

Cooler Master Introduces Innovative Products for Immersive Experiences

New Products Let You Feel, Move and See Your Games and Movies Like Never Before

LOS ANGELES (January X, 2023) – Cooler Master, the high-performance component and peripherals brand, today announced a new product line-up focused on immersive entertainment. As part of the transformation into a tech lifestyle brand, we have devoted ourselves to applying different technologies for complete immersion in the virtual world. To make hassle-free products, we focus on compatibility, adjustability and cool design for personalized experiences you won't forget.

The ORB X is the Next Level of Immersion

The Cooler Master ORB X, a fully immersive multi-purpose station, is the ultimate work, entertainment, and gaming experience with a new level of immersion, comfort and luxury. ORB X elevates the user's visual, audio and comfort in a semi-enclosed space for a premium user experience. Its automated motorized shuttle dome, compatibility with a triple-monitor setup, built-in surround sound speakers and a newly designed ergonomic recliner for customized comfort, is the premium environment where users stay focused, relax and become totally immersed in their experience.

The Synk X Haptic Chair Lets Users Feel the Game like Never Before

The Cooler Master Synk X, a cross-platform immersive haptic chair, creates a new way of experiencing the gaming world by amplifying play for a lifelike entertainment experience. By converting sound waves into vibrations and providing real-time tactile experiences, Synk X enables users to feel their environment in virtual reality. Cross-platform compatibility ensures easy set up and enjoyment. Its ergonomic design featuring adjustable parts, and a built-in battery for high mobility, makes immersive entertainment possible for any game, anytime, anywhere.

The Dyn X Racing Rig Redefines “True-to-life” Immersion

The Cooler Master Dyn X is not only for the casual gamer but also for those mastering car racing. Inspired by professional racing, it provides accurate driving response with professional-tested performance. It offers an opportunity to become immersed in speed even when away from tracks. A rigid construction, a focus on compatibility, and easy adjustability makes the Dyn X appeal to all drivers. Most importantly, Formula and GT style racing make Dyn X the best solution for users to experience the ultimate in lifelike professional car racing.

Cooler Master is committed to integrating hardware, software and next-gen technologies to enhance users' immersive experiences.

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](#).