

鳶飛實習成果發表

休運四-周易璇

實習單位：榮昌科技

實習職位：行銷實習生

實習天數：一週3.5天

指導老師：謝立文老師



AGENDA

01

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**遇到的困境
與心境上的
轉變**

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Q&A

實習單位介紹



公司名稱：榮昌科技股份有限公司
GRAND-TEK TECHNOLOGY

主要產品：車用線組、戶外用智慧電表、交通天線、工業級天線、次系統整合服務

公司定位：專責設計與製造網路通訊基礎設備的網路次系統整合商

實習工作內容



公司網站更新

CSR獎項申請

品牌補助計畫

運動課程



公司形象影片

電商平台
AMAZON

社群平台
LINKEDIN

公司網站更新：*SEO.NEWS*

- 平均每週**1~2**篇新聞（主要以英文網頁為主）
- 根據**SEO**月報，更新關鍵字內容

（原本是我進來公司前最擔心的工作，但熟能生巧養成每天看新聞的習慣。）


How to intelligently manage safety in the workplace?

According to the Occupational Safety and Health Administration (OSHA), the latest estimates indicate that between 35,000 and 62,000 people are injured each year by forklifts, including deaths, if accidents can be prevented, nearly 60,000 tragedies can be reduced.

To effectively reduce accidental injuries caused by the use of forklifts, in addition to rigorous education and training, there is a company developing a new solution – a forklift safety system. Including safety alerts, vehicle usage, vehicle inspections, and driver behavior. We can prevent pedestrian collisions and injuries in busy warehouse and industrial environments, reduce injury and reduce risk of danger.

Grand-tek technology has more than 25 years of experience in the integration of communication subsystems. We can provide a complete warehouse solution. Combine our [NEMA & Waterproof Enclosure](#) and [indoor/outdoor antenna](#). And through our unique customization platform, you can customize your needs.

Enclosure with [M-smart connector for power/SIM/LED/LAN](#) etc., and IP67 guaranteed. We can customize the antenna for GPS/GNSS/Wi-Fi/5G etc. our [super combo antenna](#) have 2-in-1 or 3-in-1 even more. All according to your needs.



Three methods to help protect equipment from thermal

Do you often notice that your computer starts to get hot after using it for a while? That is because the equipment will generate a lot of thermal energy when it is working. If the excess energy cannot be effectively dissipated, it is easy to cause the equipment to break due to high temperature, which is why we need heat dissipation to transfer heat to other places and reduce the temperature to balance the device with the temperature of the surrounding environment.


Here are three methods of heat dissipation: conduction, convection, and radiation.

Conduction is the movement of the temperature of the entire environment or device from a high temperature to a low temperature until thermal equilibrium is reached.

Convection is a process of heat transfer caused by the relative displacement of various parts of the fluid caused by the macroscopic motion of the fluid, and the mixing of cold and hot fluids with each other, so it can only take place in the fluid.

Radiation is a heat transfer method in which objects use electromagnetic radiation to dissipate heat energy. No medium is required when transferring heat. Any object whose temperature is higher than 0K will release thermal radiation.

If you are curious about the thermal design of Grand-Tek, please learn more at [Heat Dissipation!](#)



The first IoT device standard-Matter 1.0

Connectivity Standards Alliance (CSA) officially launched the Matter 1.0 standard on November 3rd and simultaneously opened the certification program. This news immediately caused echoes from major industries, but what exactly is Matter?

The Matter protocol is an IoT standard that operates over network IP connections. By formulating a unified specification, more IoT devices will no longer be separated by various connection protocols, thereby promoting the accelerated development of the IoT industry, and laying the foundation for the future development of IoT applications.

With the release of the final 1.0 standard, CSA will also conduct relevant product certification through authorized testing laboratories and develop standard testing tools. So far, several large companies have joined the Matter protocol and shared their own IoT connectivity technologies, allowing more brands of IoT devices to connect smoothly.

It is hoped that the release of the Matter 1.0 protocol will promote the convenience and popularization of the interconnection and use of various IoT devices, and at the same time drive the prosperity of related industries to create a better family.

