



PRODUCT SUMMARY

Predator Aethon 700

Marketing Name
Predator Aethon 700

Model Name
PKW120

Project Name
Aethon700

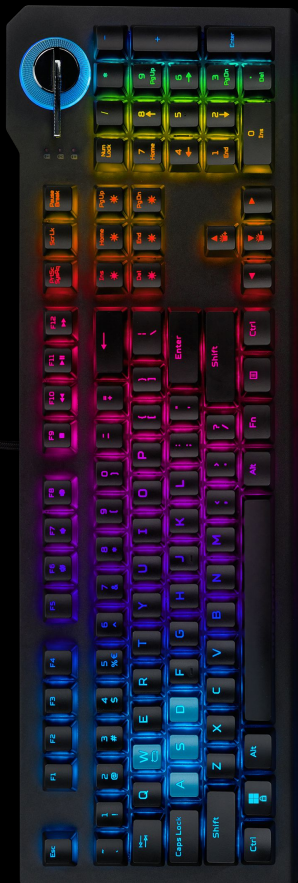
FCS
Mar. 25, 2022

Type
Hero

Project Team
Ashley Shen, Product Marketing
CheTien Hsu, Graphic Design
Clark Gurden, Copywriting
Ming Sung, Animator
Jeff Liu, Photography



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PREDATOR AETHON 700

1. Key Visual & Statement
2. SEO Keyword Suggestion
3. Target Audience
4. Top 3 Selling Points
5. Additional Selling Points
6. Feature Summary
7. Image Gallery



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PREDATOR AETHON 700

Different game, different set of skills, and most likely, a different keypress. With the Predator Aethon 700 RGB mechanical gaming keyboard, you have twice the power in a single total package.



Campaign

Discover epic 3-part mini-series [#ItLiesWithin](#) gaming campaign and latest gaming technologies of Predator [HERE](#).

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**PREDATOR
AETHON 700**



**PREDATOR
CESTUS 335**

- | SWITCH TOGGLE FOR TACTILE / LINEAR PRESS
- | FULL N-KEY ROLLOVER, PER-KEY RGB BACKLIGHT
- | UP TO 19,000 DPI, PIXART 3370 SENSOR
- | 10 BUTTONS INCLUDING BURST FIRE

* This campaign key visual includes Predator Aethon 700 and Predator Cestus 335.



Predator Aethon 700 SEO Keyword Suggestion

Dominate Keyword

Predator Aethon 700

Attack Keyword

Gaming keyboard
RGB keyboard

Defend Keyword

Mechanical keyboard
Silent keyboard
Programmable keyboard

Target Audience

- Hardcore Gamer

Gaming plays a significant role in their life. They desire an outstanding gaming accessory as their powerful partner to stand out from gaming community. They can choose what keystroke feeling and feedback they want or need, depending on what purpose they use it.







1. TACTILE? LINEAR? BOTH.

Quickly toggle between a tactile, clicky keypress or go all-out with optical for a press that's linear, smooth, and a tad more silent. With the precise tracking of the optical sensor, the Aethon 700 registers and tracks actuation with complete precision.



2. SPIN TO WIN

Rotate the roller to immediately change volume without having to alt-tab or sift through pesky menus. The rough-textured roller spins into action with ease so you can stay focused while the always familiar, ever-helpful function keys make managing media an afterthought.



3. NEVER MISS A PRESS

In the heat of the moment, a single missed keypress can spell defeat. With full N-key rollover (and being 60 million keystroke rated), press as many keys (simultaneously if needed) for as long you like.

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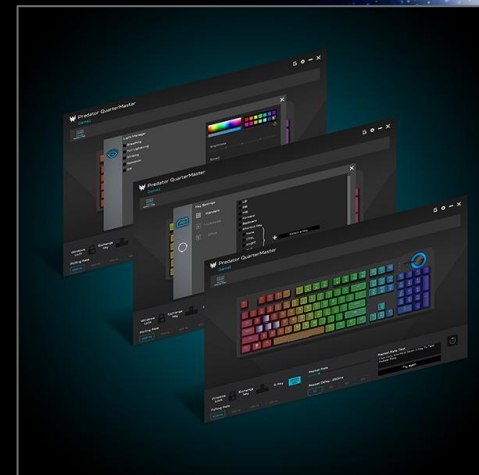
4. LIGHT IT UP—YOUR WAY

Take total control over lighting to the tune of **16.8 million colors** with the option of customizing the backlight of each key. Afterwards, experiment with **7 preset lighting modes** and alter them to your liking.



