

AN INTRODUCTION TO

CHERRY
XTRFY



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Two brands, one vision. At CHERRY, we're excited to join forces with Xtrfy and build upon our legacy in keyboards and components as we expand globally within gaming peripherals. Combining our 70 years of experience with new expertise, we'll provide both professional and casual gamers across the world with the equipment they need to perform. Working with some of the most prominent teams and players already, we're looking to invest even more into the esports scene – not only the fastest growing but also one of the most inclusive and diverse sports communities in the world. With this brochure, we'd like to introduce you to our new brand and effort within gaming.

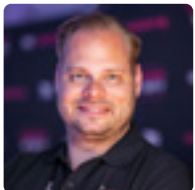


René Schulz

Vice President Business Unit Peripherals, CHERRY

“

From launching our first Xtrfy keyboard in 2013 – equipped with CHERRY MX switches – to becoming a part of CHERRY in 2023 has been an incredible journey, and we're now ready to take on the future. As CHERRY XTRFY, we're looking forward to evolving our business, products and partnerships with increased strength, and seizing the full potential of our work. I'd like to thank everyone who's been involved in Xtrfy over the past decade and welcome you on this new and exciting journey. Let's make 2023 the best year yet.



Joakim Jansson

Head of Product & Portfolio, Co-founder of Xtrfy



TWO BRANDS TRUSTED BY GAMERS.

Gamers from all corners of the world know CHERRY as the legendary keyboard switch brand. Trusted by professional players and used in more than 60 million keyboards, CHERRY MX is widely considered to be the gold standard of keyboard switches. In 2023, CHERRY's gaming keyboards and other peripherals will be available worldwide as well – products that are leading in some of the world's largest consumer markets.

With a reputation built over decades, CHERRY stands for quality products designed in Germany, aimed at those who have high demands on performance, design, and durability.



Designing pro-level gaming equipment in collaboration with some of the world's most merited players, Xtrfy has rapidly grown to become a household name within the esports scene. Over the past 10 years, Xtrfy has combined experience with new ideas to help gamers perform at their best. From the offices in southern Sweden, Xtrfy challenges competitors all over the world with innovative designs, colorful aesthetics and products that offer a whole new level of customizability.

Never compromising on quality, Xtrfy's equipment can be found on the stages of esports majors as well as in the homes of discerning gamers everywhere.



JOINING FORCES – THE NEW US.

CHERRY's acquisition of Xtrfy is a perfect fit. Complementary experience, networks and product expertise. German engineering and Swedish design, brought together by a passion for gaming.

With our eyes set on the future, we're proud to introduce our new gaming peripherals brand.

New look. New name. A new horizon.

Meet CHERRY XTRFY.





IN IT TO WIN IT.

We're passionate about esports. And after years of collaborating with professional players, we're putting our hearts into growing our presence in competitive gaming in 2023. While we believe that it's important to support initiatives that help moving esports forward, working closely with the players is also the key to creating the best gear. We're experts at developing products but no one knows them better than the players who spend thousands of hours using them.

Ramping up our efforts in esports, we're committed to creating new products that help gamers win. We express our commitment through the CHERRY XTRFY tagline: In it to win it.

WE CREATE THE NEW GENERATION OF ESPORTS EQUIPMENT.

We elevate the gaming experience by making pro-level performance available to gamers of all levels, with designs that allow you to express yourself.

MORE INNOVATIVE.

Staying close to the community, we know what today's gamers are asking for. With the demands of tomorrow in mind, we strive to take things even further and bring something new to the scene – whether it's a new design, feature, or a new technology for higher performance.

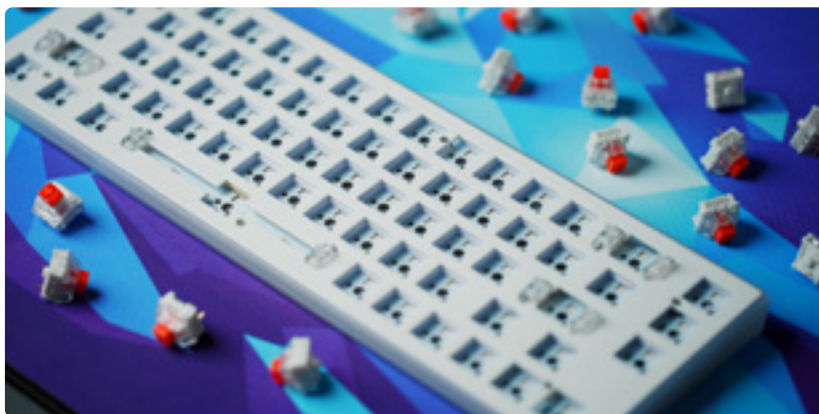
MORE EXPRESSFUL.

Creating the new generation of esports equipment is not only about pushing the boundaries in terms of performance. We challenge the traditional aesthetics to make professional gaming gear more expressful.



MORE CUSTOMIZABLE.

Your needs. Your preferences. Your style. From mice with swappable shells for size adjustment, to ultra-customizable keyboards where you can change everything from the switches and keycaps to the frame and cable. We make it possible for every gamer to personalize their gear.



