



KW 7100 MINI BT

MULTI-DEVICE COMPACT KEYBOARD
WITH THREE BLUETOOTH® CHANNELS

MARKETING TOOLKIT

LAUNCH: 19TH SEPTEMBER

CONFIDENTIAL

CONFIDENTIALITY AGREEMENT

Internal information until official product launch

CHERRY will provide the customer with product information (specifications, images etc.) prior to the official market launch of the new CHERRY product.

This information is subject to a confidentiality agreement which ends with the official market launch on the part of CHERRY.

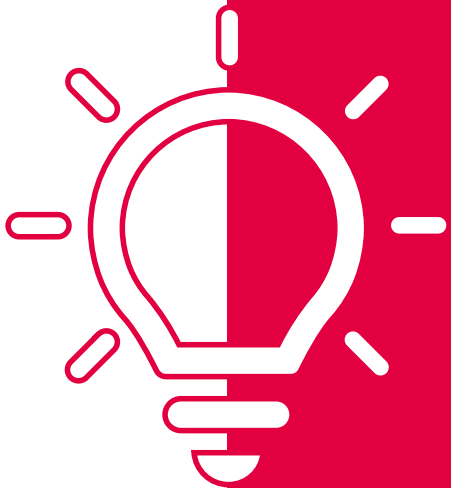
PRODUCT INFORMATION



**THE KEYBOARD
FOR
EVERYWHERE
AND
ANYTIME.**

DID YOU KNOW?

Some facts



The KW 7100 MINI BT is
a „reduced“ version of the
KW 9200 MINI.

Reduced from four different
channels to three BT channels.

KEY FEATURES

Top selling arguments



BT – MULTI-DEVICE

3 channels to connect
up to 3 Bluetooth®
5.1 Low Energy devices
(F1, F2, F3) with AES-128
encryption



COMPACT DESIGN

Compact dimensions
but types like a real keyboard



SX SCISSOR MECHANICS

Incomparable typing feeling,
uncompromising precision and
more than 10 million
strokes per key

MORE FEATURES

All about the product



TRANSPORT BAG

Included transport bag
made of recycled plastic



MINIMALISTIC DESIGN

The minimalistic design
language fits perfectly
into many environments



BATTERY POWERED

2x AAA lithium
batteries included

MORE FEATURES

All about the product



ADJUSTMENT FEET

Integrated metal plate for maximum stability and adjustable feet with anti slip effect for height adjustment



DURABLE INSCRIPTION

Durable and abrasion-proof key labels (print + UV coating)



LEDs

Status LEDs for CAPS LOCK, FN, selected BT channel and low battery indication

MORE FEATURES

All about the product



ENVIRONMENT

Packaging comes without any piece of plastic, use of silk paper wrapping and paper-based seal instead



TARGET GROUP

Engineered and designed for

Search for products that meet the **mobile lifestyle**:

Customers working on various places and looking for a product that can be easily transported from A to B

Use the product in different **work environments**:

Customers who want a product that is suitable for up to 3 devices (e.g. private, business, or also Laptop and entertainment PC)

Love products which have the **perfect mix**:

Customers who want a compact keyboard, that still feels like a real high-quality keyboard and looks gorgeous

TYPICAL CUSTOMER:

- 18 to 30 years
- Price affine user
- Mainly uses the keyboard for more than only one device



TECHNICAL DATA

Having a look at the details

SYSTEM REQUIREMENTS:

For connection using Bluetooth®:

- Device compatible with min. Bluetooth® 4.0 (low energy)

APPROVALS:

CE, FCC, Windows Hardware Compatibility, Bluetooth SIG licensing, UKCA, China RoHS

SCOPE OF DELIVERY:

- Keyboard
- Transportation bag
- 2x AAA
- Operating instructions

A close-up photograph of a Cherry keyboard, showing a variety of keycaps in white, green, pink, and black. The word "COLORS" is overlaid in the center in a large, white, sans-serif font. The keyboard features a mix of standard function keys like ESC, F1, and F2, as well as keys with special characters and symbols. The lighting is soft, highlighting the texture of the keycaps and the vibrant colors of the keyboard's frame.

