

**Title:** COMPUTEX TAIPEI 2007 Outlines the Future of Global ICT Industry

📅 2007/06/12

**COMPUTEX TAIPEI 2007 Outlines the Future of Global ICT Industry**

The world's second largest and the largest professional ICT exhibition in Asia – the COMPUTEX TAIPEI 2007 – had began on June 5<sup>th</sup> at Taipei World Trade Center. This annual gathering of the ICT industry was organized by the Taiwan External Trade and Development Council and Taipei Computer Association. The event was attended by a total of 1,333 manufacturers, 2,926 booths were exhibited and it attracted an estimate of 30,000 international buyers from approximately 130 countries to discuss businesses, breaking yet another record. The winners for the most prestigious award at the show – the Best Choice of COMPUTEX TAIPEI 2007 – were announced. 25 categories were awarded, which included Acer and Asus. Besides from acknowledging companies' quality product designs, the Best Choice of COMPUTEX TAIPEI also showed off Taiwan's R&D energy and explosive power. On the other hand, the award represents the importance viewpoint of COMPUTEX TAIPEI to the global ICT industry, as well as to reveal the new direction of the ICT industry in both Taiwan and the world.

**Best Choice of COMPUTEX TAIPEI 2007 Award**

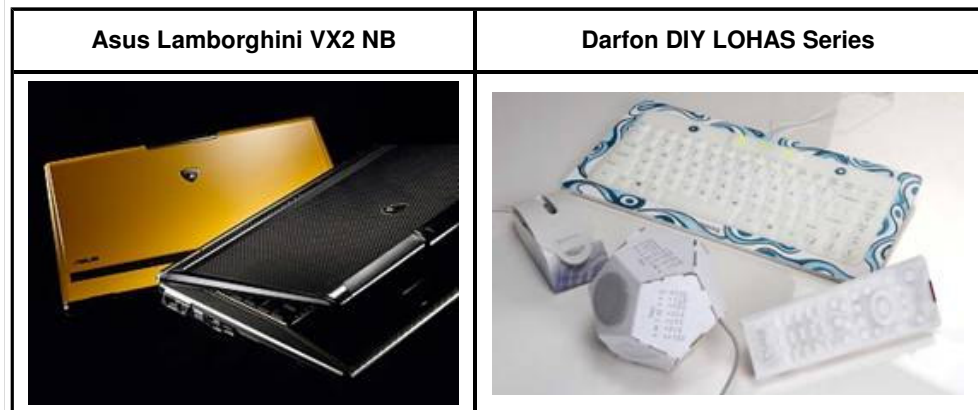
Products Awarded	Products Awarded
Acer - Aspire L320	Compro – VideoMate V600
ASUS - Lamborghini vx2	First International Computer – GE2+
VIA - UMPC/UMD Platform Solution	GIGABYTE – GV-NX76T256HI-RH Graphic Accelerators
A-DATA - Mini Cube-USB Hard Disk	Leadtek – Quadro FX 5600
Asiamajor - TalkCam Office	Flytech – Panel PC System
Golden Bridge –Zodiac Series:Zubene	Geosat:AVL LGG
KYE – SlimStar 820 Solargizer	Mitac:C720T GPS
MicroJet – 101 Inkjet Photo Printer and Print Head Cartridges	AAEON:ONYX-195 Expert Medical Imaging Access Terminal with 3 Level Security Protection
MSI – P35 Platinum Combo	ASUS:Notebook U1F
ASUS – WL-500W Super N Multi-Functional Wireless Router	Advantech:Compact, Fan-less, Embedded Box Computer
E-TEN – X800-GPS Pocket PC Phone	Ingrasys:NASStorage 842OR
Korenix – Industrial PoE Switch	Ming Jong:Wireless Pan/Tilt IP Surveillance Camera
Realtek – PCI Experss Gigabit Ethernet Controller	

Source:COMPUTEX TAIPEI 2007

### Energy Saving & Environmentally Friendly is a Irreplaceable Trend

When analyzing the characteristics of the products awarded, it can be seen that regardless of the type of the product, it would be highly regarded by the judges if it satisfies the requirement of energy saving. For example, there were the Acer Aspire L320 and Asus Lamborghini VX2 notebook computers, and VIA UMPA/UMD Platform Solution and Realtek network chips. The superior energy saving efficiency is one of the key reasons for winning the awards. Care for the world by lowering the energy consumption. The performance of the Taiwanese manufacturers is not behind others. Especially an astonishing fact that was revealed by VIA at a speech the year before which mentioned: "judging from the global power consumption of the PCs, lower power consuming CPU is able to save energy that is worth 13 nuclear power stations". The statement has added anticipation for Taiwan – the strong PC producer. Whereas the portable solar panel from Golden Bridge and the solar powered keyboard from KYE System have also announced that the use of the renewable energy is an unavoidable and important trend in the IT industry.

LED, the current energy saving star appeared in numerous terminal application products at this year's COMPUTEX TAIPEI. The major domestic electronics ChiMei showcased its LCD TV which uses LED as its backlight. Many manufacturers including Asus have launched LED notebook. Whereas the environmental awareness could be felt through the latest products from Darfon, which used cardboard as the material for its paper keyboard, paper mouse, paper speaker and paper remote control. They have added a sense of individualism in IT products that emphasize on the fashion and trend. The products had received many inquiries during the show, and a Japanese manufacturer even made a proposal to co-operate, hoping to introduce those wood based materials in Japan.




