



CM STORM

BY COOLER MASTER

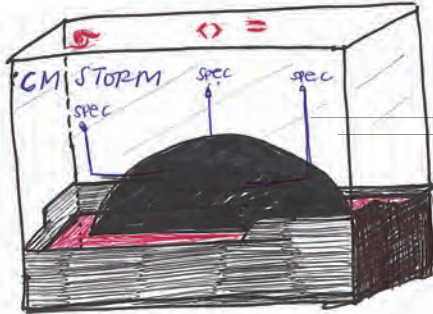
**NEW
PACKAGING
CONCEPTS**

MOUSE PACKAGING CONCEPTS



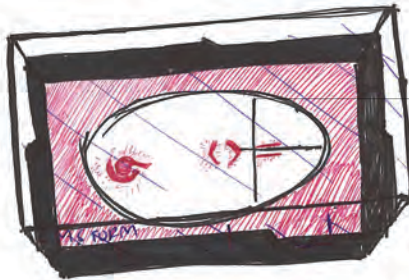
MOUSE CONCEPT 1 - SEE THROUGH ACRYLIC PLASTIC COVER WITH PRINTING ON PLASTIC. WILL INDICATE SPECS AND OTHER EFFECTS WITH PRINTING ON THE OUTSIDE. WILL SIT ON A STAGE MADE OF GIFTBOX LIKE BOX (IE., REN, ROC, MOBILE LINE)

1 - Side View



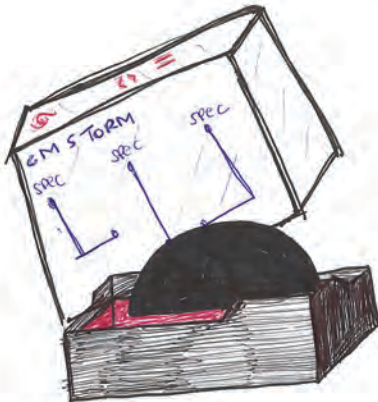
- 4 pieces of packaging:
Stage, side carton, blister pack, acrylic cover
- Product sits on a "stage" and fastened by a blister mold
- specs and effects screen printed onto acrylic

2 - Aerial View



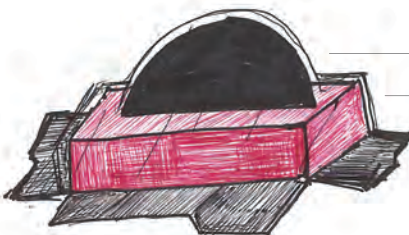
- LED lights of product screne printed onto the outer cover to give a "glowing" effect
- matches up with product inside

3



- When lifting cover, flaps will automatically fall to reveal "stage"

4



- stage is revealed when flaps fall when cover is taken off
- fastened on by a blister to hold in place

MOUSE CONCEPT 2 - PULL OUT TAB ON SIDE OF FRONT COVER. WHILE PULLING OUT THE TAB, DIFFERENT IMAGES ARE SEEN THROUGH THE DIECUT OF THE TARGET. DIFFERENT PLANES, EXPLOSIONS, AND ETC ARE SEEN TO DISPLAY THE USAGE OF THE MOUSE. INDICATES THAT THE PURPOSE OF THE MOUSE IS PRECISION IN GAMING.

