



KW X ULP

ULTRA SLIM MECHANICAL MULTI-DEVICE KEYBOARD

MARKETING TOOLKIT – APRIL 2023

LAUNCH: 9TH MAY 2023

CONFIDENTIAL UNTIL LAUNCH

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



ULTRA

LOW PROFILE
VERSATILE
STYLISH
SATISFYING
LASTING

DID YOU KNOW?

The KW X ULP is one of the first mechanical keyboards on the market with CHERRY MX ULTRA LOW PROFILE switches.

ALREADY AWARDED



red**dot** winner 2023



CHERRY KW X ULP



ALREADY AWARDED



CHERRY MX LOW PROFILE SWITCH

[Link to
switch video](#)



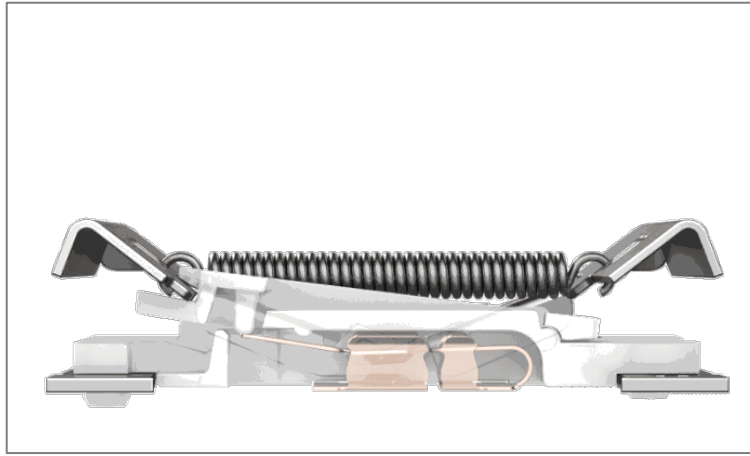
KEY FEATURES

Top selling arguments



MULTI-DEVICE FUNCTION

- 4 transmission channels to connect up to 4 devices
 - F1: 2.4 GHz wireless,
 - F2+ F3: BT 5.2 Low Energy,
 - F4: Corded Channel



TRUE MECHANICAL

Featuring **CHERRY MX Ultra Low Profile** switches (made in Germany) with all the benefits of a mechanical keyboard for an unrivaled typing-experience (up to 50 million strokes per key)

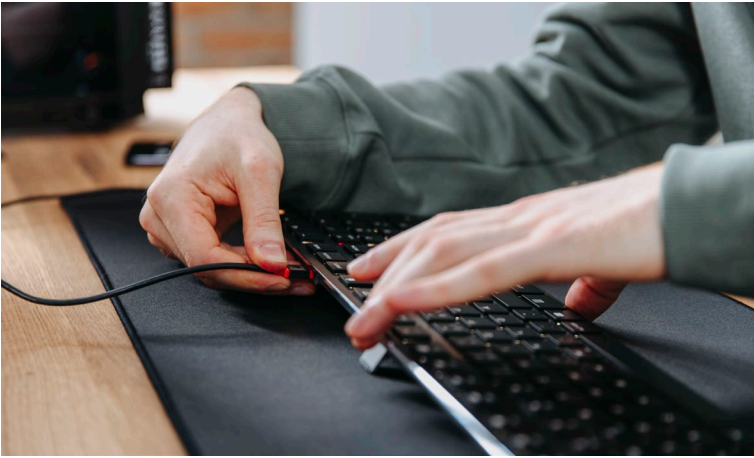


ILLUMINATION

Illuminated in white with additional colors for indicator keys (channel, CAPS, NUM, FN, etc.)

MORE FEATURES

All about the product



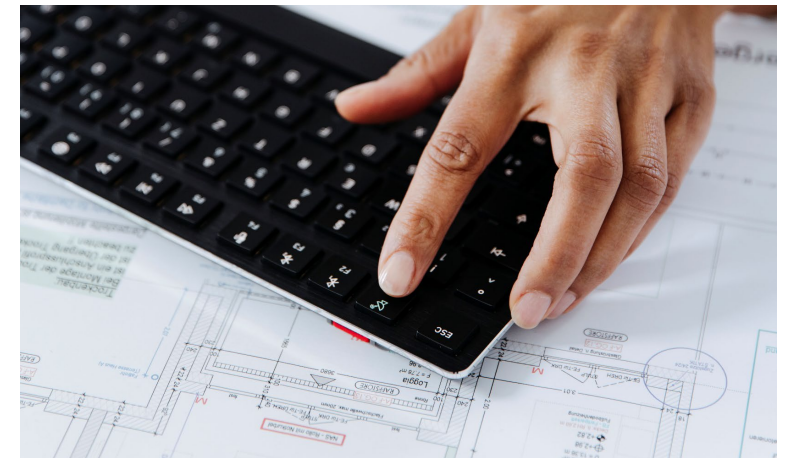
RECHARGEABLE BY USB-C

Detachable USB-A to USB-C cable for charging and optional corded mode – built-in rechargeable lithium battery



CHARGING INDICATOR

CHERRY logo turns from red to orange to green when batteries are fully charged



LED INDICATORS

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

MORE FEATURES

All about the product



HIGH QUALITY KEYCAPS

Durable and abrasion-proof keycaps made of PC (Polycarbonate), slightly concave for a good grip – nevertheless ultra slim



MINIMALISTIC DESIGN

Small dimensions and clean-cut design with anodized Aluminum plate on top



STABILITY & ADJUSTMENT

Slip-proof, sturdy and height-adjustable with 3 snap-out feet

MORE FEATURES

All about the product



DONGLE

Extra-small nano receiver for wireless operation in RF mode – magnetically stowable inside of the keyboard housing



AES-128 ENCRYPTION

AES-128 encryption in Bluetooth® and 2.4 GHz mode



ENVIRONMENT

Packaging comes without any plastic – use of silk paper wrapping and paper seal instead

TECHNICAL DATA

Having a look at the details

SYSTEM REQUIREMENTS:

- For connection using Bluetooth®:
 - Device compatible with min. Bluetooth® 4.0 (low energy)
- For connection via USB:
 - Free USB port (type A), Windows 7, 8, 10, 11

Works with Chrome OS and Android™



We do not indicate iOS/iPadOS/macOS because the character output is only working with limitations

APPROVALS:

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

SCOPE OF DELIVERY:

- Keyboard
- USA-A/USB-C charging cable
- USB receiver
- Operating instructions

MARKETING TEXT

Short and summarized

SLOGAN: Ultra low profile high end keyboard with mechanical switches

FEATURES:

- CHERRY MX Ultra Low Profile switches – made in Germany
- Connection via 2.4 GHz radio Bluetooth 5.2 or USB cable
- White illumination with additional color LEDs for status keys
- Rechargeable via USB-C port
- Slim design with anodized and milled aluminum plate
- Extra-small nano receiver for wireless operation
- Durable key labels
- Three snap-out feet for tilt adjustment
- AES-128 encryption

MARKETING TEXT

Some words about it

The CHERRY KW X ULP combines all the advantages of a mechanical keyboard with the aesthetics of modern slimline devices. Equipped with state-of-the-art connectivity, a rechargeable battery and high-quality materials, the result is a unique premium product.

At the heart of the incredibly slim keyboard are the CHERRY MX Ultra Low Profile switches, which are exclusively manufactured in Germany. The consequence is an extremely low profile, absolute precision and an incomparable typing feel. Finally, you can type on a mechanical wireless keyboard that is as slim as only keyboards with scissor technology have been up until now. Enjoy anti-ghosting and full-N key rollover, coupled with high switching reliability and a lifespan of up to 50 million strokes per key. Whether you use the CHERRY KW X ULP in the office or for gaming, as a frequent typist or programmer, this keyboard is ideal for any requirements!

For maximum flexibility, four channels allow you to connect multiple devices simultaneously. Switch between the wireless radio connection to the USB receiver, two Bluetooth 5.2 channels or cable mode at the touch of a button. For example, you can operate a PC, a laptop, a tablet and a game console – three of them wirelessly – with just one keyboard. Color LEDs in the keys show you which device you are currently connected to.

All the other keys also have integrated LEDs. The white key illumination can be dimmed in 10 levels or turned off completely. Status keys such as Channels 1-4, CAPS LOCK, NUM LOCK, SCROLL LOCK, WIN and FN have an additional color LED. This way, each key tells you whether its associated function is activated. There is even an RGB LED under the CHERRY key that shows you the battery status during charging. With a full charge, you can work for several weeks, depending on the selected illumination and mode of operation.

Whether wireless or wired, in the office or at home, the KW X ULP Mechanical Keyboard sets new standards and ushers in a new era. Find out how we have succeeded in combining the advantages of mechanical switches and ultra-slim design in one and the same keyboard.

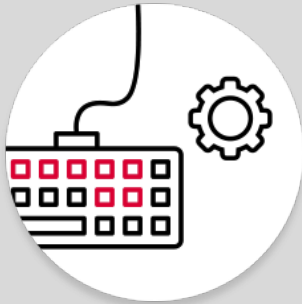
CUSTOMIZE WITH CHERRY KEYS

The intuitive solution for keyboards and mice

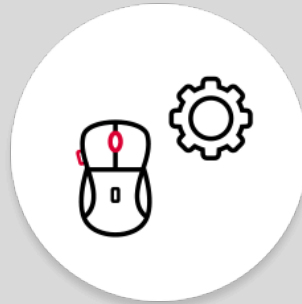
[Link to
CHERRY KEYS](#)

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



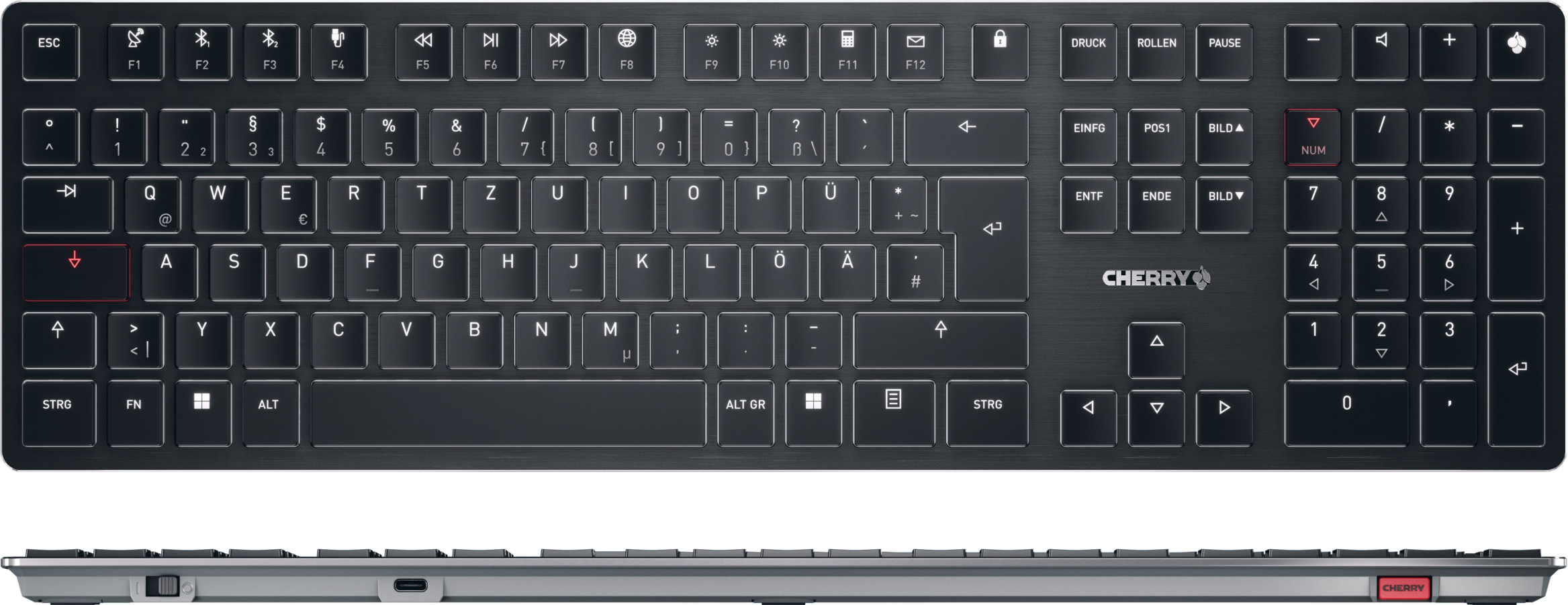
Works with almost any
keyboard and mouse

