

Gaming



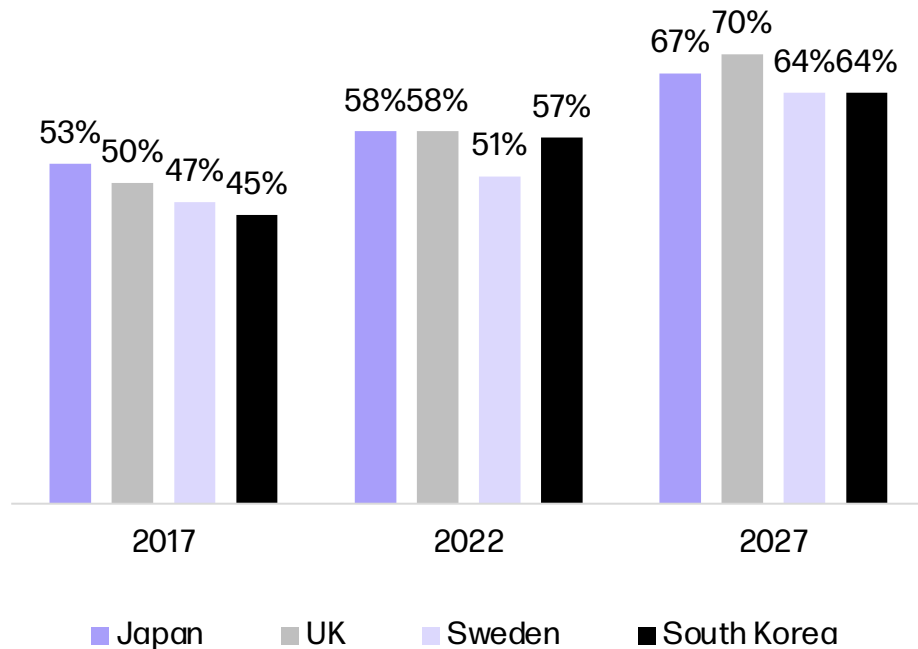
Gaming

Gamers refresh their PCs twice as fast as the rest of the market. Through innovations like our OMEN Tempest Cooling Technology that delivers 62% more airflow for enhanced performance – the most important criterion for gamers – we are delivering experiences that matter in a critical growth area.



World's biggest gaming nations

Countries with the highest estimated user penetration in the video game segment



Source: Statista Digital Market Outlook



In 2022 worldwide the estimated numbers of gamers is expected to be

2.5B

Source: Statista Digital Market Outlook

Adaptive Gaming



Adaptive Gaming

\$40.81

expected size of the global cloud-based gaming market by 2029

Source: Fortune Business Insights

\$16.7M

anticipated size of the global gaming accessories market by 2030

Source: Acumen Research and Consulting

Browser Game Streaming Services

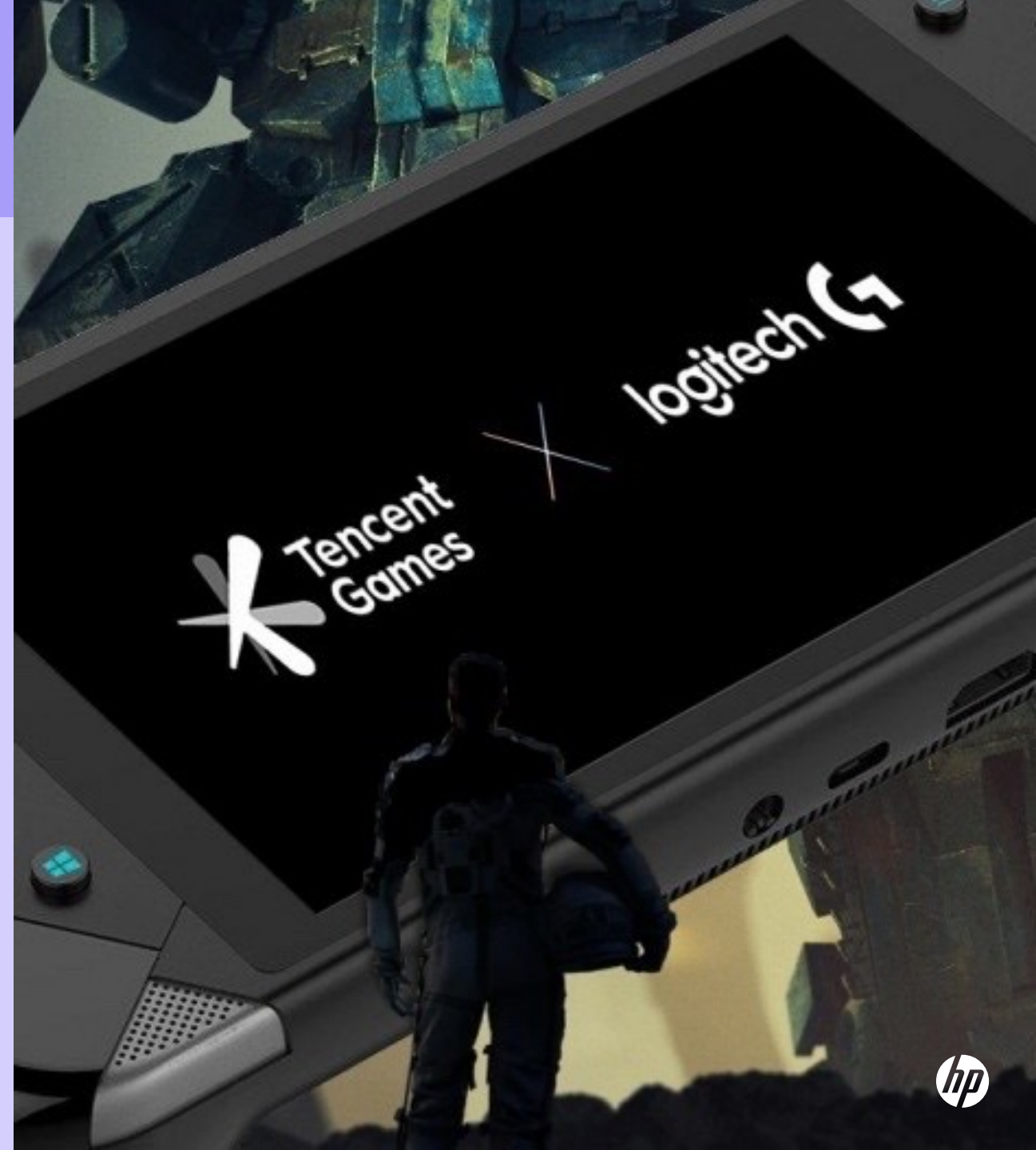
GeForce Now updated its
premium streaming service
for Chrome



