

2024 07

# MARKETING TOOLKIT: CHERRY XTRFY MX 3.0S WIRELESS

MECHANICAL GAMING KEYBOARD



**CONFIDENTIAL.** The information in this document is confidential until the product is officially launched by 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.

- Wireless full-size keyboard with aluminum housing
- CHERRY Advanced Wireless technology: interference-free and incredibly fast with a latency of less than 1 ms
- Three connectivity modes — 2.4 Ghz, Bluetooth and USB-A
- Now available with CHERRY MX2A switches



## CHERRY MX 3.0S WIRELESS

Meet the wireless version of the renowned MX 3.0S keyboard, with a robust aluminum construction, the new generation of CHERRY MX switches and a latency of less than 1 ms in gaming mode.

## 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 ADVANCED WIRELESS TECHNOLOGY.

To meet the needs of demanding gamers, CHERRY has integrated a unique new technology in the MX 3.0S Wireless, offering three different connection modes to match any gaming style: the brand-new, dongle-based Low Latency Mode (LLM), regular Bluetooth mode for the highest wireless compatibility, and cabled mode. Low Latency Mode (LLM) is designed to offer an interference-free and extremely low-latency connection of less than 1 millisecond. CHERRY Advanced Wireless Technology also allows the user to connect the keyboard to multiple devices (five in total) for ultimate flexibility. Thanks to the intelligent charging technology, gaming sessions will not be interrupted when the keyboard is connected to the USB charging cable.



## SLEEK DESIGN AND DURABLE, LASER-ENGRAVED KEY CAPS

The MX 3.0S Wireless features a sleek and modern aluminum housing with extremely small bezels, decreasing the footprint of the keyboard on the desk. Rubber round feet ensure a solid grip and allow the angle of the MX 3.0S Wireless to be adjusted to your preference. To ensure a perfect match with other gaming hardware, the keyboard features full RGB illumination with stunning presets and a software tool to use any of the available 16 million colors to create your own lighting effects.

The MX 3.0S Wireless comes in two color schemes: either a deep-black housing and keys, or a stunning aluminum housing with bright white keys. To make sure the inscriptions on the keys remain legible even after long and intense gaming sessions, the keycaps are abrasion resistant.



## SPECIFICATIONS.

Model name:	G80-3872
Form factor:	Full-size
Key switches:	CHERRY MX / MX2A
Illumination:	RGB, adjustable
Settings:	CHERRY UTILITY software
N-Key Rollover:	Full
Anti-Ghosting:	100%
Connection:	2.4 GHz, Bluetooth 5.2, USB
Cable:	Detachable USB-C to USB-A
Weight:	1051 g
Size:	430 x 140 x 36 mm



# VISUAL ASSETS.

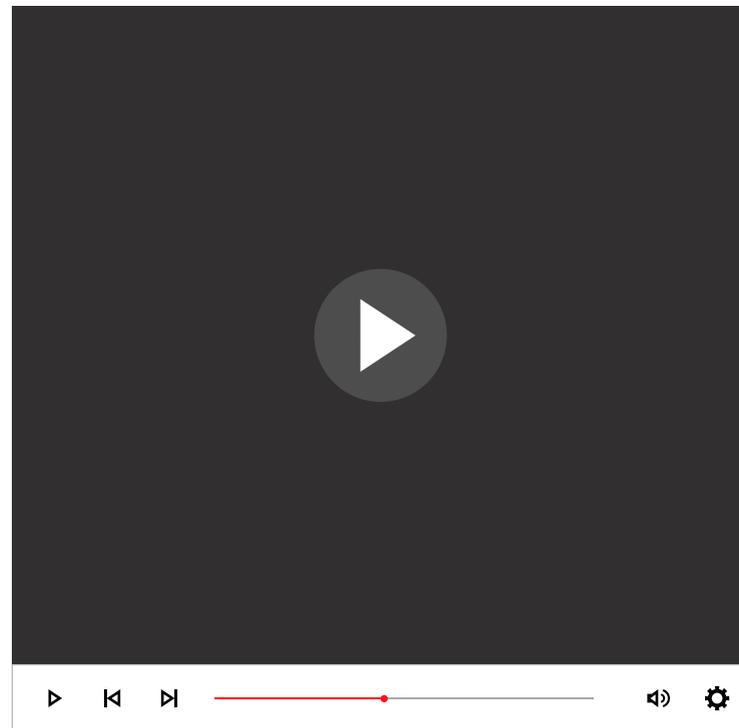
## PRODUCT IMAGES.

