CHERRY

KW 7100 MINI BT

MULTI-DEVICE COMPACT KEYBOARD
WITH THREE BLUETOOTH® CHANNELS

MARKETING TOOLKIT

LAUNCH: 19TH SEPTEMBER

CONFIDENTIAL

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
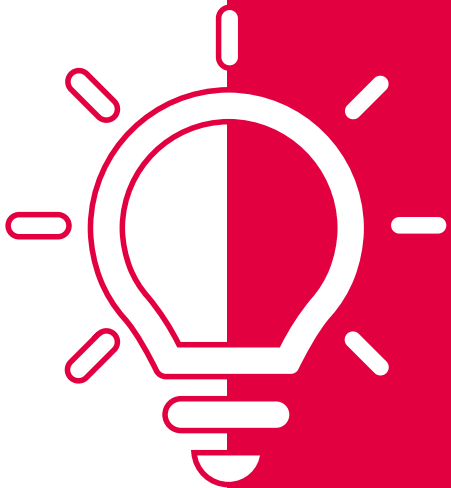which ends with the official market launch
on the part of CHERRY.

PRODUCT INFORMATION

THE KEYBOARD FOR EVERYWHERE AND ANYTIME.

DID YOU KNOW?

Some facts

The KW 7100 MINI BT is
a „reduced" version of the
KW 9200 MINI.

Reduced from four different
channels to three BT channels.

KEY FEATURES

Top selling arguments

BT – MULTI-DEVICE

3 channels to connect
up to 3 Bluetooth®
5.1 Low Energy devices
(F1, F2, F3) with AES-128
encryption

COMPACT DESIGN

Compact dimensions
but types like a real keyboard

SX SCISSOR MECHANICS

Incomparable typing feeling,
uncompromising precision and
more than 10 million
strokes per key

MORE FEATURES

All about the product

TRANSPORT BAG

Included transport bag
made of recycled plastic

MINIMALISTIC DESIGN

The minimalistic design
language fits perfectly
into many environments

BATTERY POWERED

2x AAA lithium
batteries included

MORE FEATURES

All about the product

ADJUSTMENT FEET

Integrated metal plate for maximum stability and adjustable feet with anti slip effect for height adjustment

DURABLE INSCRIPTION

Durable and abrasion-proof key labels
(print + UV coating)

LEDS

Status LEDs for CAPS LOCK, FN, selected BT channel and low battery indication

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

TARGET GROUP

Engineered and designed for

Search for products that meet the mobile lifestyle:

Customers working on various places and looking for a product that can be easily transported from A to B

Use the product in different work environments:

Customers who want a product that is suitable for up to 3 devices (e.g. private, business, or also Laptop and entertainment PC)

Love products which have the perfect mix:

Customers who want a compact keyboard, that still feels like a real high-quality keyboard and looks gorgeous

TYPICAL CUSTOMER:

- 18 to 30 years
- Price affine user
- Mainly uses the keyboard for more than only one device

TECHNICAL DATA

Having a look at the details

SYSTEM REQUIREMENTS:

For connection using Bluetooth®:

- Device compatible with min. Bluetooth® 4.0 (low energy)

APPROVALS:

CE, FCC, Windows Hardware Compatibility, Bluetooth SIG licensing, UKCA, China RoHS

SCOPE OF DELIVERY:

- Keyboard

- Transportation bag

- 2x AAA

- Operating instructions

COLORS

OVERVIEW SKUS

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Number of keys	UVP excl. VAT
1	CHERRY KW 7100 MINI BT	JK-7100CN-22	Mainland China	Slate blue	77 + 1	
2	CHERRY KW 7100 MINI BT	JK-7100DE-22	Germany	Slate blue	78 + 1	
3	CHERRY KW 7100 MINI BT	JK-7100FR-22	France	Slate blue	78 + 1	
4	CHERRY KW 7100 MINI BT	JK-7100GB-22	United Kingdom	Slate blue	78 + 1	46,21€ (European price)
5	CHERRY KW 7100 MINI BT	JK-7100EU-22	US-International (US with €)	Slate blue	77 + 1	
6	CHERRY KW 7100 MINI BT	JK-7100CH-22	Switzerland	Slate blue	78 + 1	
7	CHERRY KW 7100 MINI BT	JK-7100US-22	USA	Slate blue	77 + 1	