Cloud Gaming Handhelds

Logitech partnered up with
Tencent on the 'Logitech G
Gaming'

Adaptive Gaming



Cloud Controllers

Brands are launching new controllers that allow users to play a variety of games.

- Adjustable Cloud Gaming Controllers
- Wireless Mobile Gaming Controllers
- Customizable Cloud Gaming Controllers
- Cloud Game Smartphone Gamepads and Services



Aftermarket Gaming Controllers

The HORI Split Pad Compact has been announced as a new aftermarket accessory for gamers to pair with their Nintendo Switch console for a different kind of playing experience.



Mini Gaming Keyboards

Nordic Game Supply has officially released The Shrimp, a miniature mechanical keyboard that features only the keys and buttons needed for gaming purposes.



Compact Gaming Soundboards

Yamaha's newest soundbar, the 'SR-C30A,' is a highly portable bar measuring 23.6 inches wide, which makes it suitable for both TV and computer monitors.



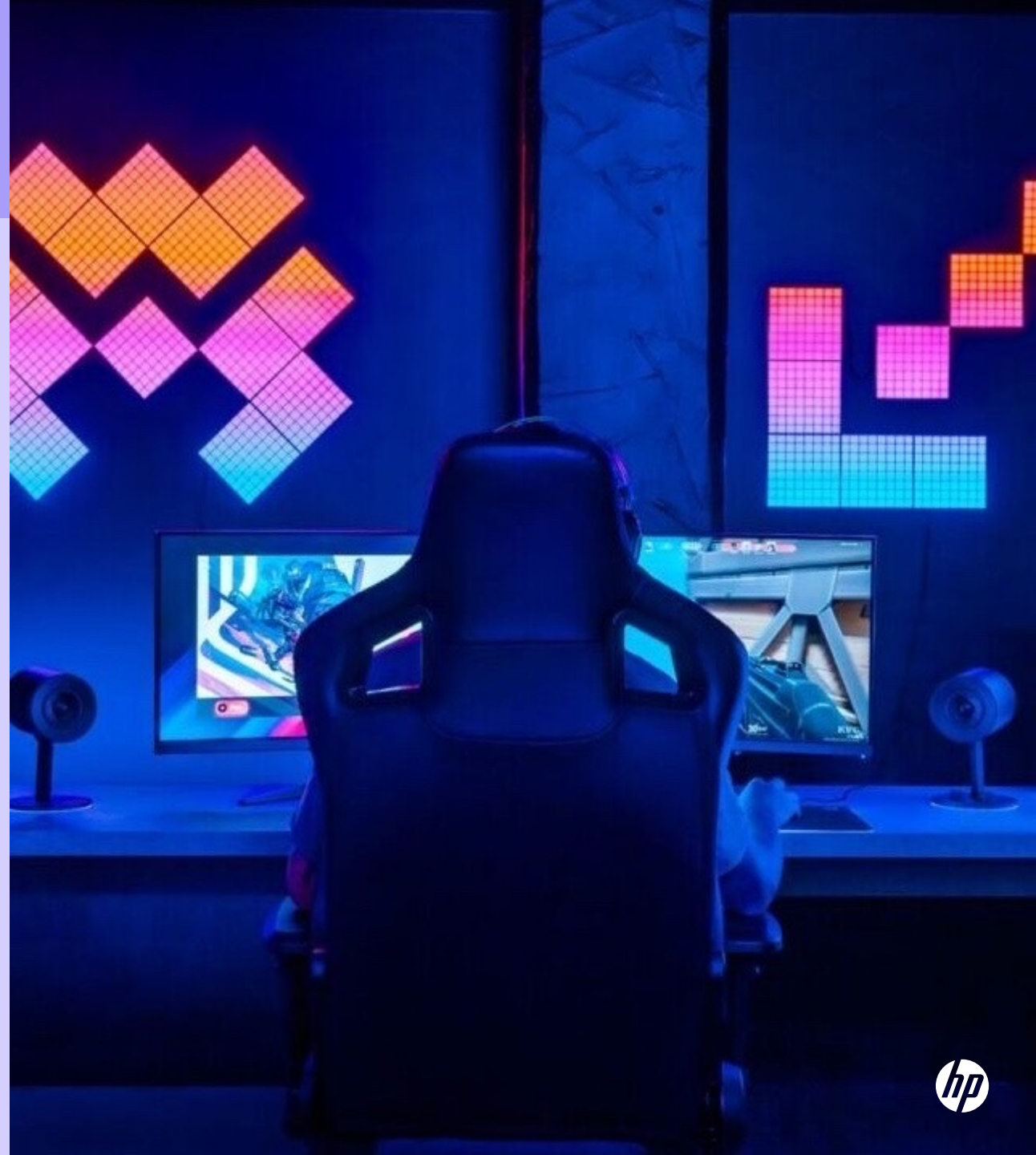
Voice-Activated Gaming Tools

Amazon has announced the launch of 'Alexa Game Control,' an all-new gaming tool that enables users to play video games by using their voice.



Gaming Lights

The Twinkly Squares smart home lights contain 64 LEDs, allowing users to create pixel art or mood lighting for their room.



Adjustable Gaming Chair

The OMEN by HP Citadel Gaming Chair is built for gamers with 4D adjustable armrests, locking tilt, and pillows for lumbar and neck support.

Adaptive Gaming



Customized Peripherals

HyperX keyboards and headphones customized to the user with 3D printed keycaps and earcaps.



Phygital Gaming



Enhanced Board and Card Games

In order to better compete with online gaming, brands are releasing board and card-trading games that merge real-world and digital entertainment elements.



Interactive Theme Park Games and Apps

Theme parks and national parks are enhancing visitor experiences with interactive apps.



Interactive Cruise Ship Experiences

Disney cruise line set to debut AR-enabled 'Disney Uncharted Adventure'

Phygital Gaming



