

BMG

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Category:  
Organization

Distribution list:  
Heads of BMG Germany  
Employees of BMG Germany

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### Organizational Announcement “Lifestyle Design Centre Munich”

We are pleased to inform you that **Jonathan Yin** has been appointed as **Design Director** of our BenQ Mobile Lifestyle Design Center Munich Organization. He is taking over responsibility with immediate effect and will report directly to Jerry Wang.

The Lifestyle Design Center Munich Organization will focus on design operations which use global resources to create and realize the concept to meet the customer's need, brand value and design philosophy.

To obtain best design results, the design organization will focus on four key design areas: Product Design & CAID, CMF Design, Design Management, User Interface Design:

- **Product Design & CAID** will create product concepts for product development direction and mass production (Department Head: Rudolf Voigt)
- **CMF Design** will create and define the color, material and finishing for each product created by Product Design & CAID, and also create and collect new CMF samples for design inspiration. (Department Head: Holger Koeppen)
- **Design Management** will plan all internal and external resources to efficiently fulfill the requests of all category managers and design strategy. (Department Head: Albert Su)
- **User Interface Design** will use both internal and external resources to do user interface design with ergonomic considerations, which match the product design (Department Head: Alfred Sim)

Please give your full support to these colleagues in their functions.

sgd. Clemens J. Joos

sgd. Jerry Wang