Razer

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Contents

[Razer Company Profile 2](#_Toc112587568)

[Hardware 2](#_Toc112587569)

[Gaming 2](#_Toc112587570)

[Productivity 3](#_Toc112587571)

[Software 3](#_Toc112587572)

[Razer Synapse 3](#_Toc112587573)

[Razer Chroma RGB 4](#_Toc112587574)

[Razer Cortex 4](#_Toc112587575)

[THX Spatial Audio 5](#_Toc112587576)

[7.1 Surround sound 5](#_Toc112587577)

[Streamer Companion App 5](#_Toc112587578)

[Services 5](#_Toc112587579)

[Razer Gold and Silver 5](#_Toc112587580)

[Razer Gold Pins 5](#_Toc112587581)

[Razer Webshop 5](#_Toc112587582)

[Razer Gift Card 6](#_Toc112587583)

[RazerCare 6](#_Toc112587584)

[Razer Id 6](#_Toc112587585)

[Lifestyle 6](#_Toc112587586)

[Community 6](#_Toc112587587)

[Support 6](#_Toc112587588)

[Store 6](#_Toc112587589)

[The Gaming Experience 7](#_Toc112587590)

# Razer Company Profile

The Razer Ecosystem can be classified under the following 7 pillars –

1. Hardware
2. Software
3. Lifestyle
4. Services
5. Community
6. Support
7. Store

# Hardware

The hardware pillar of Razer can be classified under two categories –

1. Gaming
2. Productivity

## Gaming

The Gaming category under the hardware pillar have the following list of hardware –

1. Laptops - Razer Blade Series of Laptops - [Link](https://www.razer.com/shop/pc/gaming-laptops?query=:newest:category:system-laptops:system-colour:Black)
2. Desktops – MAINGEAR R1 series of Desktops both pre-configured and customizable - [Link](https://maingear.com/razer/)
3. Console – Theme Based Controllers, Headsets and Accessories such as charging stations for Xbox and PlayStation - [Link](https://www.razer.com/console-gaming/playstation)
4. Mobile – Mobile Controller (Kishi), Wire Headphone and Earbud, accessories such as phone cases, coolers, audio glasses (Anzu) and charging pad - [Link](https://www.razer.com/mobile)
5. Accessories – Cases, Cooling units, Fans, Power Supplies, Fan & RGB Controllers, eGPU, Docking station, USB charger and more - [Link](https://www.razer.com/pc/gaming-pc-accessories)
6. Peripherals – Monitors, Mice, Mats, Keyboards, Headsets, Speakers, Mics

## Productivity

The productivity series is a series of hardware designed for Work – [Link](https://www.razer.com/productivity/) . It can be summarized as below -

1. Laptop – Razer Book series
2. Cameras – Kiyo Pro
3. Mice – Pro Click Series
4. Mats – Pro Glide
5. Keyboard – Razer Pro Type Ultra
6. Accessories for MAC – Laptop stand, Docking station and USB-C charger for MAC
7. Peripherals – Headsets, Smart Glass

***Note: From all the sections that follow onward, we will be looking each of them exclusively from Gaming Perspective. Productivity is not the scope of this document.***

# Software

The above Hardware are supported by the following Software –

1. Razer Synapse
2. Razer Chroma RGB
3. Razer Cortex
4. THX Spatial Audio
5. 7.1 Surround Sound
6. Streamer Companion App
7. Razer Virtual Ring Light

## Razer Synapse

Type - App

Synapse is a unified cloud-based hardware configuration tool that allows a user to manage and customize Razer Hardware features such as – [Link](https://www.razer.com/synapse-3) -

1. **Advanced Macro Capabilities** – This allows a user to record complex button presses that can be used during a game and save it in the form a Macro which can then be used to execute using a single click.
2. **Razer Hypershift** – This allows users to temporarily set secondary set of functions for Razer Mice on top of existing default button assignments. For example, rolling a mouse wheel using hypershift might result in saving the game.
3. **Hybrid On-board and Cloud Storage –** This feature allows the user to save all the Custom Hardware settings profile onto a cloud storage or on the device itself (up to 4 profiles on the device).
4. **Chroma** – Allows the user to configure RGB settings of the Razer Chroma enabled devices through Chroma Studio, Chroma Visualizer and Chroma Connect. This platform also enables the users to connect to any third-party devices like Philips Hue which are Chroma compatible to configure the RGB settings.

## Razer Chroma RGB

Type – App (Integrated in Synapse)

Chroma RGB is RGB light system, that enables Razer Hardware and accessories to be customized with 16.8 million colors and a suite of unique lighting effects. Chroma RGB can be further classified as below - [Link](https://www.razer.com/chroma) –

1. **CHROMA STUDIO** - RGB lighting effect that is truly unique and lets the user tweak and tinker existing lighting effects across the Chroma enabled Hardware or design a completely new Lighting effect.
2. **CHROMA VISUALIZER** - A dynamic level of audio visualization with colorful sound waves that jump up and down the Razer Devices as music, games, and videos are played.
3. **CHROMA CONNECT** - From IoT devices to smart home integrations, all Chroma-enabled apps and third-party hardware devices can be controlled using Chroma Connect.
4. **CHROMA WORKSHOP** – A repository of Dames and Devices that are chroma enabled and also a place where hundreds of User profiles created by the community can be accessed.
5. **CHROMA DEV PORTAL** – A dev SDK that allows a company or an individual to build chroma compatible hardware of software.

## Razer Cortex

Type - App

Razer Cortex is Razer's gaming optimization software, intended to help gamers squeeze extra frames out of their rigs. It cuts down on the number of other applications running in the background to ensure you are getting everything you can out of your PC's hardware.

It has the following features –

1. **GAME LAUNCHER** – manages all the games across different platforms, including Steam, Origin, GOG Galaxy, and Ubisoft Connect—allowing users to launch games quickly and easily from one place. [Link](https://www.razer.com/cortex/launcher)
2. **GAME BOOSTER** – manages and stops non-essential processes/apps (i.e., business apps, background helpers) when gaming, freeing up valuable resources and RAM for a smoother experience. [Link](https://www.razer.com/cortex/boost)
3. **BOOSTER PRIME** –uses advanced AIs to optimize user’s PC settings for the best gaming experience. Works on select games only. [Link](https://www.razer.com/cortex/booster-prime)
4. **SYSTEM BOOSTER** – allows user to scan and remove them automatically to free up more disk space and optimize the gaming experience. [Link](https://www.razer.com/cortex/system-booster)
5. **DEALS** – a price comparison engine that scans top digital game stores to find the best game prices. [Link](https://www.razer.com/cortex/deals)
6. **PAID TO PLAY** – Earn Razer Silver simply by playing featured PC game titles on Razer Cortex. [Link](https://www.razer.com/paid-to-play-pc)
7. **RAZER CORTEX GAMES** – do not just enhance gaming on PC—bring it to phone as well with dedicated Android app. [Link](https://play.google.com/store/apps/details?id=com.razer.cortex)
8. **XBOX GAME BAR** - Bring up Razer Cortex seamlessly as an in-game overlay for an added level of convenience on Windows 10 PC with this Xbox Game Bar widget.

## THX Spatial Audio

Type – App

THX Spatial Audio is an advanced surround sound app with pinpoint positional accuracy that brings you the competitive advantage in any game. [Link](https://www.razer.com/p/RZ11-13000-0001)

## 7.1 Surround sound

Type - Software

7.1 Surround sound software comes with every purchase of Razer headset that enhances the gaming experience. [Link](https://www.razer.com/71-surround-sound)

## Streamer Companion App

Type – App (Can be installed using Synapse or directly)

Streamer Companion App works with Chroma enabled devices such as “Razer Sieren Emote” to enhance the streaming experience where users can create unique audience interactions by designing unique emoticons and lighting effects with the app’s editor. [Link](https://www.razer.com/streamer-companion-app)

# Services

Razer provides various types of services to its users as seen below – [Link](https://www.razer.com/services) –

## Razer Gold and Silver

To know more about Razer Gold and Silver attaching a previous created Document -



## Razer Gold Pins

Gold PINs are a digital code used to reload Razer Gold wallets or top up participating game credits.

Gold PINs can be purchased at over 5.6 million touchpoints globally, including convenience stores, consumer electronics chains, and department stores. [Link](https://www.razer.com/p/RGP-50002)

## Razer Webshop

Browse over 42,000 games and entertainment titles in the Gold Webshop.

Recharge on the hottest titles such as PUBG Mobile, Mobile Legends: Bang Bang, Genshin Impact, and many more! [Link](https://gold.razer.com/gold/catalog?_ga=2.203389329.1896026559.1661659010-2075975864.1661347713&_gl=1%2a1js3sfi%2a_ga%2aMjA3NTk3NTg2NC4xNjYxMzQ3NzEz%2a_ga_3TRK53PM75%2aMTY2MTY2NjU3MS43LjEuMTY2MTY2OTczMS42MC4wLjA.)

## Razer Gift Card

The Razer Gift Card unlocks the ultimate gifts for any gamer. From gaming peripherals to laptops to apparel, redeem from the largest catalog of Razer gear in the world, including rare and exclusive products only found on Razer.com. [Link](https://www.razer.com/razer-gift-card)

## RazerCare

Protect Razer gear with RazerCare—includes extended warranty that covers both mechanical and electrical issues due to normal product usage. [Link](https://www.razer.com/razercare)

## Razer Id

Gain a competitive advantage and leverage support, expertise and community with Razer ID. Integrated with Razer's services and software, you can gain access to tons of tools with your Razer ID—including buying the best gamer gear on our site, redeeming Razer Silver, saving your personalized configs in Synapse, and more. [Link](https://razerid.razer.com/?_ga=2.210237717.1896026559.1661659010-2075975864.1661347713&_gl=1*18qnf1u*_ga*MjA3NTk3NTg2NC4xNjYxMzQ3NzEz*_ga_3TRK53PM75*MTY2MTY2NjU3MS43LjEuMTY2MTY3MDEyNy40OC4wLjA.)

# Lifestyle

Provides products such either directly from Razer or through collaboration with companies such as fossil. These can be classified as below -

1. Chairs - [Link](https://www.razer.com/lifestyle/gaming-chairs)
2. Wearables - [Link](https://www.razer.com/lifestyle/wearables)
3. Apparel - [Link](https://www.razer.com/lifestyle/apparel)
4. Bags - [Link](https://www.razer.com/lifestyle/bags)
5. Gear - [Link](https://www.razer.com/lifestyle/gear)
6. Masks - [Link](https://www.razer.com/lifestyle/masks)
7. Sneki-snek - [Link](https://www.razer.com/campaigns/sneki-snek)
8. RESPAWN - [Link](https://www.respawnbyrazer.com/?_gl=1*5fnbgt*_ga*MjA3NTk3NTg2NC4xNjYxMzQ3NzEz*_ga_3TRK53PM75*MTY2MTY2NjU3MS43LjEuMTY2MTY3MDYyNi4xLjAuMA..&_ga=2.227449245.1896026559.1661659010-2075975864.1661347713)
9. Collabs - [Link](https://www.razer.com/lifestyle/collabs)

# Community

A place for gamers to connect to get latest news, take part in giveaways, and interact with Razer be it live on stream, or through Razer’s posts. [Link](https://www.razer.com/community)

# Support

Razer Support Program helps users get answers related to Razer’s hardware, software, or services. Apart from this it also helps its users to get in touch with customer support and also understand make use of Razer Recycle Program

# Store

An online store that lets users purchase Razer Hardware and Gear wither directly from its online store or also from retailers such as Best Buy, Micro Center etc.

# The Gaming Experience

The gaming experience of a user/ gamer can be summarized as seen in the below slide -