Source: Individual manufacturers

### The Unstoppable Shines from the UMPC and Vista

Whether it is the personal computer or the notebook computer, being slim and the strengthened core due function is an absolute decisive factor in the battlefield of information technology. This was clear in the mini PC unit from Acer and the U1F notebook computer from Asus. Under the current trend, the rising star UMPC appeared even more glamorous at this year's COMPUTEX TAIPEI. Major international manufacturers ranging from Intel, Asus, Gigabyte, AMtek to FIC have all showcased various UMPC computers. UMPA/UMID Platform Solution and the newly presented Ultra Mobile Device (UMD) for NanoBook from VIA Technologies also received lots of attention and interests.

Related business opportunities were anticipated since the launch of the Microsoft Windows Vista, and such gradual reacting Vista effect could sure be observed at this year's COMPUTEX TAIPEI. Judging from the winner of the Best Choice Award, computer products that support Vista seem to be a design standard. For example, the Home Entertainment Computer from FIC, Graphic Cards from Gigabyte; amongst the computer peripherals, the Touch Sense Keyboard from AMEX and the VistaShow Network Projector Adaptor from Awind have also included the Vista support as part of their requirements.

Gigabyte UMPC U60	FIC GE2+
	

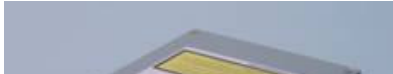

Source: Individual manufacturers

#### Storage Devices – the Burning Hot Zone

Having the closest relationships to the computer peripherals, the storage devices had made COMPUTEX TAIPEI 2007 an exceptionally grand gathering for major manufacturers such as Kingston, Ritek, Kingmax, CMC and A-Data. Due to an increasing demand for storage space from the Windows Vista, DDR3 is one of the key storage technologies this year, and the storage manufacturer Kingston used DDR3 module Hyper X as its promotion focus. NAND Flash that applies SSD and HHD is also another focal storage technology. Manufacturers include SanDisk, Samsung, Apacer and Transcend have all launched SSD products, whereas HHD are mainly being produced by Seagate and various hard disk manufacturers.

Furthermore, the battle between the two formats of the new generation DVD – HD DVD and Blu-ray – still wages, however there seemed to be a state of ceasefire during this year's COMPUTEX TAIPEI. Major disc manufacturers such as Ritek launched both formats at the same time. There were also developments in the DVD players of the two different standards. Such as the world's first slim HD DVD-RW burner designed for notebook computers launched by Toshiba.

There has been an even more dazzling display from the USB discs. Not only was there a vast improvement in memory, their features and design were equally attractive. Representative products include the Best Choice winner Mini Cube from A-DATA and the uniform USB disc from Ritek. There were also some innovative USB disc designs that combined card readers and stationeries.



Toshiba NB HD DVD-RW Burner	Uniform USB Disc from Ritek
	



Source: Individual manufacturers

### Medical Technology – Taiwan's new ICT Blue Ocean Opportunity

Apart from a continuous improvement in the design and standards of the hardware and software, how to develop a new application and a new blue ocean business opportunity in the fierce IT communication industry, is a topic of discussion amongst the ICT businesses in Taiwan. Expert Medical Imaging Access Terminal from the Best Choice Award winner AAEON had found a new direction in the medical industry for the Taiwanese IT businesses. In reality, not only AAEON, there were also many manufacturers who combined Taiwan's IT capability with the hi-tech medical products at COMPUTEX TAIPEI, such as the Medical Computing Platform from Advantech, who created a paperless and filmless medical environment with its advanced display technology. Leadtek launched its Remote Telecare Solution which combines video phone and biometric information monitor. Advansus – a joint venture of Asus and Advantech – had also showcased its latest medical healthcare devices. With more and more investments, it is therefore expected that Taiwan can once again achieve good results in the medical technology industry.

17" Medical Panel Display Console from Advantech	Expert Medical Imaging Access Terminal from AAEON
	

Source: Individual manufacturers.

### Discovering a New Future at COMPUTEX TAIPEI

Besides from the Best Choice Award winning products, if you wander around the venue of COMPUTEX TAIPEI 2007, it was not hard to find some future development trend of the IT industry, such as the GPS phones seen dotted all over the exhibition. There is a trend that combines communication products with GPS, such as the X800-GPS Pocket PC Phone from ETEN, OKWAP K871 Pocket PC Phone from Inventec and the GPS Phone from DMEDIA. Performing security surveillance and health monitoring with the cell phone is also an increasingly common application in the communication products. Biometrics technology like the finger print identification had also escaped the application field of security systems and applied in large quantity in storage devices and person information products. Such as an USB disc that has the finger print identification feature.

A touch screen trend set by the iPhone has made popular the touch screen LCDs amongst the photoelectric products. Digital photo frame seemed to be the must haves in every

booth, their image quality, frame material and even the audio-visual play off function are the key features actively promoted by the manufacturers. Other emerging technologies include the application of RFID, Homeplug and the wireless transfer technologies are all items of potential in the future of ICT industry.

COMPUTEX TAIPEI is not only an important platform linking Taiwan's ICT industry and the world; it is also an enormous power in leading the development of the world's ICT industry. The brand new future of the human technology can also be witnessed at the COMPUTEX TAIPEI!

Gloria Liao

Press Contact Person

Exhibition Team 4, Exhibition Department, TAITRA

E-Mail: [glorialiao@taitra.org.tw](mailto:glorialiao@taitra.org.tw)

Tel. (02)2725-5200 ext. 2638

Fax: (02)2725-3501