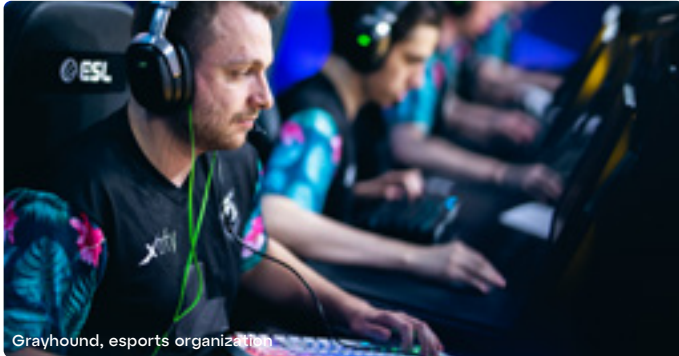
MORE AVAILABLE.

Our goal is to create world-class equipment for professional players, and make it available to gamers of all levels through an accessible price point. Gear that's used on the stages of esports majors as well as in the homes of casual gamers.



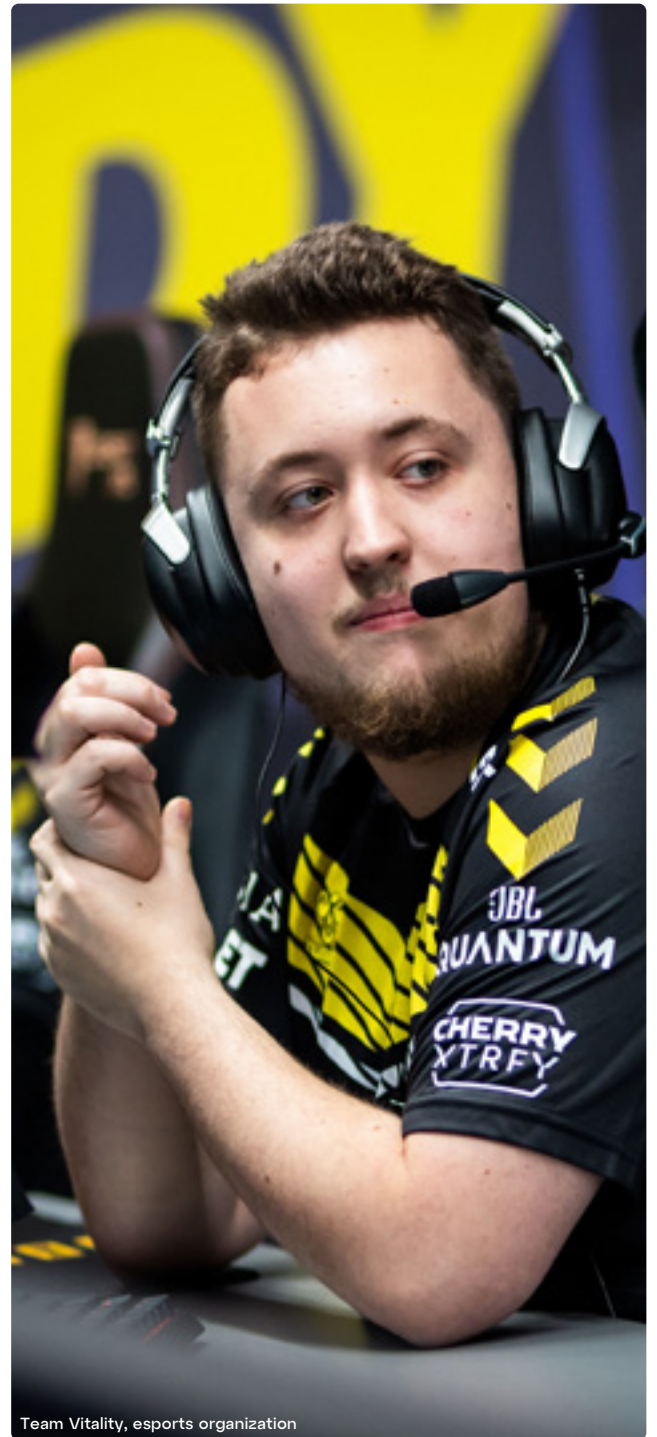
THE CHERRY XTRFY FAMILY.

We're proud to be working with some of the best teams and most experienced individuals in gaming. From the number one* team in CS:GO, to the world's top mouse reviewer – here are some of our partners in 2023.