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

OVERVIEW SKUS

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Number of keys	UVP excl. VAT
1	CHERRY KW 7100 MINI BT	JK-7100CN-19	Mainland China	Cherry blossom	77 + 1	
2	CHERRY KW 7100 MINI BT	JK-7100DE-19	Germany	Cherry blossom	78 + 1	
3	CHERRY KW 7100 MINI BT	JK-7100FR-19	France	Cherry blossom	78 + 1	46,21€ (European price)
4	CHERRY KW 7100 MINI BT	JK-7100GB-19	United Kingdom	Cherry blossom	78 + 1	
5	CHERRY KW 7100 MINI BT	JK-7100EU-19	US-International (US with €)	Cherry blossom	77 + 1	
6	CHERRY KW 7100 MINI BT	JK-7100US-19	USA	Cherry blossom	77 + 1	

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

CHERRY

OVERVIEW SKUS

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Number of keys	UVP excl. VAT
1	CHERRY KW 7100 MINI BT	JK-7100CN-18	Mainland China	Agave green	77 + 1	
2	CHERRY KW 7100 MINI BT	JK-7100DE-18	Germany	Agave green	78 + 1	
3	CHERRY KW 7100 MINI BT	JK-7100FR-18	France	Agave green	78 + 1	46,21€ (European price)
4	CHERRY KW 7100 MINI BT	JK-7100GB-18	United Kingdom	Agave green	78 + 1	
5	CHERRY KW 7100 MINI BT	JK-7100EU-18	US-International (US with €)	Agave green	77 + 1	
6	CHERRY KW 7100 MINI BT	JK-7100US-18	USA	Agave green	77 + 1	

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

OVERVIEW SKUS

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Number of keys	UVP excl. VAT
1	CHERRY KW 7100 MINI BT	JK-7100CN-0	Mainland China	Milk white	77 + 1	46,21€ (European price)
2	CHERRY KW 7100 MINI BT	JK-7100DE-0	Germany	Milk white	78 + 1	

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

MARKETING TEXT

Some words about it

SLOGAN: Multi-device compact keyboard with Three Bluetooth® Channels

FEATURES:
- Three Bluetooth® 5.1 channels for connecting up to three devices
- AES-128 encryption
- Includes carrying case made of recycled plastic
- Precise CHERRY SX scissor mechanism for an ideal tactile feel
- Status LEDs indicate low battery level
- Status LEDs integrated directly in the CAPS LOCK and FN keys
- Blue LEDs indicate the selected connection
- Durable key labels
- Solid metal plate in the keyboard for maximum stability
- Stable, fold-out feet for adjusting the height
- Slim, extra-compact dimensions — ideal for out and about
- Minimalist design

MARKETING TEXT

Some words about it

The CHERRY KW 7100 MINI BT is a compact Bluetooth® wireless keyboard that is perfect for use on the go. Ideal for both personal and professional purposes: The multi-device keyboard can be connected to up to three different devices at the same time. The carry case provided makes the keyboard easy to store and transport, meaning it is always ready for use.

The three Bluetooth® 5.1 channels enable use with multiple devices. You can easily switch between the equipment you have connected and control whichever device you need by simply pressing the F1 to F3 keys. The KW 7100 MINI BT is compatible with virtually any Bluetooth®-enabled device, including desktop PCs, notebooks and tablets*.
*Supported operating systems: Windows; Android™ and Chrome OS with some restrictions

Our CHERRY SX scissor mechanism guarantees precision. The slightly concave keys resemble a laptop keyboard and enable smooth and effortless typing — all while making very little noise.

