

2024 05

MARKETING TOOLKIT: CHERRY XTRFY K4V2

MECHANICAL GAMING KEYBOARD



CONFIDENTIAL. The information in this document is confidential until the product is officially launched by CHERRY XTRFY.

TWO BRANDS BECOME ONE.

Gamers from all corners of the world know CHERRY as the legendary keyboard switch brand. Trusted by professional players and used in more than 60 million keyboards, CHERRY MX is widely considered to be the gold standard of keyboard switches. Now, CHERRY's gaming keyboards and other peripherals are becoming available worldwide as well – products that are leading in some of the world's largest consumer markets. With a reputation built over decades, CHERRY stands for quality products designed in Germany, aimed at those who have high demands on performance, design, and durability.

In early 2023, CHERRY joined forces with Xtrfy. Designing pro-level equipment in collaboration with some of the world's most merited players, Xtrfy has rapidly grown to become a household name within the esports scene. Over the past 10 years, Xtrfy has combined experience with new ideas to help gamers perform at their best. From the offices in southern Sweden, Xtrfy challenges competitors all over the world with innovative designs, colorful aesthetics and products that offer a whole new level of customizability.

With our eyes set on the future, we're proud to introduce our new gaming peripherals brand – CHERRY XTRFY. German engineering and Swedish design, brought together by a passion for gaming.



PRODUCT HIGHLIGHTS.

- Mechanical CHERRY MX2A Red switches
- Customizable RGB illumination
- Full N-key rollover & 1000 Hz polling rate
- Tenkeyless design



THE PRO-LEVEL KEYBOARD FOR ALL-LEVEL GAMERS. UPGRADED.

The Major-winning K4 keyboard – now equipped with the new and improved CHERRY MX2A switches. Offering an even smoother typing experience and enhanced durability, the K4V2 is the go-to choice for gamers seeking a no-nonsense, high-performance keyboard.

CHERRY MX2A RED SWITCHES.

The world's most trusted mechanical keyboard switch just got better. CHERRY MX2A is a transformative upgrade to the CHERRY MX – used in more than 60 million keyboards worldwide. With precisely applied premium-grade lubricant and a new innovative spring design, the MX2A brings you smoother actuation, improved acoustics, and a lifespan of 100 million keystrokes.



SPLIT-SECOND REACTIONS.

1000 Hz polling rate makes for instant registration of every key-press, while full N-key rollover means zero missed keystrokes – no matter how many you press at once.

CRISP RGB LEDS.

Six-zone color customization. Numerous backlight and typing effects. The K4V2 features an impactful RGB lighting that can be adjusted easily, without the need for software.

PRO-GRADE DURABILITY.

The K4V2 is built to provide long-lasting performance at the highest level of competitive play. With a metal plate construction, reinforced PCB and casing along with highly durable key switches, you'll leave nothing to chance.



SPECIFICATIONS.

Model name:	CX-K4V2-RGB-TKL
Illumination:	6-zone customizable RGB
Keys:	68 (US 67)
Key switches:	CHERRY MX2A Red
N-Key Rollover:	Full
Anti-Ghosting:	100%
Polling rate:	1000 Hz
Special keys/shortcuts:	Illumination settings, Media controls
Connection:	USB plug-and-play
Cable:	2 m, braided
Weight:	1 050 g
Size:	356 x 141 x 39 mm
Warranty:	2 years





VISUAL ASSETS.

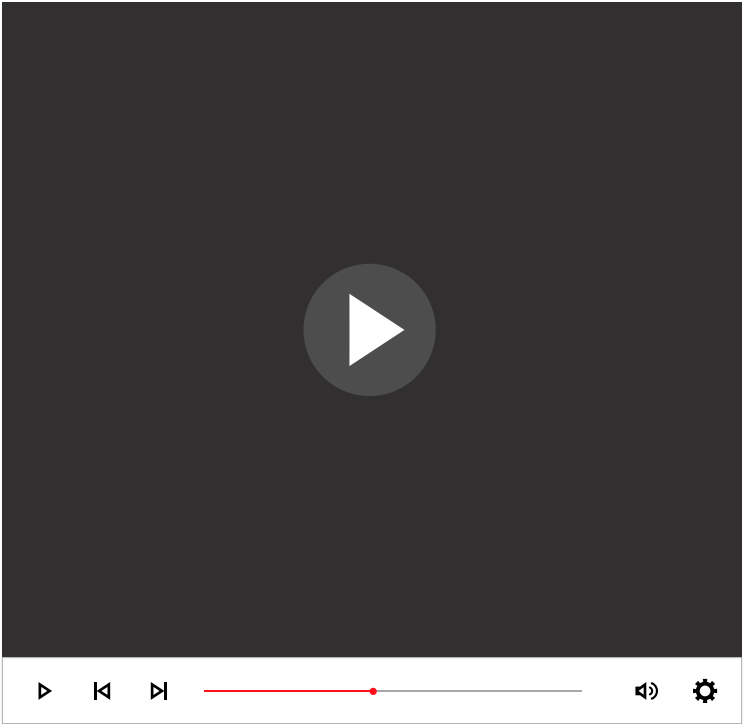
PRODUCT IMAGES.

Web images as well as high-res renders for print.



