly realizes that the most unique characteristic of this product is that it is "cooked by adding boiling water and that it doesn't have to be microwaved". The potential of social media is tapped in a creative manner by motivating consumers to actively share their experiences.

What modern humans lack most is topics. Brands must provide topics.

CURRYMESHI's restaurant creates topics everywhere. Diners visiting the restaurant feel an urge to take smartphone pictures of the designer, the style of the decorations, the drip-style preparation method, and the different flavors created by self-selected ingredients and upload and share these pictures on social media. This attracts even more visitors. More importantly, the awareness of this product is greatly increased through this new communication method. Even if you can't visit the restaurant in Tokyo, their creative preparation methods might also inspire your own creativity and lead you to explore more possibilities in a humorous or serious manner. Maybe you will make a live broadcast or upload your images to social media telling everyone that "you tried to make extravagant ginseng curry rice". CURRYMESHI always benefits from these activities.

Despite the fact that this is essentially just a food tasting activity for CURRYMESHI, the unique concepts and their actual implementation turn this into a completely different experience.

Perfect synthesis! Another upgrade of multimedia entertainment “Plan-S” has joined hands with “Heart Music” streaming music platform, a subsidiary of the Foxconn Group

2016/12/27

HaPod of Gamania, the well-known Korean game agent, HanbitSoft, and developer, Blue Games, collectively work to produce the all-new musical social mobile game, “PLAN-S”. The official version of the platform has been downloaded over 1 million times, which is a remarkable achievement. This exciting project has been launched in cooperation with “Heart Music” streaming music platform which was created by Fang Zhou Life Technology, a digital life subsidiary of the Foxconn Group, to bring extensive multimedia entertainment to gamers. The goal is to generate fresh entertainment experiences through comprehensive and in-depth cooperation of the two companies in the fields of gaming and music.



▲ The classic social-media mobile music game “Plan-S” developed by HaPod Digital Technology Co., Ltd., a subsidiary of the Gamania Group has been merged with “Heart Music” streaming music platform, a subsidiary of the Foxconn Group

The mobile game “Plan-S” created by the original team of “Audition Online” was the first game of its kind to generate countless social media miracles. Constant innovations have been made in the classic “story mode” and the highly popular “dance hall mode”. The game features an original score officially licensed by the original Korean developer and cooperative partnerships with national music brands such as Coture New Media, HIM International Music, Linfair Records, and Eagle Music. At the same time, numerous Chinese pop songs are provided successively to generate more audiovisual entertainment and joy for gamers. “Heart Music” streaming music platform, the first cooperation project with Gamania Group, is a service content released by Fang Zhou Life Technology, a digital life subsidiary of the Foxconn Group. The company was established by a group of like-minded young partners who share a great passion for music. The Android version of “Heart Music” was downloaded over 100,000 times less than one month after going online, outperforming renowned music stream brands such as KKBOX, Spotify, and myMusic and ranking second on the list of most popular apps. “Heart Music” has maintained its rank as the top paid stream music APP. Within the promotional period from now until December 31, “PLAN-S” gamers who become members of “Heart Music” are eligible to receive one-month free music services. After downloading and using “Heart Music”, the most popular magic music-listening platform, they also receive “Red Stone”, “DJ Booth”, and “Game Treasure”.

HaPod Digital Technology states its intention to perpetuate the sensual entertainment of “PLAN-S” through “Heart Music”, a brand-new stream music platform created by a group of like-minded young partners who share a great passion for music. The goal is to continue to provide the best gaming experience and allow gamers to enjoy a unique new sensory style. Fang Zhou Life Technology points out that this marks the first attempt of a crossover into non-music markets. The company chose to cooperate with Gamania based on a belief that the rich experience of Gamania in the

Taiwanese gaming industry which has been accumulated over many years as well as the professional and innovative management team will bring relaxed and fun entertainment to "Heart Music" members.



▲ When "PLAN-S" gamers become members of "Heart Music", they are entitled to one-month free music services



▲ The four unique service categories, smartification of listening experiences, and the song lists which cover multiple genres satisfy the music preferences of all gamers.



▲ After downloading and using “Heart Music”, the most popular magic music-listening platform, “PLAN-S” players also receive “Red Stone”, “DJ Booth”, and “Game Treasure”.

Event section of “PLAN-S” X “Heart Music” magic music listening platform:

http://tw.socialapp.beanfun.com/AM40/plan_s/index.html

※ “PLAN-S” website: <http://tw.beanfun.com/AM/>

※ “PLAN-S” Facebook fan page: <https://www.facebook.com/TWAMPLANS/>

Firing on all cylinders! “Counter-Strike Online” released four new weapons with maximum firepower and lethality simultaneously for the first time. “The new battlefield supply” system has been improved

2016/12/27

On November 18, “Counter-Strike Online”, the first-person shooter with the highest market share in Taiwan licensed to Gamania, introduces four brand-new highly lethal weapons (“M4A1 Tyrant”, “AK47 Golden”, “Blood Warhammer”, and “War Fan”). This is the deadliest arsenal of jointly launched weapons in the history of the game. “Counter-Strike Online” will be simultaneously updated to a brand-new battlefield supply system to provide gamers with optimal gaming experiences. Players also have a chance to receive brand-new weapons such as the “Turbulent-7”. At the same time, a Taiwanese team will be selected to compete with other Asian countries for the title at the highly-anticipated “Taipei 2016 Counter-Strike Online World Championship” (2016 CSO World Championship). 542 teams of highly accomplished players from all over Taiwan have already registered for this event. After fiercely contested battles, the winning team of the “Counter-Strike Online World Championship” will be unveiled in the ESRLive venue in the Syntrend Building on November 12.



