

# What's Hot at GIGABYTE

## **GIGABYTE TECHNOLOGY was honored the National Product Image Award**

**-- After receiving the National Symbol of Excellence Award for the fifth consecutive year, GIGABYTE has been awarded the distinguished National Product Image Award.**

The tenth National Product Image Award was announced on May 2<sup>nd</sup>. GIGABYTE TECHNOLOGY, one of the world leading motherboard manufacturers, has not only achieved outstanding accomplishments this year, but has also earned the Silver National Award of Excellence for the model GA-8IRX. The GA-8IRX uses Intel 845 chipset based platform and supports the P4 processor and DDR (Double-Data-Rate SDRAM). The president of GIGABYTE TECHNOLOGY, Dandy Yeh, accepted the honor at the awards ceremony on behalf of Gigabyte.

The ceremony was held at the Taipei International Convention Center on May 2<sup>nd</sup>. President Chen Shui-Bian attended the awards ceremony, presented by the Board of Foreign Trade and the Ministry of Economic Affairs. The awards program, organized by the China External Trade Development Council (CETRA), is designed to upgrade the image of products made in Taiwan. Products are reviewed by a panel of local and international experts and the selection process is conducted two months after data examination, on-site evaluation to product review and etc. The selected products represent Taiwan's best and most innovative. Products are judged on five criteria—R&D and innovation, design and innovation, quality system, market position and brand awareness.

This year, the GIGABYTE GA-8IRX has won the Silver National Award of Excellence from 660 entries. It is an Intel 845 DDR based platform among the P4 Titan series. GIGABYTE is the only motherboard maker who has received the Symbol of Excellence Award in five consecutive years. In particular, this year, GIGABYTE not only has up to twelve products awarded the Symbol of Excellence but has also won the "Distinguished Promotion Award of Symbol of Excellence". More than that, GIGABYTE has won the greatest honor of National Product Image Award on May 2<sup>nd</sup>. GIGABYTE's performance has been absolutely fabulous this year.

GIGABYTE TECHNOLOGY founded in 1986, has received numerous compliances and recommendations from professional magazines and websites around the world. The key point to get support from a number of customers and partners is based on firm R&D and marketing—for example, the GIGABYTE patented Dual BIOS™. Whether the problem is a failure in flashing BIOS or a virus or a catastrophic failure or the Main BIOS chip, the result is the same—the Backup BIOS backs up automatically. The Dual BIOS™ Technology protected many GIGABYTE users against the last HIV virus attack. At the same time, there are two unique features of GIGABYTE:

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Easy Tune™ and Face Wizard™. Easy Tune™ allows users to overclock their systems easily by adjusting voltage and multiplier. Face Wizard™ is a window-based utility with user-friendly interface that allows users to change the boot-up logo with pictures from the GIGABYTE Logo Gallery or other compatible pictures. All design ideas were based on GIGABYTE's requirements and specifications.

In marketing, GIGABYTE has had close cooperation with worldwide channels. After several years of effort, GIGABYTE not only has a high market share around the world, but also has built an unshakable international reputation. The highly esteemed name, "GIGABYTE" is a guarantee of the highest quality. In order to meet the growing demands of the market, GIGABYTE has been continuously expanding its manufacturing capacity. Up to now, there are four production facilities in three regions. The production capacity is over 1.5 million units per month, which equates to the fact that one out of ten computers in the world currently uses a GIGABYTE motherboard.

In order to provide more IT products for a wide range of GIGABYTE users, GIGABYTE now offers not only motherboards and VGA cards, but also Bare-bone, System, Server and Communication products. To welcome the approach of the digital age, 'Innovative Technology and Second-to-None quality' has become GIGABYTE's mission. The mission is evident through the launch of versatile and highly performing products to meet the diversifying demands of global market.