

Cooler Master Celebrates a Year of Innovation: Five Top-tier Design Awards Bestowed in the First Half of 2023

Recognized for Exceptional Design and Innovation, Company Secures Prestigious Awards for Four Pioneering Products

[Los Angeles, CA – July 5, 2023] — Cooler Master, a world leader in innovative PC components and gaming peripherals, today announced that it has been recognized with five top-tier design awards in 2023, underlining its commitment to quality, innovation, and attention to detail.

Among the globally renowned awards, Cooler Master received accolades from the iF DESIGN AWARD and Red Dot Design Award, for four of its pioneering products. Both awards have a reputation for honoring products that display outstanding design and engineering, making this achievement a testament to Cooler Master's groundbreaking work.

The company's QUBE 500 - PC Case, renowned for its functional, customizable, and eco-friendly design, was a double winner, taking home honors from both prestigious competitions. The design combines modularity and a low carbon footprint with an engaging build experience, drawing favorable comparisons to LEGO.

“Being recognized by such esteemed organizations is a great honor for us at Cooler Master. It reinforces our dedication to delivering innovative and quality solutions that resonate with our users,” said Jimmy Sha, CEO of Cooler Master.

Cooler Master's other winning products include the Motion 1 Haptic Gaming Chair, designed in collaboration with D-BOX, to revolutionize home setups for work and play with immersive high-fidelity haptic experience and superior comfort.

The Oracle Air SSD Enclosure, a unique SSD with a special dual-layer thermal design,

won praise for its innovative thermal solution and quick installation capability, enhancing SSD lifecycle while ensuring user safety.

Finally, the MasterBox TD500 Mesh V2 computer case captured the Red Dot Design Award for its impressive light effects, cooling options, and Fine Mesh technology, adding to Cooler Master's innovative lineup.

"These awards validate our relentless pursuit of excellence and innovation. We are proud to be setting the pace in tech lifestyle, continuously pushing the boundaries of design and functionality," added Sha.

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](#).
