



Asetek's New Gen7 v2 Cooling Technology Powers the Latest Generation of ASUS ROG STRIX Series of CPU Coolers

ROG STRIX LC III ARGB All-in-One CPU Liquid Cooler from ASUS Unlocks Extreme CPU Overclocking Capability and Whisper Quiet Operation

Aalborg, Denmark – January 9, 2024 — Asetek, innovator of gaming hardware for next-level immersive gaming experiences and the creator of the all-in-one (AIO) liquid cooler, today announced that OEM Partner ASUS has introduced its third generation of ROG STRIX all-in-one CPU coolers featuring Asetek's new Gen7 v2 liquid cooling technology. The new ROG STRIX LC III ARGB Series AIO CPU liquid coolers will empower enthusiasts to boost CPU overclocking capability for extreme performance and grant gamers rock-solid stability that is crucial for immersive gaming.

- Asetek's new Gen7 v2 cooling innovation iterates on the existing design with new Turbulence-Channel cold plate technology that provides greater thermal performance than is possible with traditional split-flow cold plates. New Turbulence Channel cold plate targets the hottest part of the CPU die for industry-leading thermal performance.
- Improved cooling performance up to 0.5°C/100W on average.
- Out-of-Bound temperature sensing continuously monitors the liquid temperature and automatically boosts the pump speed to clear any temperature excursions, ensuring smooth system operation for an immersive gameplay experience.
- Under-the-hood system enhancements resulting in even quieter operation versus previous generations.

Asetek and ASUS ROG worked closely to create the ROG STRIX LC III ARGB Series, ASUS ROG's workhorse gaming CPU cooler. The AIO liquid coolers are available in 240mm and 360mm radiator sizes and offered in black or white color options. A few unique features new to the STRIX LC III series include a 360° rotatable pump block, Gen7 v2 Asetek pump, premium ROG ARGB fans, and 10+ custom Aura lighting effects.

"When we decided to develop the third generation of STRIX series CPU coolers, we partnered with Asetek for its industry-defining liquid cooling technology," said Jonson Lee - Associate Vice President of Product R&D Ctr., Motherboard BU. "Our ROG STRIX LC III ARGB Series AIOs will provide gamers with powerful CPU cooling they can rely on, in a slick style that is synonymous with the STRIX name. And its powerful cooling is tailored for 14th gen Intel CPUs, ensuring an optimal experience for gamers."

“It’s always exciting to work with ASUS ROG. Like Asetek, quality and reliability drive their product design and it was no different when they approached us for this new generation of ROG STRIX AIO coolers,” said John Hamill, Chief Operating Officer at Asetek. “With Asetek’s 20+ years of liquid cooling leadership and more than 11 million coolers in the marketplace, we are confident our new Gen7 v2 cooling technology and Turbulence Channel cold plate architecture will seize the attention of both tech enthusiasts and gamers alike.”

To learn more the new ROG STRIX LC III series of coolers, visit <http://rog.asus.com/>. For more about Asetek liquid cooling, please visit www.asetek.com.

About ASUS.

ASUS is a global technology leader that provides the world’s most innovative and intuitive devices, components and solutions to deliver incredible experiences that enhance the lives of people everywhere. With its team of 5,000 in-house R&D experts, ASUS is world-renowned for continuously reimagining today’s technologies for tomorrow, garners more than 11 awards every day for quality, innovation and design, and is ranked among Fortune’s World’s Most Admired Companies.

About Asetek

A Danish garage-to-stock-exchange success story and global leader in mechatronic innovation, Asetek (ASTK) designs, manufactures and sells gaming hardware for next-level immersive gaming experiences. Founded in 2000, Asetek established its innovative position as the leading OEM developer and producer of the all-in-one liquid cooler for all major PC & Enthusiast gaming brands, going public in 2013. In 2021, Asetek expanded its offering of gaming hardware solutions with the introduction of its line of products for next-level immersive sim racing gaming experiences. Asetek is headquartered in Denmark and has operations in China, Taiwan, and the United States.

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