Special Report
Marking out brand attributes and strengthening brand identity

Brand People
Business transformation, from OEM/ODM to branded business
An interview with M.S. Huang, President of Delta Americas

Delta Green Life
Designated tourism for LOHAS travel
On 27 September 2013, the UN Intergovernmental Panel on Climate Change (IPCC) unveiled the Fifth Assessment Report (AR5) on climate change. As this is the latest report from IPCC over the past six years, everybody is waiting for this assessment on global warming of scientists. Surprisingly, instead of a government agency or a research institution, on Taiwan it is a corporate foundation, Delta Electronics Foundation (DEF), that initiates to provide the venue and connection for downloading the report and a guided reading of its technical details. While reporters were waiting, DEF invited domestic meteorologists to explain the background for attendees. On that day, besides being a major promoter of climate and environmental education, DEF demonstrated its intention to protect the environment and save energy.

On the cover of this report is an aerial photo. This suggests a connection between "aerial photography" and "environment education". With the support of DEF Chairman Bruce Cheng, Taiwan’s first aerially shot documentary "Beyond Beauty - TAIWAN FROM ABOVE" presents the environmental issues that DEF is concerned with from an elevated angle. Before the official release of the documentary, we have specially arranged a charitable special screening on Oct. 5 for teachers and students, Delta VIPs, NGO partners, and employees to explore the unseen beauty of Taiwan and look at the damage that the land has suffered via Delta’s high resolution projection.

"Product Identity Guidelines" is a huge project with wide applications that will take a long time and require inter-BG/BU research and discussion. In Special Report of this issue, IABG, which pilots the project, shares with us its preliminary findings.

The 14th Delta Quality Diagnosis Meeting was held in Wujiang at the end of August. It is the first time our colleagues from Dongguan, Wuhu and Thailand formed a 10-man team to provide onsite diagnosis services and give advice to industrial automation, power systems and display solutions business units.

At the Excellence in Corporate Social Responsibility Award 2013, organized by CommonWealth Magazine, once again, Delta won the first prize in the large enterprise category. This is the third year in a row Delta has won this honor. And at the ASEAN Business and Investment Summit 2013, Delta Electronics Thailand (DET) won the ASEAN Outstanding Business Awards 2013 in the innovation category for large company in recognition of its performance in technology innovation. A full report is included in the Branding Circle.

Delta America President MS Huang is the "Brand People" in this issue. Since joining Delta in 1984, MS Huang has witnessed first-hand the rapid growth and changing business model at DPC. How the company expanded its OEM/ODM business while developing its own branded business.

Delta actively involves in society with its core competence. We connect our operating strategies with corporate mission to set an example for "industrial brand." In this issue's "Brand Academy" we introduce the practice of "consumer brands" by interviewing the leading green hairdressing brand O’right and asking them about the strategic thinking and actions that allowed the company to successfully build a "green brand". We also compare the differences between Delta and O’right in terms of conceptualization and implementation.

Shan-Shan Guo,
Brand Management Office
Marking out brand attributes and strengthening brand identity
IABG conducted exploratory workshop on "Product Identity"

After the inauguration year of Delta brand in 2010, to improve the consistency of external communication has become one of the most important tasks of Brand Management Office. In the next couple of years, we will initiate the planning process of Product Identity Guidelines (PIG), so as to enhance identification of Delta products at touch points with users as well as to accumulate user's recognition towards Delta brand for an increasing brand value. With years of experience in expanding branded business, IABG started the internal discussions of PIG early this year. In the Special Report of this issue, we will share with you the exploratory initiative of IABG.

What is PIG?

When asked, most employees answer, "product appearance guidelines" or "rules for making a product readily identifiable of its maker at the first sight." Both answers are correct. However, none of them can comprehensively describe what PIG is. Broadly speaking, PIG involves a number of fields, product design (function, structure, and product design), user experience (environment and people), product appearance (color and shape), and so on. The ultimate goal of all these is to differentiate a product from that of the competitors for consumers or users to see and feel the difference when selecting and buying this product.

In fact, the PIS (Product Identity System) forms part of the entire brand image. We may also describe PIS is an extension of the overall Corporate Identification System (CIS). Many enterprises develop their PIS with elements used in their CIS, so as to create a sense of consistency and credibility. Take leading industrial brand FAUNC as an example. Its corporate trademark is red text on a yellow background. By extending this concept to products, most FAUNC robotic arms are yellow with red at the joints for users to easily associate these robotic arms to FAUNC. In consumer brands, people can always identify a Tiffany product from its package featuring a trademark blue with a white strip. Therefore, when one sees this ribbon, he/she will immediately tell it is a Tiffany product. There are other famous and typical examples, such as the curve bottle of Coca Cola and the dart-shaped tail lamp of the Nissan sports cars.

When developing PIS, Delta will adopt a phase-wise approach. As Delta products range from components to systems for customers covering industrial customers to consumers, it is rather difficult to find common identification elements, and special attention should be paid to application and execution. Therefore, product appearance will be the focus of PIS development at the first stage.

Direction obtained from practice analysis

The IABG started the PI Project in the middle of the year. To study the product design of major competitors in the industrial automation (IA) market was the first task of the industrial design team (ID Team). By capturing the images
that world-leading manufacturers want to express to users through studying competitive products, we can analyze the features, advantages, and disadvantages of competitive products in terms of color, materials, and presentation as an important reference.

After data collection and analysis, the ID Team proposed two PI design trends of world-leading IA product manufacturers:

1. Associate with corporate colors: The corporate colors (e.g. Siemens blue/green and ABB red) are integrated with the product's body to strengthen product-brand linkage and enhance product recognition.

2. Recognizable visual identity: The same appearance and contour design are applied to different products and models to shape consistency and user impression.

After obtaining the important reference for design, the IABG faced another big challenge: How to extend and extract the creative elements of Delta's brand value and positioning "to provide the most efficient and energy-efficient solutions for customers," and express them in the appearance of Delta’s IA products?

**Brand promise inside out**

Therefore, the ID Team began with small-group discussions and exerted its unlimited creativity in interactive brainstorming activities. Besides extracting design elements, they have reached a consensus on the form of the Delta PI. Five times of small-group discussions known as the in-depth creativity conceptualization meetings were held between the ID Team and the IABG functional departments, including product R&D, marketing planning, product sales, and customer service, about 40-50 people (including base-level employees and middle-level officers).

After explaining to employees attending the workshop the brand positioning of Delta Electronics, the ID Team asked them to write down their impressions on Delta Electronics in adhesive notes for the team to categorize these impressions. Employees from different functions have different perspectives on Delta Electronics. For example, most members of the marketing team and PSM considered that Delta is innovative and creative while R&D colleagues commented Delta Electronics prudent and steady. However, after categorizing their impressions, the brand images profiled by employees is still under the umbrella of value positioning of Delta brand and corporate mission, include "eco-friendly", "steady", "solid", and "creative".

The second phase was an extension of the first. Attendants were asked to write down their impressions on IA products. After categorizing their ideas, most colleagues attending the workshop believe that "precise", "reliable", "user-friendly", and "professional" are characteristics of the Delta’s IA products in market.

In the third phase, the ID Team prepared ten photos each with conceptual image, strong sense of contour, sense of technology, and creative style. The team asked attendants to categorize these photos based on their first impression and the brand image and characteristics descriptions categorized in the first two phases.
Lastly, from different corresponding groups, participants selected the photos best represented the brand image and IA products of Delta and extracted the representative contours of these photos. For example, from the four photos selected by employees to interpret the "eco-friendly" image of Delta, the ID Team extracted the "friendly blue (Delta blue)" and "green".

PI consistency in-line with brand attributes

In this brainstorming process, the IABG guided participants attended the workshop to profile their impressions on Delta Electronics and IA products. The ID Team also materialized these clues with pictures. In addition, the multidimensional and diverse observations by colleagues from different functions provided comprehensive information for the ID Team to consider more thoroughly. It also allowed them to complete self-defining, and convey brand message with more effectively in PI design.