▲ On November 18, Counter-Strike Online has released four new weapons with maximum firepower and lethality simultaneously to generate awesome new gaming experiences.

Unrestrained firepower with “four” new weapons! “CSO” simultaneously releases the four most powerful weapons for the first time

“The brand-new battlefield supply” system has been upgraded again. Exciting gifts are available for players who log in daily.

Unrestrained firepower with “four” new weapons! “CSO” simultaneously releases the four most powerful weapons for the first time

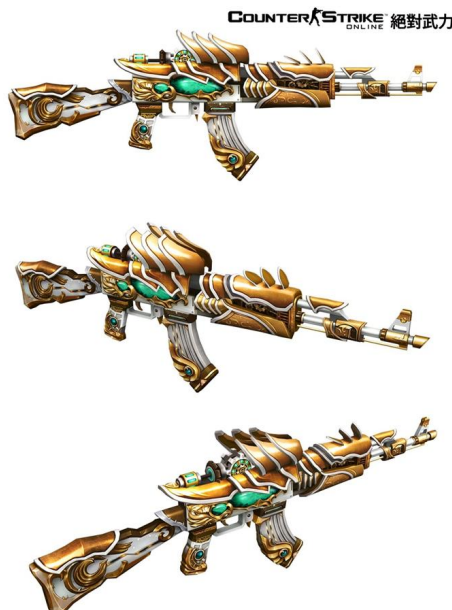
“The brand-new battlefield supply” system has been upgraded again. Exciting gifts are available for players who log in daily.

“CSO” continues to provide different gaming experiences and simultaneously releases four brand-new weapons with devastating firepower and unique effects on enemies and zombies for the first time. Gamers will fall in love with these new weapons. The “M4A1 Tyrant” is a deadly assault rifle loaded with 50 bullets of 50-caliber. The penetration damage

of the bullets is increased in B-mode. Players carrying the "AK47 Golden" are surrounded by a holy aura and protected by the force of evil-warding items. The weapon is loaded with 50 special bullets of 50-caliber and repels zombies. Firepower can be concentrated and the attack range increased when B Mode is enabled. The color of the "Blood Warhammer" is blended with the fresh blood of enemies and the weapon exhibits its bloodthirsty qualities. 360-degree attacks can be launched in A-mode and enemies are stunned and immobilized in B-mode. The gorgeously looking "War Fan" is a highly destructive melee weapon. The base of the fan is composed of fine and delicate blades. This weapon can be used for merciless attacks and enemies can be tossed into the distance with ease. In addition, "CSO" has introduced a brand-new battlefield supply system to provide gamers with optimized gaming experiences. Gamers are now required to log in daily to receive ultimate rewards. The brand-new upgraded battlefield supply system enables players to receive higher value attractive gifts by "accumulating logins". Only one gift is awarded per day. When players accumulate 25 logins, they can receive the brand-new weapon series titled "Turbulent-7".



▲ The brand-new weapon "M4A1 Tyrant" is a highly lethal assault rifle loaded with special bullets.



▲ The brand-new weapon "AK47 Golden" repels zombies. Firepower can be concentrated and the attack range

increased.

COUNTER STRIKE ONLINE 絕對武力



▲ The "Blood Warhammer" exhibits its bloodthirsty qualities when used. Powerful attacks can be launched and enemies can be stunned and immobilized.



COUNTER STRIKE™ 絕對武力
ONLINE

▲ The gorgeously looking "War Fan" is a highly lethal melee weapon.



▲ "CSO" has released a "brand-new battlefield supply" system which allows players to earn high-value rewards by accumulating logins.



COUNTER STRIKE ONLINE 絕對武力

▲ By “accumulating logins”, players can receive the brand-new weapon series titles “Turbulent-7”.

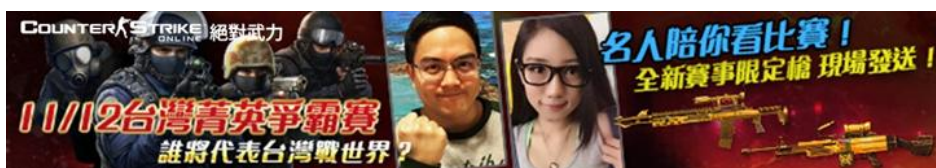
The winning team of the fiercely contested nationwide “Counter-Strike Online World Championship” will be revealed soon.

The audience cheering together with the athletes and celebrities at the “2016 CSO World Championship” has a chance to receive numerous attractive prizes.

The “Counter-Strike Online World Championship” held by “CSO” received enthusiastic feedback from gamers in Taiwan. The final participants of the championship were determined in the second part of the selection tournament held last Saturday. A total of 542 teams registered for this event. A series of battles for the “Counter-Strike Online World Championship” will be held in the ESRLive venue in the Syntrend Building on November 12. At the same time, “CSO” also invited the highly popular announcers and broadcasters “Zhanyuan” and “Xanver” for an exciting presentation of the contests. The live audience can not only witness how the winning team breaks through the encirclement and masters all difficulties, but can also observe the “CSO Celebrity Challenge” between the four famous broadcasters “Tsuki”, “AsSen”, “6tan”, and “Leaf”. Spectators have a chance to win a set of the brand-new limited edition tournament weapons “Skull-5 GOLD” and “Skull-7 GOLD”. Fun activities for players and fans such as questions and trials, tournament predictions, live prize-drawing, and pre-contest surprise activities as well as numerous gifts are also available.