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



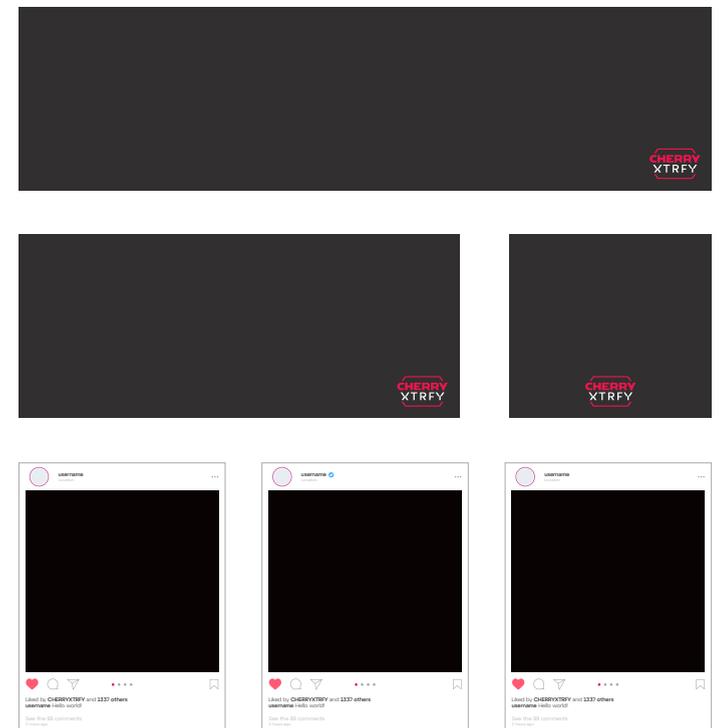
## PRODUCT VIDEO.

Launch video in horizontal and vertical format.



## ONLINE PROMOTION.

Banners and social media images.



 DOWNLOAD

# PRODUCT TEXT.

CHERRY XTRFY MX 3.0S WIRELESS  
MECHANICAL GAMING KEYBOARD

## BULLET POINTS.

- Wireless full-size keyboard with aluminum housing
- CHERRY Advanced Wireless technology: interference-free and incredibly fast with a latency of less than 1 ms
- Three connectivity modes — 2.4 Ghz, Bluetooth and USB-A
- Now available with CHERRY MX2A switches

## SHORT PRODUCT DESCRIPTION ( < 30 WORDS )

Meet the wireless version of the MX 3.0S keyboard, with a robust aluminum construction, next-generation CHERRY MX switches and a latency of less than 1 ms in gaming mode.

## FULL PRODUCT DESCRIPTION

### CHERRY MX 3.0S WIRELESS

Meet the wireless version of the renowned MX 3.0S keyboard, with a robust aluminum construction, the new generation of CHERRY MX switches and a latency of less than 1 ms in gaming mode.

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Form factor: Full-size

Key switches: CHERRY MX / MX2A

Illumination: RGB, adjustable

Settings: CHERRY UTILITY software

N-Key Rollover: Full

Anti-Ghosting: 100%

Connection: 2.4 GHz, Bluetooth 5.2, USB

Cable: Detachable USB-C to USB-A

Weight: 1051 g

Size: 430 x 140 x 36 mm



# SKU OVERVIEW.

## PRODUCT

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

## SINGLE

1  
1051 g  
430 x 140 x 36 mm

## INNERBOX

n/a  
n/a  
n/a

## MASTERBOX

n/a  
n/a  
n/a

## PRODUCT

## SKU

## LAYOUT

## COLOR

## SWITCH

## EAN

## UPC

MX 3.0S Wireless	G80-3872HJBUS-0	US	White	MX2A Red	4025112113475	840183608033
MX 3.0S Wireless	G80-3872HIBUS-0	US	White	MX2A Brown	4025112113482	840183608040
MX 3.0S Wireless	G80-3872HDBUS-0	US	White	MX2A Blue	4025112113499	840183608057
MX 3.0S Wireless	G80-3872LJBDE-0	DE	White	MX2A Red	4025112112874	
MX 3.0S Wireless	G80-3872HJBUS-9	US	Pink	MX2A Red	4025112113505	840183608064
MX 3.0S Wireless	G80-3872HIBUS-9	US	Pink	MX2A Brown	4025112113512	840183608071
MX 3.0S Wireless	G80-3872HDBUS-9	US	Pink	MX2A Blue	4025112113529	840183608088
MX 3.0S Wireless	G80-3872LJBUS-2	US	Black	MX2A Red	4025112113444	840183608002
MX 3.0S Wireless	G80-3872LIBUS-2	US	Black	MX2A Brown	4025112113451	840183608019
MX 3.0S Wireless	G80-3872LDBUS-2	US	Black	MX2A Blue	4025112113468	840183608026
MX 3.0S Wireless	G80-3872LJBFR-2	FR	Black	MX2A Red	4025112112829	
MX 3.0S Wireless	G80-3872LJBGB-2	GB	Black	MX2A Red	4025112112836	
MX 3.0S Wireless	G80-3872LJBDE-2	DE	Black	MX2A Red	4025112112805	

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