

Doors Open for the Cooler Master Electronics Show (CMES) 2023

Celebrating 30 Years of Business, the Company Embraces Tech Lifestyle

EMBARGO DATE: Jan 3, 2023 at 8 a.m. Las Vegas, USA, Pacific Standard Time (GMT-8)

LAS VEGAS (January 3, 2023) – Cooler Master, the high-performance PC component and peripherals brand, today announced its Cooler Master Electronics Show (CMES) is kicking off at Palms Casino, Green St. Kitchen on January 5-7, 2023. Cooler Master continues to shift from a traditional PC component manufacturer to a tech-lifestyle brand, offering a full product ecosystem. As the company celebrates its 30th anniversary, the new year launches the next chapter of ecosystems designed to immerse the user in scintillating experiences.

Shaping a New Immersive Experience

Cooler Master **ORB X**, an immersive multi-purpose station, fulfills diversified needs for work, entertainment and gaming with a new level of comfort and luxury. ORB X elevates users' visual, audio, and comfort experiences in a semi-enclosed space for enhanced immersion.

Cooler Master **Synk X**, a cross-platform haptic chair, creates a new way to immerse yourself in a lifelike entertainment experience. Real-time tactile experiences enable users to feel what is taking place in virtual reality.

Motion 1 is the world's first haptic engine gaming chair developed in collaboration with D-BOX, a worldwide leader in haptic technology. Motion 1 adds realistic feedback to enhance your gaming and entertainment enjoyment.

Advanced System Lineup

Cooler Master is entering the complete PC system market with three lines: Be Excellent, Be Different and Be Creative. The Be Excellent systems excel in thermal performance with powerful CPU and GPU capabilities. The Be Different products feature the Shark X, Sneaker X and Mini X, which focus on individuality. The Be Creative lineup will launch with the limited-edition Cosmos Infinity 30th Anniversary PC.

Components and Peripherals

Cooler Master, with over 50 new products, is demonstrating its commitment to the tech lifestyle. Whether you're a DIY enthusiast, modder, gamer, creative professional or a combination, check out all of Cooler Master's new products in the full [press kit](#).

To experience the products hands-on during the event, please sign up [here](#).

About Cooler Master:

Established in 1992, Cooler Master is a performance PC component and peripherals brand with a track record for advancing the industry. From the world's first aluminum PC case to our pioneering thermal technologies, Cooler Master is committed to breaking technological boundaries and challenging the status quo. Our focus is to create a community for individuals who dare to stand out and embrace their inventive identity. Whether new builders use a PC as medium for self-expression, or hardcore gamers set up their battle stations to pay homage to their favorite character, we revel in being Wired Different. We are a brand aiming to go above and beyond by creating cool products for awesome people to build in their own way. More information is available at www.coolermaster.com and join us on [Instagram](#), [Twitter](#), [Discord](#) and [Facebook](#).