

原文 1 :

In the wireless sensor network, devices are responsible for data collection and equipment control, all the data and control commands are transmitted via wireless signal. The cloud web server is responsible for data storage and providing intelligence to control remote equipment.

The Human-Machine Interface uses common browsers, users do not need to purchase or install any other special software. From your notebook, desktop PC or tablet, just log on to the system with your account and password, you can access and control all your own devices and browse all the latest and historical data of those devices.

在無線感測網路中，感測裝置是負責資料蒐集和設備控管。換言之，所有資料和控管指令均透過無線訊號傳輸而成。雲端網站伺服器則是負責資料儲存以及提供訊息以控制遠端設備。

人機介面使用共通的瀏覽器，使用者不需購買或安裝其他特殊軟體。透過你的筆記型電腦、桌上型個人電腦、或平板電腦，只要使用你的帳號和密碼登入系統，你便可以進入並控制你自己的裝置，並且瀏覽這些裝置所有最新以及過去使用的歷史資料。

原文 2 :

A brand's market share relative to that of competitors determines which strategy is appropriate, according to the literature, the smaller-share brands normally avoid competing with larger brands. In the real competitive market, the last-ranking brand could not always be the last, however, when is the timing good for smaller-share brands to launch overtaking attack for ranking reverse? This paper analyzed ten Taiwanese industries empirically and concluded the Relative Market Share ( RMS ) 0.8 is a demarcation of possible ranking reverse. When  $RMS > 0.8$ ; it is the timing good for the smaller-share brands to challenge for the advance ranking. On the other hand, once the  $RMS > 0.8$  presents, the larger-share brands have to carefully handle the possible overtaking attack from the closest smaller competitors.

相對競爭者的品牌市場佔有率，決定策略是否恰當。依據文獻來看，那些小市佔率的品牌通常會避免和大品牌競爭。然而，在真正的競爭市場中，最後排名的品牌不會老是排名在最後段，當小市占品牌有了適時性的商品，就能發行商品進行超越性的進攻而造成排名翻轉？這份報告分析了 10 個老字號的產業，總結出市場市佔率(RMS)0.8 是可能造成排名翻轉的分界點。當 RMS 大於等於 0.8 時，就是

小市占品牌的適時性商品得以挑戰更前面排名的契機。換言之，一旦 RMS 大於等於 0.8，就意味著大型市佔品牌必須小心應對來自最接近的小型競爭者可能的超越性反撲。

原文 3：

On March 22, 2012, Michelin took the wraps off two new motorcycle tire ranges that have been derived directly from developments first seen in motorsport. These products reaffirm Michelin's ongoing commitment to the transfer of technology from the race track to the street. This process is illustrated by the variety of championships in which Michelin is involved in 2012 with a view to meeting the needs of motorcyclists as closely as possible. Developing and validating new technological tire solutions, in the most exacting conditions imaginable, including international race championships, is an ongoing commitment for the Michelin Group.

2012 年 3 月 22 日，米其林拆下 2 個新的摩托車輪胎系列的包裹，這個最早是在摩托車運動中首次看見的發展直接衍生而出。這些產品再次肯定米其林從賽車道到街道，對科技的轉移不間斷的承諾。這個過程可以從 2012 年米其林涉獵多樣化的錦標賽來說明，它是以一種視野去盡可能迎合賽車手的需求。在可以想見的最嚴苛的狀態中，發展並確認新技術輪胎的解決方案，這包括國際錦標賽，這對米其林集團是永不間斷的承諾。