Requestor: **Jennifer Hall**   Extension: **3802**   Date: **11/26/19**

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 FURY Ultra
Gaming Mouse Pad

For SKU Set-Up:
HyperX FURY Ultra – Gaming Mouse Pad – Large – 360° RGB lighting – 20 RGB LED Zones – Low Friction Hard Surface – Anti-slip Rubber Base

Positioning

Is this replacing another product now or, if in the future, when?
No.

Where does it fit into current lineup of related products?
HyperX FURY Ultra is an upgraded version of HyperX FURY S. In addition to having a hard surface for speed and durability, it is our first RGB and software-enabled mouse pad.

Is this a global or a regional launch? If it's regional, please list the region(s).
1 Global SKU
Phase I: APAC
Phase II: Rest of World

Target Audience

Be as specific as possible.

This product is aimed at 16-35 year old semi-serious to enthusiast gamers. They are passionate about customizing their personalized setups and proudly share them on social media and to their friends. Targeted MSRP: $59.99

Age Group: 16-35
Budget: $50-60
Experience: 2+ sets of gaming peripherals (Mid/High)
Type of Gamer: Semi-serious/Enthusiast

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: Dynamic 360° RGB lighting effects

Benefit(s)
- Radiant 360° light ring and light bar emit smooth and stunning luminosity
- Personalize your setup and bring it to life with customizable lighting

Proof Point(s)
- RGB light ring with LED lights runs along the edge of mouse pad
- Additional lighting shown through light bar and HyperX logo
- Per LED lighting: 20 LED Lights – 15 around the mouse pad and 5 on light bar (include 20 LED lights in Copy)

Image Suggestion(s)
- Stylized image of FURY Ultra mouse pad w/ rainbow wave lighting, focusing on HX logo and light bar

Feature 2: Micro-textured hard surface for performance and speed

Benefit(s)
- Reduced friction surface for fast moving mouse action
- Resistant to wear and tear for long-lasting durability
- Smooth surface for zero interference to mouse movements

Proof Point(s)
- Quality hard surface material with micro-textured surface
- Completely flat across the entire surface. No raised elements or edges that would interrupt mouse movements.

Image Suggestion(s)
- Show hand using Pulsefire Surge on mouse pad surface (edit to indicate "swift movements")

Feature 3: Stable, anti-slip rubber base

Benefit(s)
- Anti-slip grip firmly keeps mouse pad in place for stability

Proof Point(s)
- Textured rubber underside

Image Suggestion(s)
- Underside of mouse pad w/ zoomed in callout bubble of anti-slip texture (similar to image on packaging)

Feature 4: Customization with HyperX NGENUITY software

Benefit(s)
- Easily program lighting - Effects for reference: RGB Wave, Color Cycle, Solid, Breathing (2 colors)

Proof Point(s)
- Per LED lighting customization with HyperX NGENUITY software

Image Suggestion(s)
- Software screenshot of lighting customization section (TBD) + RGB PC Setup Image using FURY Ultra, Pulsefire Surge, and Alloy Origins (all w/ rainbow wave lighting)

Hero Image

Image Suggestion:
Lifestyle image including the following products:
FURY Ultra, Pulsefire Surge, Alloy Origins, Cloud Alpha S (all RGB products should use the rainbow wave lighting effect to "mimic" light sync)

Headline

[Product Headline]
Hard surface mouse pad with 360° RGB lighting.

[Campaign Taglines]
More lights, more lit.

Body Copy

Boost your style with the brilliant HyperX FURY Ultra RGB mouse pad. It has 360° of smooth, stunning lighting and effects that you can customize to complement your system's style with HyperX NGENUITY Software. This hard surface mouse pad features a low-friction, micro-textured surface without raised edges so you'll get fast, fluid mouse movement. The FURY Ultra's non-slip grip underside helps it stay in place so you won't have to sacrifice performance for amazing style.

Bullets

- Dynamic 360° RGB lighting effects

- Micro-textured hard surface for performance and speed

- Stable, anti-slip rubber base

- Customization with HyperX NGENUITY software

Specifications

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

Specifications	
Light effects:	Per-LED RGB lighting[1]
Cable type:	Braided
Weight:	580g
Thickness:	5.0mm
Dimensions:	Width: 359.4mm Length: 299.4mm Cable length: 1.8m
Material:	Plastic

[1]Per-LED 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.

HX-MPFU-M

SEO keywords

List 4–10 keywords in order of most important to least important. Do not include branded terms.

rgb mouse pad

Web Page Meta Title

Added by SEO Team.

FURY Ultra – RGB Mouse Pad | HyperX

Web Page Meta Description

Added by SEO Team.

The HyperX FURY Ultra mouse pad provides a radiant 360° light ring and a micro-textured hard surface for performance and speed.

Long Video Title

Fury Ultra – HyperX RGB Gaming Mousepad

Short Video Title

Fury Ultra – RGB Mousepad

YouTube Keywords

Hyperx mousepad; Fury Ultra, rgb mousepad; rgb mouse pad;mouse pad;rgb;gaming led mouse pad;mouse pad rgb large;rgb gaming mousepad;mouse pad led large;led mouse pad extended;big led mouse pad;led large mousepad;large mouse pad gaming led;rgb large mousepad;rgb mouse mat extended; mousepad rgb

eCommerce Keywords

Added by SEO Team.

rgb mouse pad;mouse pad;rgb;gaming led mouse pad;mouse pad rgb large;rgb gaming mousepad;mouse pad led large;led mouse pad extended;big led mouse pad;led large mousepad;large mouse pad gaming led;rgb large mousepad;rgb mouse mat extended

Legal

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