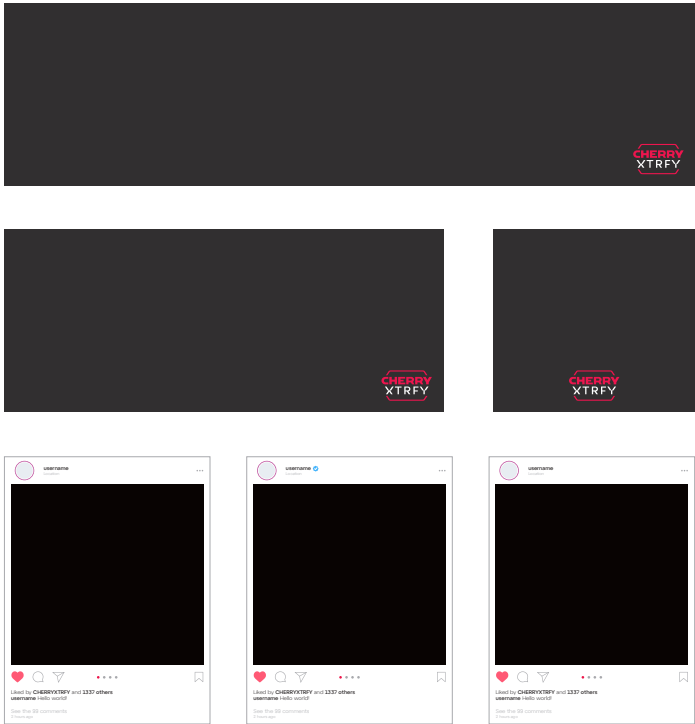
PRODUCT VIDEO.

Launch video in horizontal and vertical format.



ONLINE PROMOTION.

Banners and social media images.





PRODUCT TEXT.

CHERRY XTRFY K4V2
MECHANICAL GAMING KEYBOARD

BULLET POINTS.

- Mechanical CHERRY MX2A Red switches
- Customizable RGB illumination
- Full N-key rollover & 1000 Hz polling rate
- Tenkeyless design

SHORT PRODUCT DESCRIPTION (< 30 WORDS)

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FULL PRODUCT DESCRIPTION

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WINNING INGREDIENTS:

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Key switches: CHERRY MX2A Red

N-Key Rollover: Full

Anti-Ghosting: 100%

Polling rate: 1000 Hz

Special keys/shortcuts: Illumination settings, Media controls

Connection: USB plug-and-play

Cable: 2 m, braided

Weight: 1 050 g

Size: 356 x 141 x 39 mm

Warranty: 2 years



PACKAGING.

K4V2 TKL

PCS
WEIGHT (Kg)
DIMENSIONS (W/H/D – Millimetres)

SINGLE

1
1.26 kg
400 x 190 x 65

INNERBOX

N/A
N/A
N/A

MASTERBOX

5
6.8 kg
410 x 315 x 215 mm





SKU OVERVIEW.

K4V2 TKL

K4V2 RGB, Tenkeyless mechanical gaming keyboard, French
K4V2 RGB, Tenkeyless mechanical gaming keyboard, German
K4V2 RGB, Tenkeyless mechanical gaming keyboard, Nordic
K4V2 RGB, Tenkeyless mechanical gaming keyboard, UK
K4V2 RGB, Tenkeyless mechanical gaming keyboard, US
K4V2 RGB Tenkeyless Retro edition, Mechanical gaming keyboard, French
K4V2 RGB Tenkeyless Retro edition, Mechanical gaming keyboard, German
K4V2 RGB Tenkeyless Retro edition, Mechanical gaming keyboard, Nordic
K4V2 RGB Tenkeyless Retro edition, Mechanical gaming keyboard, UK
K4V2 RGB Tenkeyless Retro edition, Mechanical gaming keyboard, US
K4V2 RGB Tenkeyless White edition, Mechanical gaming keyboard, French
K4V2 RGB Tenkeyless White edition, Mechanical gaming keyboard, German
K4V2 RGB Tenkeyless White edition, Mechanical gaming keyboard, Nordic
K4V2 RGB Tenkeyless White edition, Mechanical gaming keyboard, UK
K4V2 RGB Tenkeyless White edition, Mechanical gaming keyboard, US

ART. NO

CX-K4V2-RGB-TKL-R-FRA
CX-K4V2-RGB-TKL-R-GER
CX-K4V2-RGB-TKL-R-NOR
CX-K4V2-RGB-TKL-R-UK
CX-K4V2-RGB-TKL-R-US
CX-K4V2-RGB-TKL-RETRO-R-FRA
CX-K4V2-RGB-TKL-RETRO-R-GER
CX-K4V2-RGB-TKL-RETRO-R-NOR
CX-K4V2-RGB-TKL-RETRO-R-UK
CX-K4V2-RGB-TKL-RETRO-R-US
CX-K4V2-RGB-TKL-WH-R-FRA
CX-K4V2-RGB-TKL-WH-R-GER
CX-K4V2-RGB-TKL-WH-R-NOR
CX-K4V2-RGB-TKL-WH-R-UK
CX-K4V2-RGB-TKL-WH-R-US

COLOR

BLACK
BLACK
BLACK
BLACK
BLACK
RETRO
RETRO
RETRO
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RETRO
WHITE
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WHITE
WHITE

EAN

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842597105221
842597105207
N/A
N/A
842597105740
842597105238
842597105214
N/A
N/A
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