▲ The “Counter-Strike Online World Championship” for “CSO” will be held in a fiery atmosphere in the Syntrend Building on November 12.



▲ Popular broadcasters have been invited for the “Counter-Strike Online World Championship” to witness the tournaments together with the audience.

“CSO” “Counter-Strike Online World Championship” Website:

http://tw.beanfun.com/cso/event/20161026_ev/index.html

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

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

Fun without limits On- and offline excitement: Official kickoff of the 2016 Gamania Anniversary Celebration. Exciting activities for all top server and mobile games with 300,000 beanfun points as the

2016/12/27

chance to win the first prize of 300,000 beanfun points and numerous attractive virtual treasures of a total value exceeding 10 million NTD. At the same time, "Taipei 2016 Counter-Strike Online World Championship and Gamania Celebration", the highly anticipated annual event, is held in Air Asia, Xinyi District, from December 3 to 4, combined for the first time with online celebration activities. Gamers can visit the venue to watch the exciting matches of teams of elite players from different countries vying for the title of champion. They can also use "beanfun!app" to scan the activity QR Code in the venue, participate in interactive screenshots for multiple products, and share Facebook missions to earn "Gamania coupons" which can be exchanged for great value virtual treasures.



- ▲ The Gamania "2016 Fun without Limits" Anniversary Celebration has been launched with immediate effect. Multiple server and mobile games create a fun, joyful, and shopping-friendly atmosphere.

Collect "Gamania coupons" to experience fun without limits

Eight attack and conquer activities with a top prize of 300,000 beanfun points determined by the Gamania lottery machine.

In joyful anticipation of the annual Gamania anniversary celebration and the "Taipei 2016 Counter-Strike Online World Championship" (below referred to as 2016 CSO World Championship), Gamania has launched eight attack and conquer activities to enable Gamers to experience "Fun without Limits" in a relaxed manner. Gamers have a chance to win the first prize of 300,000 beanfun points and numerous attractive discounts of a total value exceeding 10 million NTD. Gamers can earn "Gamania Coupons" through on-site interactions during activities such as "Admission Gifts", "7-11 GASH Promotional Giveaway", "Hello beanfun!APP", "Gama Pay Early Access", and "2016 CSO World Championship and Gamania Anniversary Celebration". Starting now until December 6, players can receive "Gamania Coupons" for the corresponding period when they log into their main account the specified number of days within the activity period. They can earn additional "Gamania Coupons" in the beanfun mission area when they install the "beanfun!APP". On top of that, if gamers download "Gama Pay" and tie it to a certified account or use "Gama Pay" to purchase a specified amount of GASH and add value via beanfun! During the activity period, they can earn the corresponding number of "Gamania Coupons".

Special promotional activities have been launched in quick succession for the hottest Gamania games such as "Lineage", "Maple Story", "Counter-Strike online", "Elsword", "Mabinogi", "Kart Rider", "CSO2", "BNB", "Bubble Fighter", "Phantasy Star Online 2", "Summons Board", and "Plan-S" on occasion of the 2016 "Fun Without Limits Anniversary Celebration". Certain games also offer exclusively designed virtual treasures and settings. Starting now until November 23, players can collect Gamania coins and exchange them for exclusive gear by logging into "Maple Story" and participating in "Gama-Land"; starting now until November 18, "Kart Rider" offers gamers an exclusive activity titled "New Age of Love for Male and Female Geeks". Geeks jointly collect "Love Gemstones", which are a favorite of female geeks. When the number of accumulated gemstones on the server reaches 2,222,222, all players receive five "TOP100 Racing Car Gearwheels" and "one Silver Upgrade Plant Treasure Chest". When players log into "CSO2" on November 10, they can receive a birthday hat. For more information on 2016 Gamania Anniversary discounts and promotional activities, please log into the hottest games or visit the official website.



- ▲ Gamania offers gamers a chance to win the first prize of 300,000 beanfun points and numerous attractive discounts of a total value exceeding 10 million NTD on occasion of the 2016 "Fun Without Limits Anniversary Celebration".



- ▲ If players use "Gama Pay" to purchase a specified amount of GASH and add value via beanfun! During the activity period, they can earn the corresponding number of "Gamania Coupons".



- ▲ "Maple Story" features a "Gama-Land", where players can collect Gamania coins and exchange them for exc



- ▲ “Kart Rider” offers gamers an exclusive activity titled “New Age of Love for Male and Female Geeks”. “Love Gemstones” can be collected and exchanged for attractive gifts.



- ▲ When players log into Counter Strike Online (CSO2) on the day of the anniversary celebration, they can receive a birthday hat.

Asian crack shots assemble in Air Asia from December 3 to 4 for the “2016 CSO World Championship and Gamania Celebration”.

Gamers are invited to personally witness the birth of the “CSO” champions and experience a large variety of classic games inside the venue.

The “Taipei 2016 Counter-Strike Online World Championship”, an Asian First-Person Shooter game will be held for the first time in Air Asia, Taipei, from December 3 to 4. This event is combined with Gamania online celebration activities to generate a grand event titled “2016 CSO World Championship and Gamania Celebration”. Teams composed of elite players representing different Asian countries assemble in Taipei to battle for the championship. Players are welcome to join this event and passionately cheer for the Taiwanese team. At the same time, Gamania will initiate close interactions

with gamers inside the venue via its hottest online and mobile games. They can earn a random number of “Gamania Coupons” by using the “beanfun!APP” to scan the activity QR Code in the venue. Coupons can also be earned by participating in interactive screenshots for multiple products and successful sharing on Facebook. The more coupons earned, the more great-value virtual treasures can be exchanged.