COLORS

OVERVIEW SKUS

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Number of keys	UVP excl. VAT
1	CHERRY KW 7100 MINI BT	JK-7100CN-22	Mainland China	Slate blue	77 + 1	46,21€ (European price)
2	CHERRY KW 7100 MINI BT	JK-7100DE-22	Germany	Slate blue	78 + 1	
3	CHERRY KW 7100 MINI BT	JK-7100FR-22	France	Slate blue	78 + 1	
4	CHERRY KW 7100 MINI BT	JK-7100GB-22	United Kingdom	Slate blue	78 + 1	
5	CHERRY KW 7100 MINI BT	JK-7100EU-22	US-International (US with €)	Slate blue	77 + 1	
6	CHERRY KW 7100 MINI BT	JK-7100CH-22	Switzerland	Slate blue	78 + 1	
7	CHERRY KW 7100 MINI BT	JK-7100US-22	USA	Slate blue	77 + 1	

Please contact your sales partners for versions available in your country.

OVERVIEW SKUS

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Number of keys	UVP excl. VAT
1	CHERRY KW 7100 MINI BT	JK-7100CN-19	Mainland China	Cherry blossom	77 + 1	46,21€ (European price)
2	CHERRY KW 7100 MINI BT	JK-7100DE-19	Germany	Cherry blossom	78 + 1	
3	CHERRY KW 7100 MINI BT	JK-7100FR-19	France	Cherry blossom	78 + 1	
4	CHERRY KW 7100 MINI BT	JK-7100GB-19	United Kingdom	Cherry blossom	78 + 1	
5	CHERRY KW 7100 MINI BT	JK-7100EU-19	US-International (US with €)	Cherry blossom	77 + 1	
6	CHERRY KW 7100 MINI BT	JK-7100US-19	USA	Cherry blossom	77 + 1	

Please contact your sales partners for versions available in your country.



OVERVIEW SKUS

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Number of keys	UVP excl. VAT
1	CHERRY KW 7100 MINI BT	JK-7100CN-18	Mainland China	Agave green	77 + 1	46,21€ (European price)
2	CHERRY KW 7100 MINI BT	JK-7100DE-18	Germany	Agave green	78 + 1	
3	CHERRY KW 7100 MINI BT	JK-7100FR-18	France	Agave green	78 + 1	
4	CHERRY KW 7100 MINI BT	JK-7100GB-18	United Kingdom	Agave green	78 + 1	
5	CHERRY KW 7100 MINI BT	JK-7100EU-18	US-International (US with €)	Agave green	77 + 1	
6	CHERRY KW 7100 MINI BT	JK-7100US-18	USA	Agave green	77 + 1	

Please contact your sales partners for versions available in your country.



OVERVIEW SKUS

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Number of keys	UVP excl. VAT
1	CHERRY KW 7100 MINI BT	JK-7100CN-0	Mainland China	Milk white	77 + 1	46,21€ (European price)
2	CHERRY KW 7100 MINI BT	JK-7100DE-0	Germany	Milk white	78 + 1	

Please contact your sales partners for versions available in your country.



MARKETING TEXT

Some words about it

SLOGAN: Multi-device compact keyboard with Three Bluetooth® Channels

FEATURES:

- Three Bluetooth® 5.1 channels for connecting up to three devices
- AES-128 encryption
- Includes carrying case made of recycled plastic
- Precise CHERRY SX scissor mechanism for an ideal tactile feel
- Status LEDs indicate low battery level
- Status LEDs integrated directly in the CAPS LOCK and FN keys
- Blue LEDs indicate the selected connection
- Durable key labels
- Solid metal plate in the keyboard for maximum stability
- Stable, fold-out feet for adjusting the height
- Slim, extra-compact dimensions — ideal for out and about
- Minimalist design

MARKETING TEXT

Some words about it

The CHERRY KW 7100 MINI BT is a compact Bluetooth® wireless keyboard that is perfect for use on the go. Ideal for both personal and professional purposes: The multi-device keyboard can be connected to up to three different devices at the same time. The carry case provided makes the keyboard easy to store and transport, meaning it is always ready for use.

The three Bluetooth® 5.1 channels enable use with multiple devices. You can easily switch between the equipment you have connected and control whichever device you need by simply pressing the F1 to F3 keys. The KW 7100 MINI BT is compatible with virtually any Bluetooth®-enabled device, including desktop PCs, notebooks and tablets*.

*Supported operating systems: Windows; Android™ and Chrome OS with some restrictions

Our CHERRY SX scissor mechanism guarantees precision. The slightly concave keys resemble a laptop keyboard and enable smooth and effortless typing — all while making very little noise.

