Requestor: **Jennifer Hall**   Extension: **3802**   Date: **5/18/20**

Product Name

List name exactly as end user should see it, not what is used internally. Please be complete and pay attention to capitalization, italics and other special conventions used for product name.

HyperX Alloy Elite™ 2
Mechanical Gaming Keyboard

For SKU Set-Up:

HyperX Alloy Elite 2 – Mechanical Gaming Keyboard, Software-Controlled Light & Macro Customization, ABS Pudding Keycaps, Media Controls, RGB LED Backlit. Linear Switch, HyperX Red

Positioning

Is this replacing another product now or, if in the future, when?
Yes, this is replacing Alloy Elite RGB.

Where does it fit into current lineup of related products?
This product will be the newest addition to the HyperX Alloy Elite Keyboard family. It will live under the Keyboards category and replace Alloy Elite RGB in the Red Nav Bar.

Is this a global or a regional launch? If it's regional, please list the region(s).
Global SKU
Global Launch (Countries vary)

11 Keyboard Layouts
      English (US)
      Spanish (LATAM)
      English (UK)
      French
      German
      Nordic
      Swiss
      Russian
      Traditional Chinese
      Korean
      Thai

2 Switch Colors* (TBD):
      HyperX Red
      HyperX Blue

      *Available switch colors vary per country. Please check your local retailer/etailer for availability.

Target Audience

Be as specific as possible.

Primary: The ultimate gaming and entertainment multi-tasker. These people love indulging in their shows, movies, music, and streams just as much as they love playing their favorite games. Sound is essential to their enjoyment, so the media keys

and volume wheel allow them to conveniently play/pause video, skip tracks, and adjust volume to their liking. As for gaming, they enjoy diving into the worlds of Diablo, The Sims, Minecraft, or other MMO or simulation titles with dynamic gameplay and enriching environments.

Secondary: The casual PC gamer who needs to balance work and hobbies. They seek quality equipment that can mainly serve as their workstations, while also catering to their pastimes such as gaming and listening to music. Price doesn't matter much to them as long as their gear is durable and can serve a purpose for all their needs.

MSRP: $129.99

Features

You can include more than four features but please note there will be instances where only the top two or three will be included or highlighted.

Feature 1: HyperX Pudding Keycaps

Benefit(s)

- Brighter and more radiant RGB lighting out of the box

Proof Point(s)

- Translucent keycap design allows RGB lighting to shine through and appear more luminous compared to other solid color keycaps
- Dual layer ABS pudding keycap design with black top and translucent white bottom

Feature 2: HyperX Mechanical Switches*

Benefit(s)

- Responsive switches built for performance
- Product longevity with no loss of quality

Proof Point(s)

- Key switches available in HyperX Red (Linear) and Blue (Clicky)*
- Designed with a shorter actuation point and shorter travel time
- 80 million lifetime click rating

Feature 3: Signature light bar and dynamic RGB lighting effects

Benefit(s)

- Backlit keyboard with radiant light bar emits smooth and stunning luminosity
- Personalize your battlestation and bring it to life with customizable LED lighting effects

Proof Point(s)

- Light Bar with LED lights runs along the length of the keyboard to enhance lighting effects
- Per key lighting with RGB colors

Feature 4: Dedicated media keys, quick access buttons, and large volume wheel

Benefit(s)

- Conveniently control media with dedicated buttons on your multimedia keyboard
- Quickly adjust brightness, lighting profiles, and enable Game Mode with the touch of a button. When Game Mode is enabled, the Windows key will be disabled to avoid accidental interruption during gaming.

Proof Point(s)

- Dedicated media buttons include play, pause, previous track, next track, mute, and large volume wheel

- Quick access buttons to easily cycle through brightness and lighting effects and to enable game mode

Feature 5: Solid steel frame

Benefit(s)
- Long lasting durability and stability

Proof Point(s)
- Sturdy metal alloy top plate

Feature 6: Advanced customization with HyperX NGENUITY Software

Benefit(s)
- Easily customize lighting, Game Mode, and macro settings
- Take your lighting profiles on the go

Proof Point(s)
- Customizable per-key lighting effects
- Save up to 3 lighting profiles
- Custom Game Mode setting allows you to choose which keys will be disabled with the Game Mode Button
- Assign macro keys and store them in the macro library

Feature 7: USB 2.0 pass-through, 100% Anti-ghosting, and Full N-Key Rollover Functionalities

Benefit(s)
- USB 2.0 port on the keyboard adds an additional slot for more device inputs
- N-Key key rollover lets you press all keys simultaneously and every keystroke will register and be perfectly executed in the order pressed as quickly as it was input. No lost keystrokes from simultaneous signals.

