



## [ICAA Member Product News Submission Guidelines Manual]

### Purpose

To enhance the visibility and exposure of member companies' products, ICAA has launched the "Member Product News" section. This platform is designed to help members share their latest product innovations, technical solutions, or market application updates. Submitted news will be simultaneously promoted via the ICAA official website homepage, newsletters, and social media platforms.

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### 1. Recommended Content Direction

Product news articles should have a clear focus and effectively communicate product innovations and application value. Suggested content includes:

#### 1. Product Overview

- Name and positioning of the new product
- Core design concept and market use cases

#### 2. Key Features

- Technical specifications (e.g., CPU, display, communication capabilities)
- Certifications and environmental adaptability (e.g., MIL-STD-810H, IP65, etc.)
- Differentiated features (e.g., AI modules, hot-swappable batteries, wireless modules, etc.)

#### 3. Suggested Application Scenarios

- Defense, public sector, warehousing, in-vehicle systems, outdoor inspection, smart manufacturing, etc.
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### 2. Formatting Guidelines



Item	Recommended Specifications
Language	Chinese and English versions
Word Count	400–600 words per language (excluding title)
Title	Both Chinese and English titles should be within 30 characters
Image	1 product image at 72dpi (JPG/PNG format, 640x350px)
Submission Format	Word document (.docx) + image file(s)

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### 3. Formatting Sample Reference

#### **[Product News] Winmate Launches Next-Gen Rugged Laptops for High-Efficiency Mobile Operations in Critical Environments**

Winate announces its latest series of rugged laptops, purpose-built for demanding applications in military, public safety, field service, industrial manufacturing, and logistics. These new models are MIL-STD-810H and IP65 certified, powered by the latest Intel® processor platform, offering high-performance computing and extended battery life.

The devices feature a sunlight-readable touchscreen, dual hot-swappable batteries, and rich I/O options (USB 3.2, HDMI, LAN, COM). They support 4G/5G, Wi-Fi 6, and GPS wireless communication technologies—enabling true field digitization and operational mobility.

① Learn more:

[https://www.winate.com/ProductCategory/ProductList/Rugged\\_Laptops](https://www.winate.com/ProductCategory/ProductList/Rugged_Laptops)

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### 4. Submission Process & Timeline



1. Please email your product news content to the ICAA Secretariat:  
**service@icaa.org.tw**
  2. Email subject line should be: “[Company Name] Product News Submission – [Title]”
  3. Include the following contact information:
    - Company name
    - Contact person’s name and job title
    - Phone number and email address
  4. Product news will be compiled monthly and published on the official website and social media platforms in the order received
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## 5. Important Notes

- Please ensure all submitted content is free of copyright infringement and does not contain confidential business information
  - For revisions or takedown requests, contact the Secretariat at any time
  - ICAA reserves the right to publish or edit submitted content
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## 6. Disclaimer & Authorization Agreement (Please download the PDF and submit it with your content)

To protect the rights of both submitting members and ICAA, all contributors must sign and submit the **Disclaimer and Authorization Agreement** upon their first submission.

The agreement includes:

- Guarantee that the submission is original and not subject to third-party authorization disputes
  - Consent for ICAA to publish the content on the website, promote it via social platforms, and use it for educational purposes
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- Acknowledgment that ICAA assumes no commercial or legal responsibility for the accuracy or subsequent use of the content

📎 Please download the **Disclaimer and Authorization Agreement** PDF and submit it together with your product news to the Secretariat.  
For any inquiries, feel free to contact the designated ICAA representative.

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## 7. Contact Information

If you have any questions regarding submissions, please contact:

**ICAA Secretariat – Secretary General Fang-Ying Lin**

**Email:** [service@icaa.org.tw](mailto:service@icaa.org.tw)