WORLD CHAMPIONSHIP

遊戲橘子嘉年華

▲ “The 2016 CSO World Championship and Gamania Celebration” will be held in a grand manner in Air Asia, Xinyi District, from December 3 to 4.

- ※ Gamania 2016 Anniversary Celebration Activity website: <http://tw.beanfun.com/bfevent/bf/Gamania2016>
- ※ “Lineage” subscription server website: <http://tw.beanfun.com/lineage/main.aspx>
- ※ “Lineage” free server website: <http://tw.beanfun.com/LineageFree/index.aspx>
- ※ “Maple Story” website: <http://tw.beanfun.com/maplestory/>
- ※ “CSO” website: <http://tw.beanfun.com/CSO/main.aspx>
- ※ “Elsword” website: <http://tw.beanfun.com/ELSWORD/main/index.aspx>
- ※ “Mabinogi” website: <http://tw.beanfun.com/mabinogi/main.aspx>
- ※ “Kart Rider” website: <http://tw.beanfun.com/KartRider/main.aspx>
- ※ “BNB” website: <http://tw.beanfun.com/BNB/event/20151007/index.html>
- ※ “Phantasy Star ONLINE 2” subscription server website: <http://tw.new.beanfun.com/PSO2/main.aspx>
- ※ “CSO ONLINE2” website: <http://tw.beanfun.com/cso2/www/index.aspx>
- ※ “Summons Board” website: <https://www.gungho-gamania.com/SB/main.html>
- ※ “PLAN-S” website: <http://tw.beanfun.com/AM/>

From cook to pilot – Embrace your dream and reach for the sky!

2016/12/27

The juvenile Ken has been constantly on the search for his life passion since he was little. When he was a student, he loved to watch cooking programs on TLC channel in his free time. He then started to collect information and set his goal to study Western Culinary Arts at the National Kaohsiung University of Hospitality and Tourism. He finally found his passion of sharing his dishes with his friends and relatives, which gave him great joy and pleasure. However, during his internship as a junior, he suddenly realized that his passion wouldn't last if he turned cooking into his career. Ken whose original ambition had been to become a chef therefore started to reconsider his career plans. What other options Did he have?

Hopes and dreams soaring into the sky.

He started to look for answers in magazines and books. In the "Cheers" magazine, he came across the word "pilot" in shining characters- This was his childhood dream! He started to look for information again, but this time he hit a snag. There was very little information on pilots and how to become one. During this process, Ken realized that there were only around 2400 pilots in Taiwan. He did not know where to start and his aspiration of becoming a pilot had hit a wall. Until he came across a poster one day. The poster described the "Big Dream" project titled "Soaring high" sponsored by the Gamania Cheer Up Foundation".

Life turning point – Brave pursuit of lofty dreams

The "Big Dream" finally provided Ken who had struggled to realize his dream with a window. After registering for the program, he passed various tests including the initial selection process, scaling of a 17-story building, simulated passing out of the main examiner, and interview with the fake janitor Albert. After passing these trials, he was finally accepted to the pilot training program.

Eventually, he successfully completed the training program and received his private flying license after careful reading of original books and numerous practice sessions under guidance of his instructor in Taitung. This wasn't enough for him since he wanted to be a real professional pilot. He met the required criteria for an airline pilot training program after passing a rigorous physical test resembling that designed for astronauts. The last mile is always the hardest. China Airlines turned him down and Tiger Air didn't respond. This made him wonder why God had selected such a hard path for him.

Never give up your hopes and dreams

Ken embraced his pure dreams and remained optimistic even after he received the bad news from Tiger Air that they had no vacancies for pilots. He bought a Tiger Air plane ticket to relax and distract himself from his worries in Japan. He thought to himself: "If Tiger Air's business improves, won't they recruit new people?" Maybe he touched God with his perseverance or his secret vows started to show their effect. The universe finally listened to his pleas. As he was shopping in Don Quijote in Japan, he received a phone call from Tiger Air inviting him to a job interview. Ken who had always insisted on pursuing his dreams in the kitchen and in the sky finally was firmly on the road to becoming a pilot. Upon completion of his small plane training in Taitung, he attended a solid two-year training program for large planes in Taipei. After reading the corresponding original books and passing his immensely important first solo check flight, he finally became a qualified air traffic manager, soaring in the skies and protecting the lives of all passengers on board.

For Ken, this is only the beginning of realizing his dream.



▲ This poster of the Gamanian Cheer Up Foundation represented a turning point for Ken (Image Source: <https://www.youtube.com/watch?v=ldkV8F6W8vg>)



▲ Ken (second from the left) and nine other trainees attend the first civil aircraft training program in Taiwan (Image Source: Official website of the "Big Dream" project sponsored by Gamanian Cheer Up Foundation)



▲ From cook to pilot – Ken never lost his passion for his dreams

(Image Source: Official website of the “Big Dream” project sponsored by Gamania Cheer Up Foundation)

New lover revealed...DenKa : "I can't live without him!"

2016/12/30

Triple exclusive offers at GAMA Ximen Party attracted crowds of gamers.

