

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## **PERFORMANCE GAMING OR A SPLASH OF STYLE – TAKE YOUR PICK**

*Microsoft Hardware launches a new SideWinder mouse and a slew of Special Edition Arc mice.*

**Kuala Lumpur, May 20, 2009** --- Microsoft Corp. today announced new products for the value-focused gamers and tech-savvy fashionistas – the new SideWinder X3 gaming mouse and three new Special Editions of the bestselling Arc mouse.

### **Perfect Gaming, Perfect Price: The SideWinder X3**

The new addition to the award-winning family of Microsoft SideWinder gaming products, the SideWinder X3 Mouse, combines gaming performance and versatile design at a great value price of RM139.00.

<sup>1</sup>This ambidextrous, eight-button gaming mouse delivers comfort for either hand along with the performance features fans of SideWinder products know and love, including a 2,000 dots-per-inch (dpi) laser-tracking engine with on-the-fly dpi switching between high, medium and low sensitivity. The SideWinder X3 Mouse is easy on the wallet, but it does not skimp on performance, offering gamers a full set of features and an undeniable edge ahead of the competition.

“Our internal research shows that in-game comfort continues to be the main consideration for PC gamers,” said Katherine Teu, Regional Marketing Manager in SEA for Microsoft Hardware. “This mouse was designed to be ambidextrous and small in size, providing comfort to a wider variety of people and making it ideal for performance gaming at an affordable price point.”

Like its siblings the SideWinder X5 Mouse and the original SideWinder Mouse, the SideWinder X3 Mouse has five programmable main buttons that are customizable to gamers’ preferences and tested for extreme gaming, with the main button life rated to 10 million clicks. Additional features include these:

- **IntelliPoint software** to create and assign macros
- **Wide, detented scroll wheel** for more precise click movement
- **Low-profile lateral side buttons** for easy access during gaming and everyday computing
- **Wide-glide feet** for smooth handling and a light, balanced feel

CP Chia, Assistant General Manager, ECS Astar Sdn Bhd, said, “The problem with most gaming mice today is that they are targeted at right handed gamers only. The X3’s ambidextrous design, a first for the SideWinder range, is designed for both right and left-handed gamers. The mouse is also great for budget conscious gamers who want top notch gaming performance at a price point they can afford. We’re very excited about X3 and expect this new mouse to be well received by Malaysian consumers.”

The X3 is the latest addition to the Microsoft SideWinder family of premium gaming products, which now includes:

- [The original SideWinder mouse](#)
- [The SideWinder X5 mouse](#)
- [The SideWinderX6 gaming keyboard](#)
- [The SideWinder X8 wireless mouse with BlueTrack technology](#)

Visit the SideWinder product page at <http://www.microsoft.com/hardware/gaming> for more details.

### **New Hues for You: Special Edition Arc Mouse**

Microsoft Corp. is responding to the rapid success of the Arc Mouse, which reached the Top 10 list of best-selling mice after just two months on the US market<sup>2</sup> by releasing the award-winning mouse in three special edition colors: deep olive green, marine blue and eggplant purple. The Arc is already available in red, black and white editions that have proven to be a hit with consumers looking for stylish peripherals to fit their lifestyles.

Color continues to be an important factor for consumers when buying electronics, according to Colorcom consultant Jill Morton. "People form a personal connection to a product in a color they like," Morton said. The Arc Mouse special edition colors can add a splash of personal flair and style to any computer, which increasingly come in new form factors and designs.

Outside color, the distinctive design of the Arc Mouse is an expression of personal style on its own. The revolutionary form is perfect for the on-the-go trendsetter:

- **Sleek, collapsible design** folds to reduce the mouse's size by almost half, giving consumers the comfort of a full-size mouse with the portability of a notebook mouse. Flipping the mouse shut automatically turns the power off to save battery life.
- **Snap-in magnetic micro-transceiver** is smaller than a dime and uses a magnet to effortlessly snap into the bottom of the mouse, making packing up easier than ever.
- **Carrying case** is included and uses a magnetic flap to easily snap shut and protect the mouse while on the go.
- **Battery life indicator** shows two colors: green when the batteries have sufficient power and red when the batteries are running low.
- **2.4GHz wireless technology** gives consumers a confident wireless connection and a range of up to 30 feet, even in crowded wireless environments.
- **High-performance laser tracking** via laser engine offers smooth tracking and excellent responsiveness and precision.

### **Pricing and Availability**

The SideWinder X3 Mouse is now available for a recommended price of RM139.00. The Special Edition Arc mouse is now available in three new hues for a recommended price of RM189.00. More information about this and other Microsoft Hardware products can be found at <http://www.microsoft.com/hardware>.

<sup>1</sup> Actual retail prices may vary.

<sup>2</sup> Internal Microsoft data.

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### **About Microsoft Hardware**

For more than 25 years, the Hardware Group has employed innovative engineering, cutting-edge industrial design and extensive usability testing to create products of exceptional quality and durability that enhance the software experience and strengthen the connection between consumers and their PC. Microsoft Hardware leads the industry in ergonomic engineering, industrial design and hardware/software compatibility, offering consumers an easier, more convenient and more enjoyable computing experience. In 2008, the Hardware Group debuted the world's most advanced tracking technology — BlueTrack Technology — allowing consumers to track on more surfaces than optical and

laser mice. More information about the Hardware Group is available at <http://www.mshardwareguide.com>.

**About Microsoft**

Microsoft (Malaysia) Sdn Bhd ([www.microsoft.com/malaysia](http://www.microsoft.com/malaysia)) is a subsidiary of Microsoft Corporation and was incorporated on July 8, 1992.

Founded in 1975, Microsoft is the worldwide leader in software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software – any time, any place and on any device.

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For media enquiries, please contact:

**Microsoft Entertainment and Devises Division (EDD)**

Ian Tan

**+65.68828083**

[iantan@microsoft.com](mailto:iantan@microsoft.com)

**Microsoft Malaysia**

Michael Ang

Lavinia Rajaram

**+603.21796838**

[micang@microsoft.com](mailto:micang@microsoft.com)

[v-lavira@microsoft.com](mailto:v-lavira@microsoft.com)

**Weber Shandwick Worldwide** for Microsoft Malaysia

Audri Tan

Moses Mok

**+603.78433100**

[autan@webershandwick.com](mailto:autan@webershandwick.com)

[mmok@webershandwick.com](mailto:mmok@webershandwick.com)