# Copywriting Portfolio

# Forging Genuine Relations with Dell to Redefine Ultrabook Market by Designing First Carbon Fiber C-Panel and InfinityEdge Screen

Compal is proud to help build confidence in our clients by bringing their ideas to reality. We support our clients when they challenge boundaries and break barriers. The Dell XPS 13 is a case study that demonstrates how Compal supported our client to achieve this objective. The XPS 13 blurs the line between a consumer and corporate laptop. Its unique carbon fiber panel and InfinityEdge borderless screen were two of the main reasons the XPS 13 was a Best of CES finalist in 2015.

## Sincerity and Data from R&D Build Lasting Bonds

Compal believes long-term relationships are based on both transparency about potential problems and R&D that demonstrates the feasibility of designs. Dell approached us because they had ambitions which they thought were challenging and contained undefined risks. We felt it could work but needed numerous tests of materials and sub-materials to validate Dell’s idea. By conducting multiple assessments, we generate enough data to prove designs work or are not worth the risk. Our method that emphasizes frankness and experimentation breeds trust between Compal and our clients. This strong partnership benefits clients as Compal is involved at earlier stages when designs are rough and vague.

## A Little Help from Compal’s Friends Resolve Problems with Scaling First Carbon Fiber C-Panel

Some problems are too large or difficult to address alone. Compal is honored to have built an interconnected system for production that includes many smaller factories and tooling companies. Dell’s XPS 13 inspired ultrabook design by integrating high end elements in places that had potentially high defect rates.  Stylish carbon fiber components are trending in the laptop market and Dell hoped to use them in new ways to enhance user experience. However, mass production of carbon fiber presents a mechanical challenge because sometimes it creates small distortions instead of smooth surfaces.  Compal addressed these concerns by working with friends in our network. The XPS 13 is artfully constructed from premium materials that stay cool under pressure, increase durability and reduce weight.  Through collaboration and problem solving we provided Dell with a redesigned XPS 13 and the first carbon fiber C-panel in the market.

## A Melting Pot of Industry Practices Overcomes Obstacles

Sometimes innovation happens in ways that you do not anticipate or predict. During testing of the XPS 13 we discovered a problem that ended up revealing a cutting-edge solution. R&D found the screen was too large to fit the case. Compal incorporated our knowledge of engineering techniques used in other industries to design a display with a smaller bezel that maintains top level graphics.  We produced a 13-inch monitor in an ultrabook that would normally use an 11-inch.  Our virtually borderless InfinityEdge display combines performance, practicality, and style.

# Okuma- Makaira Booklet

We had one goal in mind when designing the Makaira and that was to build every component to withstand the pressures of harsh environments. Makaira spinning reels are derived from the Okuma 4D Concept which focuses on Design, Drive, Drag and Durability. Constructed from the finest materials available, Makaira reels are the toughest and most durable reels an angler can own. Makairas are developed to pursue big game from Giant Trevally, trophy-sized Yellowtail and Amberjack, to the most formidable adversaries such as giant Bluefin Tuna, Marlin, and large sharks.

Cool Under Pressure

The biggest weakness of all spinning reels is the 90 transition from the spool, around the line roller, to the first rod guide. This 90 angle puts pressure on the line that can break knots or create weak spots. Enter Dual Force Drag (DFD), which uses the underside of the spool to provide a secondary surface that operates with the traditional top drag stack. Heat is the enemy of drag systems and swells reel parts, deteriorating components. DFD dissipates heat better than traditional drag systems by dramatically increasing surface area. Makaira reels deliver better heat dissipation, greater longevity and balance from even pressure on the reel spool, and higher available drag ranges.

Adapt to Specific Conditions

The Makaira spinning reel features a unique high-output drag that can withstand max pressures over 65-lbs. This unique system allows anglers to pre-set their drag based on their target species. The main drag knob has 20 different reference numbers, but actually features 60-individual detent points for fine tuning.

Our special pre-set function distinguishes the Makaira from other spinning reels. Makaira spinning reels DFD includes a wet Carbonite system featuring Cal’s drag grease for low start up inertia and extreme heat protection.

Stay Carefree and Rust-Free

Makaira spinning reels are engineered to withstand the most brutal conditions. To accomplish this, we equipped Makaira spinning reels with 23 different oil-retaining o-rings and gaskets. Our engineers made this reel impervious to the elements, and by making it water tight, all the internal mechanisms are sealed and protected from rust and corrosion. The result is the best-of-the-best when it comes to big game fishing reels.

Reach for the Max

Makaira spinning reels are in a class of their own featuring a forged stainless steel, machined MaxGear. While most reels in this category feature bronze, aluminum or machine cut stainless steel gears, the Makaira is the only machine cut forged stainless steel main gear. We ported the main gear and incorporated other design elements to keep it light weight enough for you to fish all day. Internally, the pinion gear and heat treated spool shaft are 17-4 grade machine cut stainless steel. They are rust proof and were optimized to work with braided line and our high-output drag. MaxGear reduces vibrations that can scare your dream fish away. We made no compromises in the internal design of the Makaira.