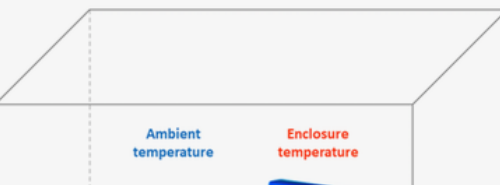
How do Electrical Enclosures Solve Thermal Problems?

With the rapid development of science and technology, electronic equipment has become more sophisticated and high-power, but high power is accompanied by high energy consumption. If the energy consumption cannot be released, it will easily lead to equipment failure and reduce the service life. Therefore, heat dissipation has become a hot topic in the industry.

It is very important to balance the temperature inside and outside the electrical enclosures because heat dissipation is to convert the heat energy inside the device to the outside. So, the external ambient temperature is an important factor affecting heat dissipation efficiency. Electronic devices may have multiple heat sources, such as power supplies or terminal blocks. On the outside of the enclosures, including the installation direction of the casing, the material of the installation wall, and the color of the enclosure will affect the efficiency of heat dissipation.

Grand-tek's NEMA Enclosure can provide you with a complete heat dissipation solution, with IP67 full protection, dust, and water / NEMA 4 protection certification, and even can be used in the harshest weather conditions.

If you have any interest in heat dissipation, please click here! [Heat Dissipation in Electrical Enclosures.](#)





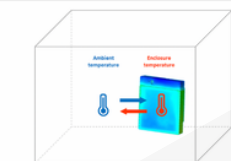
SOLUTIONS APPLICATIONS NEWS ABOUT



2022/11/18
Grand-Tek Technology winning the 25th Rising Star Award-Demonstrate Taiwan's competitiveness.
The " Rising Star Award Selection and Recognition Program" is entered its 25th year by the Small and Medium Enterprises Administration of the Ministry of Economic Affairs. Every year, they select small and medium enterprises that are highly competitive in the international market and have excellent export performance. Grand-Tek Technology is honored to win this recognition for the 25th year, and it is an honor to be recognized and share the glory with global partners.



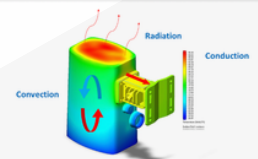
2022/11/14
Grand-Tek Technology gets the 31st National Award of Outstanding SMEs, sharing the glory with global partners.
The Ministry of Economic Affairs has been holding the " National Award of Outstanding SMEs " and has been holding it for 31 years. Every year, several types of small and medium enterprises in Taiwan are chosen, and excellent enterprises are selected. Grand-Tek Technology represents the highest glory of small and medium enterprises, Grand-Tek Technology is honored to win this recognition for the 31st year, and it is an honor to be recognized and share the glory with global partners.



2022/11/01
How do Electrical Enclosures Solve Thermal Problems?
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2022/10/28
How to intelligently manage safety in the workplace?
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2022/10/17
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2022/10/12
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Grand-Tek Technology has been established for over 20 years. It initially started with the electronic components production plants and sales offices in Asia, Europe, and North America, providing the most efficient services to customers. Grand-Tek provides the most complete solutions through international cooperation for customers. More than 20 years, and it is an honor to be recognized and share the glory with global partners. Grand-Tek Technology has been established for over 20 years. It initially started with the electronic components production plants and sales offices in Asia, Europe, and North America, providing the most efficient services to customers. Grand-Tek provides the most complete solutions through international cooperation for customers. More than 20 years, and it is an honor to be recognized and share the glory with global partners. Grand-Tek Technology has been established for over 20 years. It initially started with the electronic components production plants and sales offices in Asia, Europe, and North America, providing the most efficient services to customers. Grand-Tek provides the most complete solutions through international cooperation for customers. More than 20 years, and it is an honor to be recognized and share the glory with global partners.

