MARKETING TOOLKIT: CHERRY XTRFY MX 2.0S

MECHANICAL GAMING KEYBOARD

CHERRY XTRFY

TWO BRANDS BECOME ONE.

Gamers from all corners of the world know CHERRY as the legendary keyboard switch brand. Trusted by professional players and used in more than 60 million keyboards, CHERRY MX is widely considered to be the gold standard of keyboard switches. Now, CHERRY's gaming keyboards and other peripherals are becoming available worldwide as well – products that are leading in some of the world's largest consumer markets. With a reputation built over decades, CHERRY stands for quality products designed in Germany, aimed at those who have high demands on performance, design, and durability.

In early 2023, CHERRY joined forces with Xtrfy. Designing pro-level equipment in collaboration with some of the world's most merited players, Xtrfy has rapidly grown to become a household name within the esports scene. Over the past 10 years, Xtrfy has combined experience with new ideas to help gamers perform at their best. From the offices in southern Sweden, Xtrfy challenges competitors all over the world with innovative designs, colorful aesthetics and products that offer a whole new level of customizability.

With our eyes set on the future, we're proud to introduce our new gaming peripherals brand – CHERRY XTRFY. German engineering and Swedish design, brought together by a passion for gaming.

PRODUCT HIGHLIGHTS.

- Full-size mechanical gaming keyboard

- Minimalist, functional design

- Adjustable RGB illumination

- Customizable via CHERRY UTILITY software

- Now available with CHERRY MX2A switches

CHERRY MX 2.0S

The functional keyboard classic in a minimalist, German design. Focus on what you need for gaming, with a choice of lighting and switch options. The high-quality interior with its time-tested CHERRY MX switches and the uniform feel in high-quality workmanship provide unfailing reliability when gaming, at home and at work.

NOW AVAILABLE WITH CHERRY MX2A SWITCHES.

The world's most trusted mechanical keyboard switch just got better. CHERRY MX2A is a transformative upgrade to the CHERRY MX – used in more than 60 million keyboards worldwide. With precisely applied premium-grade lubricant and a new innovative spring design, the MX2A brings you smoother actuation, improved acoustics, and a lifespan of up to 100 million keystrokes.

CHERRY
XTRFY

AWARD-WINNING GERMAN DESIGN.

With clean lines and no unnecessary frills, the CHERRY MX 2.0S has everything you need for gaming. The streamlined German design concentrates on functionality, using the Bauhaus principle as its basis. Designed by Prof. Peter Raab, lecturer at Coburg University, both the exterior and interior have been optimized and the keyboard was awarded the Special Mention in the German Design Award's Excellent Product Design category.

The interior features the time-tested mechanical CHERRY MX technology and provides a choice of different switching characteristics. CHERRY's Gold Crosspoint contacts ensure consistently reliable electrical contacts, perfect responsiveness, and an unbeatable reaction speed.

GERMAN
DESIGN
AWARD
SPECIAL
2021

ADJUSTABLE RGB ILLUMINATION.

Depending on the model, without lighting or with vivid RGB illumination in more than 16 million colors, a variety of lighting modes and key assignments can be managed using the free CHERRY Utility software.

DURABLE AND COMFORTABLE.

High-quality workmanship and abrasion-resistant key caps provide better durability. Folding feet allows you to adjust the angle of the keyboard, and for even better comfort, the CHERRY AC 2.3 wrist rest is available as an optional accessory.

CHERRY XTRFY

SPECIFICATIONS.

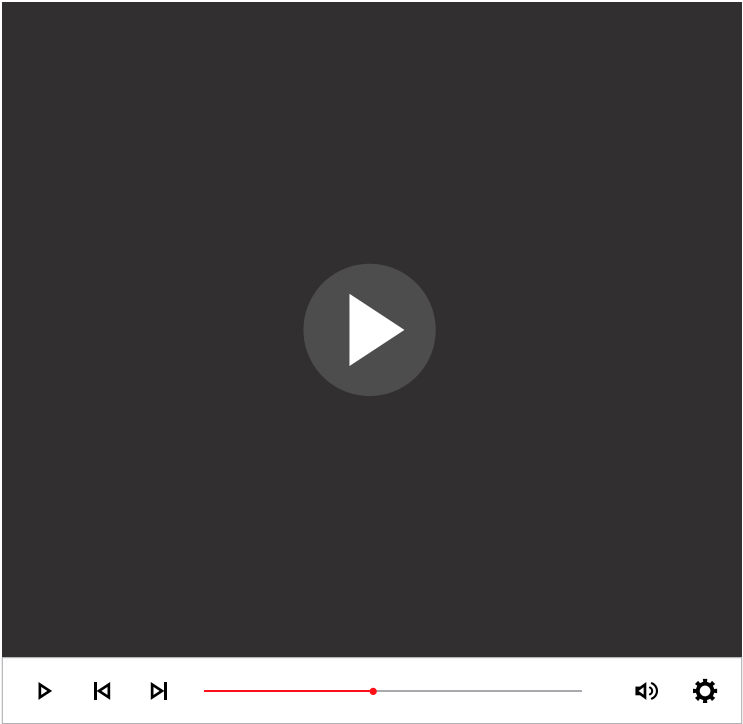|	
Model name:	G80-3821
Form factor:	Full-size
Key switches:	CHERRY MX / MX2A
Illumination:	RGB, adjustable
Settings:	CHERRY UTILITY software
N-Key Rollover:	Full
Anti-Ghosting:	100%
Connection:	USB plug-and-play
Cable:	180 cm, USB-A
Weight:	785 g
Size:	428 x 145 x 40 mm

VISUAL ASSETS.