Artist Rendering. Image does not represent health and safety measures that may be in place during future sailings, such as face coverings and physical distancing.



Tactile Keyboard

HyperX Alloy Origins Aqua keyboard has keys with a tactile operation style, providing a tactile 'bump' as they actuate.



Haptic Wireless Gaming Headset

Razer Kraken V3 Pro is a wireless set of immersive headphones with physical feedback.



Meta Gaming



Meta Gaming



\$710.21 B

expected size of the global metaverse
in gaming market by 2027

Source: Global Market Estimates



54.1M

The number of daily active users of the
Roblox metaverse gaming platform

Source: Statista

Web 3 Mobile Games

Xterio Raised \$40 Million
USD to Develop AAA-
Grade Mobile Games.



Web 3 Literacy

From kids coding platforms, to family-friendly NFT platforms, and educational games, there are a number of initiatives to increase literacy and education in the metaverse.

Meta Gaming



In Game Activations

Brands create pop-up experiences in popular video games.



Artist-Designed Gaming NFTs

GensoKishi Online has announced the launch of 'Amano Special NFTs' featuring 11,000 one-of-a-kind NFTs designed by Yoshitaka Amamo.



Gaming Wellness Initiatives



Gaming Wellness



\$47M +

expected amount of revenue from
healthcare gamification market 2019 - 2026

Source: Research Dive



\$198M

2021 funding for U.S. digital health startups
integrating VR or AR technologies

Source: Rock Health

Mental Health

'Gears of War,' the futuristic third-person shooter game owned by Microsoft, announced the 'Never Fight Alone' mental health-focused campaign in collaboration with the 'Crisis Text Line.'



Gaming Eyecare

Gamer-specific products help protect users from blue light.

Gaming Wellness



Gaming for Good



Anxiety and Loneliness Therapy

A variety of metaverse apps are designed to help people of all ages overcome anxiety and loneliness.



Inclusive Gaming

In-game features, storylines, and marketing prioritize inclusive representation.



Fundraising and Charity

Charity games allow gamers to show off their skills, or purchase NFTs with a percentage of proceeds going to charities.