GAMA PAY enters Ximen with an army of maids! Targeting young consumers in Ximen, GAMA PAY Ximen Party was held at Eslite Bookstore on Nov 19th. GAMA maids caused a sensation with PPAP and GAMA PAY Dance. DenKa was dressed in a Cosplay Lolita costume as GAMA PAY's one day store manager. After playing GAMA games with her fans, she suddenly turned into an "one minute maid" to feed the winner tangerines. The crowd gasped in envy as the winner blushed.



▲GASH POINT can now be purchased online through GAMA PAY! Amazing offers are available exclusively for Gamania gamers.



▲DenKa, known as the most beautiful Cosplay star in Asia, turned into "one minute maid". The crowd gasped in envy as she fed tangerine to the game winner.

Internet celebrity DenKa loves GAMA PAY, the most secured and convenient mobile payment app!

DenKa, who has been busy filming online dramas, is not shy about her addiction to GAMA PAY, a new app launched by Gamania. DanKa:" I can't live without my new lover! GAMA PAY is the most simple and useful mobile payment tool. I don't have to worry about forgetting my purse at home anymore! The top-up system helps me avoid overspending and the detailed purchase records make tracking my expenses easy!"



▲ DenKa, who has been busy filming online dramas, is not shy about her addiction to GAMA PAY. DanKa: " I can't live without my new lover!" She showed her mobile screen.

As a professional gamer, DenKa says, " GASH POINT is now available online and in the convenience stores. Don't miss the exclusive offers!" She helped fans download GAMA PAY and taught them how to purchase GAMA points. Fans were

impressed DenKa's sweetness, while discovering GAMA PAY's incredibly swift transaction service. Share the news with your friends and download the app now!



▲ GAMA PAY held a successful campaign in Ximen. Participants could win up to 2,000 NT from GAMA PAY's Cashapon game!

Triple exclusive offers attract crowds of gamers.

Launched on Oct 20, GAMA PAY held a successful Ximen Party. Limited kumquat tea was given to green GAMA members, 50NT credits were given to red GAMA members. Participants played Cashapon game for 1NT on GAMA PAY and won up to 2,000NT of prizes! The triple treats are tasty and fun!



▲ The event reached its climax as DenKa played games and had pictures taken with her fans.



▲ Free orange juice was served in the eye-catching GAMA PAY bar.

Exclusive offer for GAMA PAY users:

1. GASH POINT giveaway- lucky draw for 10,000 free GASHPOINTS.
<https://ec.gashpoint.com/Entry/index/>
2. Gamania anniversary event- Be the first to play GAMA PAY games.
<http://tw.beanfun.com/bfevent/bf/Gamania2016>

GAMA PAY was launched today!

2016/12/30

GAMA PAY occupies the gaming market with GASH points giveaways and special offers for virtual treasures.

Gamania hits the market with full force! GAMA PAY, the mobile payment brand under Gamania, was officially launched on Oct. 20. The first promotion targets gamers in Taiwan. With GASH points giveaways and special offers for virtual treasures, GAMA PAY aims to attract Gamania's 3 million members. Amazing offers will be introduced weekly to rebate loyal customers.

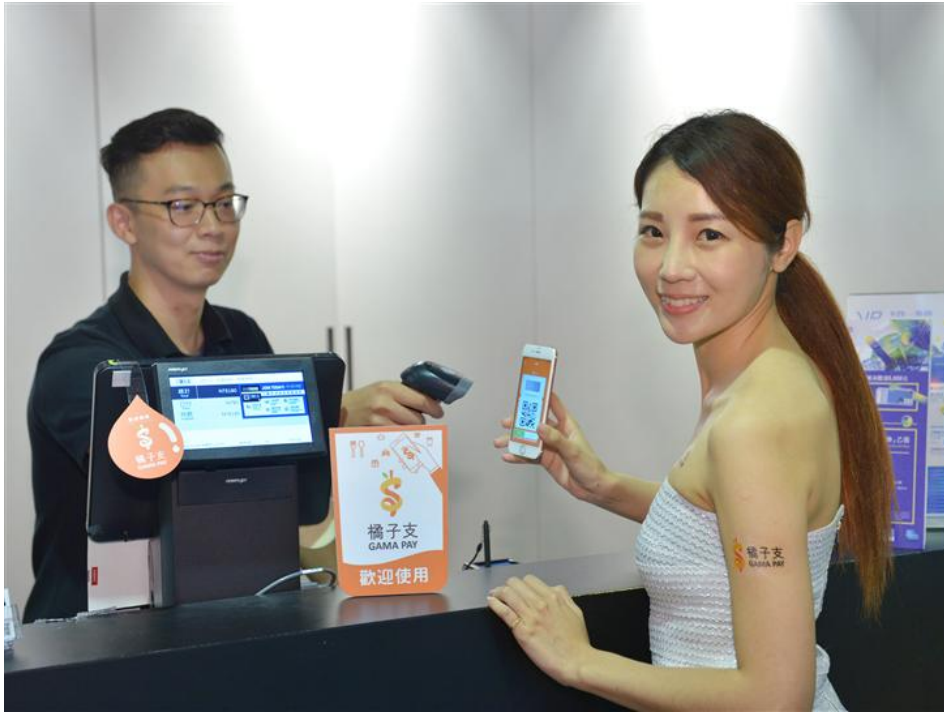


A full package of deals is announced to celebrate GAMA PAY's business launch!