STEP 1 - PULL OUT SHOWN WITH GRAPHICS AND TAB



STEP 2



STEP 3



STEP 4 - TAB SHOWN BEFORE PULLING OUT OF COVER





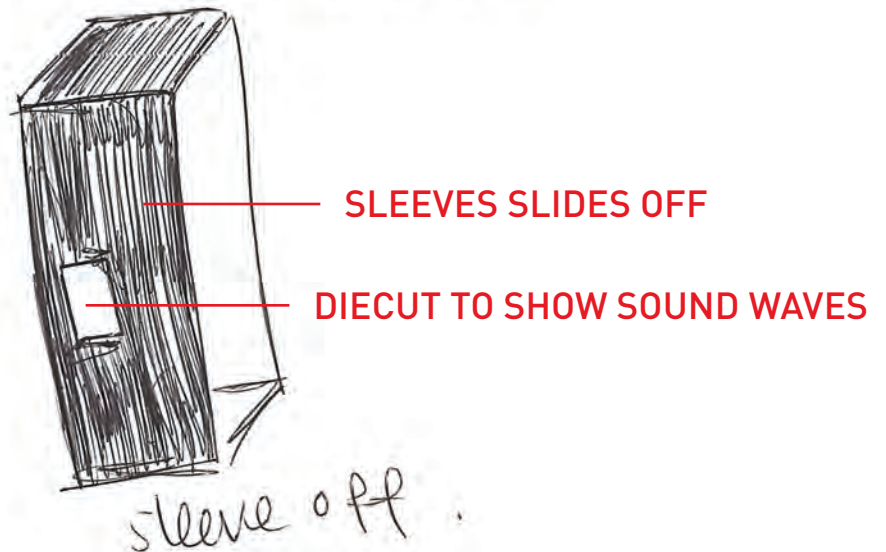
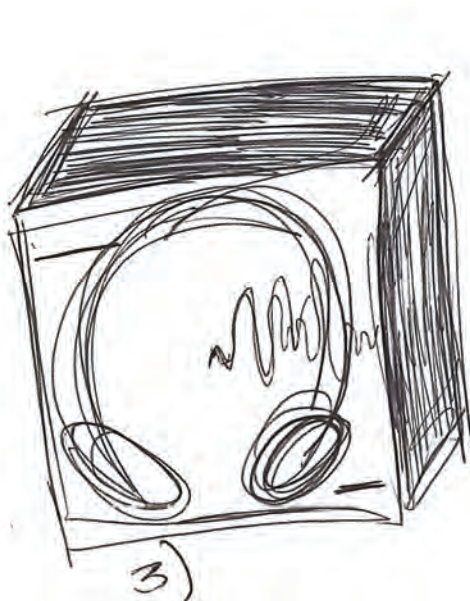
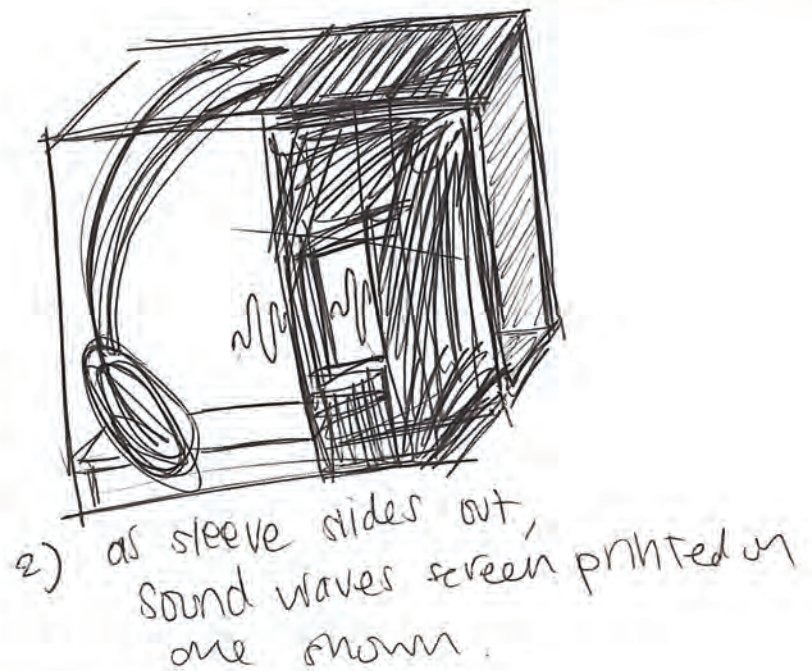


