



IT'S VERY WELL
MADE IN TAIWAN

國家產品
我們的榮耀
新形象
1993年
11-12月號

台灣精品廣告 強
妙點子·大
—— 讓命、王佳、建
旅狐魅力凡
—— 弘毅鞋業出品

IT'S VERY WELL MADE IN TAIWAN

IT'S VERY WELL MADE IN TAIWAN

名·編·四·海

數十年研發，由卓越的人類
的靈敏度，與非遺留的經驗所
鑄成這件作品。

何種反應加天下

這名設計者，以專業的眼光
編織了這件傑作。以TEAM為
主體，加入多項人體機能學
專業，加上自創的獨特設計。

這名設計者，將他的心血
轉化為這件傑作。以TEAM為
主體，加入多項人體機能學
專業，加上自創的獨特設計。

這名設計者，將他的心血
轉化為這件傑作。以TEAM為
主體，加入多項人體機能學
專業，加上自創的獨特設計。

名·編·四·海

這名設計者，將他的心血
轉化為這件傑作。以TEAM為
主體，加入多項人體機能學
專業，加上自創的獨特設計。

這名設計者，將他的心血
轉化為這件傑作。以TEAM為
主體，加入多項人體機能學
專業，加上自創的獨特設計。

這名設計者，將他的心血
轉化為這件傑作。以TEAM為
主體，加入多項人體機能學
專業，加上自創的獨特設計。

Made in Pikes Peak, Taiwan.

Many of the mountain bikes making their reputations among the peaks of Colorado are made in Taiwan.

That's right, Taiwan.

When it comes to mountain bikes, Taiwan's reputation among the peaks of Colorado is well-earned.

GIANT

The year's "Best Mountain Bike" award from Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.

It's a testament both to the quality and performance of the ATX™ 720.

And Mountain Biking magazine named Giant's ATX™ 720 the 1992 Bike of the Year.



Made in Wall Street, Taiwan.

Many of the computers making their reputations among the peaks of Wall Street are made in Taiwan.

That's right, Taiwan.

When it comes to computers, we've been upgrading our reputations for years.

Thanks to companies like Acer Computer.

The AcerPower™ 486 is the most advanced and reliable PC with over 200 features and functions for you.

And Acer is the first manufacturer to integrate the Acer™ 100 screen and an expansion slot.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.



Made in Beverly Hills, Taiwan.

Many of the TVs making their reputations among the celebrities in Beverly Hills are made in Taiwan.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.

That's right, Taiwan.

When it comes to TV, the most demanding consumers know that Taiwan has a reputation for quality.



Take Acer. The February '93 issue of PC World magazine and the AcerPower 486 D32/50...
 ...the combination of performance, price, expandability and design to deserve first place among 21 systems."
 And Mountain Biking magazine named Giant's ATX™ 720 mountain bike 1992 Bike of the Year, calling it "...an outstanding achievement in quality, value and performance."
 The one biggest reason is making this cutting-edge technology and world-class quality surprising is affordable.
 So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.



Made in Wimbledon, Taiwan.

Many of the tennis racquets making their reputations at Wimbledon are made in Taiwan.

That's right, Taiwan.

When it comes to tennis racquets, we're not an imitator. We're the innovator. In fact,

over 80% of the world's performance racquets—including many of the top-name brands—are made in Taiwan.

Thanks to companies like ProKennex.

Take this ProKennex Aerometric 265. Since the shape. Aerometric. It's the first tennis racquet of its kind

in the world. Technically speaking,

ProKennex designed a new power graphite, wide-body racquet and a new frame with an inherent

quadrate that responds with opposing frequencies, mutually

cancelling out resistance. In other words, you'll reach the ball

with unprecedented precision.

But ProKennex is only one of many examples of world-class quality and innovation coming from Taiwan today.

Take Acer. In February 1993, the AcerPower 486 D32/50 was named number one overall in PC World magazine's search for the best PC. And Giant's ATX™ 720 mountain bike was named 1992 Bike of the Year by Mountain Biking magazine.

The one biggest accomplishment is making this cutting-edge technology and world-class quality surprisingly affordable.

So if you're looking for a mountain bike, a PC or a tennis racquet, it's advantage Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

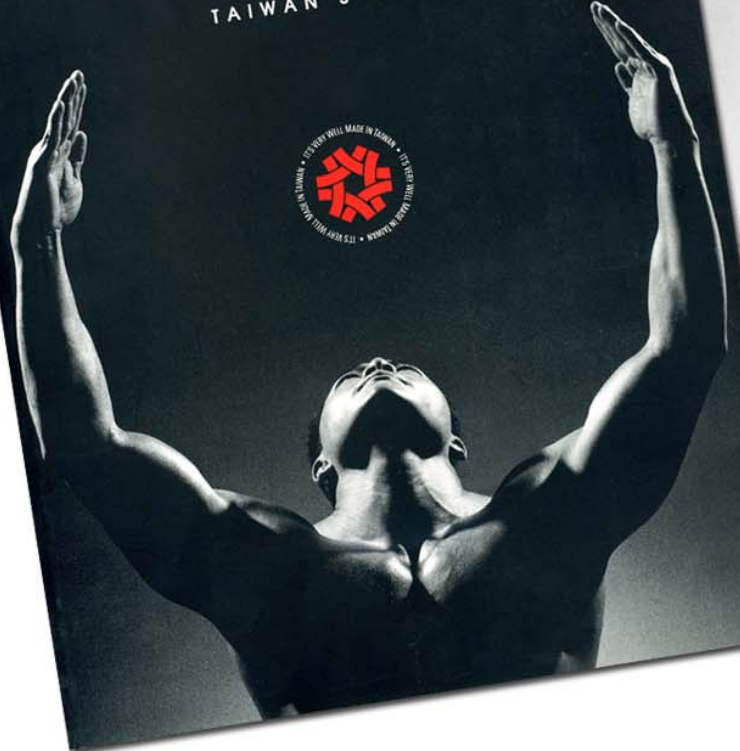
So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.

So if you're looking for a PC, a mountain bike or a better TV, there's no better place than Taiwan.



SYMBOL OF EXCELLENCE WINNERS FOR 1994

台灣精品專輯
TAIWAN'S BEST



欣訊企業股份有限公司
Sinooca Enterprises Co., Ltd.

產品介紹

吳國華先生
Mr. Paul Wu

產品系列 / Product

DSP 數位式電話答錄系統
Digital Telephone Answering System

數位式錄音 / Digital Answer

欣訊 4000A
電話中心服務系統
No. 2, Chung Hsi Rd., Keelung, Taiwan

電話 / 傳真
Tel: 82-420141 Fax: 82-420244

產品特點
Applies the DSP and DMT techniques to reduce the system noise. It is smaller, lighter, more stable and works like waiting for message selection.



欣訊企業股份有限公司
Sinooca Enterprises Co., Ltd.

產品介紹

吳國華先生
Mr. Paul Wu

產品系列 / Product

DSP 數位式電話答錄系統
Digital Answering System

數位式錄音 / Digital Answer

欣訊 4000A
電話中心服務系統
No. 2, Chung Hsi Rd., Keelung, Taiwan

電話 / 傳真
Tel: 82-420141 Fax: 82-420244

產品特點
Applies the DSP and DMT techniques to reduce the system noise. It is smaller, lighter, more stable and works like waiting for message selection.



台灣全錄股份有限公司
Taiwan Fuji Xerox Corp.

產品介紹

沈清輝先生
Mr. Shih Chen

產品系列 / Product

傳真機
Facsimile Fax-1001

數位式錄音 / Digital Answer

欣訊 4000A

電話中心服務系統
No. 10, Tsung Ping Road, Taipei, Taiwan

電話 / 傳真
Tel: 82-4771111 Fax: 82-4770111

產品特點
A World Standard facsimile transmitted for personal, home and small office facsimile. The fax can be used with many different facsimile configurations and comply international features.



SPECIAL ADVERTISING SECTION



THE NEW TAIWAN

Many Asian countries have prospered in the past few decades, setting a record that is unequalled by any other region. But even compared with the other Asian countries, Taiwan is remarkable. A small island in the shadow of a hostile China has become an economic powerhouse and a model democracy with all the trappings of a strong opposition parties and a free press.

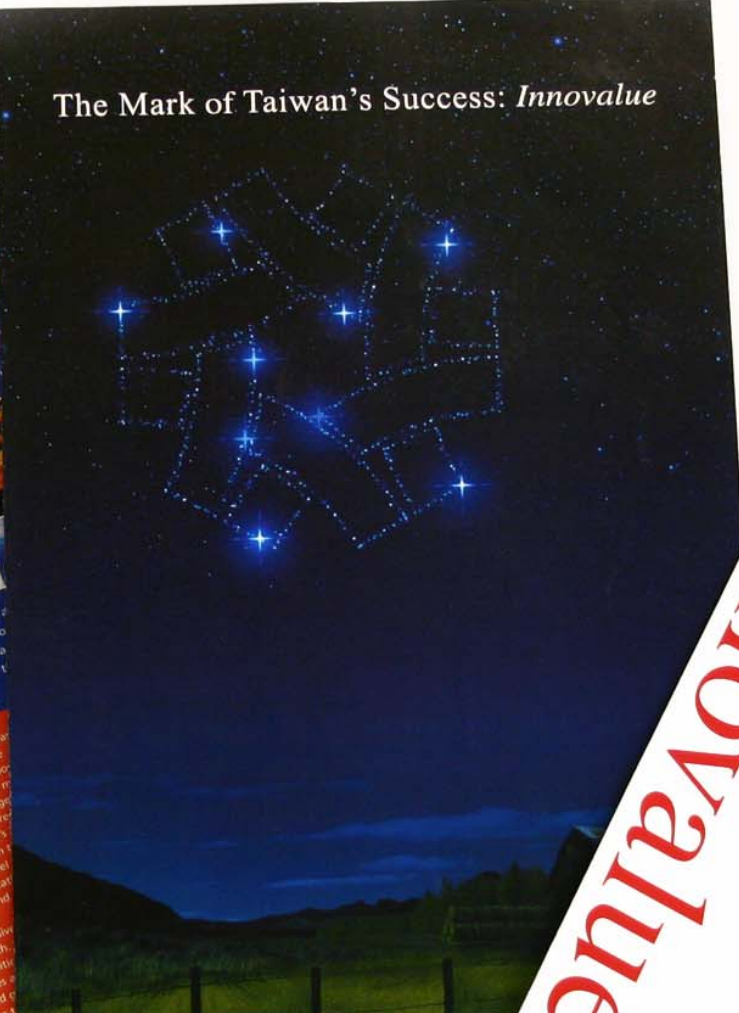


Taiwan's political evolution was capped in March 2000 by the presidential election of opposition candidate Chen Shui-bian, marking the first democratic change of power in 3,400 years of Chinese history. Taiwan's citizens have thrived in a free environment. The level of English is high, education is inexpensive, and almost unknown. Equally impressive economic growth, a smooth transition from toys, textiles to a smooth transition to manufactured electronics and more. This year, Taiwanese produce two-thirds of the world's laptop computers, worth about \$10 billion.

Taipei's new commercial district. Picture courtesy of Government Information Office.

Reprinted from Red Herring November 2001, Issue 107

The Mark of Taiwan's Success: *Innovalue*



InnoValue



IN TAIWAN • IT'S VERY WELL MADE IN!