The mobile payment market is at war. Albert Liu, CEO of Gamania, analyzes GAMA PAY's strategy at press conference, "GAMA PAY's battle strategy is very clear. This first step is to hit the gaming market, which Gamania is already familiar with. GAMA PAY will be the first choice for gamers who often purchase game points through mobile payment systems." The best incentive is to give away GASH points, which will attract a large number of users. Teaming up with GASH POINT, gamers will be satisfied by the full package of deals.



GAMA PAY's first campaign targets Gamania's 3 million gaming members and more than 100 popular games. 1. GASH POINT members who finish GAMA PAY registration are entitled to receive 100 GASH points as red members (promotion period: 2016/10/20~11/30). 2. 10% points reward for purchasing GASH points (promotion period: 2016/10/20~12/31). Flash promotions in the future will allow up to 50% GASH points rewards. These deals are a huge shock to the gaming industry. Dozens gaming companies have adopted GAMA PAY service. Customer rebate promotions will be launched weekly to keep the gamers busy!



Exclusive presents from Syntrend. Use GAMA PAY on Taiwan Taxi taxis.

To celebrate GAMA PAY's business launch, Syntrend offers some amazing deals: 1. 300NT is given if the first purchase exceeds 300NT. 2. 10% discount on Wednesdays. 3. Limited number of presents for users who register at GAMA PAY's booth in Syntrend. Furthermore, users can now use GAMA PAY on Taiwan Taxi taxis. Let's embrace a cash-free life! For further information, please visit: <http://www.gamapay.com.tw>)

Taipei 2016 Counter-Strike Online World Championship and Gamania carnival rock Xinyi Plaza!

2016/12/30



Taipei 2016 Counter-Strike Online World Championship was held in Taipei on Dec 3 and 4, marking a promising future for Taiwan's gaming market. Department of Information Technology, Department of Economic Department and Department of Information and Tourism attended the event to show support. GAMANIA cheered for Taiwan team with crowds of supporters.

Taipei 2016 Counter-Strike Online World Championship was held on Dec 3-4 at Xinyi Plaza. More than ten thousand players crowded the venue to meet world-class players. The event is a great opportunity to promote Taiwan. Representatives from Department of Information Technology, Department of Economic Department and Department of Information and Tourism attended the press conference. Marco Chien, COO of Gamania and Ahn Bing Yu, director of NEXON(CSO) Development also took part in the event. Xinyi Plaza successfully attracted the general public with interactive activities and performances. Meeting professional players creates a strong synergy among Taiwanese players. Let's cheer for the Taiwan team.



▲ En Yu Chien, secretary of Department of Information and Tourism(first on the left) Ahn Bing Yu, director of NEXON(CSO) Development (second on the left) Marco Chien, COO of Gamania(third on the left) Yong Huang, Kao, Deputy chief of Department of Information Technology(second on the right)Chen Yuan, Kao, Chief Secretary of Department of Economic Department(first on the right)

More than a thousand players crowded the scene to watch the battle of the seven elite teams from six regions. Famous commentators including Zang Yuan Hsu, Hao Yu Zen, Tsuki, Wind and Breakersc2 were invited to give simultaneous commentaries.



A winner prediction lucky draw is held before each battle. More than winners are chosen after each game, who can win Golden Balrog serial numbers and game memorabilia. The event reached climax as graphics cards(worth 4.690NT) were won by winners.



Seven teams battled for the first double-elimination round. The Korean team and the China team were considered top players. Oldman and PythoN faced challenge from the elite squads during the first round.

Quarter final was held in the second day. Famous from Indonesia defeated Zir Drake from Japan by 2 to 0. Oldman from Taiwan lost to the Crazy from Korean by 0 to 2. With excellent skills and teamwork, Taiwan managed to keep the third place. The final champion battle between Famous and Crazy was a close call. Indonesia almost took over the battlefield by surprise, but Korean team eventually took control and own the championship by 2 to 0.



▲ After a fierce battle, Crazy from Korea won 2016 CSO championship.



▲ Famous from Indonesia won the second prize. Oldman from Taiwan won the third prize.

Gamania Carnival was also held at the venue. The interactive games presented were CSO2 ONLINE2, Kartrider, Linkage, Maplestory, Elsworld and Mabinogi. Memorabilia and limited virtual treasures attracted long lines. Shu Ping, Chien, She Shuan Ling, and Color Five, popular contestants from Gamania's talent show, wowed the crowds with wonderful performances.



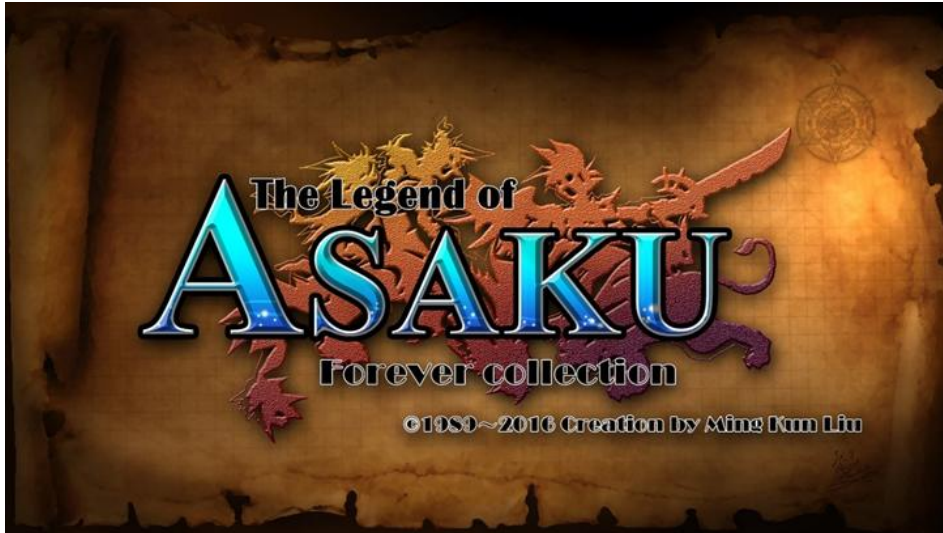
▲ The eye-catching performance by Color Five, champion group from PLAN-S project.