f0rest, Counter-Strike legend



Team Vitality, esports organization

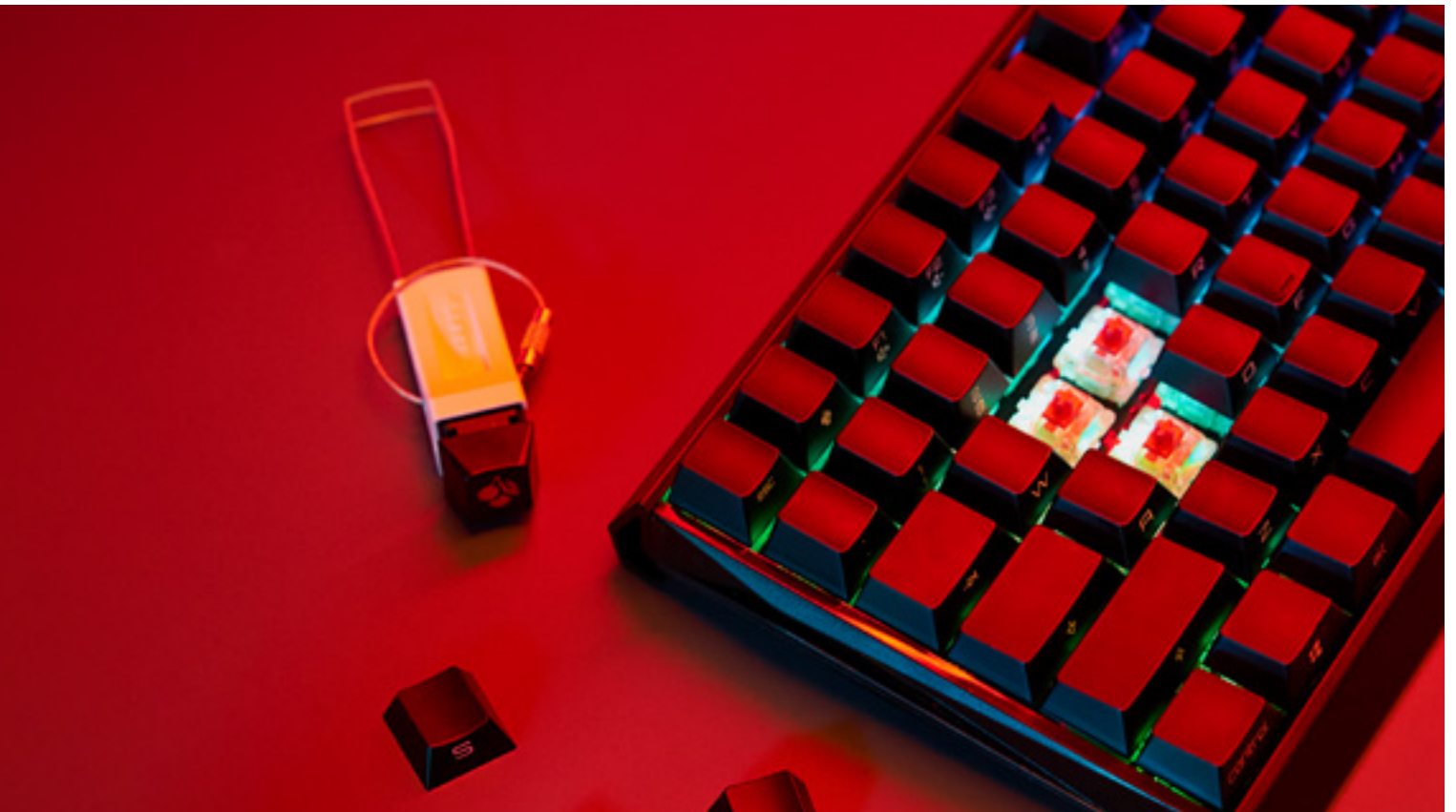


LNG, esports organization

KEYBOARDS.

From the oldest keyboard series in the world – CHERRY G80-3000 – to the ultra-customizable Xtrfy K5, and the new CHERRY MX Wireless range. In the world of keyboards, CHERRY XTRFY carries a legacy of 50 years. With a focus on quality, reliability and exceptional performance, we're proud to be the creator of some of the most trusted technologies in gaming.

The world-leading CHERRY MX switches are developed and manufactured in Germany, and featured in our keyboards in a variety of versions. Whether you prefer linear or tactile switches, silent or standard, full height or low profile – our keyboards will bring you a premium experience with extreme durability.



65%



XTRFY K5

A KEYBOARD DESIGNED BY YOU.

- Ultra-customizable • Hot-swappable red switches • Full N-key rollover
- Customizable strip LED RGB illumination • Pre-lubed PCB-mounted stabilizers
- Double layers of sound-dampening foam

RRP: FROM 139 USD/EUR



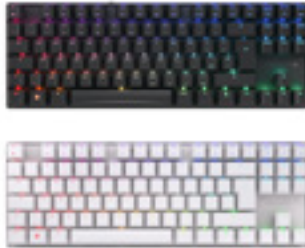
CHERRY MX-LP 2.1 COMPACT WIRELESS

A COLORFUL TRENDSETTER.

- CHERRY Advanced Wireless Technology with 3 connection modes
- CHERRY MX Low Profile Speed switches • Full N-key rollover
- RGB illumination – customizable through CHERRY Utility software

RRP: 139.99 USD/EUR

TENKEYLESS



CHERRY MX 8.2 TKL WIRELESS

THE WIRELESS PRO GAMING KEYBOARD.

- CHERRY Advanced Wireless Technology with 3 connection modes • Solid aluminum housing and reusable metal case • CHERRY MX Red or Brown switches • Full N-key rollover
- RGB illumination – customizable through CHERRY Utility software

RRP: 209.99 USD/EUR



CHERRY G80-3000 TKL

THE ORIGINAL – ONLY SMALLER.

- New version of the classic G80-3000
- CHERRY MX Silent Red switches • Full N-key rollover
- RGB illumination – customizable through CHERRY Utility software

RRP: 96.99 USD/EUR

CHERRY ADVANCED WIRELESS TECHNOLOGY

The new series of wireless CHERRY keyboards – CHERRY MX 8.2 TKL WIRELESS, MX 3.0S WIRELESS and MX-LP 2.1 WIRELESS – uses CHERRY Advanced Wireless Technology for incredibly fast response with a latency of less than 1 ms in gaming mode.



