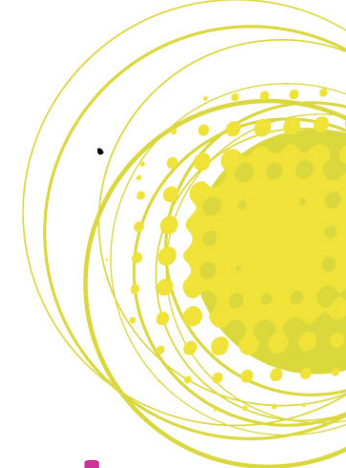
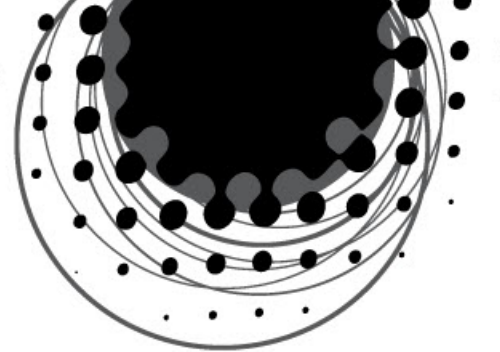




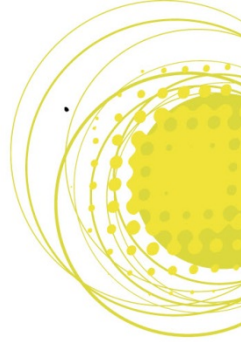
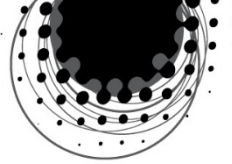
ICC Experience: From a Recently-Joined Member

Chris Bai
BenQ

February 12, 2015 • India Expo Centre • Greater Noida, Delhi NCR

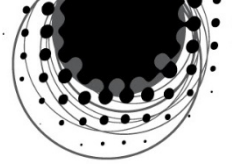


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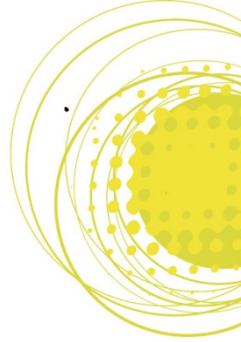


WHO IS BENQ?





BenQ = ?



