



GX III GOLD vs GX II Gold

COMPARISON

PWR MKT



AGENDA

● **PORTFOLIO**

● **PRODUCT POSITIONING**

● **FEATURES**

PORTFOLIO



X SERIES

Extreme

Maker



V SERIES

High Performance

Creator



GX SERIES

Gaming
Experience

Gamer



ELITE SERIES

Functional

Daily User

PORTFOLIO



- High performance
- Digitally controllable

V
Series

X
Series



- Flexibility
- ARGB



- Mid-range
- SI
- Targeting large market share

GX, MWE
Series

ELITE
Series



- Entry-level users

PRODUCT POSITIONING

High-performance
Sophisticated
Trendy
Professional
Excellent heat dissipation
Silent
Digital

• **Creator**

• **Gamer**

Stable
Energy-efficient
Silent
Cost-effective
Versatile



Engaging
Unique
High-Performance
Bold
Next-gen

• **Maker**

• **Daily user**

Stable
Durable
Cost-effective
Beginner-friendly
High quantity sales

GX III GOLD vs GX II GOLD

FEATURES



THANK YOU