A Solid Foundation for the Strongest Housing

In order to build a reel with no compromise, we constructed the frame, sideplate and rotor of forged aluminum. We wanted to ensure stability, consistency and ultimate strength- there are no diecast or injected carbon parts on this reel. While other reels use machined aluminum, our forging process before machine cutting takes the Makaira to a higher level.

Furthermore, our engineers included a Cyclonic Flow Rotor design, which uses forged machine cut aluminum, to promote increased airflow and drying time.

Two Smooth Anti-Reverse Systems for the Price of One

All Makaira spinning reels are equipped with a dual anti-reverse system. The Quick-Set anti-reverse features a state-of-the-art German stainless steel one-way roller bearing for maximum strength and pulling power. Okuma engineers also equipped this reel with a backup system that incorporates a ratchet mounted on the drive shaft of the main gear. There are many benefits to our dual anti-reverse system: anti-reverse systems prevent your line from rolling out, which reduces the risk of losing a big catch; our rollers are smoother than spring anti-reverse systems and reduce vibrations that scare fish away; a dual anti-reverse system means if one anti-reverse goes out you don’t have to wait for your reel to be fixed.

The Perfect Handle

When creating the ultimate big game reel, we wanted to make sure all areas of the design were covered. Most spinning reels can easily switch sides. However, the problem is if you have a screw-in handle the threads are not the same diameter for both left and right hand retrieve. We did not want to compromise on this point, so we made the decision to have separate handles for left and right retrieve. This ensures that regardless of handle retrieve direction, there is no sacrifice in strength. If you need a reel with both retrieve directions, all you have to do is order a second handle.

Highest Quality with Unmatched Support

Makaira reels are premium spinning reels made with the finest materials available in the industry. In order to enhance our customers’ maintenance program, all Makaira reels incorporate our Corrosion Resistance Coating (CRC) process. CRC includes an oil bath in Corrosion X HD formula for all metal parts that both lubricates and penetrates. We use the same CRC process on our precision 9HPB+1RB bearings to offer you years of unmatched performance. Okuma gives you peace of mind with our 5-year limited warranty, nationwide network of authorized repair centers and full-service warranty centers for amazing customer support. You can be confident that the Makaira is unmatched in the spinning reel category.

# Jarltech

## Jarltech’s IoT Maximizes Your ROI

After three decades of experience in the original design of electronics, we recognized the trend towards smart devices and the emergence of IoT. Projections show the IoT market will reach trillions of dollars in the near future, with returns on investment totaling $13 trillion by 2025. ([Overall IoT RoI](http://www.businessinsider.com/iot-ecosystem-internet-of-things-forecasts-and-business-opportunities-2016-2)) Jarltech wants to assist manufacturing companies in capitalizing on the benefits of industrial IoT. In 2014, manufacturers utilizing IoT on average saw a 28.5% increase in revenues from the previous year. ([Manufacturing IoT RoI](http://www.businessinsider.com/internet-of-things-in-manufacturing-2016-10)) Studies show manufacturing companies can expect to see improvements in many areas from wireless sensor networks: lower defect rates, less unplanned downtime, annual energy savings, increased inventory turns, quicker integration of new products, and greater effectiveness of equipment. ([Benefits of Smart Manufacturing](http://www.industryweek.com/manufacturing-smarter)) Manufacturing is not the only industry that can benefit from sensors. Dams, power stations, refineries, steel plants, shipyards, airports, and farms need long-term environmental monitoring as well.

Our team at Jarltech has over a decade of experience with Wifi products. As a result, we had a seamless transition to designing IoT devices. The first product we launched was a flexible wireless node that connects to different types of IoT sensors. It not only interfaces with humidity, temperature and water flow wireless sensors but easily integrates with other transducers: power output, power consumption, water levels, weather, wind force, air pressure or air quality. Jarltech’s philosophy is based on shu, showing empathy with our customers, and we applied this idea to the construction of our Wifi node. We designed the module to be customizable and meet your exact needs. While we believe that our Wifi module will be extremely useful for equipment monitoring, we also know that it has applications in environmental monitoring.

## Adapting To Your Needs With Cost Efficient Wireless Nodes

Jarltech’s nodes use low power Wifi to increase sustainability and performance. The node also offers Bluetooth and Zigbee connectivity. SD cards allow you to save power while maintaining memory functions. If you prefer real-time data collection the Wifi node can continuously transmit or be programmed to send information at preset intervals. We even offer battery or AC/DC power inputs, giving you more options on where to locate the Wifi module. To enhance your information security, the Wifi module connects to the Internet and customized cloud storage or local Intranet networks. Our IoT products work well with already existing IPCs and, in some cases, can replace their function. For example, one of our nodes connects to eight sensors and one gateway.