HEADSET PACKAGING CONCEPTS



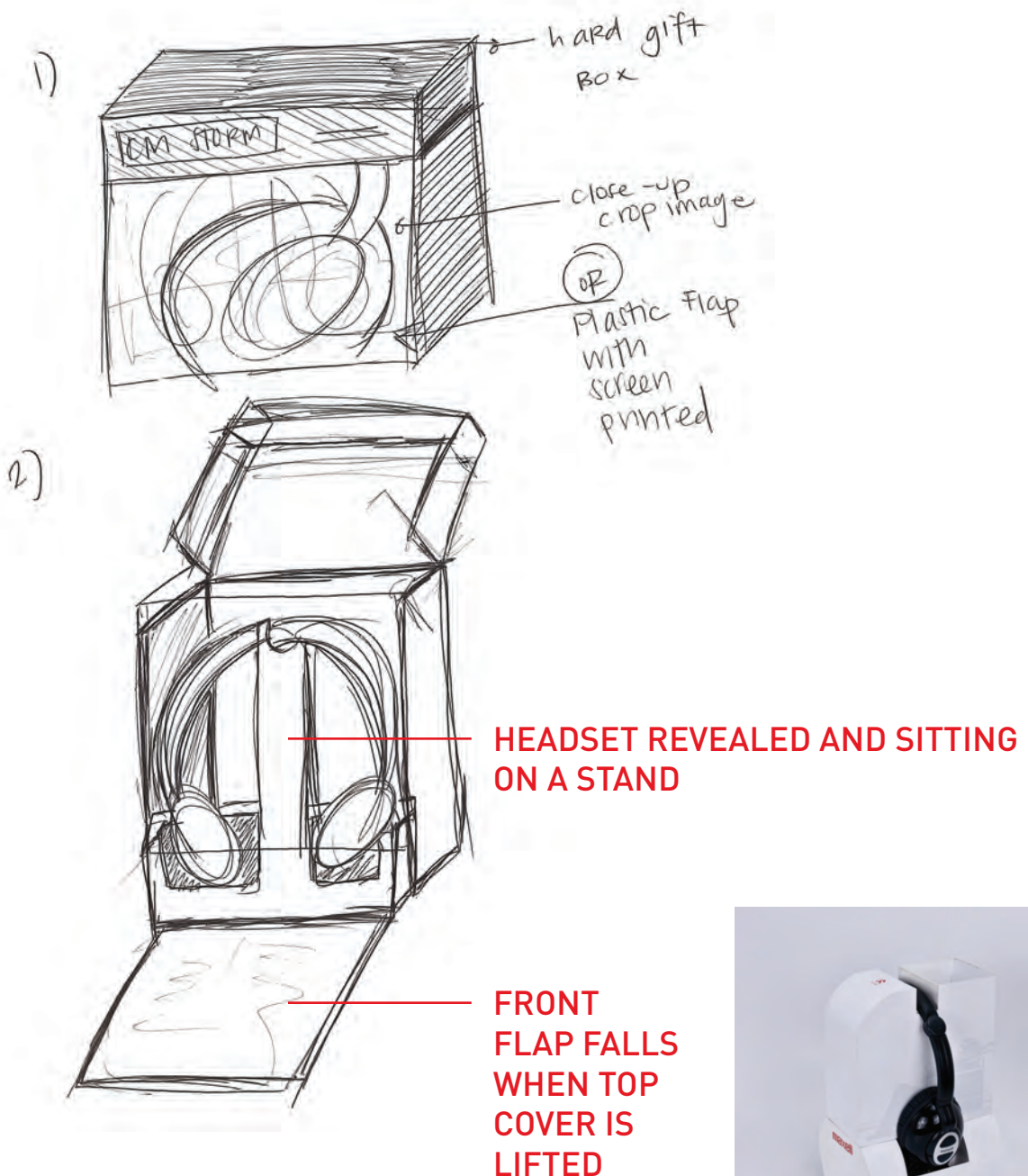
HEADSET CONCEPT 1 -

- HEADSET RESTING IN ACRYLIC BOX
- CARTON SLEEVE COVERING HALF OF BOX WITH DIECUT BOX
- GRAPHIC OF SOUND WAVES PRINTED ONTO THE ACRYLIC BOX. WHEN PULLING OFF THE SLEEVES, DIFFERENT PARTS OF THE WAVE ARE SHOWN.
- CORRESPONDS WITH MOUSE PACKAGING
- CAN BE DONE EITHER IN ACRYLIC PLASTIC BOX OR PRINTED ON BOX