Through the PI discussion at the workshop, the IABG wanted to achieve to targets: (1) find common design elements linking IA products for different fields to enhance recognition for distributors, customers, and users; and (2) find the methods to convey brand attributes to express the value proposed by IABG: high precision, high speed, and high efficient; and the Delta brand value and positioning.

After developing branded business for nearly twenty years, the color and material elected for most IA products have been standardized. However, as IA products are developed with a wide spectrum, to fulfill the demands for different application purposes and environments, the appearance of IA products is diverse and complex. As IA products are industrial products, they are mostly designed with precise and clean contours. However, as it takes a lot of time to categorize and collate styles and contours, it is more difficult to reach consistency.

After analyzing the contour of current IA products, the ID Team generated the following:

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<td>The straight lines and oblique angles</td>
<td>The derivative design</td>
<td>The smooth curves and polished angles</td>
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Forming internal consensus and deploying step by step

After months of in-depth discussions, the IABG marketing team plans to complete and propose PIG draft by the end of the year. Next, the team will discuss closely with product, manufacture, sales, and other related departments on the feasibility of PIG and to assess its potential impact on product design and user experience. For example, will appearance color change bring impact to the work environment? Even the impact of the choice of materials and protection factors must be taken into account.

In the discussion of PIG draft, IABG will closely work with BMO. Besides systematically documenting the processes, we will consider how to develop overall PIG appropriately for Delta with this experience. The BMO will also be the corporate platform for BG/BU to discuss the characteristics of respective PI, so as to conclude the most appropriate set of PIPI for all BG/BU.

The aim of the IABG and BMO is to progressively enhance Delta’s product recognition through a set of applicable guidelines that converges customer’s perception towards Delta and Delta products and enable Delta to more easily distinguish itself and its products from that of the competitors. More importantly, at the first contact between customers/consumers and Delta products, the PI can strengthen the positive view on Delta products, so as to promote Delta into a brand of excellence inside out.
The 14th Delta Quality Diagnosis Meeting: Own Branding and Manufacturing Model

The 14th Delta Quality Diagnosis Meeting was held smoothly during August 26-28 at Wujiang Plant. Delta’s Founder and Honorary Chairman Bruce Cheng, Chairman Yancey Hai, Vice Chairman Mark Ko, CEO Ping Cheng, and COO Johnson Lee were all in attendance to discuss what operating mechanisms Delta plants should establish to cope with the OBM (own branding & manufacturing) model. Management team also conducted an onsite inspection of the plant and production lines and established stage targets. They decided that the outcomes would be reviewed periodically and spread to other Delta plants.

The quality diagnosis meeting is an important management activity implemented for years. Topics discussed at the meeting cover all quality issues for plant operations, including new product verification, production technology and process, cost optimization, vendor management, product supply and service, and so on. Wujiang Plant is the production base of Delta’s branded business, including industrial automation, power system, projection, and large screen display systems. To enforce the strategies of Delta’s branded business and strengthen the group’s combat power, through sharing and passing down experience at the quality diagnosis meeting, management team hopes to cultivate the China market for worldwide Delta customers to receive products and services that can best fulfill their demands.

This quality diagnosis meeting was different from the past thirteen ones. With the participation of the ten-member expert team from Dongguan, Wuhu, and Thailand, the manufacturing system of these three different business groups was cross-examined. To display the “customer first” service concept and the determination to pursue quality excellence of Delta, apart from requesting the strict implementation and continuous improvement of the total quality assurance system, the management team established the pilot targets for “zero defect installation” and “zero defect” for major project markets in the China region. Besides ensuring that products must comply with the specifications and pass the system test before shipping, plants are requested to conduct meticulous onsite inspections before implementing any major projects to ensure full readiness for installation, functionality, and quality tests. When customers feedback problems of current products and systems, FAE and QC personnel should head for the scene as quickly as possible to find out and solve the problems for customers to resume operation. All nonconforming products should be shipped back to the plant for thorough analysis, to find out the cause of conformities and eliminate their recurrence through system or process improvement.

Especially for IABG team, the major challenge is the number of new companies that provide automation products in the industrial markets of China has grown rapidly. How can Delta stand out? “The key factor to success is better quality,” said Sean Chang, the IABG’s senior director of quality assurance division. Sean was determined to apply process inspection and testing at every production phase to eliminate defective products due to production and environmental issues. “We stabilized the production lines with thorough and advanced inspection and testing, eliminating production issues, and minimizing the number of defective products. Then, we moved to the second phase, identifying defective production caused by faulty design,” said Sean.

For the past decade, The IABG has continued to grow with rapid product line expansion. Despite excellent R&D teams for new product development and design, it’s hard to reach perfection with time pressures. “Once the issues of faulty design are clearly exposed, our R&D teams can conduct design improvement for better product quality,” said Sean. “Quality improvement is a long-term project and target. We will continue improving our products with efforts from across departments.”
Delta Strategy Meeting-Technology 2013 held in Taipei

< Text by Eli Yang/ Delta Research Center >

Delta’s annual technology event was held in Taipei at the end of September. This year, the meeting had a new name and new expectations and the management team and BG/BU heads suggested that the report content should have a new approach. Besides demonstrating product development progress, reporting units were expected to explore the required technology based on the economic trends and market development. Also, the consensus of technology strategy should be formed based on the opinion exchange among technical advisors and internal experts at the meeting. From this point of view, the meeting was redefined as the "Strategy Meeting–Technology".

The Strategy Meeting–Technology continued the good practice from last year. During the opening address, CEO Ping Cheng delivered his expectation on continuous technological development, along with the strategy of identifying and managing new topics from Delta Research Center. Different topics were categorized and discussed in each day: Day 1-Power; Day 2-Reports from Component & Process Units; Day 3-Future Technology Development of IABG and DNI. There were special arrangements this year: Besides invited talk from Professor Fred Lee and Professor Victor Zue for sharing their visionary technologies, two discussion sessions on interdepartmental and interdisciplinary cooperation were arranged on Day 3. First, PSBG shared the integration and operation working model of their internal technology platform. Then, during the last discussion session on Day 3, all participants endeavored to find potential opportunities for collaborative development based on the technical issues and development orientation discussed over the past three days. The aim of these two sessions was to demonstrate an example for inter-business and interdisciplinary collaboration to express their strategic views on the same issue or market in future Strategy Meeting–Technology, in order to gradually strengthen the internal collaborative development through practical discussions.

Delta organized the 3rd IA Channel Partner Meeting in India

< Text by Sanjit Gupta/ Delta India >

The IABG of Delta India recently organized its Channel Partner Meeting in early September. Delta India MD Mr. Dalip Sharma, IABG Sales & Marketing Director Mr. Andy Liu and Delta India Sr. Director of IABG Mr. Manish Walia all attended to exchange opinions and interact with 80 channel partners.

The theme of this year was on sustainable high rate of growth. Delta showcased its latest automation solutions and presented the new product roadmaps and ongoing marketing initiatives. Delta also honored its best performing partners. Several awards were conferred on commendable business partners based on the yearly sales performance on vertical and regional basis.
Delta receives the Top CSR Award again from CommonWealth Magazine

On August 28, Delta received the top 2013 Corporate Social Responsibility (CSR) Award for Large-scale Enterprises from CommonWealth Magazine for the 3rd time since 2010. CommonWealth Magazine praised Delta's core competences, corporate mission and social commitment which have enabled it to become a truly "green" and "sustainable" enterprise. Delta achieved the top scores in corporate governance and social engagement, two of the parameters evaluated by the magazine. CommonWealth also valued Delta's excellent financial performance which has continued to strengthen after new top management was appointed in mid-2012.

