

2024 07

MARKETING TOOLKIT: CHERRY XTRFY MX 8.2 TKL 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 tenkeyless keyboard with solid 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 8.2 TKL WIRELESS.

Compact design, aluminum housing and wireless technology with a latency of less than 1 ms. MX 8.2 TKL Wireless is the perfect choice for gamers seeking a versatile premium keyboard.

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.



LIGHTNING-FAST WIRELESS TECHNOLOGY.

The MX 8.2 TKL Wireless offers full freedom of movement without making any compromises on speed and stability. Thanks to CHERRY's Advanced Wireless Technology, you can choose your preferred connection mode from three possible options; the interference-free and incredibly fast gaming mode with a latency of less than 1 ms is perfect for gaming, while the traditional Bluetooth mode lets you switch between three devices at the touch of a button. The keyboard can also be connected by USB cable. With CHERRY's intelligent charging technology, the keyboard can be used while charging for uninterrupted gaming or typing.

QUALITY FEEL AND FEATURES.

The MX 8.2 TKL Wireless includes CHERRY's renowned Gold Crosspoint switch technology, full N-key rollover, anti-ghosting, and a Win-Lock key to prevent switching out of games by accident. The abrasion-resistant key lettering ensures long-lasting durability of the keycaps and the underlying switches. Silicone padding and foam cushion make the keyboard pleasantly quiet and provide a precise typing feel.



PREMIUM LOOKS FOR PREMIUM TECHNOLOGY.

With its compact form factor and the solid aluminum housing, the MX 8.2 TKL Wireless is a minimalistic and eye-catching deviation from the common design language of gaming products. Gamers and other power users who are looking for a state-of-the-art wireless keyboard that doubles as a design statement on their desks will find that the MX 8.2 is exactly the product they were wishing for.

CUSTOMIZABLE AND ILLUMINATED.

With the compatible CHERRY Gaming Software, you can easily customize key settings to your personal preference as well as control the keyboard's RGB illumination options to create light effects in over 16 million colors, as each individual key can be adjusted.



SPECIFICATIONS.

Model name:	G80-3882
Form factor:	TKL
Key switches:	CHERRY MX / MX2A
Illumination:	RGB, adjustable
Settings:	CHERRY UTILITY software
N-Key Rollover:	Full
Anti-Ghosting:	100%
Polling rate:	1000 Hz
Connection:	2.4 GHz, Bluetooth 5.2, USB
Cable:	Detachable USB-C to USB-A
Weight:	830 g
Size:	348 x 123 x 36 mm





VISUAL ASSETS.

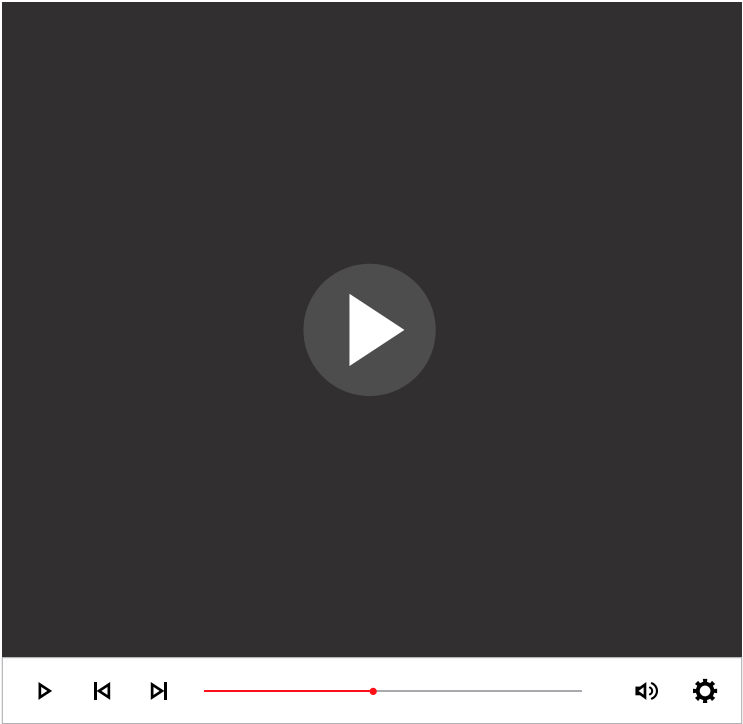
PRODUCT IMAGES.

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



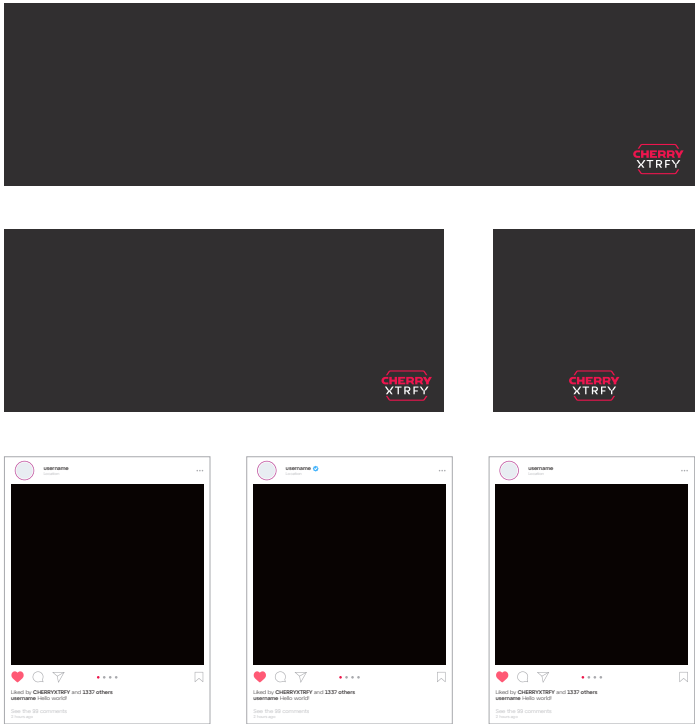
PRODUCT VIDEO.