XTRFY K4 TKL

THE PRO-LEVEL KEYBOARD FOR ALL-LEVEL GAMERS.

- Red mechanical switches • Full N-key rollover
- Customizable RGB illumination • Pre-lubed plate-mounted stabilizers
- Sound-dampening foam

RRP: 109 USD/EUR



CHERRY MX 3.0S WIRELESS
WINNING WIRELESS SPEED.

- CHERRY Advanced Wireless Technology with 3 connection modes
- CHERRY MX Red or Brown switches
- Full N-key rollover
- RGB illumination – customizable through CHERRY Utility software
- Extruded aluminum housing

RRP: 179.99 USD/EUR



CHERRY MX BOARD 3.0S

EXPECT TO WIN – GAMING PERFORMANCE IN INNOVATIVE ALUMINUM DESIGN.

- Extruded aluminum housing
- CHERRY MX Red, Brown, Blue, Black or Silent Red switches
- Full N-key rollover
- RGB illumination – customizable through CHERRY Utility software

RRP: 129.99 USD/EUR



CHERRY MV 3.0 RGB
YOUR KEYBOARD – YOUR STYLE – YOUR GAME.

- Aluminum design
- CHERRY MV linear switches
- Full N-key rollover
- RGB illumination – customizable through CHERRY Utility software

RRP: 99.99 USD/EUR



CHERRY MX 10.0N
UNUSUALLY THIN – UNUSUALLY FASHIONABLE.

- Slim aluminum housing
- CHERRY MX LOW PROFILE RGB SPEED switches
- Full N-key rollover
- RGB illumination – customizable through CHERRY Utility software

RRP: 190.89 USD/EUR



CHERRY G80-3000N
THE LEGEND HAS A NEW LOOK.

- New version of the classic G80-3000
- CHERRY MX Silent Red switches
- Full N-key rollover
- RGB illumination – customizable through CHERRY Utility software

RRP: 117.99 USD/EUR



CHERRY MX 2.0S
MADE FOR GAMING – A FUNCTIONAL, STATE-OF-THE-ART KEYBOARD.

- Minimalistic German design
- CHERRY MX Black, Blue, Brown, Red or Silent Red switches
- Full N-key rollover
- RGB illumination – customizable through CHERRY Utility software