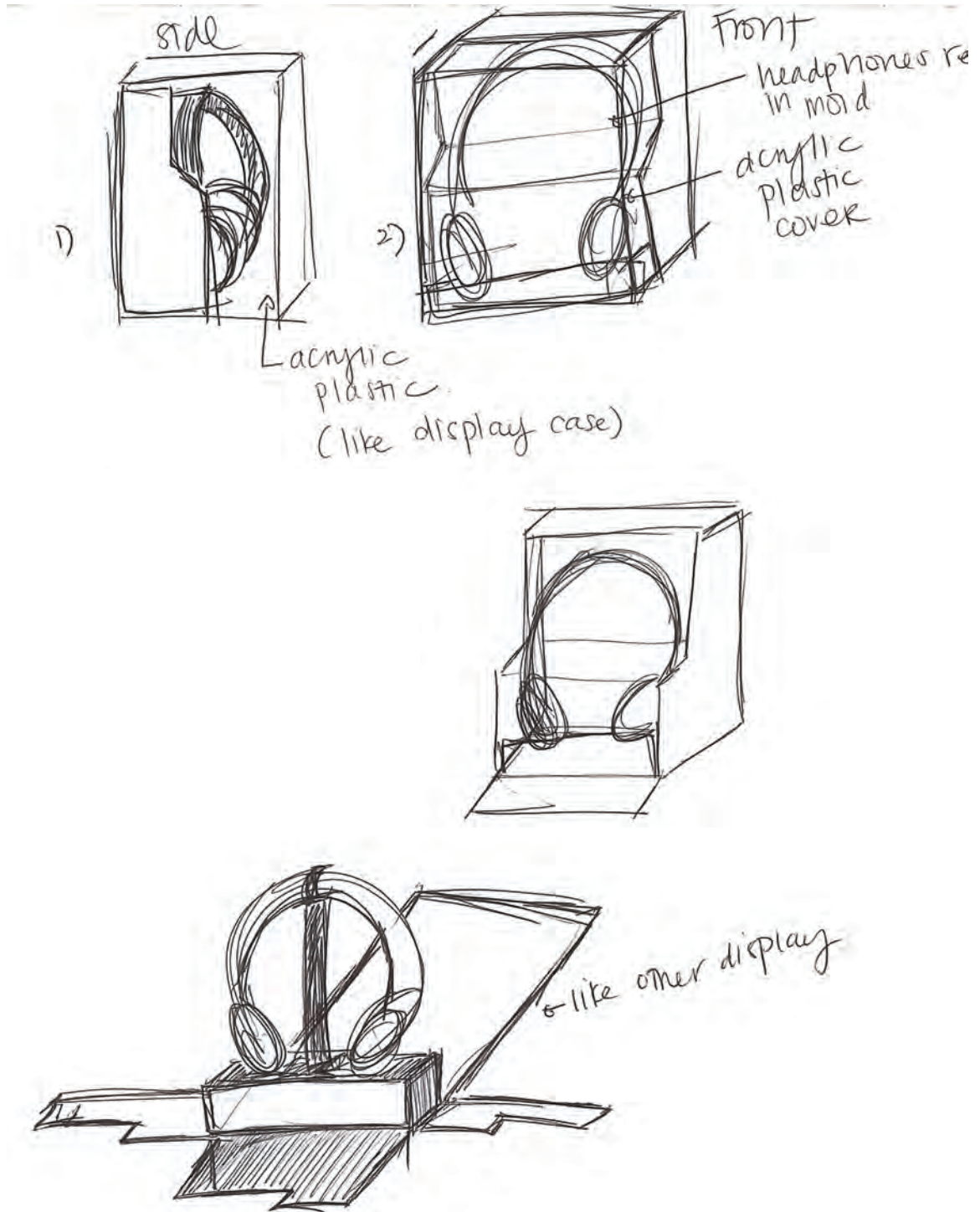
HEADSET CONCEPT 2 -

- HARD GIFT BOX MATERIAL
- WHEN TOP COVER IS LIFTED, FRONT FLAP FALLS OPEN TO SHOWCASE