5. ELEGANCE WITH AN EDGE

Relish in the metallic touch of the **anodized aluminum faceplate** and the comfort of the **detachable magnetic wrist rest**.



6. SPEAK TO THE QUARTERMASTER

The Predator Aethon 700 is a **programmable keyboard** – so you can customize settings, such as lighting, macros and more via **Predator Quartermaster**.

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Design	Switchable optical key switch	Product Weight	With Wrist Rest: 1653g ± 30g Without Wrist Rest: 1455g ± 30g
Features	Switch between Linear/Tactile feelings	Product Dimension	With Wrist Rest: 450(L)x250.5(W)x53.5(H) mm Without Wrist Rest: 450(L)x161.5(W)x53.5(H) mm
	100% Anti-ghosting (N-Key rollover) Windows Lock Key	Software	Predator QuarterMaster
	Customize with 16.8M RGB colors per key	Connector Type	USB Port
	7 preset default lighting modes and various customization	Platform Compatibility	Windows® 11/10/8.1/8/7
	4 level brightness	Cable Length	1800 mm
	60M Keystroke Rated	Package Content & Dimension	Predator Aethon 700
	Full 104 key (US standard)		Warranty Booklet
	Dedicated multimedia playback keys and volume control roller		Quick Start Guide
	Detachable magnetic wrist rest		508 (L) x 207 (W) x 80 (H) mm
	Aluminum top cover + ABS bottom case	Specifications may vary depending on region.	





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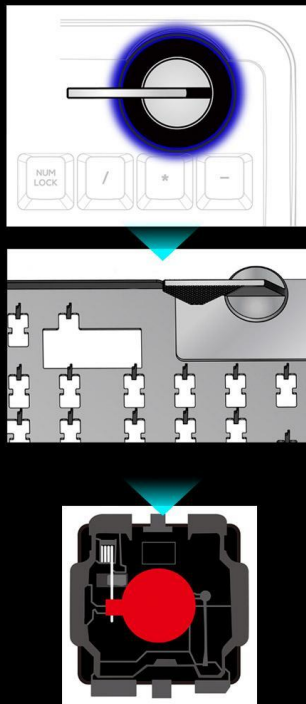
Dual-Mode Switches

Users can adjust at the toggle to one of two positions which will change how keypresses feel entirely. Switching the toggle to left, there will be a blue RGB wave to signify the changes which make the keystrokes loud tactile and clicky. While flipping it upwards, there will be a red RGB wave, then keystrokes become silent, smooth and linear. Predator Aethon 700 combines two very distinct keyboards into one.

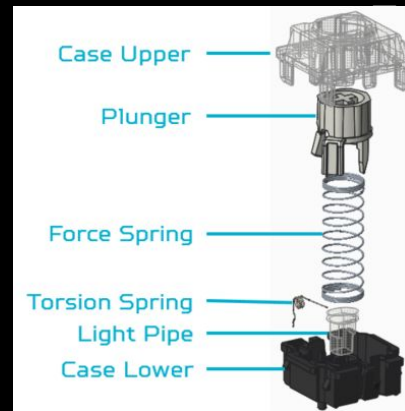
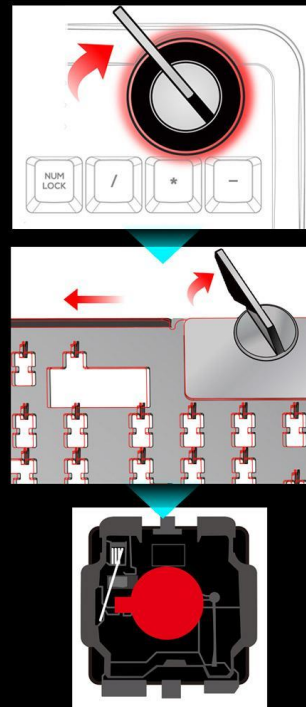
This is achieved by a piece of iron and the torsion spring of each keycap. In the clicky mode, plungers will tap the torsion springs to create a mechanical keyboard feel. While switching to linear mode, the iron is moved to the left and let the plunger and torsion spring be contactless.

