

Cooler Master Announces MasterHUB and MasterControl: Transformative Products to Enhance Gaming, Streaming and Creative Capabilities

TAIPEI, Taiwan, May 31, 2023 — Cooler Master, a leading innovator in PC components and peripherals, announces two groundbreaking products, the MasterHUB and MasterControl. These products redefine the boundaries of hardware and software integration, offering an unparalleled user experience for gamers, streamers, and content creators.

The MasterHUB is a modular hardware platform designed with a broad range of functionalities to cater to the varied needs of creators, gamers, and streamers. This transformative device allows users to seamlessly monitor, control, and predict usage behavior and applicational needs. MasterHUB integrates seamlessly with MasterControl, offering a plethora of controllable and viewable features right on the device.

"With the MasterHUB and MasterControl, we aim to resolve user pain points, increase efficiencies, and bring technology to life," says Jimmy Sha, CEO, Cooler Master. "These devices offer intuitive designs, support customization, and allow users to fully immerse themselves into the environment they desire."

Coupled with the API integration for wide software support and an SDK for user customization, the MasterHUB and MasterControl become powerful tools for any tech enthusiast. The journey begins with the system environment in 2023, expanding to room environment support in 2024, and broadening to entire smart home automation by 2025.

Cooler Master is set to launch MasterControl in the middle of July. MasterHUB will be available in late November.

MasterHUB will be available in three starter kits exclusively on Amazon USA: Streamer, Video, and Photo. Nine modules will be available for individual purchase and customization on the CMODX website. These products will make their debut at

COMPUTEX 2023.

With the growth in the esports industry, which is projected to reach an audience of 640 million by 2025, the MasterHUB and MasterControl are poised to revolutionize the gaming and streaming industry. The introduction of these products comes at an opportune time when the demand for advanced, personalized technology solutions is on the rise.

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](#).
