CONFIDENTIALITY AGREEMENT

Internal information until official product launch

CHERRY will provide the customer with product information (specifications, images etc.) prior to the official market launch of the new CHERRY product.

This information is subject to a confidentially agreement which ends with the official market launch on the part of CHERRY.

The KC 200 MX is <u>one of the first</u> mechanical keyboards on the market with the new CHERRY MX2A switches.

CHERRY MX2A SWITCHES

WHY THE NEW CHERRY MX?

CHERRY implemented measures to establish a new standard with the new MX:

Factory-applied, premium-grade lubricant

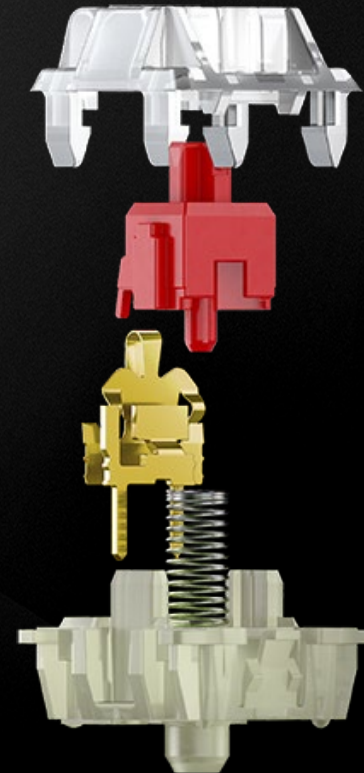Noise-reducing spring design

Unique, spring-centering stem

Diamond polished stem and spring guidance

Glide-optimized stem guidance ribs

Industry leading, unrivaled Gold Crosspoint Contact System

CHERRY MX BROWN

FOCUSED AND NOTICEABLE

The characteristic of this tactile switch is characterized by a noticeable feedback. The noiseless guidance of the CHERRY MX Brown trains the sure instinct and helps to act tactically and strategically.

Tactile switching characteristics

55 cN operating force

2.0 mm pre travel

4.0 mm total travel

No click

100 mio clicks

CHERRY MX SILENT RED

SMOOTH AND SILENT

Like the CHERRY MX Red the CHERRY MX SILENT Red is featured by a linear switching characteristic as well. The operating noises are reliably minimized by a patented damping. The switch with the silent CHERRY MX technology establishes itself as a wise choice regarding to its low spring force and soft actuation.

- Linear switching characteristics
- 45 cN operating force
- 1.9 mm pre travel
- 3.7 mm total travel
- Silent
- 50 mio clicks

PRODUCT INFORMATION

KEY FEATURES

Top selling arguments

CHERRY MX SWITCHES

The original CHERRY MX switches* guarantee an incomparable typing experience

*available in different versions

METAL PLATE

The design featuring an anodized metal plate and minimalist dimensions create a unique clean look

WHITE LED INDICATORS

Build-in status LEDs for CAPS LOCK, SCROLL LOCK, and NUM LOCK – instant visual feedback for activated functions

MORE FEATURES

All about the product

SPECIAL KEYS

Four additional keys above the
NUM pad allow for direct control
of volume and calculator app

ANTI-GHOSTING & NKRO

Perfect keystrokes without any
lag or unintended inputs -
maximum precision and
responsiveness

ADJUSTMENT FEET

Slip-proof, sturdy
and height-adjustable
with 2 snap-out feet

MORE FEATURES

All about the product

HIGH QUALITY KEYCAPS

Laser-etched and abrasion-proof
ABS keycaps with classic
CHERRY profile

MORE FEATURES

All about the product

PLASTIC
FREE
PACKAGING

ENVIRONMENT

Packaging comes without
any piece of plastic,
use of silk paper wrapping and
paper-based seal instead

CHERRY

MARKETING TEXT

Short and summarized

SLOGAN: Clear-cut design mechanical keyboard with anodized metal plate

FEATURES:
- Modern design: Anodized metal plate, minimalistic dimensions and sculpted keycaps
- CHERRY MX Switches: Available in different switch variants – all made in Germany and featuring Gold-Crosspoint contact precision
- White LED indicators built into the status keys (CAPS-, SCROLL- and NUM-lock)
- 4 additional keys for volume controls and calculator
- Anti-Ghosting and N-Key-Rollover

MARKETING TEXT

Some words about it

Reliable. Minimalistic. Mechanical. The KC 200 MX is the mechanical keyboard with perfect value for money – for all users who appreciate high quality and a modern design without useless gimmicks. An anodized metal plate and the minimalistic dimensions create a unique clean look.