The CHERRY KW 7100 MINI BT is not only an ideal choice because of its excellent typing features, but also because of its minimalist design. Due to its compact dimensions, the keyboard takes up very little space on your desk — meaning that the MINI version is also ideal for working on the go in places where there is less work space available, such as in cafés or at university. The compact keyboard can even offer ergonomic advantages: The arm used to operate the mouse can be kept closer to the keyboard, which creates an improved shoulder posture and can prevent tension.

A closer look at the keys shows many special functions. The FN key not only provides access to Bluetooth® channels, image adjustment and volume control, but can also be used for multimedia functions such as play/pause and track selection. If you need to use these special functions permanently, the FN key can be locked with the simple press of a key.

The status LEDs integrated into the keys indicate whether the
FN-Lock key is activated, as well whether the Caps Lock key is activated and which Bluetooth® channel is currently in use.
The CHERRY KEYS software can be used to assign your desired function to each key and is available to download free of charge.

The keyboard is delivered in completely plastic-free packaging, and also comes with a black carry case made of recycled plastic. The compact size of the KW 7100 MINI BT means it can be easily carried in a bag and can also be transported safely and securely from one place of use to another.

The CHERRY KW 7100 MINI BT boasts a minimalist design, ultra-slim dimensions, multi-device functionality and ergonomic benefits. With all these features, the wireless compact keyboard is in no way inferior to a full-size keyboard. There is also something to suit every taste: The keyboard is available in SLATE BLUE, AGAVE GREEN, CHERRY BLOSSOM and MILK WHITE.
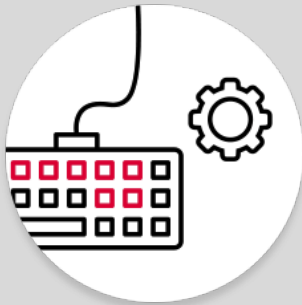
CUSTOMIZE WITH CHERRY KEYS
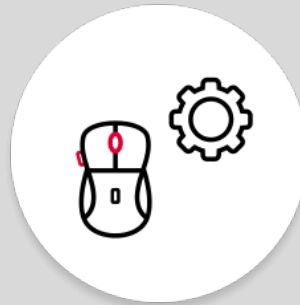
The intuitive solution for keyboards and mice

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

ASSETS

PRODUCT PICTURES

The perfect shots

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The perfect shots

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The perfect shots

PRODUCT PICTURES

The perfect shots

LIFESTYLE PICTURES

The perfect shots – in real life

LIFESTYLE PICTURES

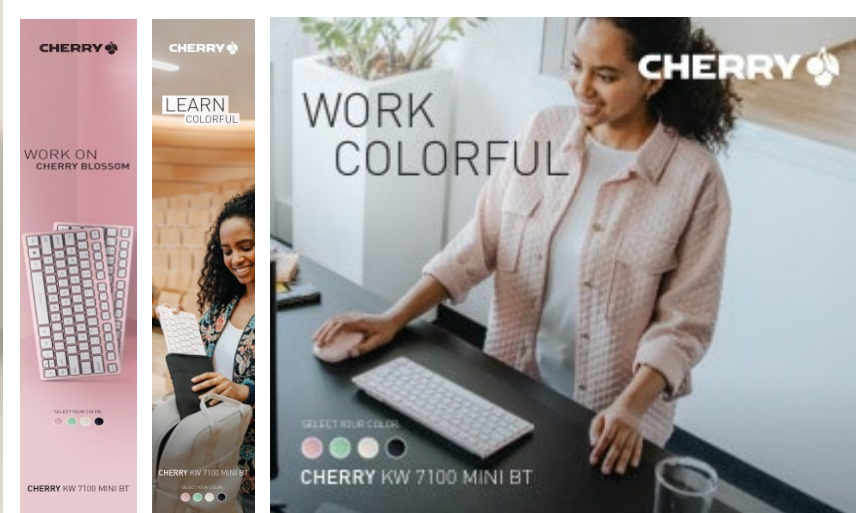The perfect shots – in real life
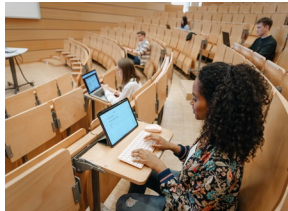
ONLINE BANNER SET

