A picture containing logo, graphics, symbol, graphic design

Description automatically generated

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| **Marketing Brief** | Enhanced Imagery |
| **Product / Campaign Name** | CORSAIR ONE i600 PC – Metal Dark  CORSAIR ONE i600 PC – Wood Dark |
| **Product Category(s)** | SYSTEMS |
| **Asset Location** | **CORSAIR ONE i600 PC – Metal Dark Assets**  \\beast\marketing\Marketing Design Files\PRODUCT LAUNCH KITS\SYSTEMS\CORSAIR ONE i600\PRODUCT IMAGERY\RENDERS\METAL DARK  \\beast\marketing\Marketing Design Files\PRODUCT LAUNCH KITS\SYSTEMS\CORSAIR ONE i600\PRODUCT IMAGERY\PHOTOS\METAL DARK  \\beast\marketing\Marketing Design Files\PRODUCT LAUNCH KITS\SYSTEMS\CORSAIR ONE i600\SCREENSHOT  **CORSAIR ONE i600 PC – Wood Dark Assets**  \\beast\marketing\Marketing Design Files\PRODUCT LAUNCH KITS\SYSTEMS\CORSAIR ONE i600\PRODUCT IMAGERY\RENDERS\WOOD DARK  \\beast\marketing\Marketing Design Files\PRODUCT LAUNCH KITS\SYSTEMS\CORSAIR ONE i600\PRODUCT IMAGERY\PHOTOS\WOOD DARK  \\beast\marketing\Marketing Design Files\PRODUCT LAUNCH KITS\SYSTEMS\CORSAIR ONE i600\SCREENSHOT |
| **Requested Due Date** | **INSERT DATE HERE** |
| **Launch Date** | **5/27/2025** |

**Summary**

Standard enhanced imagery set for CORSAIR ONE i600 PC – Metal Dark and Wood Dark

PLK destination - <https://corsair.mediavalet.com/portals/i600_PC_PLK>    
Password: one\_i600plk!

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| **Key Stakeholders** | **Name** |
| BU | Felippe Motta |
| GTM DIY | Kelvin Jeon |
| Design |  |
| Director, Marketing | Felippe Motta |

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| **IMAGE 1: HERO** | |
| **METAL DARK** | **WOOD DARK** |
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| CORSAIR\_ONE\_i600\_DARK\_METAL\_RENDER\_01 | CORSAIR\_ONE\_i600\_DARK\_WOOD\_RENDER\_01 |

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| **IMAGE 2: INTRO** | |
| **METAL DARK**  **HEADLINE:** CORSAIR ONE i600    **COPY:** A Compact PC packed with cutting-edge components and excellent performance.  **ASSET:**  CORSAIR\_ONE\_i600\_DARK\_METAL\_12   * GeForce RTX logo * Intel Ultra logo |  |
| **WOOD DARK**  **HEADLINE:** CORSAIR ONE i600    **COPY:** A Compact PC packed with cutting-edge components and excellent performance.  **ASSET:**  CORSAIR\_ONE\_i600\_WOOD\_DARK\_PHOTO\_17   * **GeForce RTX logo** * **Intel Ultra logo** |  |

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| **IMAGE 2: COOLING** | |
| **METAL DARK**  **HEADLINE:** DUAL 240MM LIQUID COOLING    **COPY:** Modern liquid cooling minimizes CPU and GPU temperatures, achieving faster performance with quiet operation.  **ASSET:**  CORSAIR\_ONE\_i600\_DARK\_METAL\_17 |  |
| **WOOD DARK**  **HEADLINE:** DUAL 240MM LIQUID COOLING    **COPY:** Modern liquid cooling minimizes CPU and GPU temperatures, achieving faster performance with quiet operation.  **ASSET:**  CORSAIR\_ONE\_i600\_WOOD\_DARK\_PHOTO\_14 |  |

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| **IMAGE 3: DESIGN** | |
| **METAL DARK**  **HEADLINE:** SPACE SAVING DESIGN    **COPY:** Sleek aluminum case that fits beautifully into any modern workspace or gaming setup.  **ASSET:**  CORSAIR\_ONE\_i600\_DARK\_METAL\_07 |  |
| **WOOD DARK**  **HEADLINE:** SPACE SAVING DESIGN    **COPY:** Sleek, aluminum case with FSC-certified real wood panels – each with one-of-one natural grain.  **ASSET:**  CORSAIR\_ONE\_i600\_WOOD\_DARK\_PHOTO\_03 |  |

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| **IMAGE 4: FRONT PANEL LIGHTING** | |
| **METAL DARK**  **HEADLINE:** CUSTOMIZABLE FRONT PANEL LIGHTING    **COPY:** Customizable touch-controlled lighting gives you the power to personalize your setup in seconds.  **ASSET:**  CORSAIR\_ONE\_i600\_DARK\_METAL\_08 |  |
| **WOOD DARK**  **HEADLINE:** CUSTOMIZABLE FRONT PANEL LIGHTING    **COPY:** Customizable touch-controlled lighting gives you the power to personalize your setup in seconds.  **ASSET:**  CORSAIR\_ONE\_i600\_WOOD\_DARK\_PHOTO\_03 |  |

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| **IMAGE 5: SOFTWARE** | |
| **METAL DARK**  **HEADLINE:** FINE-TUNE COOLING PERFORMANCE    **COPY:** Intuitive application for tracking system performance in real time and choose from cooling presets including Quiet, Balanced, and Advanced modes.  **ASSET:**  CORSAIR\_ONE\_Dashboard\_Cooling\_Home |  |
| **WOOD DARK**  **HEADLINE:** FINE-TUNE COOLING PERFORMANCE    **COPY:** Intuitive application for tracking system performance in real time and choose from cooling presets including Quiet, Balanced, and Advanced modes.  **ASSET:**  CORSAIR\_ONE\_Dashboard\_Cooling\_Home |  |

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| **IMAGE 6: TOUCH SENSOR REAR I/O** | |
| **METAL DARK**  **HEADLINE:** TOUCH-SENSOR SPOTLIGHT REAR I/O    **COPY:** Touch-sensor spotlight for the rear I/O, complimented by a wide array of high-performance connectivity options  **ASSET:**  CORSAIR\_ONE\_i600\_DARK\_METAL\_18 |  |
| **WOOD DARK**  **HEADLINE:** TOUCH-SENSOR SPOTLIGHT REAR I/O    **COPY:** Touch-sensor spotlight for the rear I/O, complimented by a wide array of high-performance connectivity options  **ASSET:**  CORSAIR\_ONE\_i600\_WOOD\_DARK\_PHOTO\_19 |  |

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| **IMAGE 7: WARRANTY** | |
| **METAL DARK**  **HEADLINE:** COMPREHENSTIVE TWO-YEAR WARRANTY    **COPY:** Our award-winning service means you can enjoy your gear worry-free |  |
| **WOOD DARK**  **HEADLINE:** TOUCH-SENSOR SPOTLIGHT REAR I/O    **COPY:** Our award-winning service means you can enjoy your gear worry-free |  |