CHERRY

KW 3000

LOW-NOISE, WIRELESS FULL-SIZE KEYBOARD

MARKETING TOOLKIT

LAUNCH: 19th September 2023

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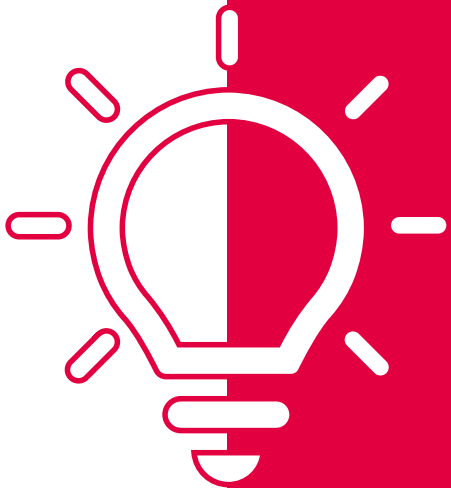which ends with the official market launch
on the part of CHERRY.

PRODUCT INFORMATION

SO WIRELESS.
SO EASY TO USE.
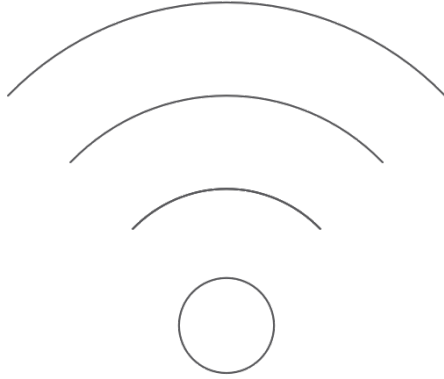# SO SIMPLE.

DID YOU KNOW?

Some facts

The CHERRY KW 3000 is a
standalone product
out of the well-known
Desktop-Set
CHERRY DW 3000.

KEY FEATURES

Top selling arguments

WIRELESS

Almost interference-free
wireless 2.4 GHz technology
with a range of up to 10 meters

FULL-SIZE LAYOUT

Keyboard with arrow keys
and number pad

SILENT & DURABLE

Low-noise keys with
durable key labels
last up to
10 million keystrokes

CHERRY

MORE FEATURES

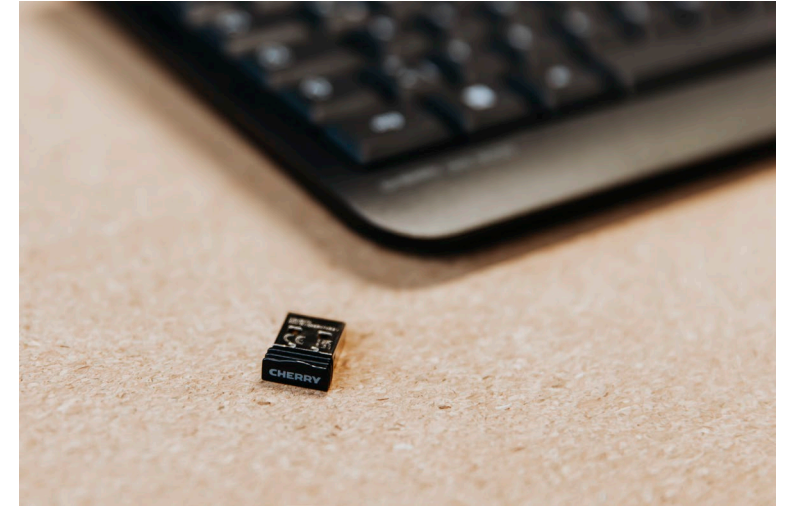All about the product

FOUR HOTKEYS

Quick access to calculator,
email and browser functions
as well as sleep mode

ADJUSTABLE

Two stable, fold-out feet
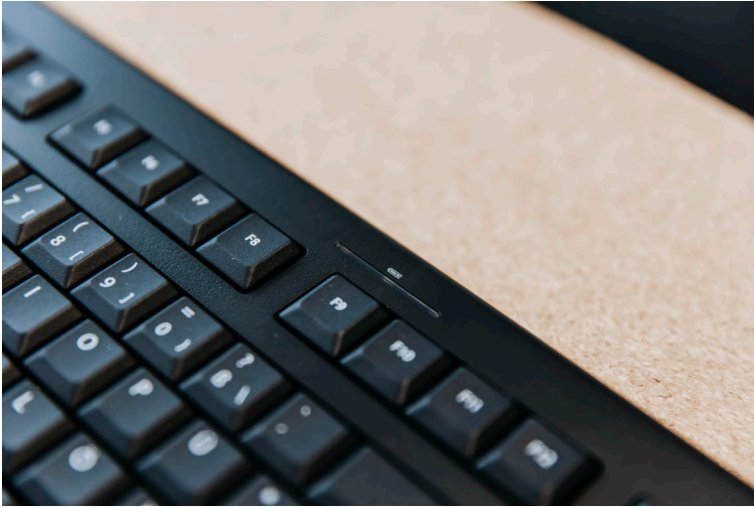to adjust the angle
of the keyboard

DONGLE

Plug-and-play installation
via Nano USB receiver
for wireless use

CHERRY

MORE FEATURES

All about the product

BATTERY STATUS

Indicator above the FN keys
shows the current battery status
(AAA battery included)

ANTI-SLIP

Non-slip bottom
for the perfect grip

GS SEAL

GS approval
for certified safety

CHERRY

MORE FEATURES

All about the product

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

Customers who
are looking for a full
size keyboard with better
price/ performance ratio

Customers who
want a product that is easy
to use and works wireless
with plug n' play

Customers who
want a silent keyboard

TYPICAL CUSTOMER:

- Mainly office / home-office users
- Customers who buy price-conscious

TECHNICAL DATA

Having a look at the details

SYSTEM REQUIREMENTS:

Free USB port (type A), Windows 7, 8, 10, 11

APPROVALS:

CE, FCC, Windows Hardware Compatibility, UKCA, China RoHS, cULus, GS, RCM

SCOPE OF DELIVERY:

- Keyboard
- USB receiver
- Battery (1x AAA)
- Operating instructions

OVERVIEW SKUS

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Number of keys	UVP excl. VAT (European price)
1	CHERRY KW 3000	JK-3000DE-2	Germany	Black	105 + 4	
2	CHERRY KW 3000	JK-3000ES-2	Spain	Black	105 + 4	
3	CHERRY KW 3000	JK-3000EU-2	US-International (US with €)	Black	104 + 4	22,68€
4	CHERRY KW 3000	JK-3000FR-2	France	Black	105 + 4	
5	CHERRY KW 3000	JK-3000GB-2	United Kingdom	Black	105 + 4	

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

CHERRY

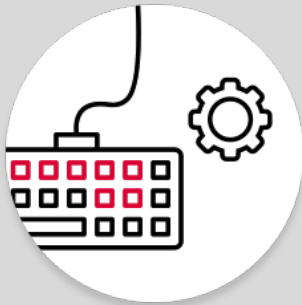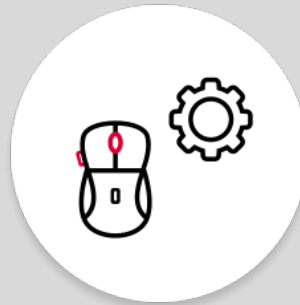# CUSTOMIZE WITH CHERRY KEYS

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

CHERRY

ASSETS

MARKETING TEXT

Some words about it

SLOGAN: Low-noise, wireless full-size keyboard

FEATURES:
- Full-size layout incl. arrow keys and number pad
- Flat, wireless keyboard
- Low-noise keys with durable key labels
- Up to 10 million keystrokes
- Four hotkeys for calculator, email, browser and sleep mode
- Plug-and-play installation via USB port (nano USB receiver)
- Almost interference-free wireless 2.4 GHz technology (range of up to 10 meters)
- Battery status indicator
- Stable, fold-out feet for height adjustment
- Non-slip bottom
- Free CHERRY KEYS software for assigning your preferred function to certain keys
- GS approval for certified safety

MARKETING TEXT

Some words about it

The CHERRY KW 3000 wireless keyboard comes in the popular full-size layout, which includes arrow keys and a number pad. The keyboard can be installed quickly and easily using plug and play — simply plug the supplied nano USB receiver into the USB port. The wireless 2.4-GHz technology ensures that the connection is almost entirely free from interference and provides a range of up to 10 meters.

The keyboard has a simple and clear layout: In addition to the F1–F12 keys, there are four hotkeys for quick access to calculator, email and browser functions as well as sleep mode. The CHERRY KEYS software can be used to assign your preferred functions to any additional keys and is available to download free of charge. The battery status indicator can be seen at a glance, being located directly above the Fn keys.

The keys enable fast, precise and silent typing whilst being extremely durable. With an impressive service life of up to 10 million keystrokes, the CHERRY KW 3000 is a reliable computer accessory for long-term use.

GS approval ensures maximum safety. The non-slip underside of the keyboard ensures that it remains securely in place at your workstation, even when the two feet are folded out and the keyboard is used in an elevated position.

In summary, the wireless CHERRY KW 3000 keyboard offers a variety of features that make it a very reliable accessory: Easy to install, user-friendly and durable.

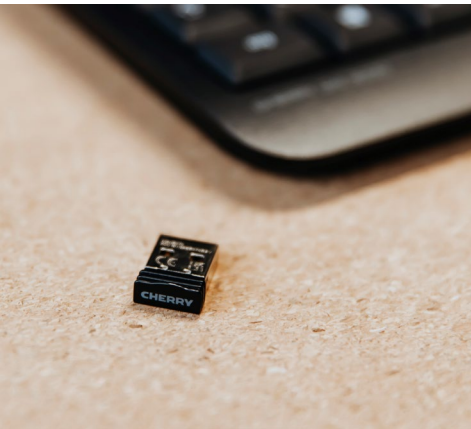# PRODUCT PICTURES

The perfect shots

LIFESTYLE PICTURES

The perfect shots – in real life

ONLINE BANNER SET

The sizes matter

LANGUAGES:

- EN

DIMENSIONS:

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

CHERRY

PORTFOLIO

CREATE YOUR OWN CHERRY WORKSPACE

Recommended products

MW 3000

MW 2400

MW 2310 2.0

UM 3.0

MP 1000

MP 2000

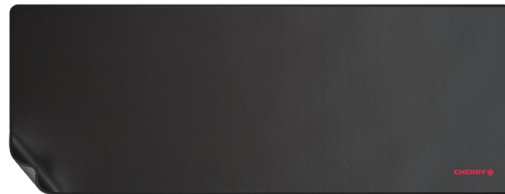**SLIDEPAD ERGO**

HC 2.2

HOW IT COULD LOOK LIKE
CHERRY Workspace

Follow us on our social media channels: