

Asetek Liquid Cools Lenovo's Foray into US High End Gaming PC Market

Liquid Cooling Keeps Erazer X700 Cool as Lenovo Sets Sights on US Gamers

July 11, 2013 – Asetek® today announced its first partnership with Lenovo® to include CPU liquid cooling in the Erazer X700, recently launched in the United States. Lenovo is an established leader in the PC space and has its eyes set on the high end gamer with the Erazer X700 gaming PC. With the gaming PC market being relatively new territory for Lenovo, Asetek anticipates sales of the X700, in the second half of 2013, to account for up to two percent of its OEM revenue this year. Asetek expects that Lenovo will achieve similar success in the gaming segment as they have in the overall PC business, leading to additional future revenue. This announcement is also an important first step towards partnering with Lenovo in other segments outside of gaming PCs.



“Lenovo continues to demonstrate success in the PC space. With their new Erazer X700, they are serving notice of their intentions for the growing gaming PC market,” said John Hamill, Asetek’s VP of Worldwide Sales. “Asetek is proud to be Lenovo’s supplier of choice for liquid cooling in the Erazer X700 gaming machine.”

From its cutting-edge exterior evoking a futuristic warrior’s armor, to its overclocking-enabled processor, Erazer X700 was built for the digital gamer. Lenovo maximizes the performance of the Intel® Core™ i7 while relying on the liquid coolant of the Asetek liquid cooling system to keep internal temperatures optimal.

Gamers will appreciate the quieter acoustics, lower CPU and component temperatures, and faster performance over traditional air-cooled gaming PCs. The Erazer X700 features increased overclocking headroom for Lenovo’s OneKey® Overclocking, increasing processor performance across all four cores with the click of a button. Additionally, users can expect a quieter and more realistic gaming experience because the fans aren’t forced to run at maximum speed to dissipate the heat.

Factory filled and sealed for maximum reliability and ease-of-use, Asetek’s patented liquid coolers have been thoroughly tested and certified to operate without maintenance for over 50,000 hours. For more information on the Lenovo X700 Gaming PC with Asetek liquid cooling, visit <http://shop.lenovo.com/us/en/desktops/erazer>.

About Asetek

Asetek is the world leading provider of energy efficient liquid cooling systems for data centers, servers, workstations, gaming and high performance PCs. Its products are used for reducing power and greenhouse emissions, lowering acoustic noise, and achieving maximum performance by leading OEMs and channel partners around the globe.

Asetek’s products are based upon its patented all-in-one liquid cooling technology with more than 1.4 million liquid cooling units deployed in the field. Founded in 2000, Asetek is headquartered in Denmark with offices in San Jose, California, China and Taiwan. For more information, visit <http://www.asetek.com>.