Upon receiving the award, Delta's Chairman Mr. Yancey Hai remarked, "Delta's products that shipped between 2010 and 2012 helped our customers save up to 9.3 billion kWh in electricity use, which equals 5.0 million tons of CO2. In 2012, our factories utilized up to 27.0 million kWh less than in 2009, reducing electricity intensity (electricity consumed under the same monetary value of production) by 34.3% during this period. Across the globe, Delta has four fully-certified green manufacturing facilities which in total saved up to 8.0 kWh in 2012".

CommonWealth Magazine's CSR Award is determined through the evaluation of dimensions: corporate governance, corporate commitment, social engagement and the environment protection. After the ceremony, Mr. Hai and Sinyi Realty's Chairman Chun-Chi Chou shared their CSR best practices in the four dimensions with other companies.

DET wins the ASEAN Business Award in innovation category for large company

The prestigious regional ASEAN (Association of Southeast Asian Nations) Business Awards (ABA) took place on 20 August 2013. Delta Electronics Thailand (DET) has won the award in the innovation category for large company, competing against almost 70 applications. DET President Mr. Henry Shieh represented the company to receive the award from His Royal Highness Prince Mohamed Bolkiah, Brunei's Minister of Foreign Affairs and Trade.

The prestigious regional ASEAN Business Awards (ABA) 2013 took place in Brunei's International Convention Center. The event was attended by many government and business leaders to discuss issues of strategic importance to ASEAN and East Asia. Since the award was launched in 2007, the ABA has recognized 60 companies throughout the region. These companies are considered the "Most Admired ASEAN Enterprises" that have excelled in categories of growth, employment, innovation and Corporate Social Responsibility (CSR).

Being a second time winner for the award, DET Senior Director Mr. KK Chong was invited as a panelist on one of the summit's sessions titled "Leveraging Education, Technology and Innovation-Key Drivers of Future Prosperity".
**Delta implements own InfraSuite to improve Datacenter PUE**

< Text by Judy Wu/ MCISBU >

As the internet and cloud computing services develop, enterprises need to update and expand their data centers and related facilities. To demonstrate the performance and competitiveness of its datacenter solutions, Delta enlisted its own Taipei Neihu office and China offices in Shanghai and Dongguan to install and showcase its InfraSuite datacenter infrastructure solutions. The success of these offices displays the many advantages of this industry-leading datacenter solution.

With the company's goal of achieving gold level power usage effectiveness (PUE), Delta used a new concept in datacenter design. The datacenters were sectioned according to different applications with cold/hot aisle separation and air flow management, cooling was placed closed to load and an environment management system was adopted. At all three datacenters Delta installed modular server racks, precision cooling, and modular uninterruptible power supplies (UPSs) based on their specific needs. Each location received a new generation datacenter to meet its requirements with high reliability and scalability.

The PUE values for most datacenters typically lie between 2.0 and 3.0. In contrast, the three Delta corporate datacenters that adopted the InfraSuite datacenter solutions have reached an outstanding average PUE of <1.6. Delta will continue to optimize the efficiency of its integrated InfraSuite solutions to offer users a substantial reduction in datacenter operating costs and power expenses.

**Delta Modulon DPH Series UPS installed at Poland's Rzeszów Airport**

< Text by Judy Wu/ MCISBU >

The Delta Modulon DPH Series was recently installed at Poland's Rzeszów–Jasionka Airport. Located in southeastern Poland, the airport is ranked seventh among Poland's top 10 airports. Power supplies are the lifelines of airport operations, and any unstable power supplies or sudden interruptions are likely to pose a threat to aviation safety. Therefore, the airport's facility management began to reinforce its backup power supply for the airport's entire lighting system. With the expectation of future airport expansion, the scalability of UPS was one of the key factors in choosing suppliers.

With its perfect availability and high scalability, the Delta Modulon DPH Series UPS stood out from numerous competitors for the Rzeszów–Jasionka Airport project. The Delta Modulon DPH Series UPS adopts redundant structures to maintain the operation of equipment when sudden incidents occur, and its hot-swappable modules and components keep the mean time to repair close to zero to ensure continuous operations. In terms of scalability, Delta's Modulon DPH Series UPS supports N+X redundancy and allows parallel expansion up to four units, which would achieve optimum efficiency for the future expansion of the airport. Delta's Modulon DPH Series UPS operates with the Delta InfraSuite Environmental Management System to provide real-time information such as temperature and humidity of the datacenter to the IT manager, who can then control and monitor the datacenter's environment.
How to build a gold level green datacenter – Delta's InfraSuite datacenter solution takes center stage at China Datacenter Summit

< Text by Judy Wu/ MCISBU >

In March 2013, Delta’s MCISBU kicked off its presence at the China Datacenter Summit to introduce Delta’s InfraSuite datacenter solution. The summit started in Beijing and is touring around the rest of China. As of September 2013, Delta has demonstrated its energy-efficient and reliable InfraSuite datacenter solutions to more than 2,000 datacenter users, partners, system integrators, and professional design houses in 13 cities around China. The Summit featured the establishment of the Delta Shanghai office’s datacenter. With this success story, we demonstrated to experts and IT managers how to build a gold level green datacenter.

During the Summit, Delta’s technical experts discussed how to build a gold level energy-efficient datacenter, and shared current datacenter establishment and operation trends. A gold level datacenter has to reach a standard of PUE<1.43. In the face of various new challenges, Delta introduced the InfraSuite datacenter solutions, which can be easier to expand, maintain, and features higher energy efficiency to reduce the operation costs of datacenters.

Delta’s InfraSuite datacenter solutions assist customers in building datacenters with the lowest total cost of ownership and excellent efficiency, while providing a modular structure and high flexibility. This industry-leading solution makes Delta a leader in the global datacenter solutions industry. The China Datacenter Summit fully demonstrated InfraSuite’s outstanding features to the participants, such as overall planning, energy consumption management, PUE improvement, power supply and distribution management, line management, network server management, and fire-control monitoring.

Delta Group is the key sponsor of the 48 Hour Film Project Taipei

< Text by Brian Weidemann/ DSBU >

In response to the rise in popularity of artistic short films, Delta Group, through its Vivitek Qumi brand, is the key sponsor of the high-profile Taipei event for the 48 Hour Film Project: the world’s largest and most popular timed filmmaking competition. To underscore the uniqueness of the first 48 Hour Film Project ever hosted in Taipei, Delta Group backed the activity by becoming the event’s key sponsor and tying together the theme of Vivitek Qumi pocket projectors with the popularity of “micro-films” or short films.

The 48 Hour Film Project Taipei is a competition in which teams of filmmakers are given a prop, a theme and a line of dialogue. The filmmaking teams then have a tight 48 hours. All the teams begin at 7pm on 10/11/2013 and need to deliver a finished 4 to 7 minute film forty-eight hours later on 10/13/2013. The event concludes on October 26, 2013 with the screening of the competition’s films and an award ceremony for winning filmmakers. The winning filmmakers will receive $20,000NTD, a trophy, and round trip tickets to the United States. Additionally, the top 3 winning films will be aired on Taiwan’s Videoland TV.

With this activity being widely publicized in the media, the sponsorship of this competition presented a unique opportunity to garner increased brand exposure, align the Vivitek Qumi brand with the world’s largest timed filmmaking competition, and extend the brand reach to a targeted group of hip, trendsetting, well educated and fashionable consumers. At selected events, a Vivitek Qumi Experience Zone will be setup for event guests to experience firsthand Qumi’s power, versatility and flexibility. Vivitek staff will be on-hand to introduce the projector and take orders. To learn more about this event, visit http://www.48hourfilm.com/en/taipei/.

