

Press information
May 31st, 2013

A Beauty of a Beast: BMW Group DesignworksUSA designs compact Gaming PC for ASRock. **Joint launch at COMPUTEX fair in Taipei.**



Munich / Taipei. Every year in June Taipei becomes the Mecca of the electronic world when the COMPUTEX fair opens its gates. In the calendar of DesignworksUSA the IT fair is a fixed event, too. The creative consultancy and subsidiary of the BMW Group has a long history in designing for the tech industry. For their new client ASRock, one of the leading global manufacturers of motherboards, DesignworksUSA has designed a stunning compact gaming PC. At COMPUTEX both companies will launch this ultimate gaming beast which listens to the name of M8.

Compact PC with big performance.

In 2012 ASRock commissioned DesignworksUSA to create the M8, a compact PC and the first Small Form Factor PC (SFF) in their product portfolio. To make this newcomer an intriguing gaming companion the design team created the “Superlative PC concept”. It enables the gamers to anticipate the power of their PC through the design before even switching it on. The M8 is an ultra compact gaming tower which

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speaks the language of strength and ultimate performance demonstrating extreme efficiency and big emotion.

Gamers often place their equipment in creative positions that the gear was not initially designed for. The M8 takes this into account: It was designed so that it can be placed in vertical and horizontal position and look good from any perspective. The central task of the design was to show the beauty of the motherboard - the jewel of any PC. A key design element is the muscular casing which carefully protects the motherboard. The side of the case is partially transparent so that the inside of the PC becomes visible. Gamers can unfold their creative talent and personalize the chassis: The side panels which are magnetic can be removed for quick access to all technical gear and ventilation. The front knob is a multi functional control button with an integrated OLED display. It shows an array of information so that no extra monitor is needed. The knob, called A-Command, provides information on the systems` status of usage and heat, date and time and it allows adjusting the volume and the fans inside the tower. The ventilation pattern of the chassis is designed to provide optimal cooling for the PC. Additionally the power of the fans can be switched between speed, standard or eco mode. Integrated handles on every corner maximize functionality and ready the M8 for any situation.

As the gaming PC was designed to be placed in vertical and horizontal position it will be a highlight at every LAN-Party. "We know that gaming is all about emotion and individuality", says Laurenz Schaffer, President of BMW Group DesignworksUSA. "So we created a design which is very much an exaggerated mode of expression. It speaks to the gamers' souls and offers iconic differentiation in a small Gaming-PC", Schaffer continues. LL Shiu, Chief Operating Officer of ASRock, strongly believes: "One does not play games on a boring gaming rig. Gamers should be able to feel the adrenaline rush the moment they power on their PCs, just as drivers get fired up the moment they start their engines. That's why we have decided to collaborate with BMW Group DesignworksUSA."

The technical equipment matches what the design promises: 802.11ac WiFi module and Bluetooth v4.0 provide up to 867Mbps blistering fast wireless internet connection

and the Creative SoundCore 3D quad core processor is compatible with numerous sound programmes for realistic audio effects.

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About ASRock Inc.

ASRock Inc. was established in 2002, specializing in the field of motherboards. The company is presently building up its own brand. With the 3C design concept, "Creativity, Consideration, Cost-effectiveness", the company explores the limits of motherboard manufacturing while paying attention on ecology at the same time, developing products with the consideration of being eco-friendly. With its headquarter in Taipei and branches in Europe and the USA ASRock has become one of the three largest motherboard brands.

<http://www.asrock.com>

About COMPUTEX.

COMPUTEX Taipei has become the largest computer exhibition in Asia and the second largest in the world next to CeBIT in Germany. The exhibition attracts observers, analysts and journalists of computer and information industries from all over the world. More than 1.500 exhibitors from 27 countries from Asia, Europe and

America give insights in new developments and launch their latest products. BMW Group DesignworksUSA will present two products: The M8 compact PC for AS Rock and the Level 10 M Gaming headset for Thermaltake. COMPUTEX 2013 will take place from June 4th to June 8th.

www.computextaipei.com.tw

BMW Group DesignworksUSA

BMW Group DesignworksUSA is a creative consultancy that's been driving innovation for forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through design and a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Intermarine, John Deere, Microsoft, Bay Area Rapid Transit (BART), Siemens and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich, and Shanghai, DesignworksUSA draws upon its unique and vibrant resources to create the future.

www.designworksusa.com

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a

result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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