The CHERRY KW 7100 MINI BT is not only an ideal choice because of its excellent typing features, but also because of its minimalist design. Due to its compact dimensions, the keyboard takes up very little space on your desk — meaning that the MINI version is also ideal for working on the go in places where there is less work space available, such as in cafés or at university. The compact keyboard can even offer ergonomic advantages: The arm used to operate the mouse can be kept closer to the keyboard, which creates an improved shoulder posture and can prevent tension.

A closer look at the keys shows many special functions. The FN key not only provides access to Bluetooth® channels, image adjustment and volume control, but can also be used for multimedia functions such as play/pause and track selection. If you need to use these special functions permanently, the FN key can be locked with the simple press of a key.

The status LEDs integrated into the keys indicate whether the FN-Lock key is activated, as well whether the Caps Lock key is activated and which Bluetooth® channel is currently in use.

The CHERRY KEYS software can be used to assign your desired function to each key and is available to download free of charge.

The keyboard is delivered in completely plastic-free packaging, and also comes with a black carry case made of recycled plastic. The compact size of the KW 7100 MINI BT means it can be easily carried in a bag and can also be transported safely and securely from one place of use to another.

The CHERRY KW 7100 MINI BT boasts a minimalist design, ultra-slim dimensions, multi-device functionality and ergonomic benefits. With all these features, the wireless compact keyboard is in no way inferior to a full-size keyboard. There is also something to suit every taste: The keyboard is available in SLATE BLUE, AGAVE GREEN, CHERRY BLOSSOM and MILK WHITE.

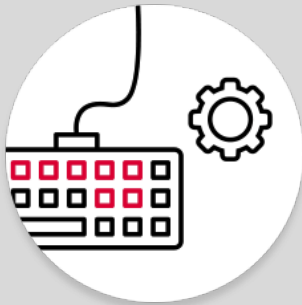
CUSTOMIZE WITH CHERRY KEYS

The intuitive solution for keyboards and mice

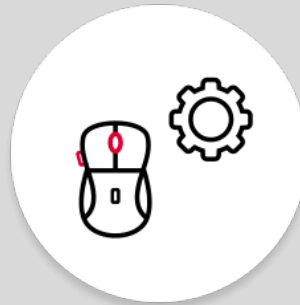
[Link to
CHERRY KEYS](#)

CHERRY KEYS works with almost all keyboards and mice – regardless of manufacturer.

The software runs in the background and modifies the incoming signals from the input devices according to your wishes.



Individual assignment of
special keys and F keys



Individual assignment of
thumb keys and the middle
mouse button



Works with almost any
keyboard and mouse

ASSETS

PRODUCT PICTURES

The perfect shots

[Link to
collection link](#)



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PRODUCT PICTURES

The perfect shots

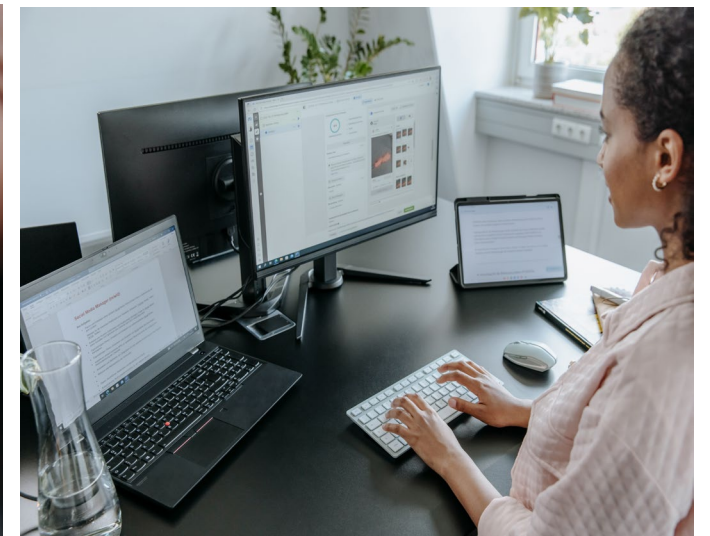
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LIFESTYLE PICTURES