- HEADSET RESTING ON A MUSEUM LIKE STAND MADE OF CARTON



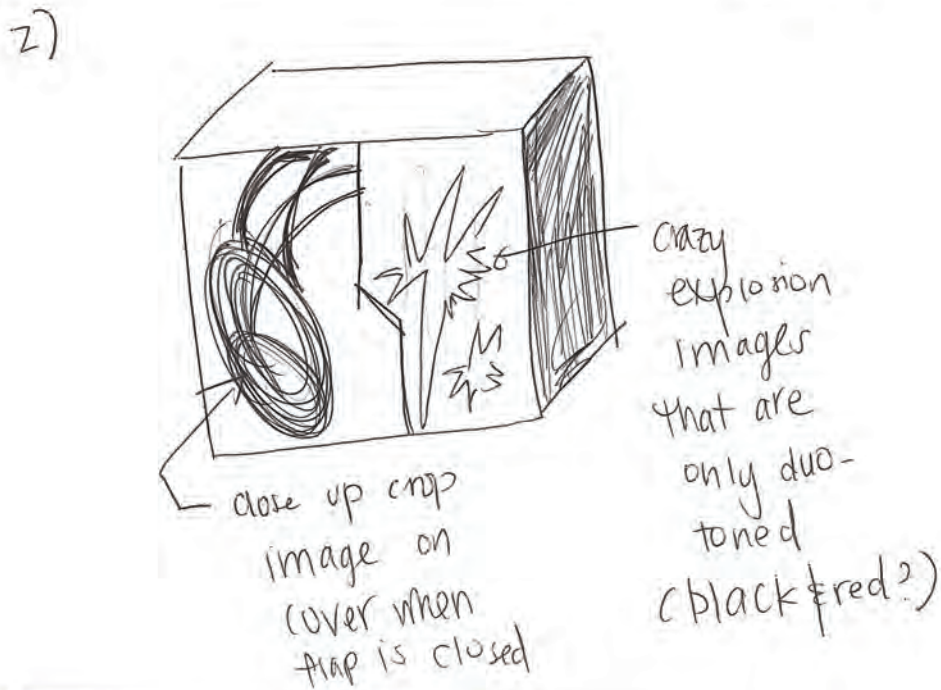
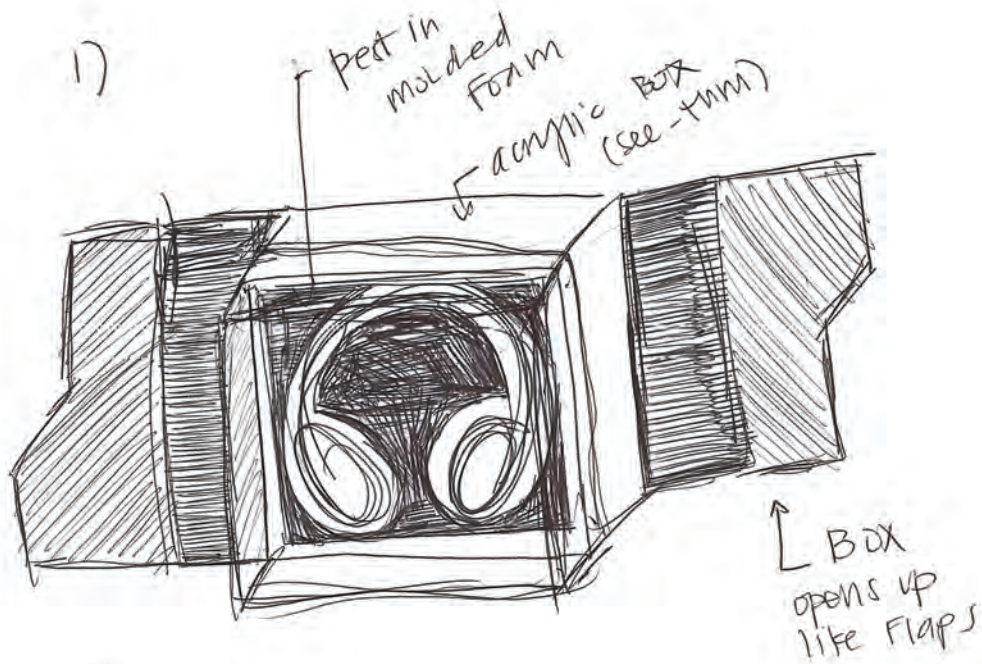
HEADSET CONCEPT 3 -