Proof Point(s)
- Connect devices with USB 2.0 pass-through
- 100% Anti-ghosting and Full N-Key Rollover Functionality

Feature 8: Multi-platform compatibility

Benefit(s)
- One keyboard for PC and console gaming

Proof Point(s)
- Compatible with PC, PS4™, and Xbox One™

Headline

To be provided by Copywriter.

For play. For work. For everything.

Body Copy

To be provided by Copywriter.

For gamers, streamers, and multi-taskers who need to have more control at their fingertips, the HyperX Alloy Elite 2 is the keyboard for you. With dedicated media keys and a large volume wheel, this fully-featured gaming keyboard's ready for everything from video editing to watching movies. It's built with ultra-reliable HyperX mechanical switches balanced for

speed and responsiveness, so you can trust your key inputs. The switches' exposed LEDs pair with the translucent HyperX Pudding Keycaps to give your RGB lighting extra brightness compared to solid-color keycaps.

Customize the signature light bar and create lighting profiles with intuitive HyperX NGENUITY software for a brilliant display of colors. Use the software to personalize your setup further with custom Game Mode and macros. A USB 2.0 pass-through provides an extra USB port for your multi-tasking needs. The Alloy Elite 2's sturdy steel frame makes it durable enough for work and play day in and day out.

Bullets

To be provided by Copywriter.

- HyperX Pudding Keycaps
- HyperX Mechanical Switches*
- Signature light bar and dynamic RGB lighting effects
- Dedicated media keys, quick access buttons, and large volume wheel
- Solid steel frame
- Advanced customization with HyperX NGENUITY software
- USB 2.0 pass-through, 100% Anti-ghosting, and Full N-Key Rollover Functionalities
- Multi-platform compatibility

*Available switch colors vary per country. Please check your local retailer/etailer for availability.

Specifications

Provide specs or, if specs are not final, provide template that contains all the spec headings for the final version.

Keyboard

Switch	HyperX Switch
Type	Mechanical
Backlight	RGB (16,777,216 colors)
Light effects	Per key RGB lighting** and 5 brightness levels
Onboard memory	3 profiles
USB 2.0 Pass-through	Yes
Anti-ghosting	100% anti-ghosting
Key Rollover	N-key mode
LED Indicator	Yes
Media control	Yes
Game Mode	Yes
OS compatibility	Windows® 10, 8.1, 8, 7

Key Switches

Switch	HyperX Red
Operation Style	Linear
Operating Force	45 g
Actuation Point	1.8 mm

Total Travel Distance	3.8 mm
Life Span (Keystrokes)	80 million

Cable

Type	Attached, Braided
Length	1.8 m

Dimensions

Width	444.0 mm
Depth	174.0 mm
Height	37.4 mm
Weight (Keyboard and cable)	1530 g

**Per key RGB lighting customizable with HyperX NGENUITY Software

Parts

List of part numbers with capacities, labeled so the reader/user can choose the appropriate version of the product to order.

HyperX Red

Part Number	Keyboard Layout
HKBE2X-1X-US/G	English (US)
HKBE2X-1X-LA/G	Spanish (LatAm)
HKBE2X-1X-UK/G	English (UK)
HKBE2X-1X-FR/G	French
HKBE2X-1X-DE/G	German
HKBE2X-1X-NO/G	Nordic
HKBE2X-1X-SW/G	Swiss
HKBE2X-1X-RU/G	Russian
HKBE2X-1X-TW/G	Traditional Chinese

YouTube Keywords

mechanical gaming keyboard, computer gaming keyboard, mechanical keyboard, keyboard wrist support, gaming keyboard, wrist rest keyboard, keyboard with media keys, rainbow backlit keyboard, customizable gaming keyboard, rgb gaming keyboard, rgb keyboard

Standard YouTube Video Title

Alloy Elite 2 – Mechanical RGB Gaming Keyboard

Short YouTube Video Title

Alloy Elite 2 – RBG Mechanical Keyboard

Web Page Meta Title

Alloy Elite 2 - Multimedia Gaming Keyboard | HyperX

Web Page Meta Description

Added by SEO Team.

The HyperX Alloy Elite is a gaming keyboard that places your media buttons conveniently placed so there is no wasted motion when owning your competition.

eCommerce Keywords

Added by SEO Team.

mechanical gaming keyboard;computer gaming keyboard;mechanical keyboard;keyboard wrist support;gaming keyboard;wrist rest keyboard;multimedia keyboard;keyboard with media keys;keyboard with media controls;rainbow backlit keyboard

Legal

Include any mandatory statement, if needed, and which feature it relates to, for footnote purposes.

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