



For Immediate Release

Cooler Master Unveils its Latest at COMPUTEX 2011

Cooler Master will be geared up for COMPUTEX 2011, May 31 - June 4, with a booth located at the Nangang Exhibition Hall 1st floor (I510, I514C, I609, I603C) in Taipei, Taiwan. The company will be showcasing its latest products as well as some of the best entries from this year's case mod competition. Read on for a preview of what will be on display and details of the press conference held on Tuesday the June 1st.

Case Mod 2011 Favorites

For the first time ever, Cooler Master will feature center stage some of the most popular cases from its Case Mod 2011 Competition. This will be a one-time opportunity to see what some of the best case modders in the world have created for the competition. Expect to see some truly exceptional one-of-a-kind pieces on display and make sure you vote for your favorite in the 2011 Case Mod competition before the 29th of May.

Case Mod 2011 Official Logo	SERAPH	MY GEAR
		

Note: mods shown may not be the final winners in the competition

CM Storm Special Edition Chassis & Award Winning Gaming Headset

CM Storm is set to unveil a special AMD Edition of the all new Enforcer case. It will come with extra features such as an AMD design, customized lights, a see through side panel and a special soft-touch rubber coating. Following on the CM Storm theme, we will also be launching our first ever gaming headset, the CM Storm Sirius with true 5.1-channel audio thanks to four speakers in each ear cup for class leading, real-time surround sound. As if that wasn't enough the headset

comes with a control unit that for independent control of the rear, center and front speakers which allows for different setups depending on whether you're playing a game, watching a movie or using it for internet voice or video calls. The Sirius also comes with interchangeable ear-pads and you get the





choice of two different kinds of materials to give you the best possible comfort. Besides, visitors who come to our booth will have chance to win a limited miniature edition of our CM Storm enforcer case.

Desktop PSU with Fan Controller & iPhone Power Backups

The soon-to-be-released Silent Pro Hybrid PSUs come with a function panel that fits in a front drive bay. This has been designed not only to give the user control over the 135mm fan inside the PSU itself, but it also doubles up as a fan controller for up to three case fans at 0–12V. However, this isn't the only thing that makes the Silent Pro Hybrid stand out from the competition as you're looking at an 80Plus Gold certified PSU with over 90% efficiency and the single +12V rail can deliver up to 98A of power (depending on model). Staying on the subject of power, Cooler Master's Choiix division will be showing off the new Power Fort 20Whrs battery pack for the iPad and tablets as well as the iPower Fort which is a white version designed to go with the new white iPhone 4.



Last but not least, Cooler Master would like to extend an invite to its product launch press conference which is held at 13.00/1.00pm on the fourth floor, area M Lobby in the Nangang Exhibition Hall on June 1st. We look forward to seeing you at the show.

About Cooler Master

Cooler Master was founded to provide the best thermal solution to our customers worldwide. Since its establishment a decade ago, we continue to invest in developing leading-edge innovations to people and businesses. Cooler Master's products include heat sinks and fans, chassis, power supplies, function panels and accessories. Cooler Master has its headquarters in Taipei, Taiwan, with offices in Europe, America and APAC.

For more information, please visit www.coolermaster.com

About CM Storm

Through long-standing research programs, CM Storm is co-developed with the world's most prolific enthusiasts and eSports prodigies. Thanks to intensive testing and continuous feedback, the CM Storm division has been able to encompass and improve upon gamers' needs and their tough to handle scenarios.

For more information, please visit www.cmstorm.com

About Choiix

Choiix offers a diversity of digital lifestyle products with convenient, comfortable, user-friendly and touching characteristics. We seek a perfect balance between form and function, utility and innovation, simplicity and creative designs. Every simple yet quality product is for people who wish to create their own simple and chic lifestyle. Choiix provides a series of practical yet stylish digital mobile devices accessories, including stands and backup batteries for mobile phones, laptops and tablet PCs.

For more information, please visit www.choiix.com.