CHERRY MX technology with Gold Crosspoint contact switches (Made in Germany) offers unrivaled precision and an incomparable typing experience. Sculpted keycaps further add to the pleasant type-feeling. It goes without saying that the KC 200 MX also comes with Anti-Ghosting and N-Key rollover, so that no inputs are lost. All this combined with a quick response time not only makes it a good choice for programmers, creators and keyboard enthusiasts – it also works great for gaming.

MX Becomes MX2A: Our new CHERRY MX2A mechanical switch that replaces the current MX full-size switch range. The CHERRY MX2A promises smoother operation for a more responsive and satisfying typing experience, improved acoustics for a more pleasant sound and—depending on the selected switch variant—a guaranteed service life of more than 100 million keystrokes. If you are looking for a silent mechanical keyboard for your office, the CHERRY MX2A Silent Red switches are the perfect choice for you. The silent switches can easily withstand 50 million keystrokes. However, if you prefer a more tactile typing experience and want to use the keyboard in the office or when gaming, the CHERRY MX2A Brown switches are suitable for you. The Brown switches effortlessly handle 100 million keystrokes without loss of input quality.

Four additional keys above the NUM pad give you direct controls over volume and the calculator app – perfect for daily office-use. The CAPS LOCK, SCROLL LOCK and NUM LOCK keys have a status LED directly built-in to show when they are active. The F-keys were left with no secondary functions, so you can customize your own shortcuts, macros and more with the CHERRY KEYS software. It's available free of charge at www.cherry.de/keys. With CHERRY KEYS you can configure your keyboard to perfectly suit your individual needs.

The KC 200 MX corded PC keyboard is a versatile addition to your workspace – it is solid, resilient, adaptable, durable and stylish. It is the perfect choice for office and gaming alike.

TECHNICAL DATA

Having a look at the details

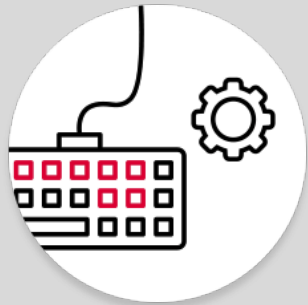|	
SYSTEM REQUIREMENTS:	USB port (type A) Windows 7, 8, 10, 11
APPROVALS:	CE, China RoHS, FCC, KCC, UKCA, Windows Hardware Compatibility
SCOPE OF DELIVERY:	• Keyboard • Manual

CHERRY

CUSTOMIZE WITH CHERRY KEYS

The intuitive solution for keyboards and mice
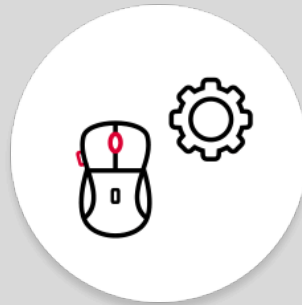
CHERRY KEYS works with almost all keyboards and mice – regardless of manufacturer.

The software runs in the background and modifies the incoming signals from the input devices according to your wishes.

Individual assignment of special keys and F keys

Individual assignment of thumb keys and the middle mouse button

Works with almost any keyboard and mouse

DIMENSIONS

The product itself

Product specs:

- Length   430 mm
- Width   121 mm
- Height   39 mm
- Weight   830 g

SKUS

OVERVIEW SKUS (MX2A SILENT RED)

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Switch	Number of keys	UVP excl. VAT (European price)
1	CHERRY KC 200 MX	G80-3950LHBCH-2	Switzerland	Black/Bronze	MX2A Silent Red	105 + 4	
2	CHERRY KC 200 MX	G80-3950LHBDE-2	Germany	Black/Bronze	MX2A Silent Red	105 + 4	
3	CHERRY KC 200 MX	G80-3950LHBEU-2	US-International (US with €)	Black/Bronze	MX2A Silent Red	104 + 4	
4	CHERRY KC 200 MX	G80-3950LHBFR-2	France	Black/Bronze	MX2A Silent Red	105 + 4	
5	CHERRY KC 200 MX	G80-3950LHBGB-2	United Kingdom	Black/Bronze	MX2A Silent Red	105 + 4	75,62 €
6	CHERRY KC 200 MX	G80-3950LHBPN-2	Pan-Nordic	Black/Bronze	MX2A Silent Red	105 + 4	
7	CHERRY KC 200 MX	G80-3950LHBUS-2	USA	Black/Bronze	MX2A Silent Red	104 + 4	
8	CHERRY KC 200 MX	G80-3950LHBDE-1	Germany	White/Silver	MX2A Silent Red	105 + 4	
9	CHERRY KC 200 MX	G80-3950LHBUS-1	USA	White/Silver	MX2A Silent Red	104 + 4	

*built to order – no general stock

Please contact your sales partners for versions available in your country.