The sizes matter

Languages:

- EN

Dimensions:

- 120x60
- 120x600
- 468x60
- 160x600
- 300x250
- 728x90
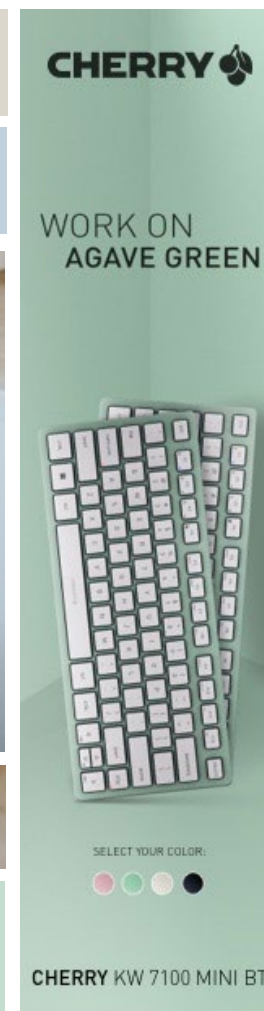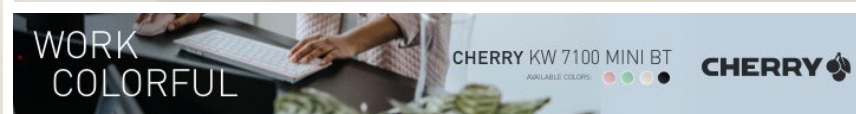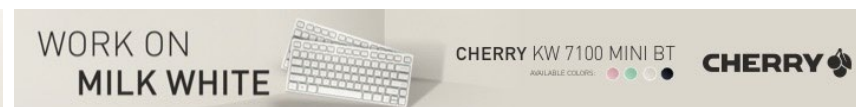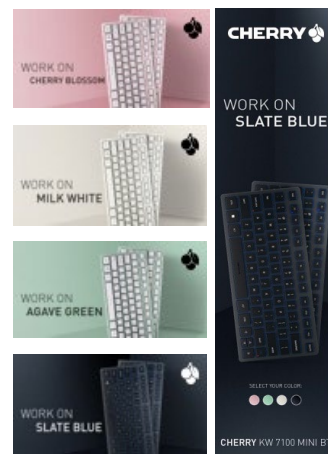
PRODUCT FEATURE VIDEO (DE, EN, FR)
WITHIN THE COLLECTION LINK

PORTFOLIO

MIX AND MATCH

With the CHERRY GENTIX BT mouse

MIX AND MATCH

With the CHERRY GENTIX BT mouse

MIX AND MATCH

With the CHERRY GENTIX BT mouse

CREATE YOUR OWN CHERRY WORKSPACE
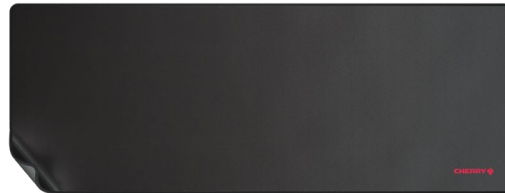
Recommended products

GENTIX BT (colors)

MW 9100

MW 4500

UM 6.0 ADVANCED

MP 1000

MP 2000

SLIDEPAD ERGO

HC 2.2

HOW IT COULD LOOK LIKE

CHERRY Workspace

CHERRY

Follow us on our social media channels: