

MARKETING TOOLKIT: CHERRY XTRFY NGALE BOOM ARM

MICROPHONE STAND



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.

- Robust, aluminum boom arm
- Minimal footprint and convenient cable management
- Highy flexible construction with hand-tightened friction hinges
- For CHERRY XTRFY Ngale and other mics with standard 3/8" or 5/8" threading



PREMIUM BOOM ARM FOR A CLEAN SETUP.

If you're looking for a convenient mic stand for gaming, streaming and recording, this is it. The Ngale Boom Arm is a robust yet highly flexible stand with hand-tightened friction hinges for easy handling, integrated cable management and a construction that takes up minimal space on your desk.

PLACE YOUR MIC WHERE YOU NEED IT.

The Ngale Boom Arm features a highly flexible construction that allows for 360-degree rotation, so you can effortlessly position your mic where you want it. And shift it aside when it's not in use.



SIMPLE SETUP. EASY TO USE.

Mounted to your desk with a C-clamp and adjusted with hand-tightened friction hinges, the Ngale Boom Arm is easy to install and use. No tools needed.

CONVENIENT CABLE MANAGEMENT.

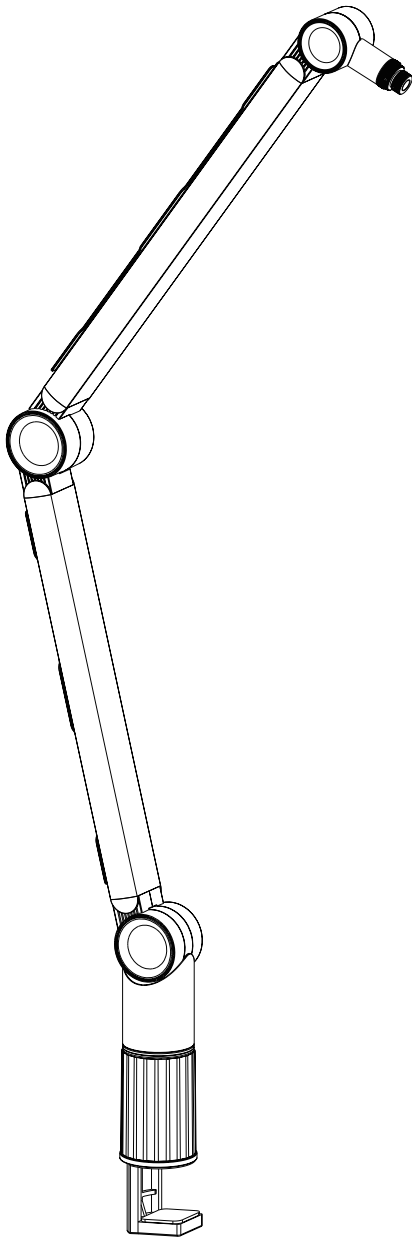
Keep your microphone cable out of the way. Place the cord into the hidden groove and enjoy a clutter-free setup.



SPECIFICATIONS.

| | |
|----------------------|------------------------------|
| Boom type | Aluminium |
| Spring | Internal |
| Threading | 3/8" (5/8" adapter included) |
| Mounting | C-clamp (grommet included) |
| Rotation | 360 degrees |
| Max horizontal reach | 82 cm / 32,2 In |
| Max weight hold | 1.8 kg* |

* 0.8 kg at full horizontal length





VISUAL ASSETS.