RRP: 109.99 USD/EUR



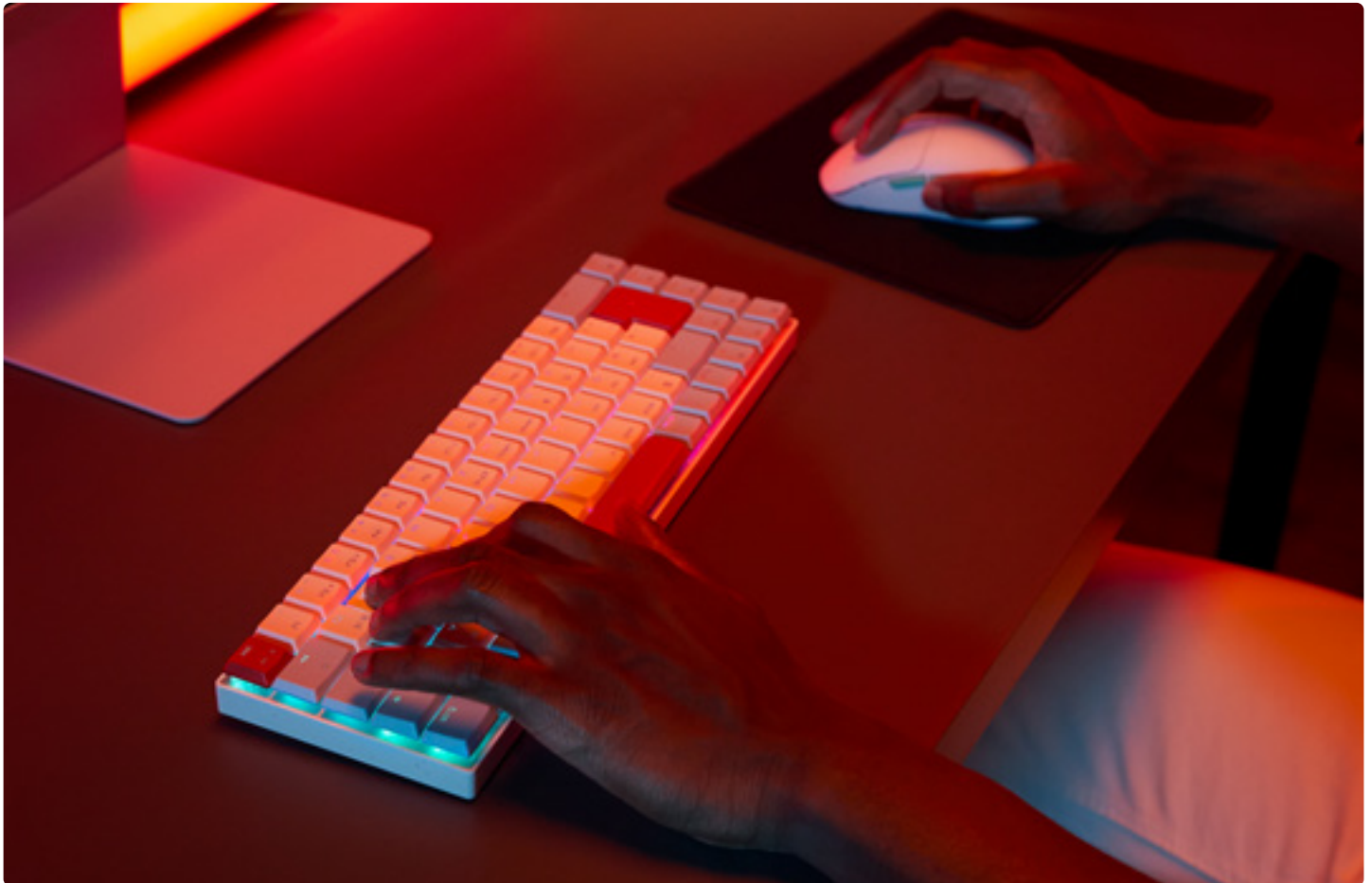


XTRFY K4

THE PRO-LEVEL KEYBOARD FOR ALL-LEVEL GAMERS.

- Red mechanical switches
- Full N-key rollover
- Customizable RGB illumination
- Pre-lubed plate-mounted stabilizers
- Sound-dampening foam

RRP: FROM 109 USD/EUR



MICE.

When it comes to aim, shape is king. That's why our mice come in a range of different designs. Whether you prefer an ergonomic form factor or a symmetrical shape, we have a model and a color-way to fit your needs and style. From the M4 – the first ultra-light gaming mouse with an ergonomic shape – to the MZ1, designed in collaboration with the world's no.1 mouse reviewer, Rocket Jump Ninja.

As our range of critically acclaimed gaming mice goes wireless, the 2.4 GHz connectivity isn't the only thing that's new. With swappable back shells for size adjustment, adjustable weight balance and more settings than ever, we bring a new level of customization to the scene.



WIRELESS



XTRFY M8 WIRELESS

THE AIM CHANGER.

- Symmetrical shape with ultra-low front
- 55 grams lightweight with a solid shell
- 2.4 GHz lag-free wireless • Pixart 3395 sensor

RRP: 109 USD/EUR



XTRFY M4 WIRELESS

XTRFY'S ALL-TIME BESTSELLER. UPGRADED. WIRELESS.

- Adjustable ergonomic shape • 71 grams lightweight with adjustable weight balance
- 2.4 GHz lag-free wireless • Pixart 3370 sensor
- Modular shell – two sizes (included)

RRP: 109 USD/EUR



XTRFY M42 WIRELESS

THE MOST VERSATILE XTRFY MOUSE. BETTER THAN EVER.

- Adjustable symmetrical shape • 67 grams lightweight with adjustable weight balance
- 2.4 GHz lag-free wireless • Pixart 3370 sensor
- Modular shell – two sizes (included)

RRP: 109 USD/EUR



XTRFY MZ1 WIRELESS

THE SHAPE FOR BETTER AIM. WITH TOTAL FREEDOM OF MOVEMENT.

- Adjustable ergonomic shape designed by Rocket Jump Ninja
- 62 grams lightweight with adjustable weight balance • 2.4 GHz lag-free wireless
- Pixart 3370 sensor • Modular shell – two sizes (included)

RRP: 129 USD/EUR

ADD-ONS



XTRFY LIZARD SKINS DSP MOUSE GRIP

GRIP TAPES FOR M8/M4/M42/MZ1 – WIRED AND WIRELESS.

- Custom-made – no cutting required
- Produced in collaboration with Lizard Skins
- Ultra comfortable, slip-resistant material

RRP: FROM 16.50 USD/EUR



XTRFY GLASS SKATES

MOUSE FEET FOR M8/M4/M42/MZ1 – WIRED AND WIRELESS.

- Engineered for superior glide
- Highly durable
- Perfectly fitted and self-adhesive

RRP: FROM 27.50 USD/EUR



XTRFY M4

ULTRA-LIGHT, ERGONOMIC, TOP-GRADE. MEET THE M4.

- Ergonomic shape
- 69 grams lightweight • Xtrfy EZcord®
- Pixart 3389 sensor • RGB illumination

RRP: FROM 65 USD/EUR



XTRFY M42

VERSATILE SHAPE. SOLID PERFORMANCE.

- Adjustable symmetrical shape • 59 grams lightweight
- Xtrfy EZcord® • Pixart 3389 sensor • RGB illumination
- Modular shell – two sizes (included)

RRP: FROM 65 USD/EUR



XTRFY M21

SHAPE IS KING.

- Ergonomic shape designed by Rocket Jump Ninja
- 56 grams lightweight • Xtrfy EZcord® Pro
- Pixart 3389 sensor • RGB illumination

RRP: 87 USD/EUR



CHERRY MC 9620 FPS

CUSTOMIZABLE GAMING MOUSE WITH INNOVATIVE FEATURES.

- Adjustable symmetrical shape • 130-145 grams (3 x 5 g weights included) • Braided cable
- 12 000 DPI Pixart sensor • RGB illumination • 9 buttons
- CHERRY button for CHERRY Utility software to customize mouse settings

RRP: 71 USD/EUR



CHERRY MC 2.1

PERFECT IN YOUR HAND, HIGH PERFORMANCE IN THE GAME.