\*Note: we suggest to add photo of product supporting this paragraph

**Why Wifi?**

Low power Wifi connectivity offers a number of benefits, including saving time, space and money, while maintaining high level performance. It’s easily portable so you aren’t fixed to one permanent location. Wifi connectivity also makes it much easier to develop an entire system while allowing remote access and control.

## Ex-View Software Separates The Signal From Noise

In today’s information based economy, data is king. Manufacturers benefit from information collected on equipment and the environment from smart monitors. This prevents delays and malfunctions, increasing efficiency and productivity. Jarltech designed expanding view (“ex-view”) software that maximizes interoperability and data collection. You can even customize the analysis software. Our ex-view software is incredibly easy to setup and operate. It has a graphics based introduction so you won’t need to hire expensive programmers. Ex-view software allows you to visualize machine conditions and performance in real-time and from remote locations. Data acquisition (DAQ) cards provide multifunctional analog and digital signal analysis, allowing adjustments to meet your needs and reducing your costs.

## Collaboration with Government Think Tanks- A Case Study

Jarltech has recently begun working with the Institute for Information Industry, a government think tank in Taiwan that promotes innovative Information Technologies. ([III](https://web.iii.org.tw/Default.aspx)) We are assisting factories in Taiwan with upgrading their equipment and focusing on machine indicators that monitor production efficiency. More specifically, Jarltech helps factories to oversee safety regulations and standardize their operations, audit the condition of machines, and monitor production from equipment.

**How Can We Help?**

Jarltech can assist partners in a number of ways: from collection of data to design of unique models that analyze it, Jarltech offers full-spectrum solutions in the development of E-factories. Feel free to contact us any time with questions you have, ideas for design, or more information on our products.

# Display Success with Successful Displays

Today virtual meetings are more common than ever. A recent study published in the journal Human-Computer Interaction found the use of video conferencing technologies to be ubiquitous.[[1]](#endnote-1) However, the trend of video conferencing introduces its own unique downsides. That same study also references the Distance Problem and its “negative effects on cooperation and persuasion.”[[2]](#endnote-2) Another study published in the Harvard Business Review noted that “Remote employees are more likely to report feeling that colleagues mistreat them and leave them out.”[[3]](#endnote-3) It concluded that managers must maintain “frequent and consistent contact” including voice-to-voice meetings, display “exemplary communication skills,” and “demonstrate familiarity and comfort with technology.”[[4]](#endnote-4)

In addition, the increasing frequency of remote business meetings magnifies the importance of reliable technology. Countless hours are wasted due to technical problems that are easily prevented. BenQ’s newest corporate laser projectors, interactive flat panels, and wireless presentation systems offer you hassle free solutions to these growing problems.

Interactive Flat Panels (RP6501K)

BenQ’s Interactive Flat Panels (IFP) allow video conferencing and cloud collaboration with ease. Its EZWrite 5.0 turn the IFP into a cloud white board that collects notes without geographic or user limits, have built-in handwriting recognition, data-to-go features that save contents in pdf or png files, sticky notes and Smart Annotation apps, Blizz real time video conference app that allows screen and content sharing, and InstaQShare app that enables wireless presentations by screen mirroring for up to 16 participants.

Corporate Laser Projectors (LU950)

BenQ’s BlueCore Laser Projectors are the #1 DLP brand in the world for a reason- they save you time and money with their instant on-off and signal detections that boost efficiency and 20,000 hours of guaranteed maintenance free performance that can be extended even longer with Economic mode settings. Infographic, Presentation and Vivid modes ensure the highest quality images. Big Zoom, Digital Image Shrinking, Lens Shifting capability, and Corner Fit corrections allow you to adjust images without physically moving projectors.

Wireless Presentation Systems (WDC10)

BenQ’s Wireless Presentation Systems and InstaShow program offer plug-and-play technology without software installation. 16 presenters can connect to one device so all your team can collaborate and share ideas. 128 bit Advanced Encryption Standards and WPA2 Authentication safeguard your companies information. With BenQ’s InstaShow, your 1 button press away from presenting.

1. Karis, Wildman, & Mane. “Improving Remote Collaboration With Video Conferencing and Video Portals.” Human-Computer Interaction. 2016. Vol. 31. [↑](#endnote-ref-1)
2. ibid. [↑](#endnote-ref-2)
3. Green & Maxfield. Harvard Business Review. “A Study of 1,100 Employees Found That Remote Workers Feel Shunned and Left Out.” https://hbr.org/2017/11/a-study-of-1100-employees-found-that-remote-workers-feel-shunned-and-left-out [↑](#endnote-ref-3)
4. Ibid. [↑](#endnote-ref-4)