Bringing Enjoyment 'N Quality to Life

實現科技生活的美好
善美真活技現

癸巳年之吉日
曾波周澄書



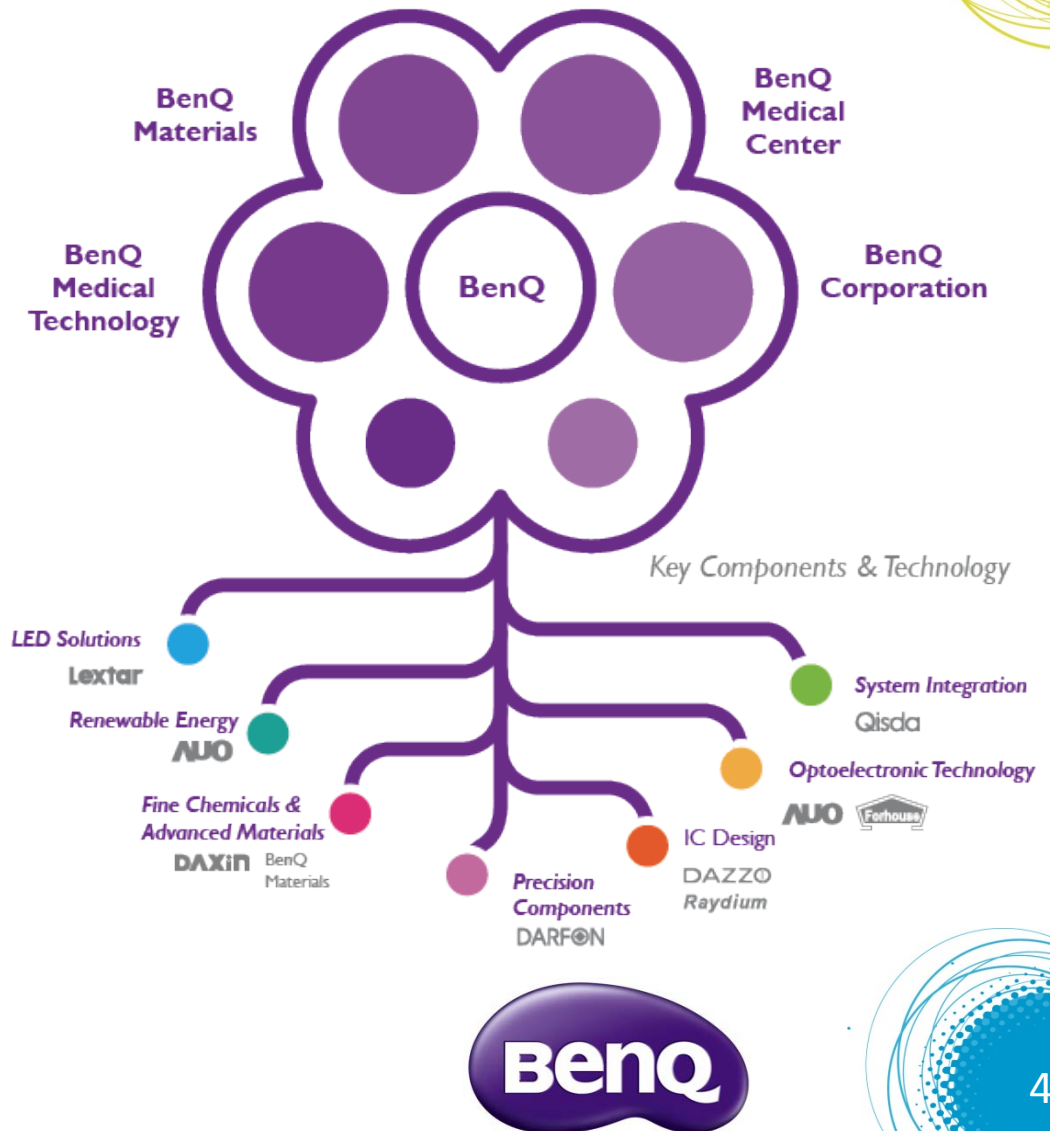
The BenQ Group

BenQ brand companies benefit greatly from extensive synergy with the other industry-leading companies in the BenQ group.

17 companies

100,000+ employees

22+ billion USD in revenue



BenQ Corporation Overview

BenQ Corporation enables people to do more of what matters to them in LIFE today.

Projectors



LCD Monitors



Digital Signage

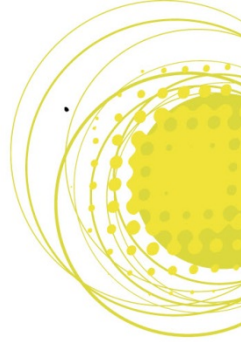
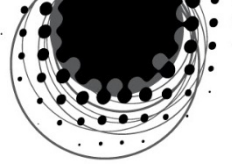


Imaging Devices



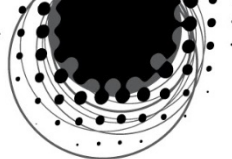
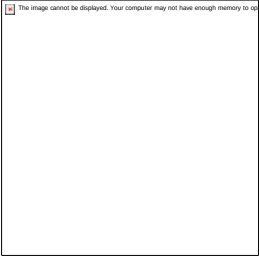
LED Lighting



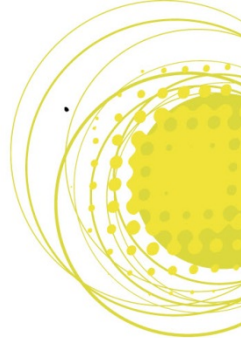


WHY BENQ JOINED ICC?





Why Joined ICC?



- ICC is well-known in the industry for establishing specifications.
- BenQ's core value is to listen to customers' need.
- BenQ makes a lot of “color devices”:
 - Projectors,
 - Monitors,
 - Imaging Devices,
 - Digital Signage, and
 - LED Lighting...

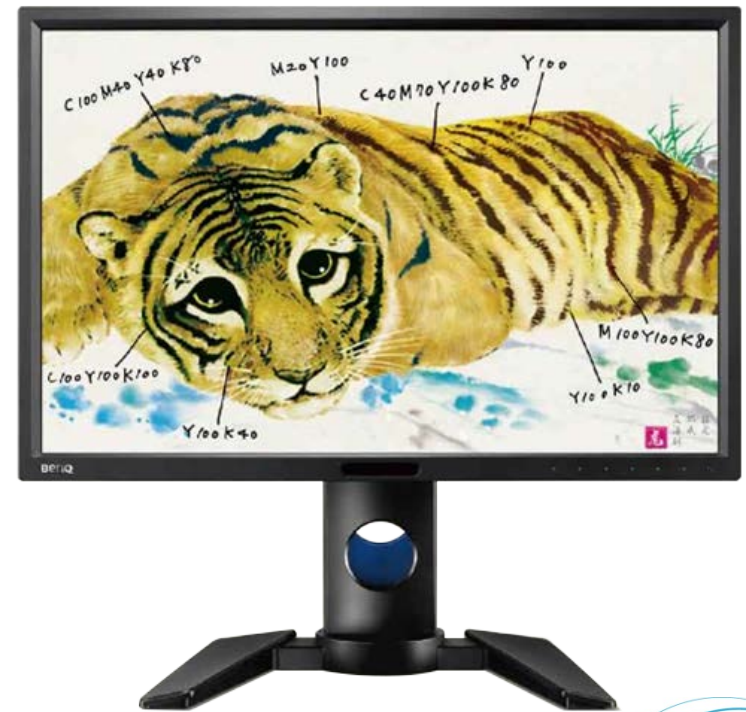
Why Don't We?

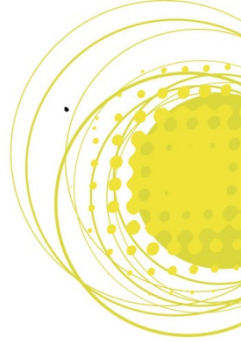
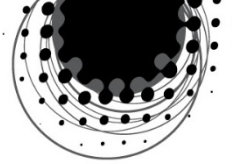


1st G7/FOGRA/UGRA Certified Monitor

- We embrace standards and specifications.
- We love to be a part of it.
- And the result is...

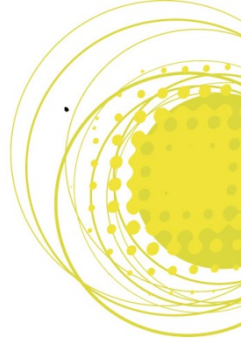
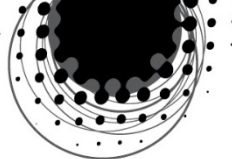
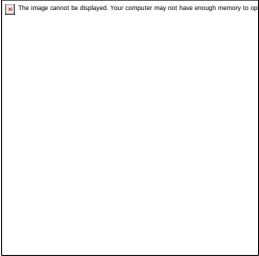
The **First** G7/FOGRA/UGRA
certified color management monitor...





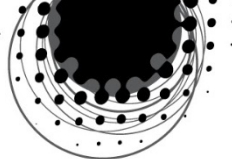
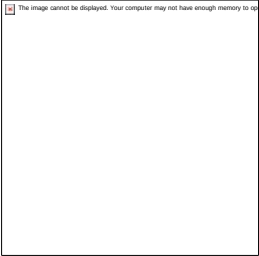
WHAT DOES BENQ GAIN FROM ICC? WHY WE LOVE ICC?



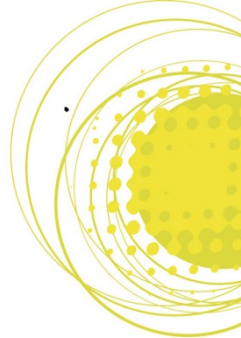


What Do We Gain?

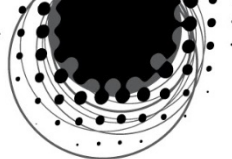
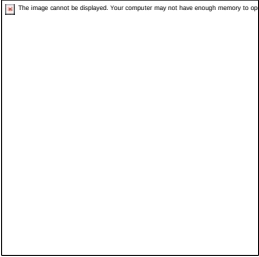
- First hand opportunity to learn the needs from the industry.
 - ➔ Tailored products for specific needs.
- Discuss the solution / opinions with world well-known color experts.
 - ➔ Expand the knowledge horizon.
 - ➔ Learn from different industries.



What Do We Gain?



- Voice in the opinions for the industry.
 - ➔ To reflect the problems which needed to be addressed at an international level.
 - ➔ To address the hidden issues.
 - ➔ Share the experience to other industries.
 - Medical Imaging & Graphic Arts
- Spread the words about expertise/products.
 - ➔ Receive first-hand feedback from the experts.

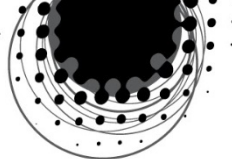
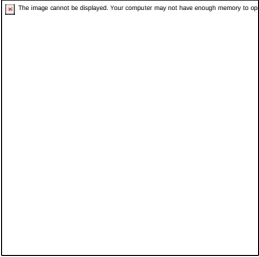


Why We Love ICC?



- The people are very nice and focused!
- Regular meetings to gather people from all over the world.
 - ➔ Good business opportunities...
- Chance to visit different members.
 - ➔ Feel the company culture...
- Separate ourselves than other competitors.
 - ➔ More focused in professional needs than consumer needs.





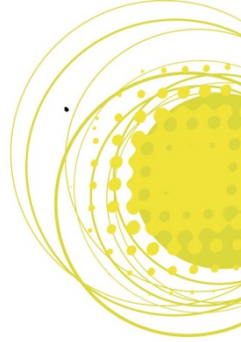
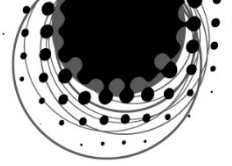
Why We Love ICC?



- Opportunity to know people who cares about

COLOUR!





Thank you for your attention...
And

Join us!