Charlie Pai - DSBU Marketing Director (Left), Dennis Neih - Taiwanese artist and event host (Center), and Dr. Kevin Shih - Director of Vivitek Asia (Right)
New look for DGC industrial automation roadshow car

< Text by IABG/ DGC >

Delta GreenTech China (DGC) industrial automation roadshow car was overhauled in August to add Delta's innovative products and solutions for the elevator, rubber, and packaging industries. A new look was added to both the car's interior and exterior. After DGC started the nationwide industrial automation roadshow in 2004, Delta's solutions have since brought far-reaching influence to domestic industries in China. Besides bringing convenient services to second-level and third-level cities, the roadshow provides direct exchange with technology experts for distributors and users, collects first-hand feedback from customers, and further enhances Delta brand awareness.

DGC enriched the content of the roadshow car in 2013. The new car now includes industrial automation solution, dynamic demonstration, and SI project areas. Solutions for the textile, printing, and lifting & material handling industries were the focus of the first half of 2013, and solutions for the elevator, rubber, and packaging industries were the focus of the second half of 2013. The newest technologies and solutions for motion control, robotic arms, and factory energy saving were displayed in the dynamic demonstration and SI project areas. In the second half of 2013, DGC prepared a series of brand new solutions the packaging industry, including the new-generation high-performance EH3 server with the 10PM pulse positioning motion controller, the B2 universal server, the C200 micro vector inverter, and the third-generation DT3 intelligent controller. Mature elevator solutions including the IED unitary control core with dedicated drivers and gate-machine synchronization electrical device were demonstrated. The HES hybrid energy with outstanding energy-saving performance was the green solution for the rubber industry.

Starting in September, the DGC roadshow car with brand new industrial automation products and solutions will travel across northern China to enjoy a fall of good harvest.
Delta LED Display lights up Kennedy Space Center Visitor Complex

< Text by Mike Gazzano/ Delta Americas >

Delta Products Corporation is proud to announce that it has completed the LED display installation for the Space Shuttle Atlantis attraction at NASA's Kennedy Space Center Visitor Complex in Cape Canaveral, Florida. The 20-foot high, 110-foot wide LED display is also one of the largest indoor LED displays in a continuous array in the United States.

Delta’s LED display provides a spectacular backdrop to Space Shuttle Atlantis and creates a visual simulation of the space shuttle orbiting Earth. The 8mm indoor LED display consists of over 800 I-8 LED tiles for a total resolution of nearly 3 megapixels. Delta's use of the finest LED diodes and components provides perfect uniformity with consistent color and superior contrast. Its wide viewing angles insure that every visitor will have an amazing view, regardless of their location inside the exhibit hall.

Delta re-produces glories of the Qing Dynasty with display integration technology: Yuanming Yuan Exposition and Tongan Ships Exhibition

< Text by Ray Shen/ DSBU >

As a symbol of the royal gardens in prime time of the Qing Dynasty, Yuanming Yuan, literally the Garden of Perfect Brightness, is the most magnificent imperial garden in Chinese history. This Versailles of the East has witnesses the history of six emperors lasted more than two centuries. With Delta’s display integration technology, the glory of Yuanming Yuan has recently appeared in the 21st century with high-level projection. The interactive projection fused with eight Vivitek D5000 projectors, Delta enabled audiences to experience the “one-day life of Emperor Yongzheng” at a close distance. In addition, with five D5000 projectors, Delta perfectly presented the Emperor Qianlong’s Trip to South of Yangtze with edge-blending long projection in interactive size.

In addition, Delta launches cooperation with Taiwan National Palace Museum to provide an opportunity for citizens to explore the marine cultural history of the Qing Dynasty in the 19th century with interactive projectors. This also included the Tongan Ships, the major vessels before the invention of steamboats. Integrating interactive hologram projection with the Vivitek D795WT short-throw projectors, Delta creates a time and space for audiences to meet with ancients by overlapping virtual and physical scenes. With glasses-free 3D projection, Delta presented the entire structure of the Tongan Ships for audiences to broaden their horizon and understand these ships more easily.
Vivitek helps create an immersive adventure in Europe

< Text by Jolanda Medendorp/ Delta EMEA Vivitek >

Vivitek has entered into a partnership with Immersive Adventure, an innovative European company that designs and builds high quality digital projection systems to use in full dome immersive cinemas and planetarium domes.

With Vivitek’s projectors (the Vivitek H1086 and Vivitek D5280U models) and Immersive Adventure’s lens solution, the "dome solution" is used to great effect in planetariums as a learning tool to educate young people about space. However, the software can also display videos explaining ocean currents, planet rotations and has even shown a video about the voyage of the Titanic.

Immersive Adventure has developed a ground-breaking new optical system, known as LSS, which offers unparalleled system flexibility with superb image quality and a great user interface. The LSS consists of a specially-designed "optical block" which, when positioned in front of a digital projector linked to a suitable computer system which generates a high-resolution full-dome image (180 degrees x 360 degrees).

Delta LED video wall solutions successfully installed in Asia’s largest data center

< Text by Sanjit Gupta/ Delta India >

Tulip Telecom Limited, India’s leading enterprise data services provider, recently strengthened its hold in the data center arena by launching Asia’s largest and the world’s third largest data center equipped by Delta’s state-of-the-art LED-based video wall solutions. The solutions help to monitor and manage the Network Operating Center, BMS Zone and Customer Support Zone in 24x7 environments. In addition, Delta’s video wall solutions make the data center services more secure and reliable as operators are able to have access to every part of the data center and respond timely and effectively.
Delta launches a unique communication gateway "Pushpak" and "e-Monitoring System" for remote monitoring

< Text by Sanjit Gupta/ Delta India >

In telecommunication system, downtime mostly occurs because the field staffs are busy in the routine operations and are unable to keep a close eye on their sites. Delta’s e-Monitoring System, which is a web-based monitoring application, has an inherent automatic alerting capability that helps the technical staff to be alerted to the problems before they become critical. Down time reduction and alarm resolution is the biggest concern of all the passive infrastructure and O&M companies, and a big part of their money outflows in the resolution of the problems occurs at site. e Monitoring System can save a big amount of money by real time alarming, thus it minimize the resolution time with minimal effort and help to keep away from big penalty.

Delta recently also launched a unique communication gateway, Pushpak, to collect, transmit and store data. Pushpak has a great capability to communicate with the devices through various communication systems. It can collect, rearrange and send this data to a centralized location or control room. It has an inbuilt modem, which can build up two-way communication between the device and the server. And, Pushapak has up to 2 GB data storage capability. The storage capacity could store data in case the communication breaks and resume the transmission possible.

National Supercomputing Center in Changsha builds surveillance platform with Delta video wall system

< Text by Video Wall System Department/ DGC >

Delta large-screen video wall system was successfully installed at the National Supercomputing Center in Changsha recently to help monitor the operating condition of core-server room equipment and the condition of routine work such as conferences and reports. The project included 24 sets of 67” DLP tiled displays and 12 sets of 46” tiled LCD displays.

The video wall system is equipped with the new-generation LED light source featuring high brightness, high resolution, and intelligent control. Leading edge technologies include seamless tiled video wall and multi-screen image processing. The system is compatible with computer data signals and video signals of different formats and provides a display platform for multiple windows. Besides delivering 7x24 continuous operations to ensure uninterrupted real-time surveillance of access control, power supply, ambient temperature and humidity, air-conditioning, servers, and supercomputers in the server room of the supercomputing center to prevent system failure effectively, the video wall system displays the operating processes of supercomputers and enables video conferences for employees to share and discuss.

In addition, the system is equipped with internal equipment intelligent surveillance, including a display unit and controller system, to monitor the working condition of system equipment in real-time and alert anomalies to effectively advance the handling and maintenance of potential system failures and thereby protect the long-term and reliable operation of the large-screen display system.
Delta wins IDC modular server rack contract of China Mobile Shanghai

< Text by Rack Power Department/ DGC >

China Mobile Shanghai recently launched a request for tender (RFT) of the high-voltage direct-current modular server rack contract for its Whirlpool internet data center (IDC). With comprehensive product lineups and multifaceted and flexible solutions, Delta Greentech China (DGC) won the contract for twenty-eight 240VDC modular server racks and thirty 380VDC modular server racks.

Products in this procurement contracts included 240VDC and 380VDC modular server racks. The former provides two 630A input circuits and thirty-three 32A output circuits, with monitoring units for detecting input and output voltage, current, wattage, and operational condition. The latter provides two 250A input circuits and fifty-six 32A output circuits, with monitoring units for detecting input and output voltage, current, and wattage.

Winning this contract fully displays DGC’s powerful integration capacity and branding effect in telecommunications and provides new opportunities and challenges for DGC to extend the product ranges and service scope to cultivate the telecommunication market further.

Brand development of Delta ventilation fan in the Southern China area

< Text by Peter Lin/ China Sales and Marketing Div. >

Delta ventilation fan has officially entered Shenzhen market in China! With 2-month proactive and aggressive approach and development, Delta China’s southern sales team of ventilation fan has finally partnered with one of the first-tier distributors in Shenzhen by presenting Delta’s creative product design and outstanding manufacturing quality. The ventilation fans are now available in over 60 local stores.

Recently, China ventilation fan sales team has modified their promotion strategies to further meet the customers’ needs. First of all, the catalogs highlight product features more- energy-saving, ultra low operation noise, and adopting brushless DC motor. Secondly, in order to promote new products, the display stands placed at the stores have been re-designed with stylish and compact look to catch customers’ attentions. Thirdly, the promotion stickers have also been improved to deliver product uniqueness more easily and efficiently.

With the continuous growth of sales in ventilation fan solutions, the sales areas expand quickly. Starting from Shenzhen area, the sales team has also reached the first-tier distributors in Dongguan, Guangzhou and Shantou. Targeting at the Great China market, China ventilation fan sales team will step by step build Delta's brand image and raise awareness in the Building & Construction industry.
Delta helps industries minimize consumption with power quality products

In power quality industry boom, Delta has developed three major product ranges to keep pace with time. These include the APF (Active Power Filter), AFE (Active Front End), and SVG (Static Var Generator). Solutions using these products have been widely applied to the power, metallurgy, port, rail transport, and telecommunications industries. They have earned customer recognition and trust.

Power quality products and green power
Delta’s power quality products have been widely used in different parts of the power industry, such as the air compressors, blowers, and water pumps of fossil fuel power plants. Large amounts of modulation devices are installed to reduce energy consumption. However, a high volume of harmonic current is inevitably generated due to the inverter's rectification characteristics. This thus brings hidden danger to the operation of the system's electrical equipment and transformers. With a harmonic power factor greater than 0.96, Delta’s power quality products are successfully applied in the electrostatic precipitation workshop, air compression station, and main distribution system of power plants with significant effect.

Application in copper smelting, telecommunications, construction, and rail transport
With the APF, DGC has recently assisted a famous copper smelter in eastern China in effectively solve three major problems from putting a large amount of transformers and inverters in the same space: the harmonic interference, grid voltage instability, and severe electricity efficiency drop. After installing Delta’s APF products, harmonic interference among systems is eliminated; grid voltage regains stability; the distribution-system power factor is significantly enhanced to over 0.95; the harmonics content also meets the China national standards.

Assisting China Telecom Tianjin in building quality IDCs
China Telecom Tianjin has recently installed Delta’s APF products for the central management of UPS harmonics of its IDC (Internet Data Center) located in Binhai New Area, Tianjin. With Delta’s total solutions, China Telecom Tianjin has successfully reduced harmonics within 5% to ensure the reliability and continuity of power supply of the distribution system, reduce risk of damage from power failure and maintenance cost, and prevent data loss due to information transmission failure.

Building power quality management
With the rise of intelligent buildings, more and more computer systems, inverter air-conditioning systems, LED power sources, UPS power sources, and inverters are used in the distribution systems. As a result, voltage and current harmonics are severely unstable and the power factor is reduced. Delta's APF provides effective power quality management for buildings prevent harmonic amplification and compensation generated when using traditional passive capacitors to eliminate harmonics. Regardless of load variation in a building, Delta's APF can effectively eliminate system harmonics to ensure normal equipment operation.
Assisting Chongqing Metro in cleaning power

Delta's APF can effectively solve the unfavorable harmonic environment in the metro system formed by the complex electrical equipment to ensure safe operation of the power system and equipment. The outstanding power management effect of Delta's APF ensures harmonic management up to 98%, harmonic frequency width from 2-51 cycles, and single harmonic filter depth up to 100%.

Additional orders for AFE from international ports

Delta's integrated 250KW high-power active front end AFE2000 for harbors and ports not only realizes seamless power feedback to replace the original braking unit and braking resistance, but also improves grid harmonics and provides grid power factor to ensure over 50% of energy recycling. This is the reason why world-class ports placed additional orders for this product.

SVG quality power guarantees for Ningbo Mobile

To ensure power supply reliability, Ningbo Mobile adopts the double-bus coupler power supply architecture. However, the power quality management of double-bus coupler has always been a problem in the industry. The PQC power quality solutions used by Delta's SVG+ equipment can solve the power supply quality for Ningbo Mobile. In addition, as SVG+ can provide fast compensation, its capacitance can further reduce 20% of the referenced capacitance, which achieves or even surpasses the compensation effect of capacitors.

Being green and innovative: Delta products win multiple awards in China

< Text by Marketing Communication Department/ DGC >

Cultivating the China market for more than 20 years, DGC has earned public recognition for the energy saving and innovative excellence of its products. Apart from consecutively winning the Top Ten Business Brands Award 2012 and the China Green Award, DGC won the Outstanding IDC Product/Solution Award 2012-2013 with its RowCool precision air-conditioning system and the Ringier Technology Innovation Award for Packaging Industry 2013 with its Human Machine Interface with Controller (HMC). In addition, the C2000 690V transformer of DGC was rated as one of the Top Ten Innovative Transformer Products in 2013 by the China Electro technical Society.
Top Ten Business Brands 2012

The 9th UPS and Power System User Satisfaction Survey Result Announcement Ceremony 2013 was recently held in Beijing. After the stringent review of the expert panel, DGC stood out from a host of competitors and won the Top Ten Business Brands Award 2012 and China Green Award. When Delta was established more than 40 years ago, it has since devoted to the design and R&D of energy saving products. Delta UPS products feature high efficiency, small size, low noise, readiness for recycling, use of RoHS substances, ultra-broad input voltage range, ultrahigh input power factor, and ultralow input current, harmonics. With excellent quality that earned industry recognition, Delta deserves these awards.

Outstanding IDC Product/Solution Award

The results of the IDC Awards organized by the China Power Supply Society (CPSS), China Electronic Energy-Saving Technology Association (CEESTA), and ICT Research came out recently. The RowCool precision IDC air-conditioning system (chilled water system) of Delta’s InfraSuite won the Outstanding IDC Product/Solution Award 2012-2013 for its advance design concept, outstanding production functions, and excellent application performance. The escalation of IDCs in China due to rapid information society development has resulted in massive energy consumption. To cope with this demand, Delta's RowCool chilled water system is a precision server-rack air-conditioning system that combines air-conditioning and energy saving functions. The server rack design enables local refrigeration for cold air to circulate evenly around servers and thereby solve the uneven ventilation of either top-flow or bottom-flow air-conditioning systems. The multispeed fan design adjusts fan speed based on actual workload to reduce power consumption at peak hours. Flow variation control is equipped for the chilled water refrigeration system to save energy. When the RowCool precision air-conditioning was launched in 2012, it has since earned recognition from the industry, health care, and government.

Ringier Technology Innovation Award for Packaging Industry 2013

The winner list of the Ringier Technology Innovation Award, the most important award for the packaging industry in China, was announced recently. DGC won the award with its HMC. The award marks the recognition of Delta’s persistence on innovation and pursuit of excellence. Revolutionizing traditional design concepts, the Delta HMC realizes effective and precise control and multi-axle motion control on Delta servomotors with DMCNet by integrating the HMI with the PLC. Therefore, the Delta HMC is the first choice of professional motion controller.

Top Ten Innovative Transformer Products

With innovative technology and excellent energy-saving market applications, the Delta C2000 690V transformer was ranked as one of the Top Ten Innovative Transformer Products 2013 by the China Electrotechnical Society. The high-end magnetic field vector control inverter on the C2000 690V is designed to meet 525V-690V working voltage requirements and integrates control, driving, and communications in one single device. After launching, it has demonstrated excellent performance in the blower, water pump, and conveyor belt of metallurgy and shaft mining; oil field pumps, screw pumps, and machine tools.
Business transformation, from OEM/ODM to branded business
An interview with M.S. Huang, President of Delta Americas

For the past 28 years M.S. Huang has been representing Delta's business interests and company values in the Americas Region. Joining Delta in 1984, and moving to Fremont, California in 1986, M.S. has both observed and been part of Delta's rapid growth and changing business models. Beginning his career in sales and moving to various locations like Tucson, Arizona, Raleigh, North Carolina, and then back again to Fremont California. M.S. has helped accomplish incredible OEM/ODM growth for Delta in the region, which contributes over half of Delta's OEM/ODM revenue. He is not the type of person who takes credit for his accomplishments, but rather the type who emphasizes other team member's contributions to the region's rapid growth history.

How did Delta Americas start?
Delta Americas had humble beginnings with its first operation (Delta Products Corporation, also called "DPC") over 30 years ago. It was the first office established by Delta Group outside of Taiwan, operating in a house garage out of a suburban location in Hayward California, then moving to an office building in Hayward, Milpitas, and later growing to multiple U.S. offices in Fremont, Los Angeles, San Diego, Portland, Austin, Dallas, Houston, Raleigh, Boston, and Detroit. Outside of the U.S., the Americas team has established offices in Mexico, Brazil, and has dedicated Sales presence in other South American countries to better serve their diverse & expanding customer base.

Transformation to branded organization & challenges ahead
Historically the Americas region’s organization has been focused on OEM/ODM sales to large U.S. customers. Delta Automotive products are helping enable new OEM/ODM business growth with sales of automotive products to EV and hybrid producers, Chrysler, GM, Tesla and Ford. Over the past several years, the Americas team’s business focus has been changing to promote Delta branded products and solutions. “Our mission and vision statements are simple ones, that is, to grow Delta’s branded and solution portfolio in the Americas region while at
the same time maintaining and nurturing the regions OEM/ODM business," said Mr. Huang.

As this change has occurred, the Americas organization has had to change as well. Where in the past, OEM/ODM customers defined the product specifications and took responsibility for market understanding and product distribution. Today, the Americas team is evolving to take on this additional responsibility. Mr. Huang said, "We have been working diligently to develop market understanding, channel partners and channel expertise to provide better access to the region’s distributions channels for our developing branded product lines. Our Breez ventilation fans are now ranked as the number 3 ventilation fan brand, and are carried in various distribution channels throughout the U.S.".

Looking towards the future, Mr. Huang stated, "We have many challenges ahead as we move towards a strong brand & solution business. Our new distribution channel partners expect us to be the product and market experts predicting market & product trends before they happen. They expect us to constantly refresh our product offering through new product introduction to help keep them competitive. Distribution customer’s business models require quick delivery, inventory return, strong warranty, 24 hour local support, and strong vertical market knowledge. Our logistics, service and other support operations are changing to meet these markets".

**Solution and brand success stories**

For the last several years Delta Americas has been building a regional solution business around Industrial Automation, Display Solutions, Energy Solutions, and Telecom Solutions. Their largest project to date, which is the largest automation project of its kind in the world is the Tonopah site with Solar Reserve. There, Delta IA is in the process of equipping over 10,000 heliostats with a 2 axis Delta motion and control system. "We know of no other motion system of this scale anywhere in the world", said Mr. Huang. "Although the competitions were the heavy weights of the automation world, the Americas IA team won the project through advanced design and Delta’s ability to make the system work the 1st time."
The Americas team has also been successful with many Energy related solutions which incorporate solar, wind, controls, and back-up power. A recent win with Nextel in Mexico will include 16 back-up power systems for Cell towers. Telecom solutions has had great success in building custom ruggedized cabinets which incorporate Delta’s telecom & power technology for mobile communications. The Display Solutions team recently completed Delta’s largest LED display installation to date using over 800 LED tiles at the Kennedy Space Center’s Space Shuttle Atlantis exhibit. “As we build our solutions businesses, we are increasing our in depth knowledge of specific vertical markets. Solutions require strong local engineering and field support presence for product installation and after sale service. Our approach to success in all these areas is to develop the expertise and capability one step at a time, developing and expanding the organization as business requirements present themselves.”

**Americas LEED Platinum HQ**

Last year Delta Americas held a groundbreaking for their new regional HQ in Fremont California. Like all new Delta buildings, green energy efficient design was the theme with the architects on this project. The building slated to start construction later this year is intended to meet LEED Platinum and be a net zero energy consumption building. The building will incorporate all the latest energy saving and renewable energy products from Delta, and is meant to be a show case for customers and to help build recognition of Delta in the region.

From a garage to a LEED Platinum headquarter, Delta Americas has been growing and changing a lot over the 30 years. As President of a region which spans 2 continents and has 4 primary languages, M.S. strives for excellence across the organization, leading by his example. His style with both customers and Delta employees is unassuming, with an energetic can do attitude in everything he does. M.S., does not dwell on the region’s accomplishments of the past, but directs his energy focusing on the changing business and organizational dynamics of the future.
Building brands that coexist with the Earth
Corporate Social Responsibility fulfillment by an industrial brand and a consumer brand

At the Power Branding Forum organized in the end of July by the Industrial Development Bureau (IDB) of the Ministry of Economic Affairs (MOEA), building a "green brand" was the subject of discussion. From two extremes of industry-industrial application and consumer product, O’right President Wang-ping Ge and Delta Chief Brand Officer Shan-Shan Guo were invited to present their views of how to develop a green brand in terms of core competency, product design, external communication and etc. as well as how to mobilize the organization to fulfill CSR.

The importance of CSR

Corporate social responsibility (CSR) generally refers to the consideration and balancing of the impacts on stakeholders besides business operations of enterprises. The concept of CSR gradually extends to sustainable growth and includes the consideration of the impacts on society and the natural environment.

Take Corporate Social Responsibility Award by Commonwealth Magazine as an example, "corporate governance", "corporate commitment", "social engagement", and "environmental protection" are the four fundamental aspects of assessment. In corporate governance, the independency of the board of directors and transparency of corporate operations are the foci of measurement. In corporate commitment, it assesses the commitment to consumers, employee and investment in innovation. In social engagement, long-term efforts in specific social agenda and exertion of influence are evaluated. Lastly, in environmental protection, it investigates the strategy and systematic approaches on environmental protection and energy saving practices.

The internationally renowned Dow Jones & Company even developed the Dow Jones Sustainability Index (DJSI) in 1999. Besides promoting CSR as an investable concept, DJSI highlights the long-term value increase brought by CSR fulfillment.

Building a green supply chain

"Producing green products enhances organizational competitiveness and value," President Ge maintained. "Since O’right was established, we have successfully entered the international market by building a 'green supply chain', and we won the National Outstanding SME Award, the highest honor for SMEs in Taiwan. 'Green supply chain' refers to the design and production of green products, obtaining certifications of green manufacturing process and,
development of innovative green service while fulfilling CSR."

In producing green products, O’right starts from raw materials, process, and design. Take the Tree in the Bottle as an example which won the Red Dot Design Award, the Academy Award in the industrial design field circle. The bottle containing this Green Tea Shampoo is 100% biodegradable. At the bottom of the bottle, there is a seed of an endemic Taiwanese plant. After the shampoo is used up, you can simply bury the bottle in the soil. In about twelve months, the bottle will be completely decomposed, and the seed in the bottle will bud if the temperature and humidity are appropriate. In addition to product design, this concept is only realized by high level of integration with external suppliers and internal departments.

Green marketing and innovation

In addition to designing eco-friendly products, O’right employs publicity methods that are different from competitors. President Ge pointed out that, "Instead of hiring an endorser with a lot of money, we’d rather let the government and third-party organizations to promote our products." Through a massive certification plan, O’right passed a great number of certification in green process and green product. O’right also participated in competitions and awards of related green brands. The endorsement of certifications and awards has given its brand more opportunities to be seen in newspapers and the media to draw public attention in a short time and build the consensus towards the green brand concept within general public. Of course, all these have benefited the rapid growth of O’right.

Consumer brands also have innovative services. Consumers generally believe that there is neither high-tech nor innovation in hairdressing products as expected in computer, communications, and consumer products. However, O’right revolutionized this stereotyped concept. By developing heat-free hair-care products to reduce energy consumption, O’right helps consumers to save energy and reduce carbon emissions equivalent to saving forest as big as 4,567 soccer fields each year. At the end of the discussion, President Ge said emotionally, "Although we know what customers want, but what products do rivers expect?"

O’right’s green headquarter with Delta’s UPS / Datacenter solution

O’right has built the first green cosmetics factory in Asia. This building also received Taiwan’s EEWH gold level certification. Based on the ecology, energy saving, waste reduction, and health (EEWH) concepts, O’right
manufactures products with 100% clean energy such as wind power and solar energy and builds the water resources recycling system to achieve carbon neutralization. In addition, O'right Headquarters is Taiwan's first fencing-free complex to turn it into a park for local residents to experience green nature, to realize sustainable growth of buildings and the environment.

President Ge smiled and said, "The guided tour service of O'right's green headquarters has been fully booked until the end of year. Well, it can be another way of green marketing." It is noteworthy that President Ge personally affirmed that the IDC of O'right's green headquarters adopts Delta's UPS and IDC solutions. Although Delta Electronics and O'right are specialized in different fields, green building is their shared vision.

**CSR fulfillment: industrial application vs. consumer products**

In terms of promotional activities, initiatives of industrial applications and those of consumer products are different. General consumers have few opportunities to get in touch with the systems and solutions of Delta. However, it is easier for consumer products to develop word-of-mouth advertising. In the past few years, Delta has combined branding with participation of social agenda to introduce the group and its leadership in industrial field through major events to maximize the effectiveness of promotional activities.

It is interesting that when all assumes that O'right is a consumer brand, President Ge pointed out that their business model is more like B2B2C. Although O'right mostly interacts with consumers through retailing channels, hairdressers and beauty salons (e.g. similar to the channel partners or system integrators in the case of Delta Electronics) everywhere is its major channels. Through the direct communication with consumers by hairdressers and stylists, O'right's concepts and products are promoted to increase consumer awareness and preference toward O'right's products. These partners, of course, are O'right's major sponsors of fulfilling CSR.

**Green brands and CSR activities**

Mr. Bruce Cheng established and funded Delta Electronics Foundation (DEF) in 1990. The aims of DEF are to arouse the public awareness of climate change, to promote energy education and adoption of green buildings. DEF has since earned public recognition. In fact, the synergy of these also benefits the branding of Delta. In the case of O'right, through partnership and cooperation with stylists, O'right turns these small green seeds into positive power through word of mouth. Besides sponsoring films on environmental protection and organizing environmental protection workshops and activities, O'right publicizes related concepts to schools, charity organizations, and remote areas through partner websites to grasp every publicity opportunity.

Over the past few years, Delta Electronics has been setting new standards in CSR, and its operating strategy and mission are both sides of the same coin. It is the same to O'right, which aggressively builds a green supply chain from inside to outside the organization since its establishment, to create green, new value with partners. Although Delta Electronics and O'right are specialized in different fields, sustainable development is their shared belief and mission.

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**About O'right**

A green hairdressing product brand established in 2006, O'right has won the National Outstanding SME Award. With green and low-carbon Taiwanese design and manufacturing capacity, O'right successfully expanded to the USA and Italy, leading fashion countries in Europe and the USA and drawn international attention. In 2010, O'right became Taiwan's first enterprise to pass the PAS2050 carbon footprint certification and obtain the certification label from the Environmental Protection Administration for three items. In 2011, it was invited to the SME Conference of APEC (Asian-Pacific Economic Cooperation) to share Taiwan's green miracle.

Note: Image from O'right
Microsoft developing "Data Plants"

Google and Facebook have both retooled the power distribution systems inside their data centers to reduce power losses. But Microsoft wants to extend that concept to the power grid. Microsoft said its vision for "data plants" will break new ground in integrating electricity and computing.

"We have already invested millions in research in this area," Microsoft’s Christian Belady, General Manager for Datacenter Advanced Development in Microsoft’s Global Foundation Services (GFS), wrote in a blog. He predicts the evolution of Microsoft’s data centers will “take sustainability to new levels with other side benefits in terms of reliability and the ability of using waste gases.”

A key goal is to reduce the energy loss that occurs in power transmission. "Through massive integration of power plants and data centers … there could be huge efficiency gains by eliminating the need for transmission lines, substations, and transformers (as well as the associated transmission losses) that we see in today’s power distribution ecosystem," Belady wrote. "With these data plants we distribute data (an energy form) in a network (an optical grid) providing the next generation of energy distribution. Looking at it this way, we are essentially taking another step in the evolution of refining the energy being distributed."

Smart City needs Smart Citizen

In the future, everything in a city will be connected to the network. Buildings will turn off the lights for you, self-driving cars will find you parking space, even the rubbish bins will be smart.

It is estimated that 75% of the world’s population will live in cities by 2050 which putting pressure on the transport network, the emergency services and the utilities that are already stretched to capacity. Whether such data is controlled by big business or citizens is not yet clear, but it is worth remembering what cities were originally designed for, says Dan Hill, chief executive of research firm Fabrica. "We don’t make cities to be efficient, we make cities for culture, commerce, community - all of which are very inefficient," he said. "It is going to be smart citizens that make smart cities."

Getting citizens involved in the process of improving cities is crucial, thinks Andrew Hudson-Smith, director of the Centre for Advanced Spatial Analysis at University College, London. He and his team have created a city dashboard and the public website as part of plans to make London smarter. The dashboard collates data such as pollution, weather and river levels, but it also looks at some things such as the trending on Twitter and how happy the city is. All the data also will be shared on the website with the citizen of the London.

Tesla unveils "Hyperloop" ultra-fast transportation system

In a posting on the Tesla Motors blog, CEO Elon Musk outlined his proposal for the high-speed transportation system of the future, something he called Hyperloop. The idea occurred to him after it was announced California would built a high-speed rail system to connect the Northern and Southern parts of the state. According to Musk, it could transport people from Los Angeles to San Francisco, a nearly 400 mile trip, in 30 minutes at a cost of around $20 per person each way. He put the price tag at around $6 billion pointedly mentioning that's about one-tenth the projected cost of a high-speed rail system that California has been planning to build.

The system would use a large tube with capsules inside that would travel on a cushion of air through low-pressure tubes, being propelled by electromagnets. Capsules could depart every 30 seconds, carrying 28 people; it also has an option for those who would like to transport their vehicles with them. The Hyperloop will travel 800 MPH and sits in a tube system rather than underground tunnels or rails. That compares with typical speeds of 110 to 300 mph for high-speed rail travel.

Musk notes that this is not a final plan, instead offering Hyperloop up as an “open source transportation concept”. Yet, the word Hyperloop which has been mentioned a handful of times recently on Twitter and been the top "hot search" on Google, with more than 200,000 searches.
"Group tours" are never easy. Different members have different places they want to visit and even divergent opinions on itinerary planning. Recognizing this difficulty, the Marketing Communications Department of DGC started with a request for proposals (RFP). Members were divided into different groups and each drafted their own list of destinations and itinerary. After a competition between proposals, Hoi An in Vietnam was selected as the most destination likely to please most people.

Located in central Vietnam, Hoi An was the first Chinese town in the country. After arriving in Hoi An, we found the beautiful sunshine and beach very appealing. We also utilized the hotel’s resources to enjoy sunrise, swimming, beach games, volleyball, hopping, qigong, and even night swimming. When we were together we always tried something creative and fun.

**Immersed in Green Buildings**

Although Vietnam fought a long protracted war, Hoi An was not devastated by the fighting. Instead, it has been recognized as a “World Cultural Heritage” by UNESCO. All buildings in the city are ancient and historical. Buildings on both sides of the street are covered with fresh flowers and green leaves and one with nature. The high quantity of the coffeehouses is one striking feature of this ancient city. After ordering a cup of local filtered coffee, you can spend the whole day in the coffeehouse. The Wi-Fi service in the city is noteworthy. It is free and covers the entire city. Although strength of the signal varies in different locations, we were still able to use it to get everyone together. WeChat provides a convenient point of contacts for people in different locations, particularly in Hoi An where Wi-Fi access is free and ubiquitous.

**Gourmet foods with local ingredients**

Most Vietnamese people are skinny. This is definitely related to local dietary habits which feature foods that are light and low in oil. People carrying and selling snacks on poles could be seen throughout the city. We tried different types on the street, particularly the "French baguette" This is not a true baguette but a delicious local snack adapted from the baguette, but 100% natural and made in Vietnam.

Sanctuaire de Mi-sông, or My Son Sanctuary in English, was formerly the political center of the kingdom of Champa. In the 4th century, the King of...
Champa was buried here after he died. In fact, it is the oldest and the largest surviving building complex from the kingdom of Champa. In 1999, UNESCO recognized the Temple Complex of My Son as a cultural heritage site. Like the case of the Egyptian pyramids, one has to ask how the ancients bonded such gigantic rocks without any sign of a bonding agent? More interestingly, why hasn’t moss grown on the surface over the millennia? Why have these structures survived for so long? Myth or magic?

The Ensemble de monuments de Huế, or Complex of Huế Monuments in English, was the royal palace of Hue and the imperial city of the Nguyen Dynasty, the last Vietnamese dynasty. Today, it is the largest and most complete surviving historical complex and has been recognized as a World Cultural Heritage site by UNESCO.

The Complex of Huế Monuments was built in based on a blueprint of the Royal Palace in Beijing, China. Inside the city, there is the Tử Cấm thành, the Forbidden City. Inside the Forbidden City, there are the Điện Càn Thán (Qiancheng Palace), the emperor’s residence; the Điện Khôn Thái (Kuntai Palace), residence of the queen; and the Điện Quang Minh (Guangming Palace), residence of the prince. Although this ancient palace and our hotel were built thousands of years apart, both used bamboo curtains as sunshade. The mosaic artworks inside the Lăng Khải Định (Qiding Mausoleum) were made with waste glass. All these suggest that living a green life has been an integral part of Vietnamese daily life for hundreds of years.

Speedboat and snorkeling are the two special attractions of the Cham Islands, where the scenery is gorgeous. Cows and calves grazed on the great green meadow and we were so attracted by this joyful scene that we could not help taking many more photos. Like dumplings in boiling water, those who do not swim finally found their balance after a few turns in the water before diving to experience the stunning underwater scenery. In the clear seawater, fish and shrimps drifted around the beautiful coral, and the milky white sand covered the whole shoreline as far as the eye could see, creating a beach view that was simply paradise.

With the joint effort and cooperation of the team, we enjoyed a trip to Vietnam that was as diverse as it was comprehensive and at only minimal cost. If that sounds like fun to you then talk to your team and take action now.
DEF sponsors Taiwan's first aerial documentary: Beyond Beauty - TAIWAN FROM ABOVE

< Text by Pamela Huang/ DEF >

Delta Electronics Foundation (DEF) arouses public concerns about the environment with innovative methods. With the support of Chairman Bruce Cheng, DEF began sponsoring in 2011 photographer Po-lin Chi to make the aerial documentary Beyond Beauty - TAIWAN FROM ABOVE, so as to disclose the truth of Taiwan’s topological changes with images. After three years of production, Chi finally finished the work, which will be broadcast on November 1.

From this 93-minute documentary, audiences can uncover the magnificent mountains, rivers, and seas nurtured by the beautiful island of Formosa from above and see the purest and the most natural stories on this land and its industrious citizens. DEF encourages employees to watch this documentary and will organize a non-profit special presentation on October 5 to invite Delta VIPs, energy-education volunteers, DEF partners and employees to attend and concern themselves with their homeland, to practice environmental protection.

Delta Sunshine Elementary School begins at Delta Sunshine Building Showroom

< Text by Pamela Huang/ DEF >

When Delta participated in Computex Taipei this past June, it incorporated energy management system and consumer products with Delta Sunshine Elementary School to shape the future intelligent and green life. This has won unanimous acclaim from visitors. Upholding the spirit “from cradle to cradle”, Delta Electronics Foundation (DEF) recycled the construction materials and equipment of the Delta Sunshine Elementary School for reuse in the exhibition at Delta Sunshine Building Showroom, to extend the life cycle of exhibits and make the demo space of the exhibition hall more meaningful.

DEF has dedicated to the implementation and promotion of green campus in recent years. In this exhibition, DEF built a low-carbon learning space, which was built with comprehensive energy-saving products from Delta and will demonstrate the trends and methods of net-zero energy campus¹ which are exclusive in Taiwan. DEF has also arranged Delta volunteers to provide guided tour service for visitors during the exhibition period from August 5 to December 31. Employees are welcome to visit the exhibition with their family.

Note: A net-zero energy building is where the amount of renewable energy produced in a year is equal to its energy consumption.
The awards ceremony of the International Solar Building Design Competition 2013 & the groundbreaking ceremony of Delta Low-Carbon Demonstration Residential Project

Based on the theme of "Sunshine and Building Regeneration", the International Solar Building Design Competition 2013 with Delta Environmental & Educational Foundation (DEEF) as the title sponsor ended smoothly on September 10. Delta Founder Bruce Cheng and Chairman Yancey Hai attended the awards ceremony. Energy-saving regeneration of the current buildings of Haici Hospital in Qingdao City is the subject of the competition this year, and 102 works were received from different parts of the world. 'Time Container' and 'Capture the Light after the Sun', emphasizing overall design with a modern flavor won the first prize as they can better utilize active and passive solar energy application technologies to ensure the operability of solar energy integration.

Since 2006, it has been the fourth time for DEEF to be the title sponsor of the competition. According to Cheng, Delta has been promoting green building for a long time and aggressively realizing award-winning works from blueprints into inhabitable buildings for demonstration and tests. The 'Vertical Village', the first-prize-winning work in 2011 designed by the Department of Architecture of Southeast University has been realized in the Delta Low-Carbon Demonstration Residential Project built by Tongli Lake in Wujiang. This project has fully considered regional characteristics and included the essence of traditional architectural culture in southern China to reflect the architectural culture of waterfront townships in multistory buildings. In addition, innovative energy solutions such as renewable energy have been fully applied to build this low-carbon residential project blending with gorgeous natural environment.