- Ergonomic shape • 107 grams
- 5000 DPI Pixart sensor • RGB illumination
- CHERRY button for CHERRY Utility software to customize mouse settings

RRP: 35.99 USD/EUR



CHERRY MC 3.1

JUST FAST.

- Symmetrical shape • 117 grams
- 8000 DPI Pixart sensor • RGB illumination
- CHERRY button for CHERRY Utility software to customize mouse settings

RRP: 53.55 USD/EUR

MOUSEPADS.

Effortless glide or enhanced control? With the right mouse at hand, you need a mousepad with the right characteristics to unlock your full potential. Since precision is key, we offer a range of different surfaces to accommodate different playstyles and needs. Using experience from more than a decade of collaborating with professional players, our ambition is to create the best mousepads you can get, with the most expressful designs available.

Our collaboration with DRKN is a good example of design and performance. United by the ambition to create the best products for discerning gamers, we've teamed up to bring you next-level collections of gear and clothing. Together, we make official products for some of the most popular games as well as the most anticipated game releases of the year.



THE SPEED SCALE.

While some prefer high-speed surfaces for effortless movements, others appreciate higher friction for more control in every swipe. Our speed scale lets you compare the speed of our different mousepads.

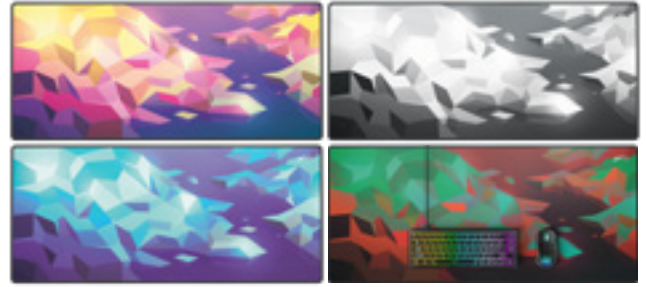


XTRFY GP2 XXL
PLAY BIG.

- 1200 x 600 x 3 mm • Cloth surface – control
- Non-slip rubber base • Stitched edges • Machine washable

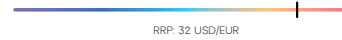


RRP: 50 USD/EUR



XTRFY GP5 XL LITUS
ELEVATE YOUR GAMING SPACE.

- 920 x 400 x 3 mm • Cloth surface – speed
- Non-slip rubber base • Stitched edges • Machine washable

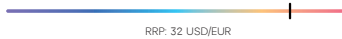


RRP: 32 USD/EUR



XTRFY GP5 XL SPECIAL EDITIONS
ELEVATE YOUR GAMING SPACE.

- 920 x 400 x 3 mm • Cloth surface – speed
- Non-slip rubber base • Stitched edges • Machine washable

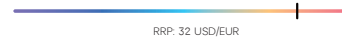


RRP: 32 USD/EUR



XTRFY GP5 XL PUBG EDITIONS
IN COLLABORATION WITH DRKN AND PUBG.

- 920 x 400 x 3 mm • Cloth surface – speed
- Non-slip rubber base • Stitched edges • Machine washable

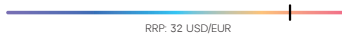


RRP: 32 USD/EUR



XTRFY GP5 XL OFFICIAL SI23 MOUSEPAD
IN COLLABORATION WITH DRKN AND RAINBOW SIX.

- 920 x 400 x 3 mm • Cloth surface – speed
- Non-slip rubber base • Stitched edges • Machine washable

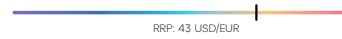


RRP: 32 USD/EUR



XTRFY GP1 XL
SPEED AND PRECISION.

- 920 x 360 x 3 mm • Cloth surface – speed
- Non-slip rubber base • Stitched edges • Machine washable



RRP: 43 USD/EUR

LARGE



XTRFY GP1 LARGE
SPEED AND PRECISION.

- 460 x 400 x 4 mm • Cloth surface – speed
- Non-slip rubber base • Stitched edges • Machine washable

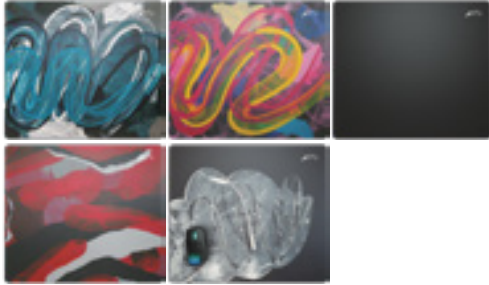
RRP: 27.50 USD/EUR



XTRFY GP2 LARGE
CONTROL AND PRECISION.

- 460 x 400 x 4 mm • Cloth surface – control
- Non-slip rubber base • Stitched edges • Machine washable

RRP: 21 USD/EUR



XTRFY GP4 LARGE
FIVE PIECES OF ART.

- 460 x 400 x 4 mm • Premium cloth surface – balanced between speed and control
- Non-slip rubber base • Stitched edges • Machine washable

RRP: FROM 32 USD/EUR



XTRFY GPZ1 LARGE
AIM ON POINT.

- 460 x 400 x 4 mm • Cloth surface selected by Rocket Jump Ninja – control with accelerated feel
- Non-slip rubber base • Stitched edges • Machine washable

RRP: 39 USD/EUR



GP4 MOUSEPAD SERIES

FIVE PIECES OF ART.

