

Cooler Master Unveils Advanced System Line-Up

Be Excellent, Be Different and Be Creative computers signal a new direction for the company

LAS VEGAS (January 4, 2023) – Cooler Master, the high-performance component and peripherals brand, today announced its entrance into the market for complete PC Systems. The new desktop PCs focused on three lines: Be Excellent, Be Different, and Be Creative. The Be Excellent line features the 2023 Cooler Master CoolingX (code name) and AIOX NUC (code name): PCs that excel in thermal performance and use powerful CPUs and GPUs. The Be Different line-up features, the Shark X, Sneaker X, and Mini X, which focus on users expressing their individuality. The Be Creative line-up boasts the limited-edition Cosmos Infinity 30th anniversary PC. This PC pays tribute to the award-winning Cosmos case series and allows users to fully customize their machine.

Be Excellent

CoolingX is the ultimate PC for gamers or content creators who demand heavy performance from a compact form factor. CoolingX is fully liquid-cooled, with innovative liquid-cooled side panels. The side panels act as a large heatsink, complete with a fin design to increase the surface area. Water channels run along the panel, allowing heat to be carried to the massive heatsinks for effective dissipation of heat that keeps the system running cool under the heaviest loads.

For those looking for a lighter compact PC, the AIOX NUC, a system based on Intel's NUC platform is the ticket. It features the 12th Gen Intel Core i9 processor cooled by Cooler Master's award-winning MasterLiquid Flux edition liquid cooler. This cooler is specially designed for the AIOX NUC, unleashing the Intel i9 performance without throttling.

Be Different

The Shark X and Sneaker X cater to those with bold tastes. These PC systems are variants of winners from Cooler Master's Case Mod World Series. Both systems are packed with performance that can be upgraded if desired. Both support ITX motherboard form factors, SFX PSUs and an AIO cooler. For tech enthusiasts, the Sneaker X comes with Cooler Master's innovative cooling solution, which allows the AIO cooler's radiator to be placed at the bottom of the case without forming bubbles. This placement allows the Sneaker X to fit a 360mm radiator, so it's aesthetically pleasing and enables high performance.

Among the new systems, the Mini X may look plain, but it comes with a twist that makes it perfect for the Be Different lineup. This tiny case is designed so all panels can be swapped, and when we say all panels, we mean it: from the top to bottom, side to side, and front to back. Not only are the panels modular, but also the interior is upgradable with ITX form factor motherboards, SFX PSUs and NVIDIA's 4000 series or AMD's 7000 series graphics cards.

Be Creative

The Cosmos Infinity 30th Anniversary limited edition, is a remastered version of the C700M using premium materials and a Chameleon color scheme matching Cooler Master's iconic colors. With only 1,000 pieces available, a commemorative plaque is placed on either side of the system with the production number to celebrate Cooler Master's 30th anniversary.

"We are very excited to enter the market of PC systems," said Charlie Wu, Director of Marketing for Advanced Systems at Cooler Master. "With the introduction of an entire line-up of amazing products, we are showing the industry we have raised the bar of PC innovation."

Availability:

Cooler Master CoolingX will be available from Q2 2023, and Cooler Master AIOX NUC will be available in Q3 2023. Cooler Master Shark X, Sneaker X, and Mini X will be available in Q3 2023. Cooler Master Cosmos Infinity 30th Anniversary Limited Edition is now available on CMODX.com.

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](#).