



Taiwan Study Tour 2014 *Explorations of IT Advances in Taiwan*

Thirty students from the Division of Applied Science and Technology[#] joined a Taiwan Study Tour on 28-31 May 2014. The tour was led by Dr. Desmond TSOI (Programme Leader of Associate of Science in Information Systems Development) and Dr. Vincent KWAN (Member of Associate of Engineering and Associate of Science in Network and Systems Administration).

The goal of this tour is to let students explore the technology advances of Taiwan in two areas, namely **Consumer Electronics & Software Entertainment**.



By visiting two regional prestigious universities and three world-class IT firms in Taiwan, students should have a better understanding on how information technology and engineering could affect the nation's economy. In addition, students can relate how IT education could assist in the development of technologies, which makes clear on why Taiwan has become a high technologically developed region in Asia. Based on our observation, students were all impressed by what they had seen and thought more positive towards computing than before. Another point that is worth to highlight is that the Mandarin communication skills of our students were greatly enhanced. Since they all treasured the opportunity to interact with people in Taiwan who speak Mandarin as their mother tongue.

* The study tour is sponsored by CCCU Quality Campus Life Fund and Division of Applied Science and Technology

#No. of students from each programme:

Programme	AENG	AScISD	AScNSA
No. of students:	3	21	6



香港城市大學專上學院
Community College
of City University

HTC Corporation

htc

HTC is a company headquartered in Taiwan that mainly focused on smartphone and tablet production. HTC was ranked the 3th place in the US mobile market share in second quarter 2013.

On the 1st day of our tour, we arranged a visit to this international firm. We had the pleasure of having a guided tour of their new corporate building located in New Taipei City. This building is 22-storey high providing excellent work environment for staff in the company. Following the tour, a presentation was given by Mr. Jack LU, the Director of General Administration Division and Ms. Sunny LAI, the Manager of Brand Management of HTC. The presentation provided us an overview of the development and growth of HTC and, in addition, we were explained the meaning of their tagline: "Quietly brilliant". According to their explanation, that tagline expressed the central theme of their product innovation - "Humble, dynamic, innovative and quick". At the end of visit, we were introduced to the latest products and market direction of the company. The visit was concluded with a group picture in the lobby of the company building.



National Taiwan University of Science and Technology



National Taiwan University of Science and Technology (NTUST) was established in 1974 and it is the first and the leading higher education institute within technical and vocational education system in Taiwan. In 2014, it was ranked 51st in Asia by QS World University Rankings.

On the 2nd day of our tour, we visited this prestigious university. It was our great honour to invite the faculty members* of Department of Computer Science and Information Engineering, to give us a talk about undergraduate and postgraduate study at NTUST.

Dr. KUI Yu-Lin	Director of Asia Affairs / Mainland Affairs Center
Dr. CHIN Tai-Lin	Assistant Professor of Department of Computer Science and Information Engineering
Dr. LEE Min-Fan Ricky	Assistant Professor of Graduate Institute of Automation and Control
Dr. PENG Sheng-Yu	Assistant Professor of Department of Electrical Engineering
Dr. SHEN Chung-An	Assistant Professor of Department of Electronic and Computer Engineering

* Faculty members of Department of Computer Science and Information Engineering

In addition to the talk, we were happy to have some local students from the department to share their learning experience with our students. An unforgettable part of the visit was surely the demonstrations of their research and industrial partnership projects. The following shows the list of projects we saw.

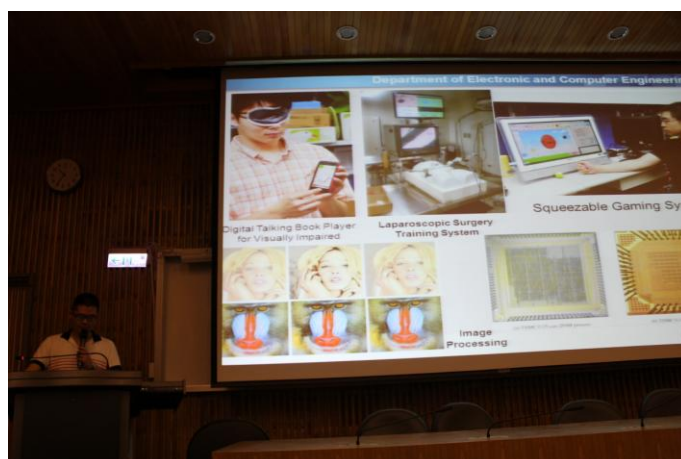
Robotics: Robot Control using Mobile Apps