Designing the GP4, we used our experience in high-performance mousepads to innovate a surface with the perfect balance between speed and control. Then we let one of Sweden's most expressive artists turn it into vibrant art.

“

By interpreting the colors found on the different editions of the Xtrfy M4 mouse, I wanted to make the standard black mousepad more expressful and bring some more color to your desk.

Kim Berkhuizen
Artist

HEADSETS.

Sound is half the picture. Choosing a comfortable, esports-optimized headset not only elevates the gaming experience. In crucial moments of the game, hearing all details can mean the difference between a win and a loss.

Our headsets are developed in close collaboration with some of the world's most experienced professional players and fine-tuned to give you the perfect soundscape for gaming. Hear the details. Know what's coming. And get on top of your game.





XTRFY H1

PREDICT THE GAME.

- Esports-optimized soundscape
- 60 mm speaker drivers • XL closed over-ear cups
- SC1 USB sound card and two mics included

RRP: 139 USD/EUR



XTRFY H2

HEAR WHAT YOU CAN'T SEE.

- Esports-optimized soundscape
- 53 mm speaker drivers • XL closed over-ear cups
- Multi-platform compatible

RRP: 89 USD/EUR

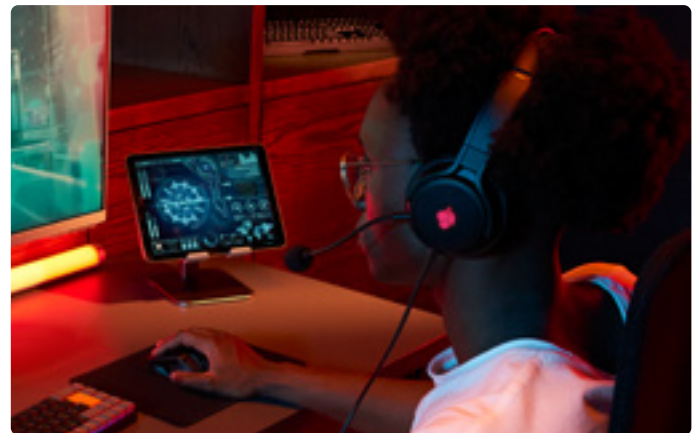


CHERRY HC 2.2

COMFORT AND SOUND QUALITY.

- Virtual 7.1 surround sound • 50 mm speaker drivers
- Closed over-ear cups • PU leather cushions
- Integrated USB sound card

RRP: 71 USD/EUR



MICROPHONES.

Elevate your audio game with the UM microphone series. Perfect for work, gaming and streaming, our microphones deliver premium sound quality with minimized background noise and the flexibility of up to four different polar patterns at your fingertips, making it easy to capture the perfect audio in any situation.





CHERRY UM 9.0 PRO RGB

USB MICROPHONE WITH RGB ILLUMINATION FOR STREAMING AND GAMING.

- 4 polar patterns (cardioid, omnidirectional, bidirectional, stereo) • RGB illumination
- Shock mount • 192 KHz / 24-bit • Frequency response: 20 Hz–20 kHz
- Compatible with PC, Mac, PS4, PS5 (via USB-C)

RRP: 149,99 USD/EUR



CHERRY UM 6.0 ADVANCED

USB MICROPHONE WITH SHOCK MOUNT FOR STREAMING AND OFFICE.

- 2 polar patterns (cardioid, omnidirectional) • Shock mount
- 96 KHz / 24-bit • Frequency response: 20 Hz–20 kHz
- Compatible with PC, Mac, PS4, PS5 (via USB-C)

RRP: 109,99 USD/EUR



CHERRY UM 3.0

USB MICROPHONE FOR STREAMING AND OFFICE.

- Cardioid polar pattern • 96 KHz / 24-bit
- Frequency response: 20 Hz–20 kHz
- Compatible with PC, Mac, PS4, PS5 (via USB-C)

RRP: 79,99 USD/EUR



ACCESSORIES.

Add a bungee to your mouse for smoother movements and better accuracy. Or upgrade your typing experience with a uniquely designed keyboard wrist rest. Our accessories are made to help you stay comfortable, keep focus and play better.





XTRFY WR5

GAME COMFORTABLY. IN STYLE.

- 325 x 80 x 19 mm
- 325 x 80 x 19 mm • Designed for 65% keyboards
- Transparent resin material with bottom print • Anti-slip silicone feet

RRP: 39 USD/EUR



XTRFY WR2

BAMBOO WRIST REST.

- 440 x 80 x 20 mm
- Designed for standard-size keyboards
- Solid bamboo • Non-slip rubber feet

RRP: 28 USD/EUR



XTRFY WR1

STAY COMFORTABLE. KEEP FOCUS.

- 450 x 90 x 25 mm
- Designed for standard-size keyboards
- Soft foam and PU leather • Non-slip rubber base

RRP: 25 USD/EUR



CHERRY AC 3.3

BETTER ERGONOMICS AND STYLISH ALUMINUM.

- Original accessory for the CHERRY MX BOARD 3.0S and MX 3.0S WIRELESS
- Aluminum • Easily attached to the keyboard
- Screw-in feet for angle adjustment

RRP: 19.99 USD/EUR



CHERRY AC 2.3

BETTER ERGONOMICS FOR RELAXED GAMING.