Launch video in horizontal and vertical format.



ONLINE PROMOTION.

Banners and social media images.





PRODUCT TEXT.

CHERRY XTRFY MX 8.2 TKL WIRELESS
MECHANICAL GAMING KEYBOARD

BULLET POINTS.

- Wireless tenkeyless keyboard with solid 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)

Compact design, aluminum housing and wireless technology with a latency of less than 1 ms. MX 8.2 TKL Wireless is the perfect choice for gamers seeking a versatile premium keyboard.

FULL PRODUCT DESCRIPTION

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Form factor: TKL

Key switches: CHERRY MX / MX2A

Illumination: RGB, adjustable

Settings: CHERRY UTILITY software

N-Key Rollover: Full

Anti-Ghosting: 100%

Polling rate: 1000 Hz

Connection: 2.4 GHz, Bluetooth 5.2, USB

Cable: Detachable USB-C to USB-A

Weight: 830 g

Size: 348 x 123 x 36 mm



SKU OVERVIEW.

PRODUCT		SINGLE	INNERBOX	MASTERBOX		
PCS		1	n/a	1		
WEIGHT (Kg)		830 g	n/a	9300 g		
DIMENSIONS (W/H/D – Millimetres)		348 x 123 x 36	n/a	440 x 370 x 250		
PRODUCT	SKU	LAYOUT	COLOR	SWITCH	EAN	UPC
MX 8.2 TKL WL (with suitcase)	G80-3882LJBUS-2	US	Black	MX2A Red	4025112113536	840183608095
MX 8.2 TKL WL (with suitcase)	G80-3882LIBUS-2	US	Black	MX2A Brown	4025112113543	840183608101
MX 8.2 TKL WL (with suitcase)	G80-3882LDBUS-2	US	Black	MX2A Blue	4025112113550	840183608118
MX 8.2 TKL WL (with suitcase)	G80-3882HJBUS-0	US	White	MX2A Red	4025112113567	840183608125
MX 8.2 TKL WL (with suitcase)	G80-3882HIBUS-0	US	White	MX2A Brown	4025112113574	840183608132
MX 8.2 TKL WL (with suitcase)	G80-3882HDBUS-0	US	White	MX2A Blue	4025112113581	840183608149
MX 8.2 TKL WL (with suitcase)	G80-3882HJBUS-9	US	Pink	MX2A Red	4025112113901	840183608408
MX 8.2 TKL WL (with suitcase)	G80-3882HIBUS-9	US	Pink	MX2A Brown	4025112113918	840183608415
MX 8.2 TKL WL (without suitcase)	G80-3882LIAUS-2	US	Black	MX2A Brown	4025112113604	840183608163
MX 8.2 TKL WL (without suitcase)	G80-3882LDAUS-2	US	Black	MX2A Blue	4025112113611	840183608170
MX 8.2 TKL WL (without suitcase)	G80-3882LJAUS-2	US	Black	MX2A Red	4025112113598	840183608156
MX 8.2 TKL WL (without suitcase)	G80-3882LJADE-2	DE	Black	MX2A Red	4025112113024	
MX 8.2 TKL WL (without suitcase)	G80-3882LIADE-2	DE	Black	MX2A Brown	4025112113031	
MX 8.2 TKL WL (without suitcase)	G80-3882LJAFR-2	FR	Black	MX2A Red	4025112113048	
MX 8.2 TKL WL (without suitcase)	G80-3882LJAGB-2	GB	Black	MX2A Red	4025112113055	
MX 8.2 TKL WL (without suitcase)	G80-3882LJAPN-2	PN	Black	MX2A Red	4025112113062	
MX 8.2 TKL WL (without suitcase)	G80-3882HIAUS-0	US	White	MX2A Brown	4025112113635	840183608194
MX 8.2 TKL WL (without suitcase)	G80-3882HDAUS-0	US	White	MX2A Blue	4025112113642	840183608200
MX 8.2 TKL WL (without suitcase)	G80-3882HJAUS-0	US	White	MX2A Red	4025112113628	840183608187
MX 8.2 TKL WL (without suitcase)	G80-3882LJADE-0	DE	White	MX2A Red	4025112113079	
MX 8.2 TKL WL (without suitcase)	G80-3882LJAPN-0	PN	White	MX2A Red	4025112113116	
MX 8.2 TKL WL (without suitcase)	G80-3882HJAUS-9	US	Pink	MX2A Red	4025112113925	840183606893
MX 8.2 TKL WL (without suitcase)	G80-3882HIAUS-9	US	Pink	MX2A Brown	4025112113932	840183606909



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