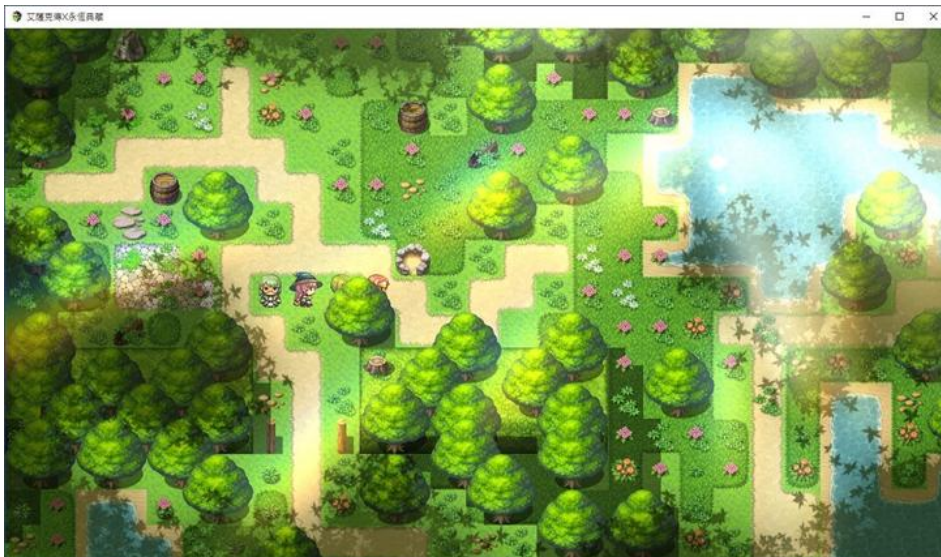
▲ Participants watch the battle while experiencing Gamania's classic games at the venue.

WeBackers breaks records in the gaming market with 1 million raised in two weeks for The Legend of Asaku Forever Collection.

2016/12/30



WeBackers, a crowd-funding platform under Gamania, raised record-high funding 1,340,000NT for DongZhou, a game developed by a Taiwanese team. The Legend of Asaku Forever Collection, another crowd-funding project introduced by well-known Taiwanese comic book artist Ming Kun, Liu, has reived more than 1,000,000NT in funding, which sets a new record in Taiwanese crowd-funding games. Developed solely by artist Ming Kun, Liu, the original style and storyline perfectly captures the essence of the adventurous game which has been popular for the last 27 years. The classic RPG game with nostalgic Bitmap design will take gamers and fans through a fantastic journey.



The Legend of Asaku Forever Collection reached its fund-raising goal only 30 seconds after being launched. 500,000NT was raised within 33 hours and 1,000,000NT was raised after two weeks. There are still two weeks left before the project ends, Webackers hopes the crowd-funding record can be broken with continuous support from gamers.

For more information about the project, please visit:<https://goo.gl/Y22NyL>

SLOTS cross-platform version officially launched!

2016/12/30

Tap for good luck! Win the JackPot!

Joymabee announced on the 23rd that SLOTS, a casino game developed by famous Korean game company BIGMAN Entertainment Inc, is officially launched on cross-platforms. Download SLOTS and register with your FB account to win 50 thousand gold coins! All SLOTS players can get rich with one tap!



▲ SLOTS



▲ Register during the event to get 8,888 gold coins for free.

Bring it on! Everyone can hit the jackpot!

On top of the classic 777 machine, SLOTS introduces different slot machines for gamers in Taiwan and Hong Kong. You can play the game anywhere, anytime. If you are busy, change the setting and have the machine spin automatically. Don't let your chances run away.

Three JackPot prizes can be won in the game: "match prize", "super match prize" and "ultimate match prize."

If JackPot symbols show up three times in a roll, gamers can win 50 times of the inserted amount as "matching prize."

Four JackPot symbols are needed for winning "super match prize." The prize is 100 times of the inserted amount.

The winning prize is defined by the stake. The higher the stake, the higher the prize. In JackPot, gamers can win "ultimate match prize" by matching JackPot symbols. JackPot prize is limitless for it is based on all gamer's accumulated stakes. The more players there are, the higher the prize. Billions can be won by one single tap!



▲ Test your luck with one tap.



▲ Unlimited JackPot

21 and Baccarat will make you the god of gamblers.

Play 21 and Baccarat at the casino table with gamblers from different regions. Be the god of gamblers while sitting at home!





▲ Challenge the classic 21 and Baccarat games. Be the legend at the casino table!

Get filthy rich by playing these simple games!

Small poker games can be played in SLOTS, which take only a few seconds. The prize can be easily doubled in the next round. Prize increase in a geometric ratio. Anyone can get filthy rich by playing these simple games!

SLOTS will be available for IOS users. Make sure to follow



▲ Double your investment with many games!