CSR獎項申請

- 得獎專輯撰寫
- 協助頒獎典禮相關事宜（展台設計）
- 得獎新聞撰寫



國家磐石獎

小巨人獎



品牌補助計畫

- 公司今年度申請政府計畫
- 協助品牌公司科普專業資料
- 參與會議討論

sativus Consultation & Communication

榮昌科技品牌故事暨官網介紹文案

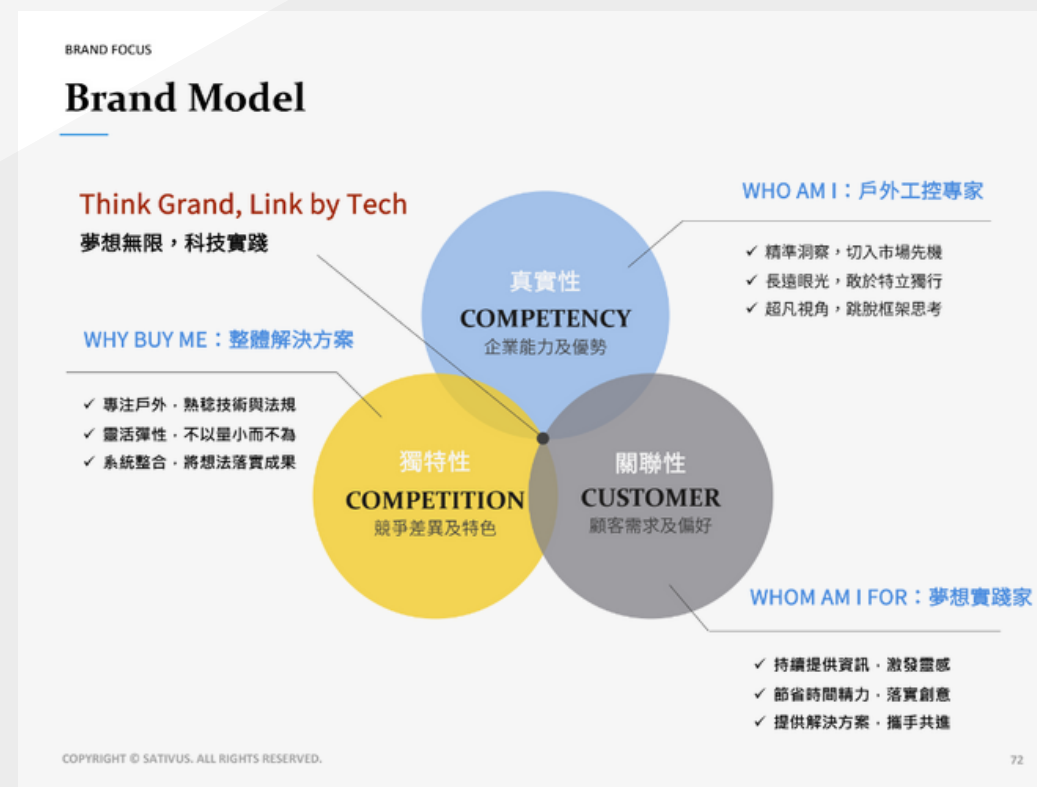
品牌故事/
規格：依照品牌定位撰寫，約中文 200 字
內容：

Think Grand, Link by Tech
夢想無限，科技實踐

網路的世界無遠弗屆，隨著科技不斷進步，
從「萬物聯網 (IoT)」衍伸的各種新興應用被提出，
卻常因為缺乏能快速導入的整體解決方案而未能落實。

天線、機殼、軸承等屬於網通產業的周邊，
卻是萬物順利「聯」網的第一步與重要關鍵：
物聯網的關鍵在傳輸，天線則是訊號收發的端點。

榮昌科技多年來深耕戶外天線及次系統利基市場，
熟悉各種氣候環境與各國通訊法規對天線設備的要求，
憑藉對在地市場的精準洞察，以及跳脫框架的思考模式，
設計出能快速導入的客製化解決方案，協助業界領導者及新創家，
在最短時間內完成各種關鍵任務系統的開發、生產、通關及安裝。



BRAND FOCUS

Brand Slogan

Think Grand, Link by Tech
夢想無限，科技實踐

網通的世界無邊無際，物聯網的應用五花八門，
隨著消費者對體驗需求的提升，許多天馬行空的計畫被提出，
卻經常因為缺乏能快速客製並導入的整體解決方案而未能實現。
別讓技術限制了想像！只管盡情去夢想，剩下的就交給榮昌，
榮昌靈活彈性的戶外天線次系統整體解決方案，助力夢想實現！

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運動課程

- 與運動教練協調上課時間
- 發布報名資訊

FUN FACT

你知道為何在操場上多數人都逆時針跑步嗎?