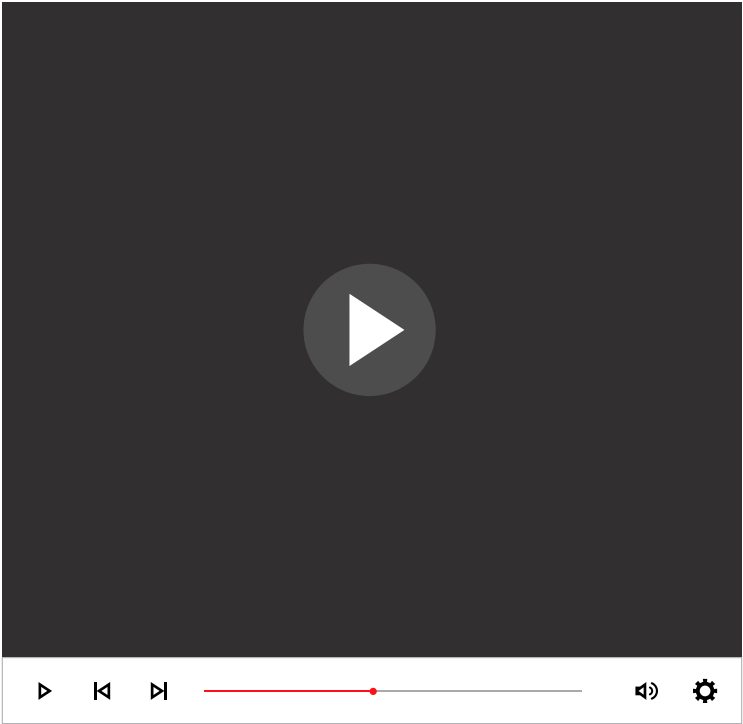
PRODUCT IMAGES.

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



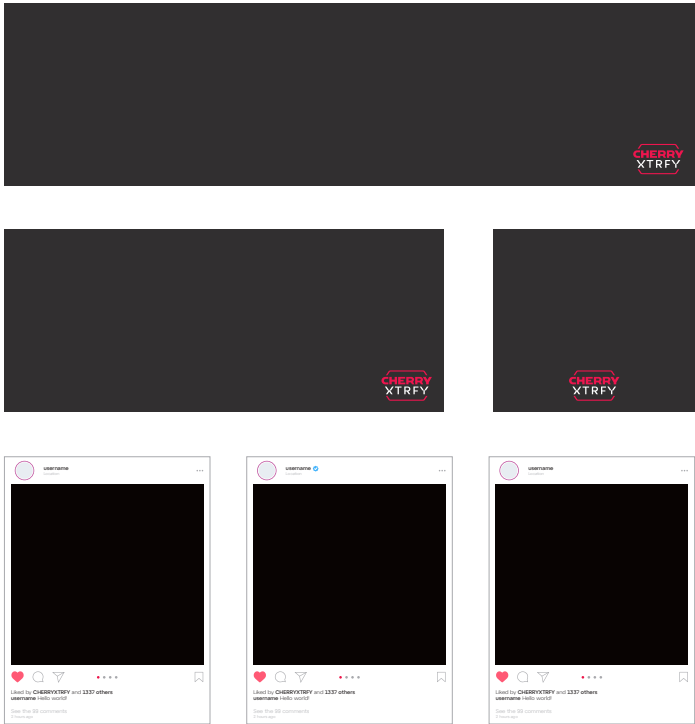
PRODUCT VIDEO.

Launch video in horizontal and vertical format.



ONLINE PROMOTION.

Banners and social media images.





PRODUCT TEXT.

CHERRY XTRFY NGALE BOOM ARM
MICROPHONE STAND

BULLET POINTS.

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SHORT PRODUCT DESCRIPTION (< 30 WORDS).

The Ngale Boom Arm is a convenient microphone stand for gaming, streaming and recording. Robust yet flexible, with integrated cable management and a construction that takes up minimal desk space.

FULL PRODUCT DESCRIPTION.

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PACKAGING.

| NGALE BOOM ARM | SINGLE | INNERBOX | MASTERBOX |
|----------------------------------|----------------|----------|-----------------|
| PCS | 1 | N/A | 5 |
| WEIGHT (Kg) | n/a | N/A | N/A |
| DIMENSIONS (W/H/D – Millimetres) | 140 x 945 x 65 | N/A | 960 x 320 x 155 |





SKU OVERVIEW.

| NGALE BOOM ARM | ART. NO | COLOR | EAN | UPC |
|-----------------------------|---------------------|-------|---------------|--------------|
| CHERRY XTRFY Ngale Boom arm | CX-NGALE-BOOM-BLACK | BLACK | 7340086913072 | 842597104392 |



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cherry-world.com



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