Even though the travel distance of the keyboard stays the same as 4 mm in both modes, the tactile bump of the clicks mode requires more pressure to actuate, but on the other hand, the linear mode requires less pressing pressure to actuate. The difference in performance is quite noticeable.

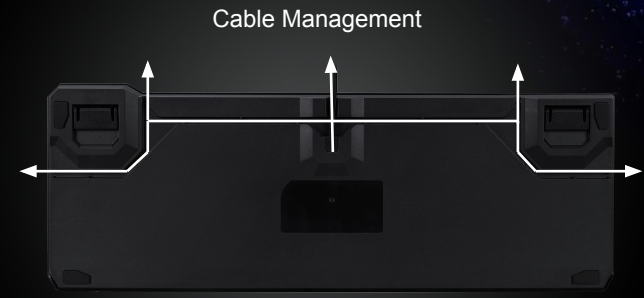
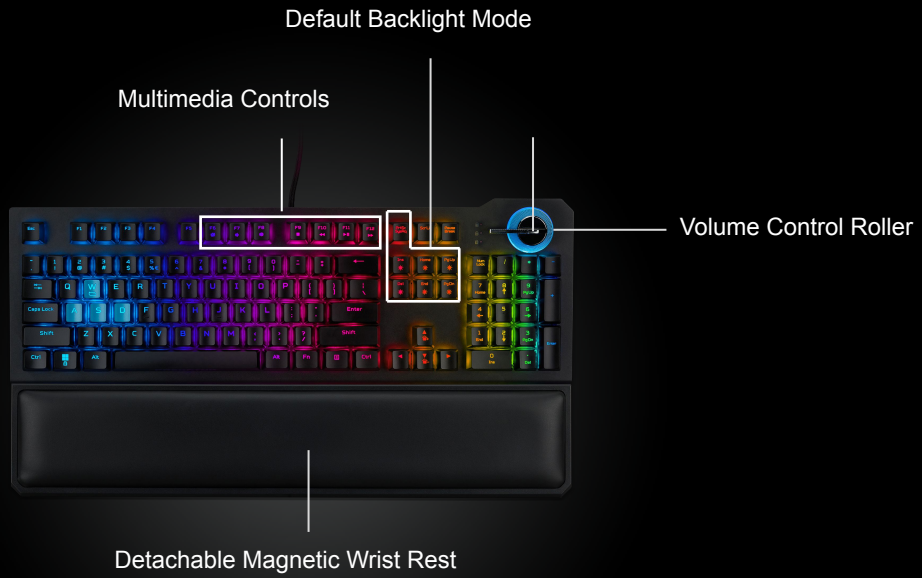
Clicky Mode



Linear Mode



	Actuator Travel	Pre-travel	Initial Force	Actuation Force	Pressure Point Force
Clicky Mode	4-0.5 mm	2.0 ± 0.6 mm	30 gf minimum	45 ± 15 gf	60 ± 15 gf
Linear Mode	4-0.5 mm	2.0 ± 0.6 mm	30 gf minimum	45 ± 15 gf	N/A



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	Top Cover	Bottom Cover
Material	Aluminum	Plastic



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WINTER 2021>



Katowice
2022

FEB 25- 27

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Six Invitational 2022
Montreal

Group Stage: Feb 8-12
Play-offs: Feb 14-20

Rainbow Six
Major EMEA
2022

May 14-20
(TBD)

Rainbow Six
Major NA 2022

Aug 13-19
(TBD)

Rainbow Six
World Cup
2022

Sep 7-21
(TBD)

Rainbow Six
Major APAC 2022

Nov 23-29
(TBD)



A person with dark skin and dreadlocks is seen from behind, walking down a dark city street at night. They are wearing a blue and black plaid shirt. On their upper back, there is a glowing blue lightning bolt tattoo. The street is illuminated by neon lights, with a prominent green light on the left and a red light on the right. The buildings on either side are dark and have a classic urban feel. The overall atmosphere is mysterious and futuristic.

THE BEST IS YET TO COME