OVERVIEW SKUS (MX2A BROWN)

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Switch	Number of keys	UVP excl. VAT (European price)
1	CHERRY KC 200 MX	G80-3950LIBCH-2	Switzerland	Black/Bronze	MX2A Brown	105 + 4	
2	CHERRY KC 200 MX	G80-3950LIBDE-2	Germany	Black/Bronze	MX2A Brown	105 + 4	
3	CHERRY KC 200 MX	G80-3950LIBEU-2	US-International (US with €)	Black/Bronze	MX2A Brown	104 + 4	
4	CHERRY KC 200 MX	G80-3950LIBFR-2	France	Black/Bronze	MX2A Brown	105 + 4	
5	CHERRY KC 200 MX	G80-3950LIBGB-2	United Kingdom	Black/Bronze	MX2A Brown	105 + 4	75,62 €
6	CHERRY KC 200 MX	G80-3950LIBPN-2	Pan-Nordic	Black/Bronze	MX2A Brown	105 + 4	
7	CHERRY KC 200 MX	G80-3950LIBUS-2	USA	Black/Bronze	MX2A Brown	104 + 4	
8	CHERRY KC 200 MX	G80-3950LIBDE-1	Germany	White/Silver	MX2A Brown	105 + 4	
9	CHERRY KC 200 MX	G80-3950LIBUS-1	USA	White/Silver	MX2A Brown	104 + 4	

*built to order – no general stock

Please contact your sales partners for versions available in your country.

TARGET GROUP

TARGET GROUP

Engineered and designed for

Mechanical keyboard enthusiasts

Customers explicitly looking for a mechanical keyboard with MX2A switches

Typists, programmers and other power users

Customers who want a reliable workhorse for extensive use

Adult gamers

Customers who want a high performance keyboard for gaming that still looks like a regular keyboard and can also be used for office

Typical customer

- 25 -45 years
- IT insider
- Knows exactly what kind of typing experience he wants
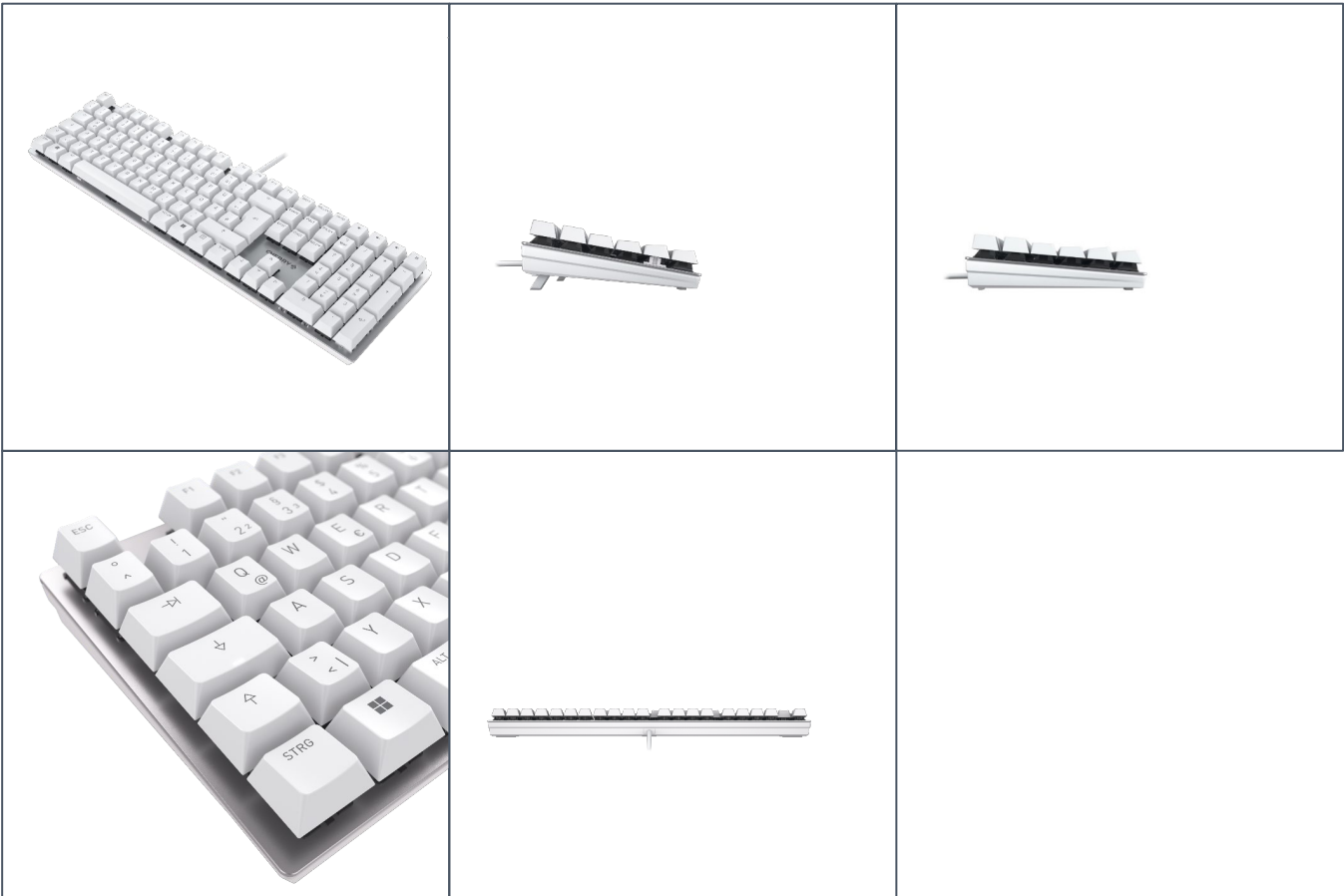- Budget sensitive

CHERRY

ASSETS

PRODUCT PICTURES

The perfect shots

PRODUCT PICTURES

The perfect shots

LIFESTYLE PICTURES

The perfect shots – in real life

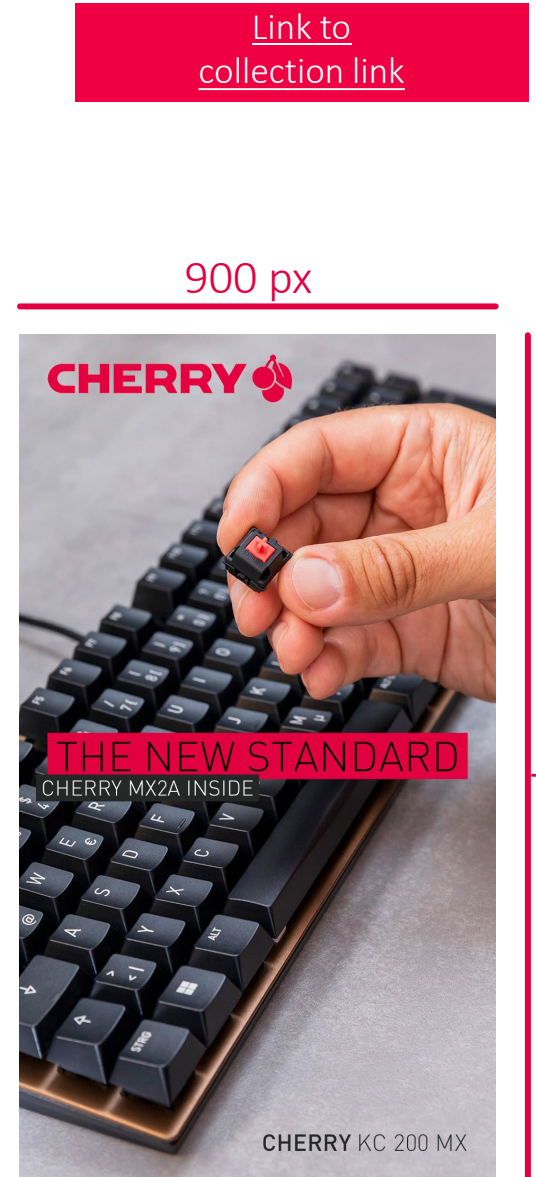# PRODUCT VIDEO

Compact feature video (EN, DE, FR)

ONLINE BANNER SET

The sizes matter

Available versions:

- 1,33x1 | 1200x902 px

- 1x1 | 1200x1200 px

- 9x16 | 900x1600 px

- EN, DE, FR

- .jpg, .psd

PACKAGING

Presentation within the shelves

Dimensions:

- Length   467 mm
- Width   164 mm
- Height   42 mm
- Weight: approx. 1,1 kg

PORTFOLIO

CREATE YOUR OWN CHERRY WORKSPACE
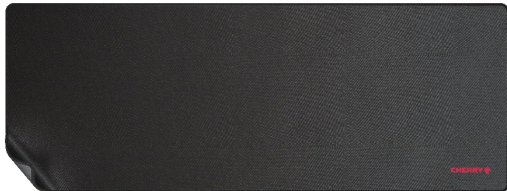
Recommended products

GENTIX BT

M8 WIRELESS

UM 9.0 RGB

UM 6.0 ADVANCED

UM POP FILTER

MA 6.0 UNI USB

MP 2000

PALMREST ERGO

HOW IT COULD LOOK LIKE
CHERRY Workspace

Follow us on our social media channels: