



# RAZER

**Case Study**





# INTRODUCTION

- Razer Inc., is a Singaporean-American multinational technology company that designs, develops, and sells consumer electronics, financial services, and gaming hardware.
- Founded in 2005 by Min-Liang Tan and Robert Krakoff





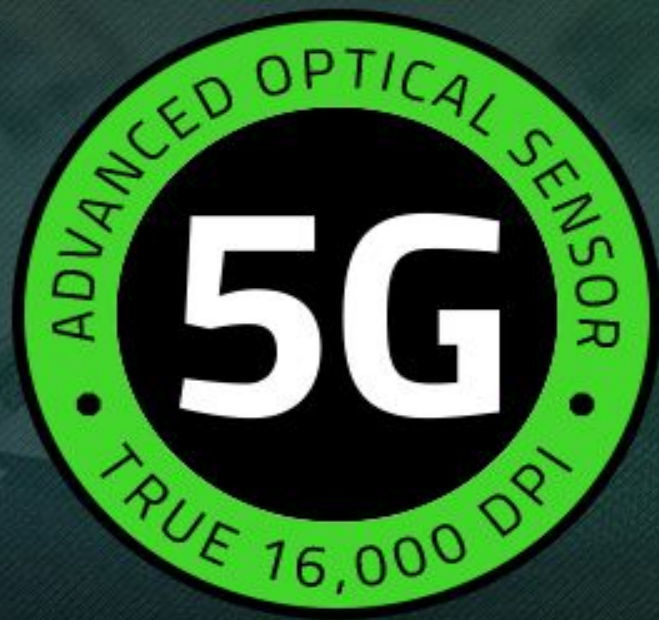
# Razer Mission Statement

- At Razer, you'll be at the forefront of the most exciting industry in the world—video games. And you'll be undertaking the greatest mission of all: bringing gamers closer to the games they love.



A background image of a gaming setup featuring a keyboard with green backlighting, a monitor, and a headset with a microphone, all illuminated with blue and green light.

# **RAZER TECHNOLOGY**



Engineered with up to 18,000 DPI sensitivity and a 99.4% resolution accuracy—the incremental advantage you need to edge out the competition.



# ACCELERATION (G)

Acceleration can be defined as how quickly you can go from zero to max speed. This quick change in speed results in a force known as G.

The Razer 5G Advanced Optical Sensor can go up to 50 G.





# SPEED (INCHES PER SECOND)

The speed of a mouse is measured in inches per second.

When the Razer Diamondback 3G was released, it featured a revolutionary 40 IPS at the time.

Today, the Razer 5G Advanced Optical Sensor measures up to 450 IPS—that's equivalent to swiping 36 feet—the length of a room in one second.







# OPTICAL MOUSE SWITCH

When a click is made, the Razer™ Optical Mouse Switch opens its shutter to allow an infrared light beam to pass through. This is how an electrical signal is sent to your computer. Actuation is achieved at the speed of light, generating the fastest response time in gaming at 0.2 milliseconds — 3 times faster than traditional mechanical switches.

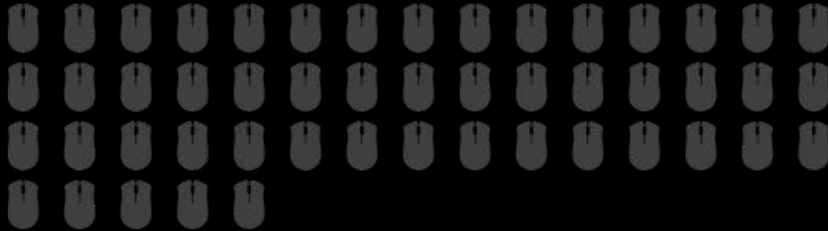




# UNRIVALED DURABILITY

As no mechanical contact is needed for the transmission of electrical signals, the Razer™ Optical Mouse Switch is less prone to wear and tear from extensive usage. This allows an industry-leading durability of up to 70 million clicks—40% more than the previous best.

50 million clicks



Traditional Mouse Switch

70 million clicks



The Razer™ Optical Mouse Switch



# FPS (Frames Per Second)

A mouse optical sensor has something similar in the form of a light source that illuminates the surface while a built-in camera captures images rapidly. These images are then sent to the computer, processed, and translated into mouse movement. A DSLR or high-speed camera can only go shoot up to 6 images per second, our mouse sensor can go up to 15,000 FPS—that's literally 15,000 images in one second.





## SENSOR MILESTONES



# RAZER HYPERSENSE

The Razer Nari Ultimate features Razer HyperSense that picks up on audio cues and uses vibrations to add tactile feedback, allowing you to truly feel the action. Whether it's a plane flying overhead or blasts from an explosion, your gaming experience now comes with a whole new layer of immersion.





# CHROMA RGB



# LIGHTNING EFFECTS



## SPECTRUM CYCLING

Slowly cycles through the entire spectrum of 16.8 million colors for a subtle yet visually stunning look.



## BREATHING

Gently pulses in a color of your choice every 7 seconds, perfectly matching your other Razer Chroma-enabled devices.



## STATIC

Illuminates your device in one of the 16.8 million available colors, for a clean, unwavering look.



## REACTIVE

Lights up upon actuation and stays lit in either short, medium, or long mode before fading.



## WAVE

Animates all colors in a continuous wave of rainbow lights, for a truly energetic and vibrant display.



## RIPPLE

Radiates your selected color outward from the center of your device like a ripple of water upon actuation.



## STARLIGHT

Illuminates your device with twinkling lights in a single color or random colors, mimicking the stars in the night sky.



## FIRE

Your device lights up in warm colors to mimic the motion and flickering of flames.



## AMBIENT AWARENESS

Have your device reflect the colors of whatever your monitor is showing.



## AUDIO METER

Watch your device bounce between shades of green, yellow, orange and red based on your computer's audio level.



## WHEEL

Animates a fantastic display of rainbow lights in a continuous circular motion from the middle of your device.





## CHROMA STUDIO

If you're looking for an RGB lighting effect that's truly unique, tweak and tinker to your heart's content with our Chroma Studio—where you can modify our existing effects or design your own.

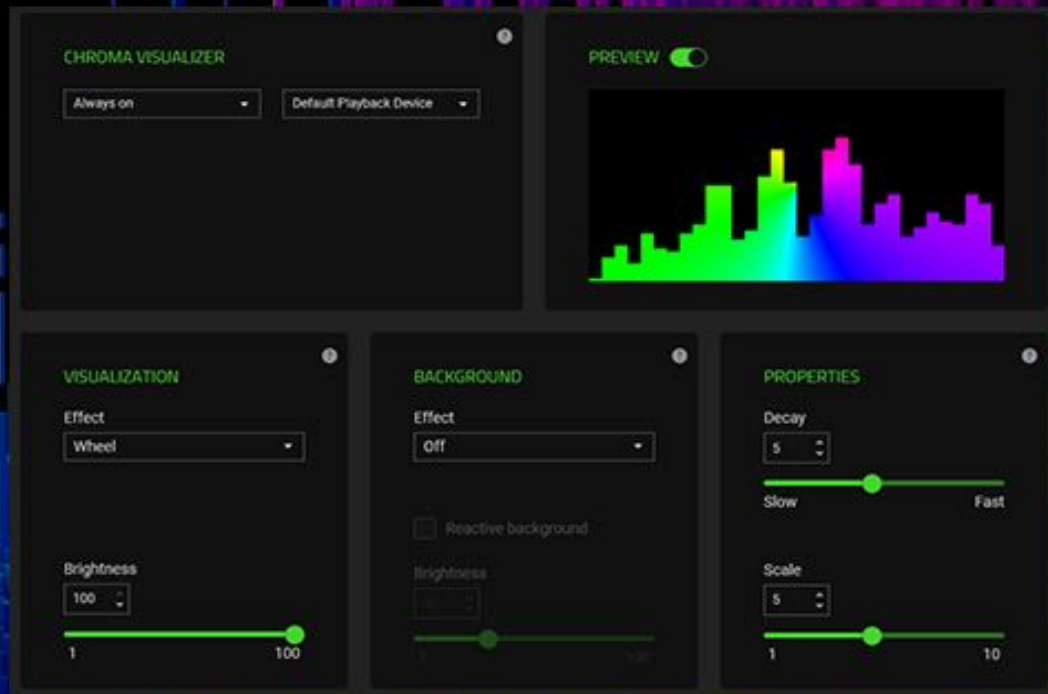






# CHROMA VISUALIZER

Enjoy a dynamic level of audio visualization with colorful sound waves that jump up and down on your device as you play your favorite music, games, and videos.





## ADVANCED MIC CONTROLS

The Razer™ HyperClear Mic is supported by Razer Synapse 3, giving you access to settings\* that can be customized to further enhance your voice quality:



### MIC VOLUME

Lowers and raises your mic input levels.



### MIC BOOST

Further amplifies the sound of your mic input.



### AMBIENT NOISE REDUCTION

Enhances mic output clarity by filtering out ambient noise.



### VOCAL CLARITY

Isolates and increases the volume of the vocal range for the mic.



### VOLUME NORMALIZATION

Ensures consistent output levels by reducing sudden loud noises and increasing soft audio.



### MIC EQUALIZER

Customize the mic's sound mix via presets or tweak each frequency component individually.



### VOICE GATE

Removes background noise or increases the amount of mic output heard.





# NOISE FREE IMMERSION

Enhance your mobile gaming experience with the dual-sided gaming controller for Android. With every one of its features made to keep you in the hunt, there's nowhere left for your prey to run.



# ACTIVE NOISE CANCELLATION (ANC) TECHNOLOGY

Whether you're grooving to your favorite beats, watching a movie, or gaming, eliminate all distractions with Active Noise Cancellation that detects and nullifies unwanted ambient noise



# BLUETOOTH 5.0

Featuring higher bandwidth, longer range, and lower power consumption, Bluetooth 5.0 offers a reliable wireless connection that is energy efficient for prolonged battery life.



# QUICK ATTENTION MODE

For a heightened sense of awareness, activate Quick Attention Mode to let outside sound in—useful when crossing the road or simply to get a sense of your surroundings.



# BUILT-IN MICROPHONES

With internal microphones dedicated to voice communication, the Opus X ensures you always hear everyone in your conference calls—and they hear you—with perfect clarity.







# FUTURE CONCEPTS





# Project Valerie





## IMMERSIVE TRIPLE DISPLAY GAMING EXPERIENCE

Featuring three stunning high resolution 17.3 inch 4K screens, Project Valerie provides the most expensive viewing experience in a notebook. Powered by an NVIDIA® GeForce® GTX 1080 GPU, and natively supporting NVIDIA Surround View with a whopping resolution of 11520 x 2160, get a wider view of the race track or the battlefield for an unmatched immersive experience.

THE WORLD'S FIRST TRIPLE DISPLAY LAPTOP





# Project Linda





## BEST OF BOTH WORLDS

Razer's Project Linda concept is an ultraportable laptop design powered by the Android-based Razer Phone. The docked phone serves as an intelligent touchpad.

The Razer Phone's performance, display, and dual front-firing speakers combine seamlessly with Project Linda's larger screen, keyboard, and battery to provide the ultimate mobile hybrid setup for gaming, creativity, and productivity.





## POWER BANK PLUS

Project Linda features a built-in power bank that quickly charges the Razer Phone while docked. Also, with 200GB of internal storage, Project Linda can house local apps, games, media, and offline phone backups.





THANK YOU