根據科學家的解釋，有以下幾種觀點:

- 1.由於心臟在人體的左側，當逆時針跑步時，心臟會離操場的中心點較近，離心力也會相對減少，可以降低對心臟的負荷。
- 2.多數人是右撇子，習慣用右手寫字、吃飯，導致左腦的負擔比右腦大很多，人體為了維持全身的平衡，加強了由右腦支配的左腿的功能。在逆時針跑彎道時，因為左腿較有力，能很好地克服身體的離心力，保持穩定，避免傾向內側摔倒。
- 3.國際田徑聯會於**1913**年將跑步的方向統一改為「以左手為內側」，制定後便一直沿用至今。

-GTT SPORT COURSE-

運動完吃飯會變胖嗎?

多數人都認為運動完，吸收較快速，所以很容易變胖，事實上運動完吸收雖然好，卻是最不會吃胖的!!

運動時肌肉需要能量才能運轉，會大量的燃燒熱量，提供更多的燃料給肌肉，此時吃東西會幫助身體恢復元氣，身體狀態佳反而有助於消耗更多脂肪。在**黃金補充時間「30分鐘以內」**進食，並且吃對食物，不只不會胖，還能讓你更快增肌減脂喔!!

異常工作負荷促發疾病預防

- 瑜珈提斯
瑜珈提斯是一項動靜融合的運動，注重核心與肌力的訓練，不只可以學會如何運用自身的力量與肌肉、增強核心的力量、提升柔軟度與平衡感，也可以有效放鬆肌肉、紓解工作上的壓力、穩定自身心情，有助於建立體內的力量。
- 基礎重訓
在課堂上教導學員如何使用壺鈴與啞鈴，並設計適合的重訓課表，利用簡單易上手的動作，使初學者也能輕易達成，藉由全身肌肉的鍛鍊，增加肌肉量並改善體態，改善因肌肉量不足而容易產生的各項疾病。
- 有氧運動
規律的有氧運動可以改善心血管的健康，再搭配適當的飲食下還可以有效的減輕體重，加強免疫力，同時提升心肺功能，增強運動能力，有助於維持良好的運動習慣。
- 伸展放鬆
伸展放鬆可以增加肌肉的延展性及彈力，在激烈的運動後舒緩緊繃的肌肉，降低身體的痠痛感，進而避免運動傷害，同時也可以雕塑自身體態，達到完美體態及身體健康的雙重效果。
- 燃燒體脂
以有氧運動結合無氧重量訓練，搭配適當的飲食習慣，達到全身燃脂的效果，針對上肢、背部、臀部加以訓練，搭配有氧訓練，提升心肺適能，強化心血管，減少慢性病的產生。

2022
08月-09月
GTT SPORT COURSE

腰背伸展
Monday 1200-1300

肌力訓練
Tuesday 1745-1845

筋膜放鬆
Wednesday 1200-1300

肩頸伸展
Thursday 1200-1300

墊上核心
Friday 1200-1300

LET'S WORK OUT EVERY DAY!

公司形象影片

- 協助現場拍攝
- 影片字幕撰寫與校稿

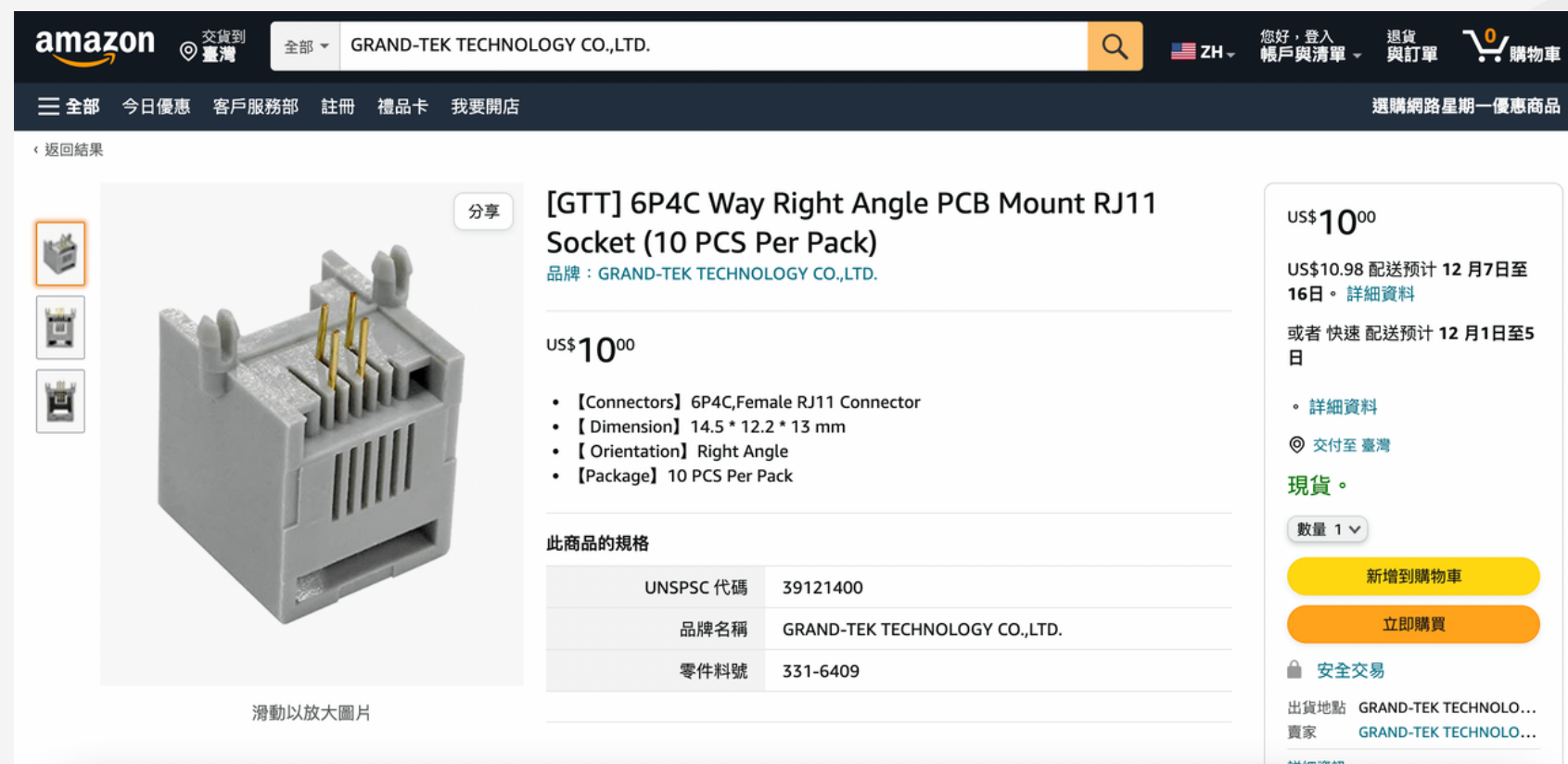


電商平台-*AMAZON*

- 上架產品、更新文案介紹
- 產品包裝及出貨

社群平台-*LINKEDIN*

- 貼文更新
- 觀察最新趨勢



學到的事情

1

解決問題的能力

2

有效規劃時間