- SEE THROUGH HARD CASE ACRYLIC WINDOW
- HEADSET SITS ON CARTON 'STAND'
- WHEN COVER IS TAKEN OFF, ALL FLAPS FALL
- LEFT WITH HEADSET SITTING ON STAND



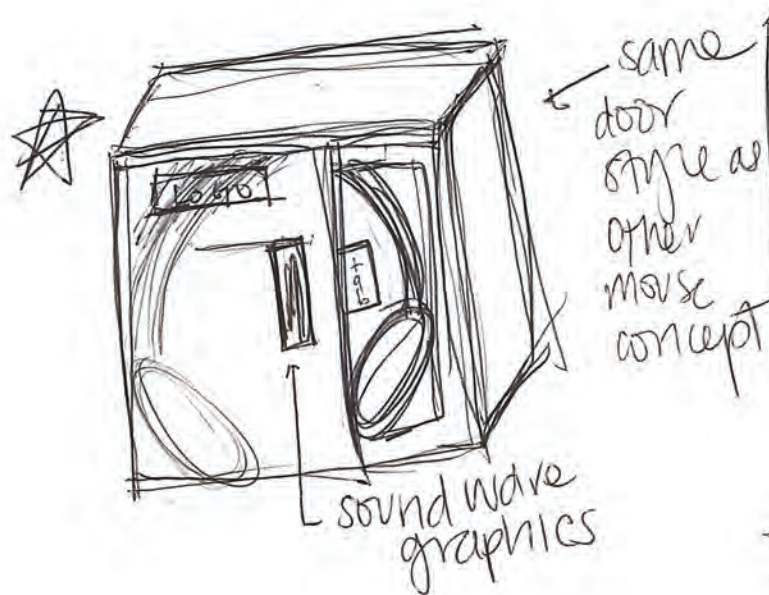
HEADSET CONCEPT 4 -

- HEADSET REST IN HIGH QUALITY FOAM (POSSIBLY GRAY OR BLACK)
- SEE THROUGH ACRYLIC WINDOW
- COVERED BY DOORS/FLAPS WITH IMAGES AND SPECS



HEADSET CONCEPT 5 -

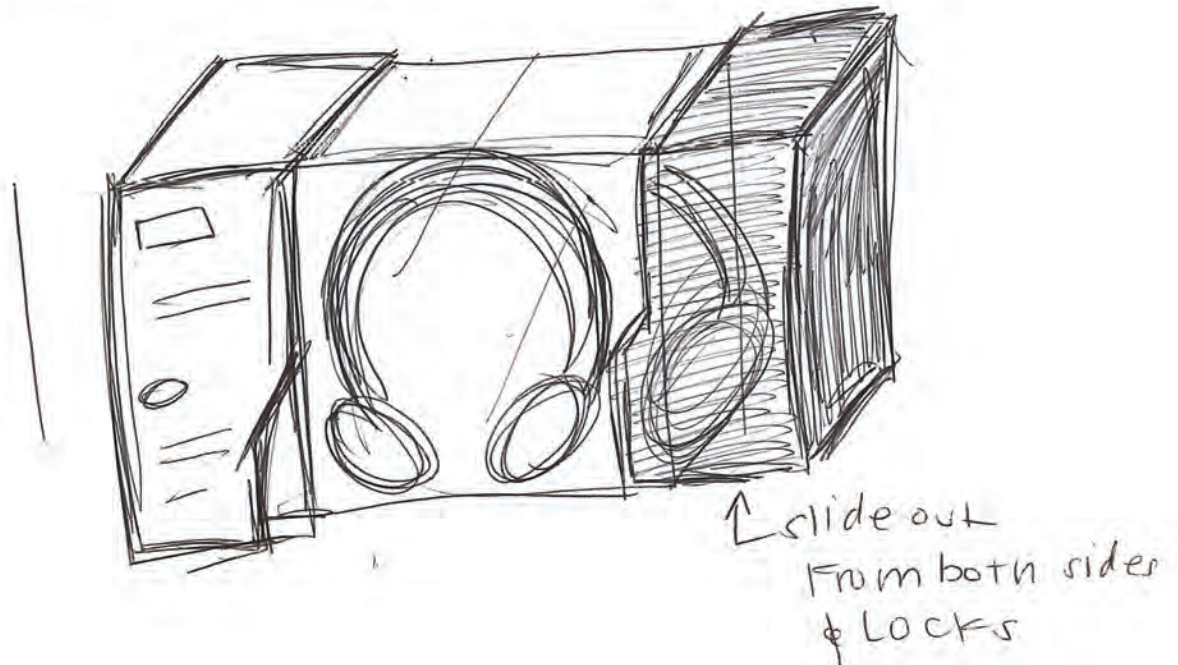
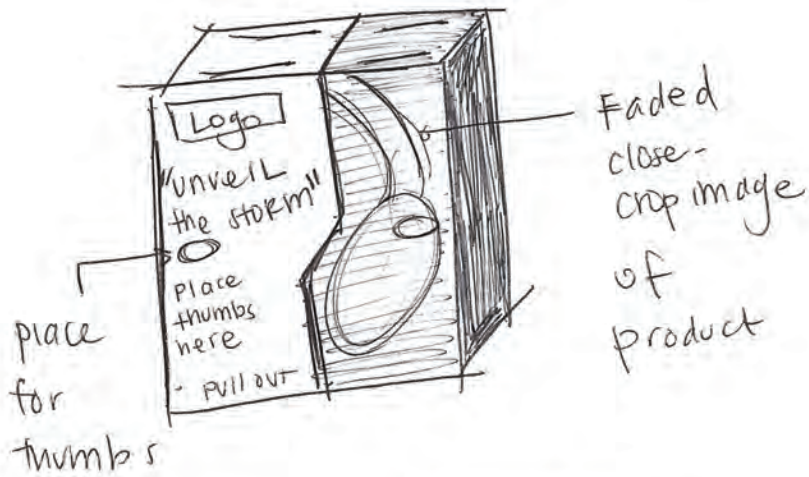
- CORRESPONDS DIRECTLY TO MOUSE PULL OUT TAB CONCEPT
- PULL OUT TAB ON FRONT FLAP COVER ONCE MORE
- WILL HAVE GRAPHICS SUCH AS SOUND WAVES THAT RELATES TO THE HEADSET



to match
other
concept

HEADSET CONCEPT 6 -

- FIRST VIEW IS OF CARTON
- BOTH SIDES SLIDE OUT AND LOCK
- HEADSET IS REVEALED IN AN ACRYLIC PLASTIC CASE





**THANK
YOU**