▲ Android version:



▲ iOS version:

iOS version: <https://goo.gl/Y1PAVA>

Android version: <https://goo.gl/AiKfO6>

Official website: <https://goo.gl/j1luV0>

Official fanpage: <http://goo.gl/uxXsdX>

Blue Sea Strategy for 2017 E-Commerce market: Go South project led by Jollywiz's MIT brands

2016/12/30

Proudly presented by JSTAWAN: Nougat rice cakes, pineapple cakes and matcha cakes were the star products at Malaysian Expo.

According to UBS estimates, e-commerce transactions taken place in Southeast Asia in 2017 will reach up to 21.8 billion US dollars. With a population of 620 million, business opportunities in Southeast Asia are endless. Jollywiz, leader of omnichannel operations, was invited by Institute of Information Industry and Chinese Non-Store Retailer Association to participate in Selangor International EXPO 2016. Seven MIT brands, including Jiu Zhen Nan Taiwan, lehihuku Taichung, Fu Wei, Chen YunPao Chuan, Hi Walk, Teascovery, Hung Sen Food, and JSTAWAN' private brand, were led by Jollywiz to test and water for 2017 Go South project, while researching the Malaysian market. The MIT brands were extremely popular at the EXPO. The unique and innovative Taiwanese flavors attracted large crowds and made impressive sales.



▲ Jollywiz led JSTAWAN to participate in Selangor International EXPO 2016 with excellent MIT products.

Regarding the huge spending power in Southeast Asia, Kevin Shih, CEO of Jollywiz, says, "We are glad to have taken part in the Expo, which helped us understand the demands from local consumers. It will help us adjust market strategies, product flavors and packaging. With 7 million Chinese population in Malaysia, there's less cultural and language barrier. Chinese in Malaysia are chosen as our first targets in Southeast Asia because Taiwanese brands enjoy higher acceptance there. Jollywiz's Go South expansion will start in 2017. The previous successful experience in e-commerce will lead us to win the Malaysian market. We plan to work with local marketing firms and make occupation with our carefully selected Taiwanese products!"

Jollywiz, leader of omnichannel operations, builds a strong team for future eco-partnership.

Jollywiz's Go South expansion will start in 2017. The company used the expo as an opportunity to deepen relation with local companies for future partnerships. During the event, Jollywiz was also introduced to Invest Selangot, SITEC and the consulting agency for many e-commerce companies at MDeC. The meetings will help Jollywiz get the head start in the market. Institute of Information Industry stated that Malaysian government has a friendly attitude towards Taiwan and looks forward to future partnerships. The EXPO has marked Taiwan's first success in the Go South Plan.

Chinese Non-Store Retailer Association pointed out that Malaysia has allowed 100 percent foreign ownership in e-commerce sector since 2009 in order to support the industry and attract foreign investments. With Jollywiz's previous achievements, support from the local government and close regional relations, future success in Malaysia is foreseeable. Regarding strategic planning in Malaysia, Jollywiz believes more thorough researches are necessary. In addition to localization, a "grounded" team must be built to fully grasp local trends in culture and fashion. More focus will also be put on technology sharing and bettering API systems for future Eco-partnerships.



▲ Jollywiz received Expo certification from Dato' Teng Chang Khim, State EXCO.

New local Taiwanese flavors conquer Malaysia.

JSTAIWAN carefully selects the best food products from Taiwan. Teas, pineapple cakes, sin cakes, egg rolls and fried dough twist were quickly sold out. Malaysian customers are very open when it comes to unique colors of food products. Green matcha cakes, black pineapple cakes and nougat rice cakes were very popular at the Expo. Product sales and high exposure at the EXPO successfully promoted the brand. Jollywiz's one-stop-shop has assisted many Taiwanese brands in China, which sets a strong foundation for cross-border e-commerce business models. Jollywiz aims to win the new market by introducing more Taiwanese brands and products.



▲ JSTAIWAN's Taiwanese products received excellent feedbacks and attracted many customers with its unique and innovative features.



▲ Black pineapple cakes, carefully selected by Jollywiz, were craved by local customers.

2016 GAMA XMAS TREE STAR Beacon of hope- Twinkle Gama

2016/12/27



▲ On Christmas Eve, Gama Buddy will transform himself into a snowman (Snow Gama) to celebrate Christmas with everyone.

On a cold winter night amidst the gleaming white snow, gifts are exchanged against the backdrop of a Christmas tree, Santa Claus, reindeer, and snowmen. Everyone shares joy and pleasure during the final season of the year. Gama Buddy quietly turns into a snowman (Snow Gama), leading his best Christmas buddy, the reindeer, and holding a sparkling star. In tune with the ringing of the bells, they present the Christmas overture and have a good time with everyone.

We present shining Christmas stars as a blessing and embrace warmth with you!

According to traditional Christmas lore, the star on top of the Christmas tree symbolizes hope. This year, Gama presents the star of hope. The bells are ringing, spreading joy and limitless hope. We share our blessings, turning into the most brilliant star on top of the tree.



▲ Snow Gama holds a sparkling Christmas star bringing hope and welcoming 2017.

Shiny Christmas balls embellish our joyful and peaceful Christmas time.

For the Christmas season, we present decorative Christmas balls matching the five-pointed Christmas stars designed in cooperation with the Chen Studio to accentuate the Christmassy atmosphere. The Christmas overture is played in tune with the ringing bells in the hope of a more brilliant and glamorous new year.



▲ The snowflake-covered Christmas balls released by the Chen Studio will embellish your Christmas Eve.