3

勇敢尋求幫助
及提問

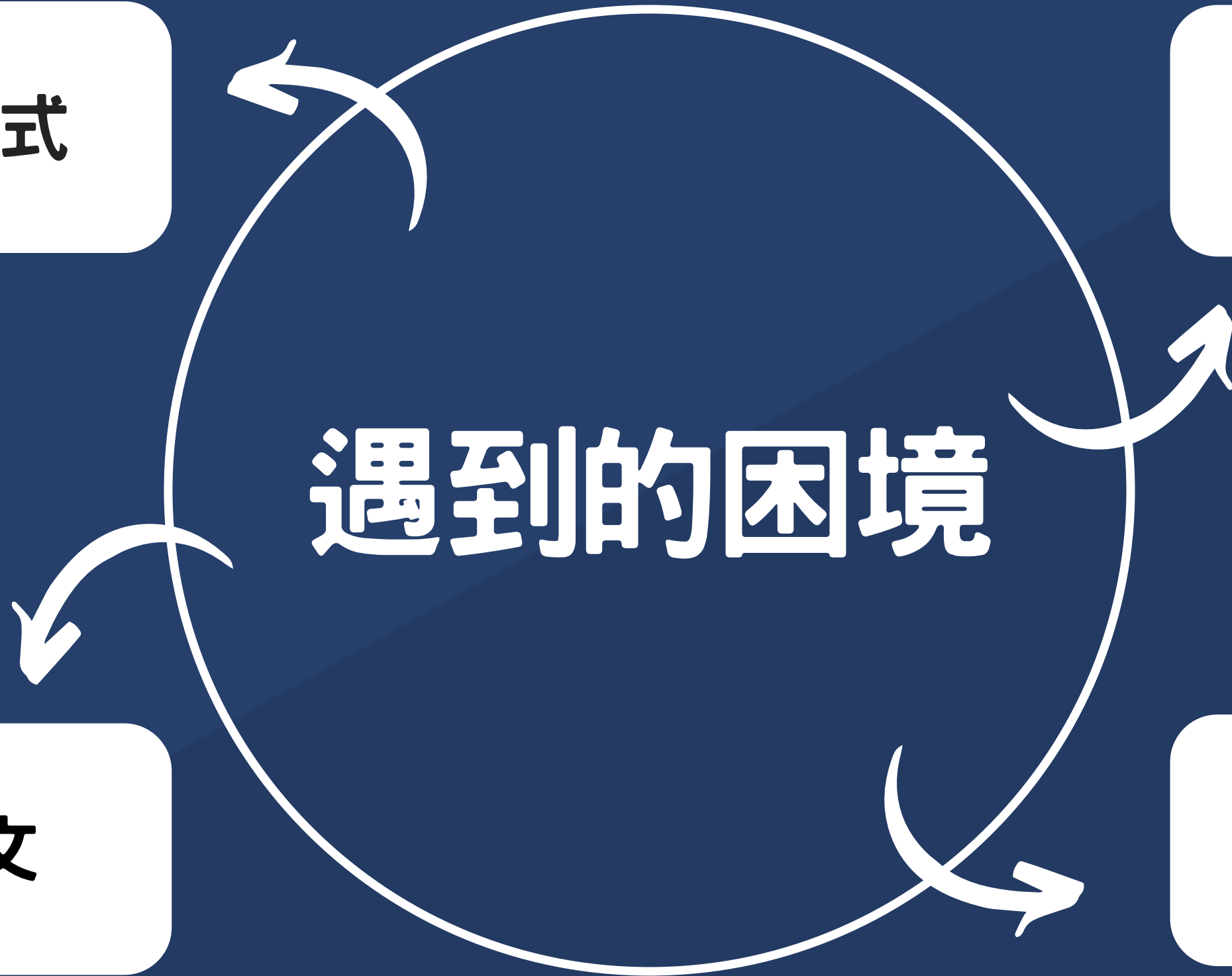
B2B行銷模式

**不知如何與
同事社交**

遇到的困境

大量的英文

早起很痛苦



心境上的轉變



增加自信心



拖延症的改善

Q&A

“

THINK GRAND, LINK BY TECH.



THANK
YOU