The perfect shots – in real life

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LIFESTYLE PICTURES

The perfect shots – in real life

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ONLINE BANNER SET

The sizes matter

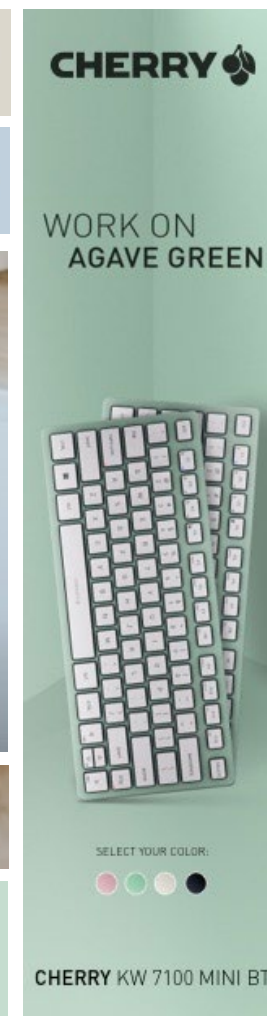
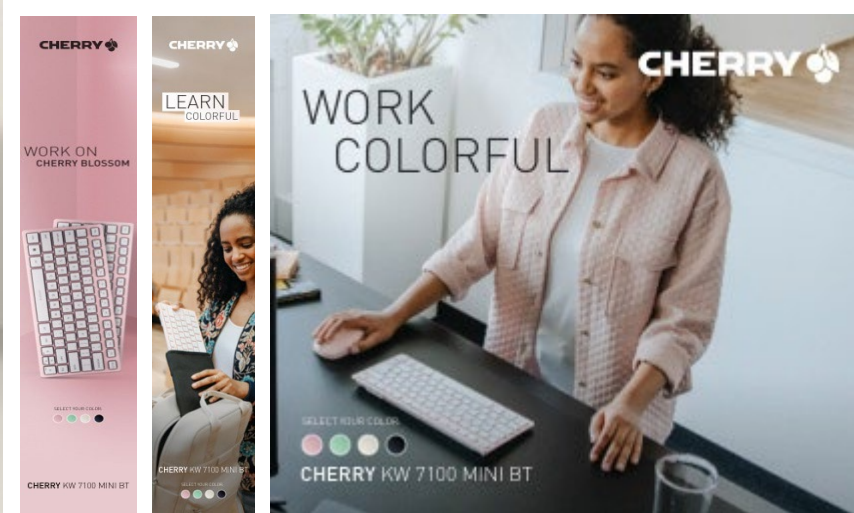
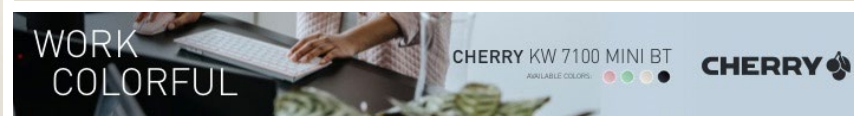
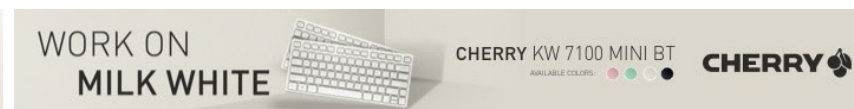
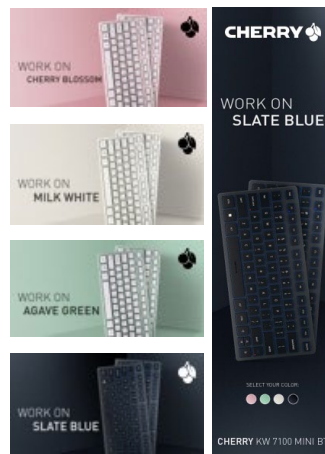
Languages:

- EN

Dimensions:

- 120x60
- 120x600
- 468x60
- 160x600
- 300x250
- 728x90

[Link to
collection link](#)





[Link to
collection link](#)

PRODUCT FEATURE VIDEO (DE, EN, FR)
WITHIN THE COLLECTION LINK



PORTFOLIO

MIX AND MATCH

With the CHERRY GENTIX BT mouse



MIX AND MATCH

With the CHERRY GENTIX BT mouse



MIX AND MATCH

With the CHERRY GENTIX BT mouse



CREATE YOUR OWN CHERRY WORKSPACE

Recommended products



GENTIX BT (colors)



MW 9100



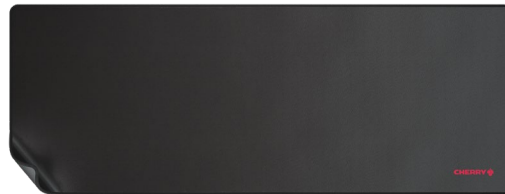
MW 4500



UM 6.0 ADVANCED



MP 1000



MP 2000



SLIDEPAD ERGO



HC 2.2

HOW IT COULD LOOK LIKE

CHERRY Workspace





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