PRODUCT IMAGES.
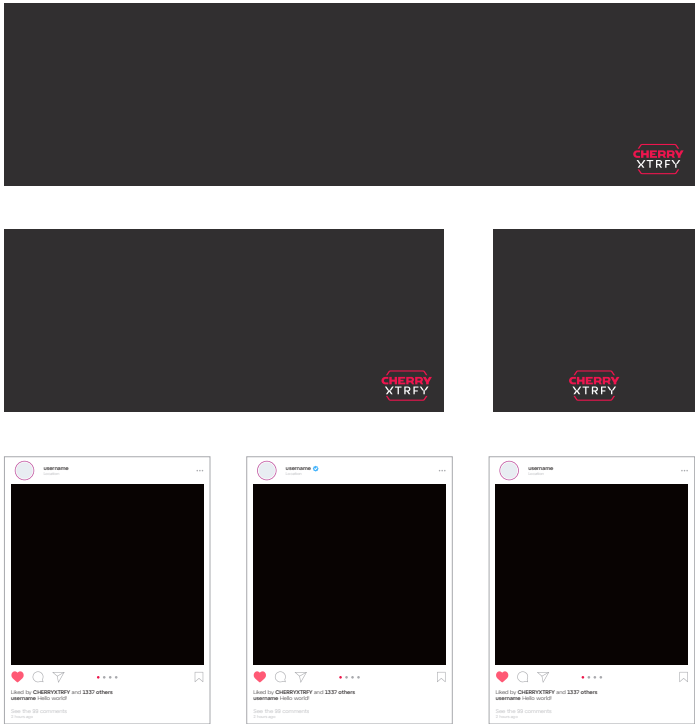
Web images as well as high-res renders for print.

PRODUCT VIDEO.

Launch video in horizontal and vertical format.

ONLINE PROMOTION.

Banners and social media images.

DOWNLOAD

CHERRY
XTRFY

PRODUCT TEXT.

CHERRY XTRFY MX 2.0S
MECHANICAL GAMING KEYBOARD

BULLET POINTS.
- Full-size mechanical gaming keyboard
- Minimalist, functional design
- Adjustable RGB illumination
- Customizable via CHERRY UTILITY software
- Now available with CHERRY MX2A switches

SHORT PRODUCT DESCRIPTION (< 30 WORDS)

With a full-size form factor, CHERRY MX switch technology and clean, award-winning German design, the CHERRY MX 2.0S has everything you need for gaming.

FULL PRODUCT DESCRIPTION

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The functional keyboard classic in a minimalist, German design. Focus on what you need for gaming, with a choice of lighting and switch options. The high-quality interior with its time-tested CHERRY MX switches and the uniform feel in high-quality workmanship provide unfailing reliability when gaming, at home and at work.

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Cable: 180 cm, USB-A
Weight: 785 g
Size: 428 x 145 x 40 mm

CHERRY XTRFY

SKU OVERVIEW.

PRODUCT	SINGLE	INNERBOX	MASTERBOX

PCS
WEIGHT (Kg)
DIMENSIONS (W/H/D – Millimetres)

PRODUCT	SKU	LAYOUT	COLOR	SWITCH		EAN	UPC
MX 2.0S Corded	G80-3821LDBUS-2	US	Black	MX2A	Blue	4025112092480	840183607845
MX 2.0S Corded	G80-3821LJBUS-2	US	Black	MX2A	Red	4025112113260	840183607821
MX 2.0S Corded	G80-3821LJBDE-2	DE	Black	MX2A	Red	4025112112485	
MX 2.0S Corded	G80-3821LJBFR-2	FR	Black	MX2A	Red	4025112112508	
MX 2.0S Corded	G80-3821LJBGB-2	GB	Black	MX2A	Red	4025112112522	
MX 2.0S Corded	G80-3821LJBUS-0	US	White	MX2A	Red	4025112113291	840183607852
MX 2.0S Corded	G80-3821LIBUS-0	US	White	MX2A	Brown	4025112113307	840183607869
MX 2.0S Corded	G80-3821LDBUS-0	US	White	MX2A	Blue	4025112113314	840183607876
MX 2.0S Corded	G80-3821LJBDE-0	DE	White	MX2A	Red	4025112112577	
MX 2.0S Corded	G80-3821LIBUS-2	US	Black	MX2A	Brown	4025112113277	840183607838

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