



COMPUTEX

TAIPEI June 3-7, 2014

Post Show Report



Outline **Five Highlights**

- **Improving life through smart technologies**
- **Enhancing productivity through mobile computing**
- **Era of 4-in-1 transformer tablets**
- **Embracing life novelty with smart wearable products**
- **Next generation of touch Interaction**

Date	June 3-7, 2014(34 th)
Venues	TWTC Hall 1, Hall 3, TICC TWTC Nangang Exhibition Hall
Scale	1,710 exhibitors with 5, 069 booths
Overseas Buyers	38,662 from 166 countries 1% growth from last year
TOP 10 Country (Buyers)	China 、 Japan 、 USA 、 Hong Kong 、 Korea 、 Singapore 、 Thailand 、 Germany 、 Malaysia 、 Russia
Organizers	Taipei Computer Association (TCA) Taiwan External Trade Development Council (TAITRA)
URL	http://www.computex.biz/computex/

Nangang	Touch & Display Products NEW Components & Parts/Data Storage Products /Embedded Products / POS System Products/Computers & Systems /BC Award / d&i award
Hall 1	Communication Products /Peripherals & Accessories
Hall 3	SmarTech: NEW (Intelligent Vehicle System/Energy Supply Management /Education/Security Solution/Medical and Health Care /Cloud Applications/Internet of Things/Display Technology /3D Printer /Smart Wearable Device) 、 Handheld Plus Area
TICC	Stellar Exhibitors



10 Industry Trends

-  Education
-  Intelligent
-  Medical
-  Security
-  Energy
-  Internet of Things
-  Smart Wearable
-  3D Printer
-  Cloud
-  Display



Smart Tech: Wearable Devices

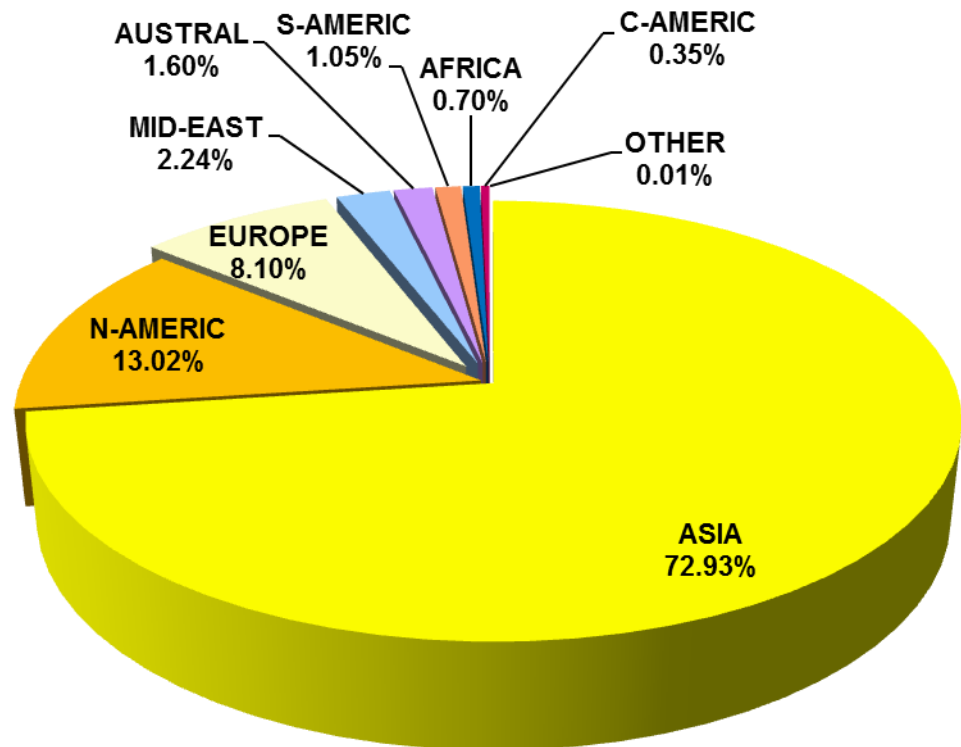


3D Printing Technology

Visitor Statistics

70% from Asia

25% from Europe and North America.



Visitor **Top 10 Buyers by Country**

38,662 International Visitors
from 166 countries



China



Japan



USA



Hong Kong



Korea



Singapore



Thailand



Germany



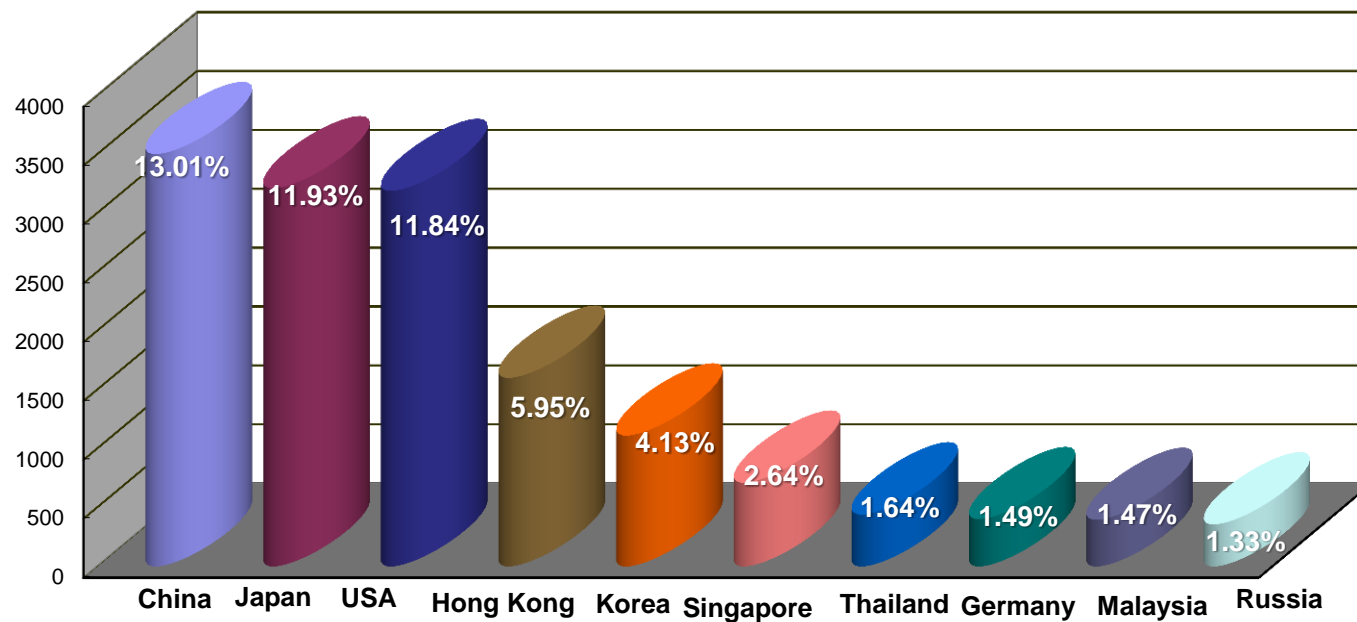
Malaysia



Russia

Visitor Statistics

Overseas Visitors by Top 10 countries



Visitor Interview

Amjid Ali/Oman

I have seen so many products, **so many advanced products which can help our company, our industry, our country to grow.**

It is amazing all the technology and gadgets, whatever I wanted to know.

I really love this and I believe next time I will be coming again.



Martin Thuresson/Sweden

This is my first time to COMPUTEX. **very interested in all kinds of wireless technology**

and have found lots of interesting products here at this years fair.

Events **CompuForum**

120 seminars and forums
with over **10,000** attendees



3D Printing Forum



ZigBee IOT Application Forum



Nikkei BP Forum



Wearable Tech Summit



COMPUTEX TAIPEI Summit Forum

Events Match-making Meetings



More than **1,800**
one-on-one procurement match making meetings

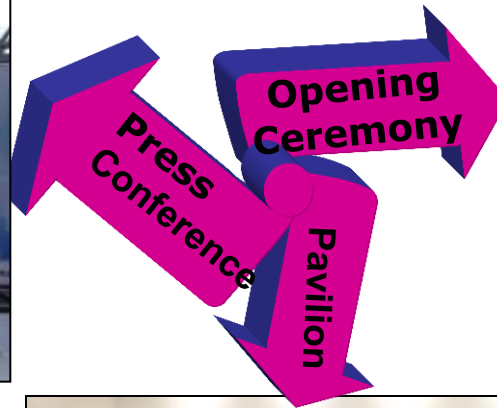
Events **Best Choice Award**



40 products selected from **477** entries a record high in **13** years



Media coverage from 48 media, 60 press releases



Vice President of Taiwan awarded trophy



Attracting buyers' attention at Best Choice Award Pavilion

Events Social Events



Opening ceremony of the



CompuFesta

**Attracting
media Attention**



Buyer's Night

News Media Coverage

台北電腦展雲端戰聚

微軟ARM軟硬通吃 台灣主題館陳列

291,000 Online news from April-June.

(Google Search "COMPUTEX 2014")

136 Reports on Taiwan printed media during exhibition

觸控、穿戴式裝置熱力四射

COMPUTEX 廠商群起靠攏

黃訪蘭/台北
台北國際電腦展 (COMPUTEX 2014) 登場，觸控、穿戴式裝置成為亮點，各家大廠紛紛展示多元新興技術，包括：金屬觸控、奈米線網等。

在觸控應用領域，多元觸控已經成為創新到應用的必備技術選項，以台灣又難得的觸控解決方案為例，可在 CRT、LCD 或各種顯示螢幕上提供觸控功能；在透光率的應用範圍，由小尺寸智慧型手機端一直延伸到大型尺寸電視端應用。

值得一提的是，Cambrios 的 ClearOhm 材料是透明導體市場領先的 ITO 替代材料，並從傳統每平方 10 歐姆 (Ohms/square) 的高導電率，到 200 歐姆 (Ohms/square) 的高導電率，與現有技術相比，其用 ClearOhm 材料製成的 OLED 顯示器，OP 顯示性能更優越的更多應用。

Cambrios Technologies 指出，目前產品線包括：全平面透明觸控、單片式玻璃觸控面板、表面音波式觸控面板、紅外線式觸控面板、Sensor film、

COMPUTEX 爲了提供多樣化的觸控技術、單片式玻璃觸控面板、此外，參展商包括：英特爾 (Intel)、創見、瑞昱半導體、華擎科技、鈺創科

COMPUTEX 2014



近幾年來行動裝置興起，其中IP (智慧型) 領導廠商ARM架構幾乎主宰全球行動運算產品，可說是受益最大。今年ARM除將一連多日針對行動通訊中的多核心架構、物聯網應用提出觀察外，請到科技部長張善政站台最受業界矚目。

工業局輔導業者合作

ARM同時將發表同級處理器中最具性價比、競爭力與優越性能的全新ThunderX 64位元ARMv8架構多核心系統單品，為雲端與資料儲存中心應用揭示新紀元，由Cavium, Inc.總裁暨執行



News Overseas Media

HARDWARE LUXX, PCPOP, Zhongguancun Online (ZOL), PConline, NetEase ...



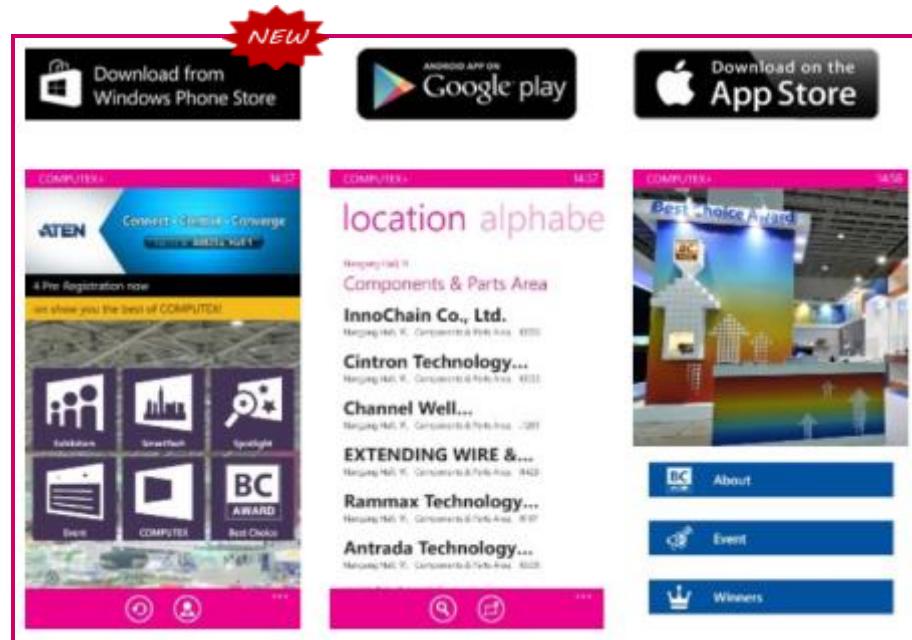
Buyer Services **Mobile Services**

COMPUTEX+ APP

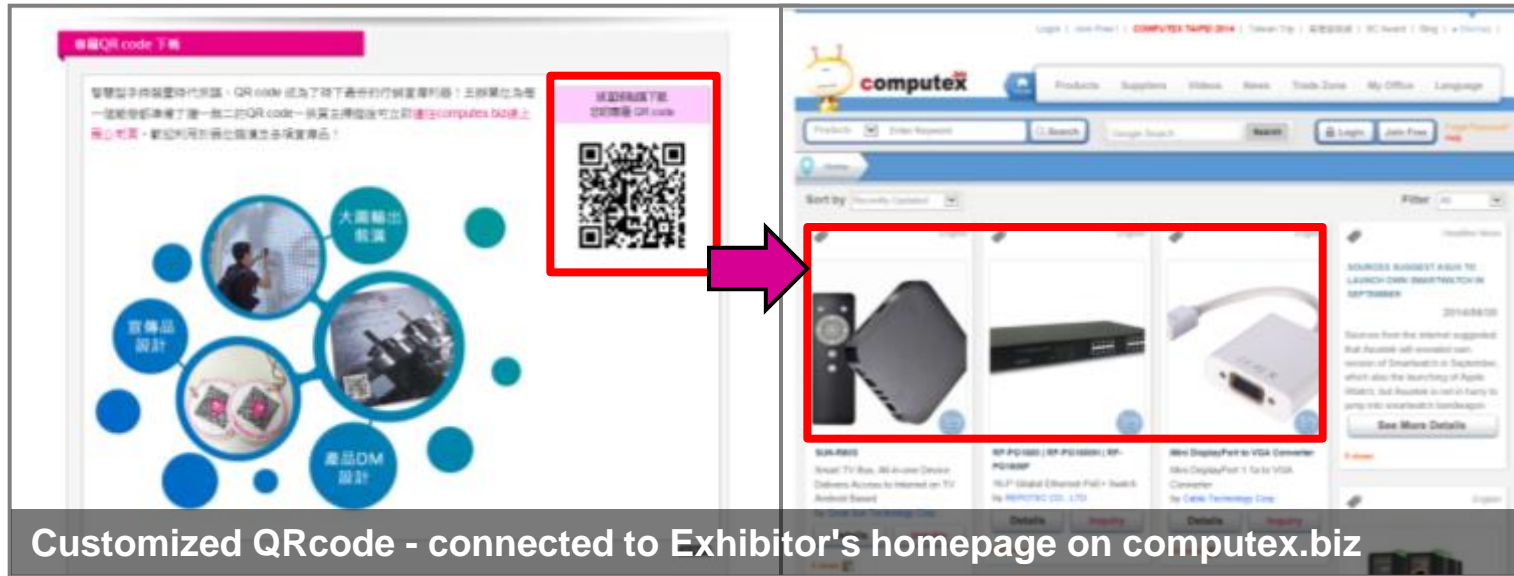
Secretary of exhibition action



- ❑ Three mobile platforms.
- ❑ Vendor information and location-based services plan.
- ❑ Smart Dedicated Smartech Icon.
- ❑ New Trend Buyer's Guide.
- ❑ Diversified transportation and accommodation and tourism information.
- ❑ Best Choice Award winning products.

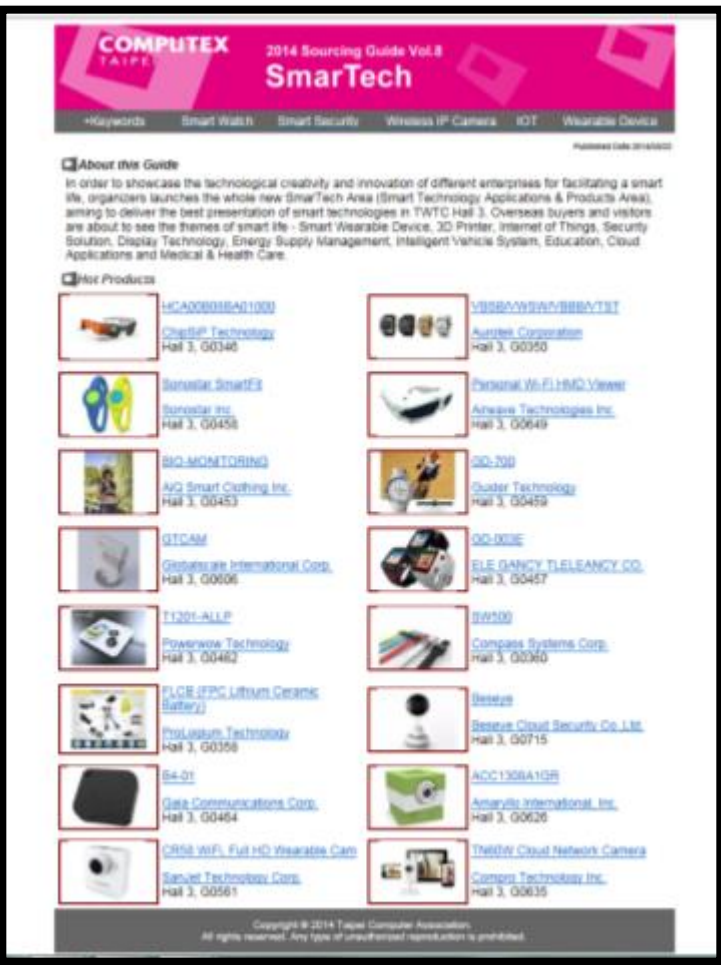


Exhibitor Services Customized QRcode



Exhibitor Services Sourcing Guide e-Newsletter

180 Companies' Exposure over 8 issues of Newsletter.

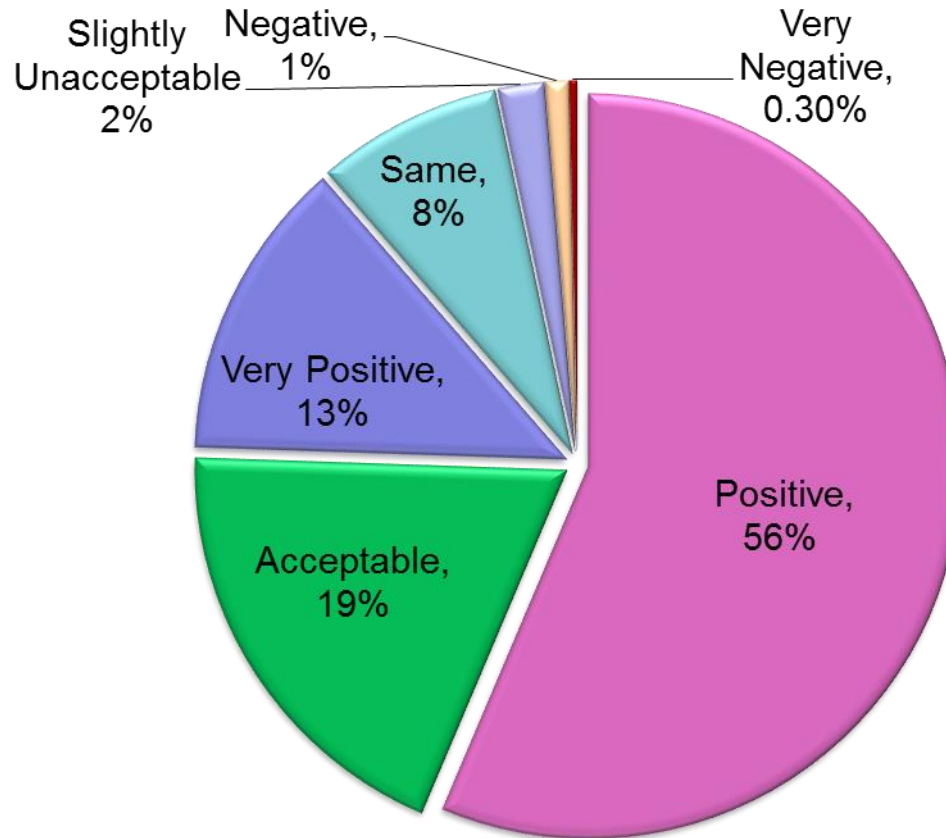


- ❑ SmarTech
- ❑ Touch & Display
- ❑ Mobile Accessories
- ❑ Data Storage Products
- ❑ Smart Car Devices
- ❑ Gaming
- ❑ Smart City Security
- ❑ POS System Products

Questionnaire Buyer Questionnaire Analysis

Q3 Economy Forecasting

Recovery 88%, Stable 8%, Recession 3%



77% Overseas buyers are planning to visit again next year

Questionnaire Exhibitor Satisfaction

85% Exhibitors are satisfied with show results this year.





COMPUTEX
TAIPEI

June 2 - 6, 2015

SEE YOU NEXT YEAR !