ASSETS

PRODUCT PICTURES

The perfect shots

[Link to collection link](#)



PRODUCT PICTURES

The perfect shots

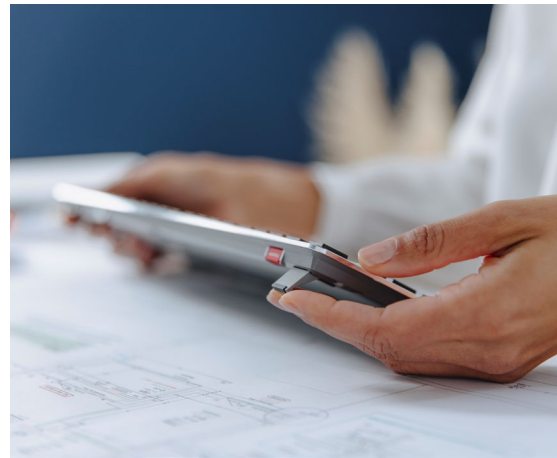
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LIFESTYLE PICTURES

The perfect shots – in real life

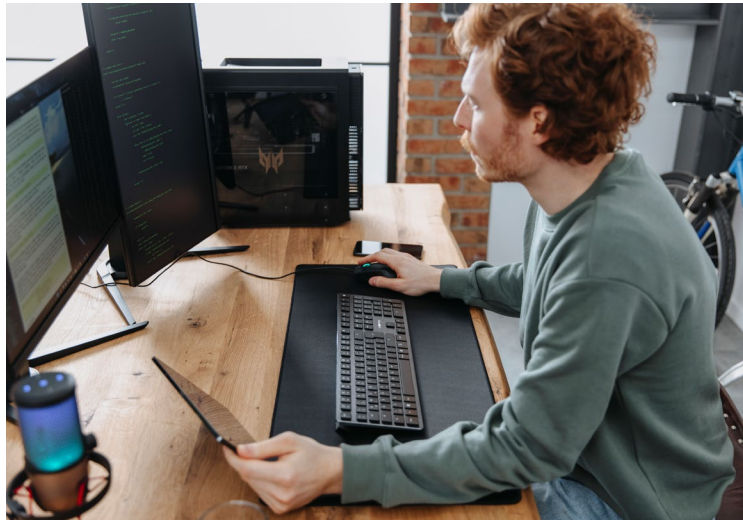
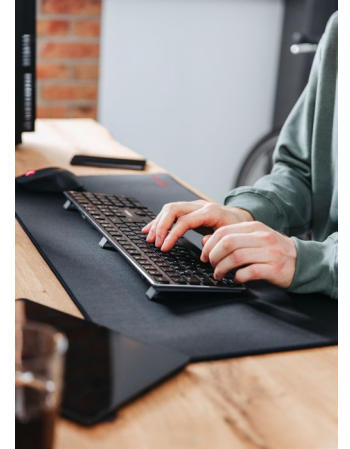
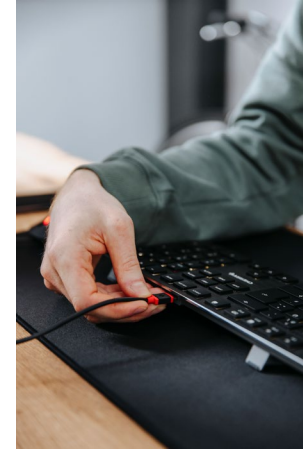
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LIFESTYLE PICTURES

The perfect shots – in real life

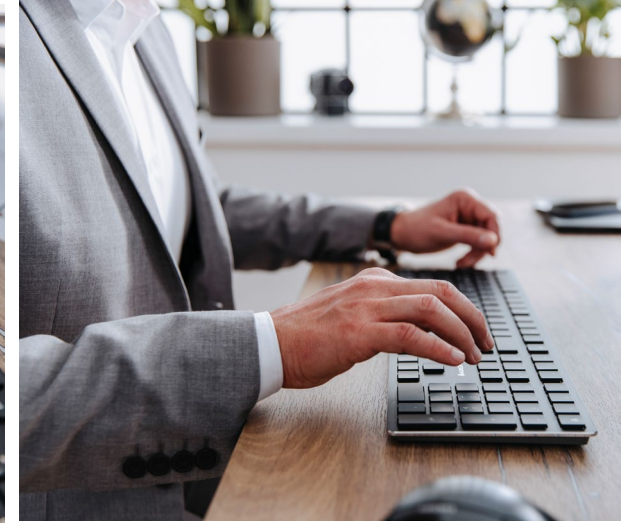
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LIFESTYLE PICTURES

The perfect shots – in real life

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collection link](#)



PRODUCT VIDEO

Compact feature video

[Link to
collection link](#)



LIFESTYLE VIDEO

It's all about the show

[Link to
collection link](#)



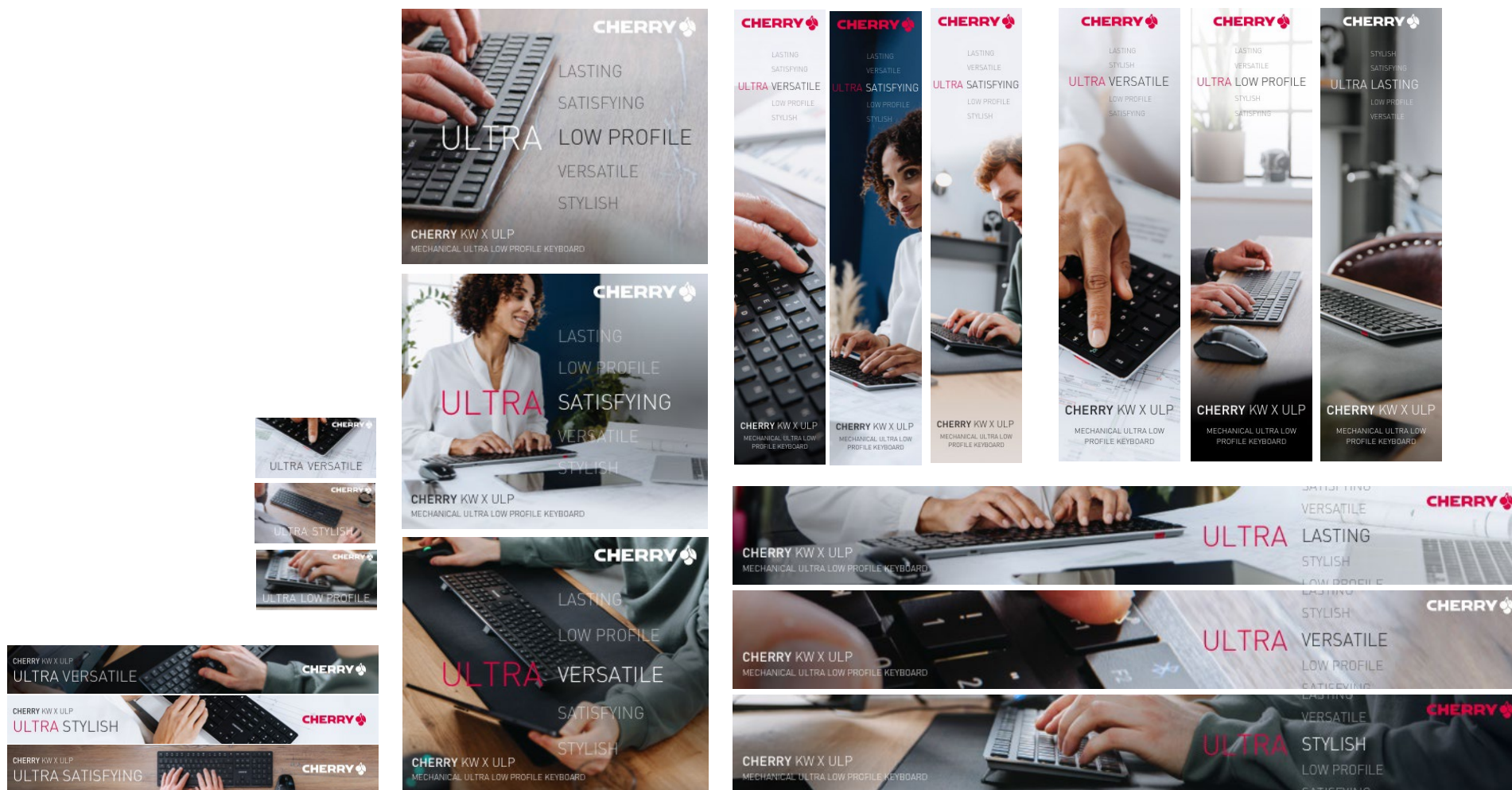
ONLINE BANER SET

The sizes matter

Available in:

- 120x60
- 120x600
- 468x60
- 160x600
- 300x250
- 728x90

[Link to collection link](#)



OVERVIEW SKUS

Layout versions

| | Product name | Order number | Layout (country or language) | Keyboard color | ANSI/ISO* | UVP excl. VAT |
|---|-----------------|------------------|---------------------------------|----------------|-----------|-----------------------------|
| 1 | CHERRY KW X ULP | G8U-27000LTBCN-2 | Mainland China | Black | ANSI | 210,07€ (European price) |
| 2 | CHERRY KW X ULP | G8U-27000LTBDE-2 | Germany | Black | ISO | |
| 3 | CHERRY KW X ULP | G8U-27000LTBFR-2 | France | Black | ISO | |
| 4 | CHERRY KW X ULP | G8U-27000LTBGB-2 | United Kingdom | Black | ISO | |
| 5 | CHERRY KW X ULP | G8U-27000LTBPN-2 | Pan-Nordic | Black | ISO | |
| 6 | CHERRY KW X ULP | G8U-27000LTBEU-2 | US-International (US with €) | Black | ANSI | |
| 7 | CHERRY KW X ULP | G8U-27000LTBUS-2 | USA | Black | ANSI | |

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

*ANSI = US standard (104 keys + special keys), ISO = European standard (105 keys + special keys)

THE TARGET GROUP

OUR TARGET

**OUR MOST AMBITIOUS
KEYBOARD EVER –
FOR PEOPLE WHO ONLY WANT THE BEST.**

OUR TARGET GROUP

Engineered and designed for

| | 3 TOP SELLING ARGUMENTS | | |
|------------------|---|---|---|
| | MULTI DEVICE FUNCTIONALITY | TRUE MECHANICAL BUT ULTRA SLIM | ILLUMINATION |
| TARGET CUSTOMERS | Users that work mobile and/or on various different devices. | Users that appreciate the precision and performance of a mechanical keyboard, but still favor a cutting-edge slim design. | Users that value a stylish and smart illumination concept and work in different conditions. |
| TYPICAL PERSONAS | 30+ years old, above-average income, successful in his/her job, loves design products, early adopter and/or tech-enthusiast: Game developer, architect or manager. | | |

PORTFOLIO

CREATE YOUR OWN CHERRY WORKSPACE

Recommended products



MW 8C ERGO



MW 8C ADVANCED



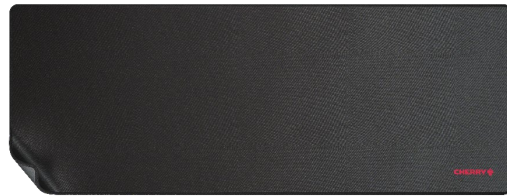
UM 6.0 ADVANCED



UM POP FILTER



HC 2.2



MP 2000



SLIDEPAD ERGO



PALMREST ERGO

HOW IT COULD LOOK LIKE

CHERRY Workspace





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