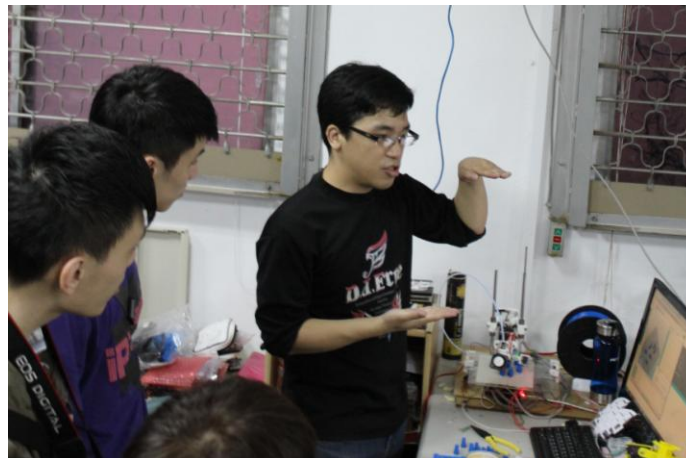
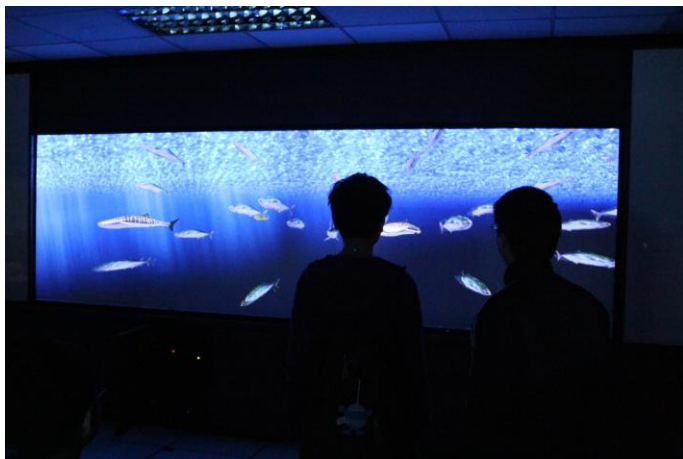
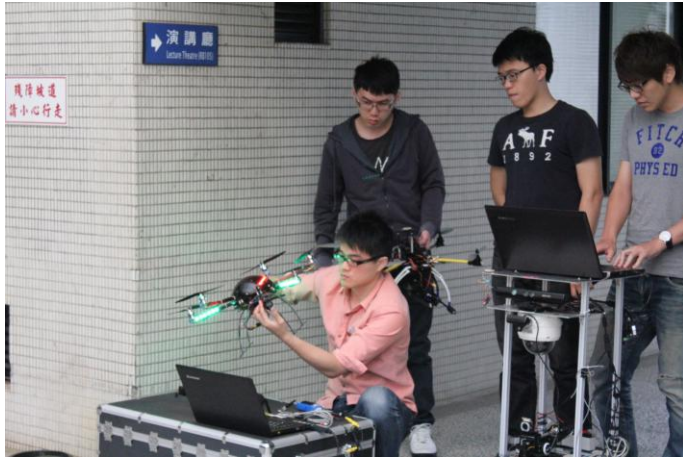
Interactive computer graphics:

- Fish Tank
- Horse Racing Game
- Chinese Calligraphy

3D Printing: Microprocessor experiment and software development

The visit was concluded with a campus tour where we got a chance to see the facilities and talk to the local students who led the tour.





Softstar Entertainment Inc.



Softstar is a game company headquartered in Taiwan. It is founded in 1988 and has developed numerous popular standalone or online games throughout the years. Some popular ones include: The Legend of Sword and Fairy (仙劍奇俠傳), Richman Online (大富翁), Cross Gate (魔力寶貝).



On the same day, we visited Softstar to understand more about computer game development. The Vice President and the Chief Operating Officer of Softstar, Mr. CHEN Yautian, showed a warm welcome to our arrival on behalf of the company. Following the welcoming speech, the Director of operations gave us a talk about the history of company and the market trends of game industry worldwide. Our students were particularly impressed by the professionalism and strategic marketing skills of the staff working in the company. Through this visit, our students realized possessing a wide range of technical and business administration skills is required to make the game business successful and profitable.



Acknowledgement: Game image courtesy of

- <http://peperonity.com/go/sites/mview/gamzarena/32306443>
- http://images.mmosite.com/news/2008/05/28/richman_05291.jpg
- <http://games.qq.com/a/20101112/000281.htm>

National Taipei University of Technology



National Taipei University of Technology (Taipei Tech / NTUT) is another renowned university in Taiwan. It was one of the oldest public universities in Taiwan. It was ranked 123 in Asia by QS Worldwide university rankings 2014. The Electrical Engineering programme offered by NTUT is one of earliest kind in Taiwan. Currently, there are four computer-related academic programmes, namely Electrical Engineering, Electronic Engineering, Computer Science and Information Engineering, and Electro-Optical Engineering, offered by NTUT under the College of Electrical Engineering and Computer Science.

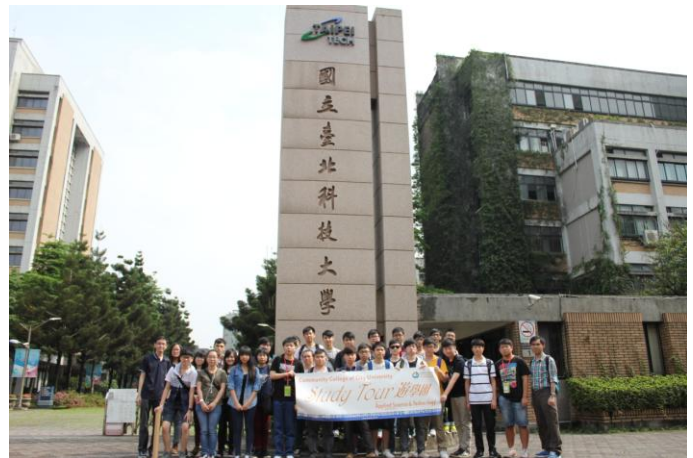
On the 3rd day of our tour, we visited the Department of Computer Science and Information Engineering (CSIE) of Taipei Tech. The visit was commenced by a talk about the college structure of CSIE. Right after that, we were guided to a research lab seeing projects demonstration#. We had pleasure to meet Dr. HSIEH Tung-Ju, Associate Professor of CSIE, and Dr. CHIANG Peiying, Assistant Professor of CSIE, during the lab visit and we greatly appreciated their warm hospitality.

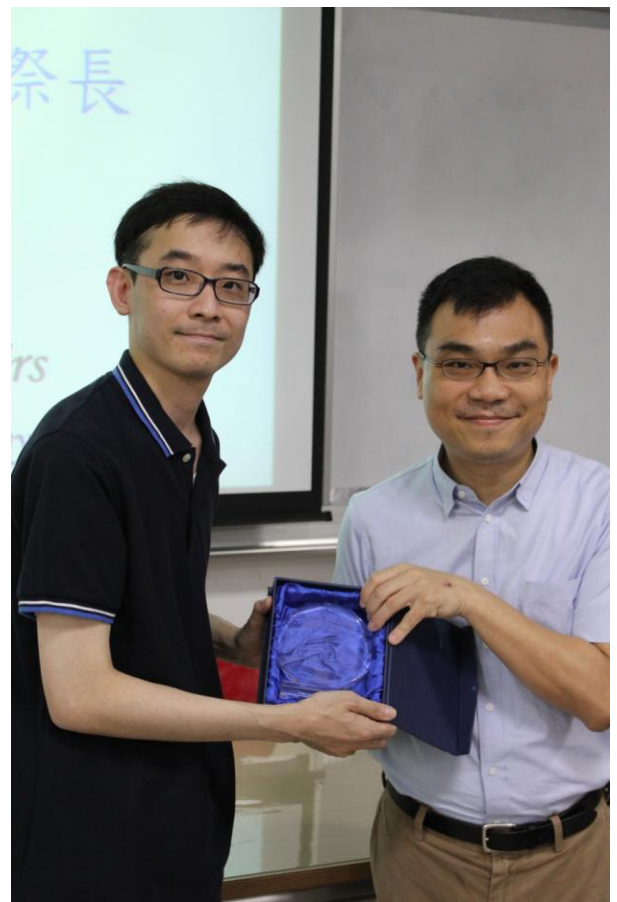
3D Modeling

Medical Imaging and 3D Printing

List of demonstrated projects

The visit was concluded with a campus tour and group discussion with the local students.





ASUSTek Computer Inc.



ASUS is an IT company headquartered in Taiwan and being ranked as the world's 5th largest PC Vendor in 2012. In addition to the manufacturing of PCs, Asus is also involved in a large number of other electronics productions, such as tablets, mobile phones, computer monitors, etc.

The last stop of our technical visit is ASUSTek Computer Inc. This visit was kick-started with a company presentation about ASUS philosophy by Ms. Joyce YAO, the Senior Public Relations Officer of ASUS. After the company introduction, we were guided to walk through all the facilities provided to the staff working in the company. As HTC, ASUS provided excellent working environment to enable each staff to reach their full potential. A highlight of the visit was the opportunity to visit the quality assurance laboratories. From what we observed, quality control measures are ensured at every step of manufacturing, which makes their product durable and resistant to moisture and damage. Last but not least, we were introduced to the latest products of the company and concluded with a group picture in the lobby of the company building.