- Original accessory for the CHERRY MX 2.0S
- High-quality plastic
- Easily attached to the keyboard



XTRFY B4

LIFT THE CORD. RAISE YOUR GAME.

- Mouse bungee with a flexible silicone arm for smoother gaming
- Steady base • Non-slip rubber bottom
- Compact and convenient

RRP: 19 USD/EUR



XTRFY B1

MAXIMIZE PRECISION.

- Mouse bungee with a flexible silicone arm for smoother gaming
- Stable design • 4-port USB hub
- LED illumination

RRP: 54 USD/EUR

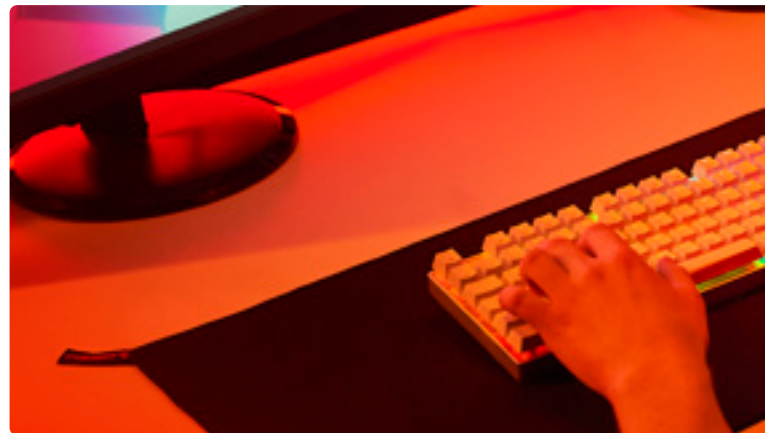
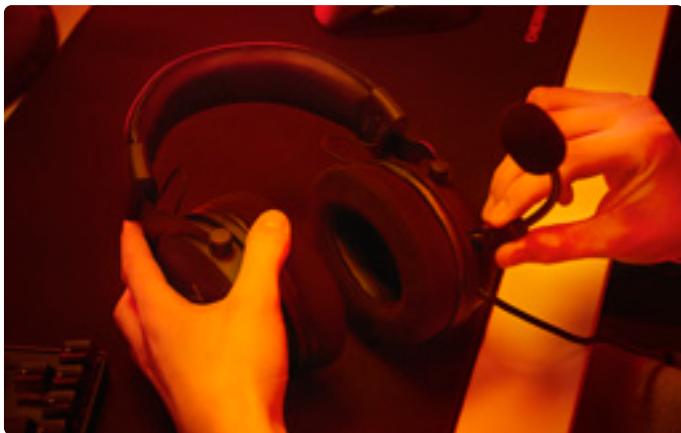
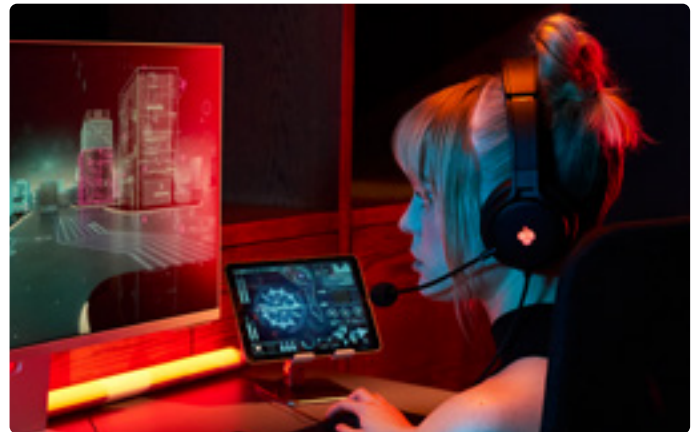


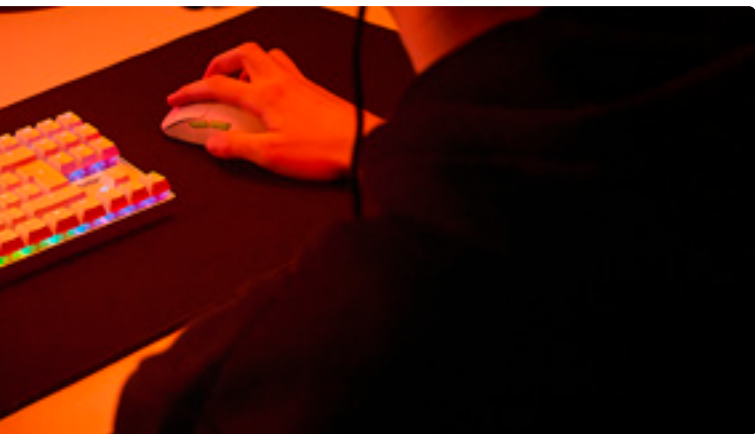
XTRFY SC1

GAMING OPTIMIZE YOUR AUDIO.

- Esports-optimized soundscape • Compact design
- USB plug-and-play • Headphone out 3.5 mm (stereo)
- Microphone in 3.5 mm (mono)

RRP: 43 USD/EUR











IN IT TO WIN IT.



@cherryxtrfy

cherryxtrfy.com • cherry-world.com