



KW 3000

LOW-NOISE, WIRELESS FULL-SIZE KEYBOARD

MARKETING TOOLKIT

LAUNCH: 19th September 2023

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.

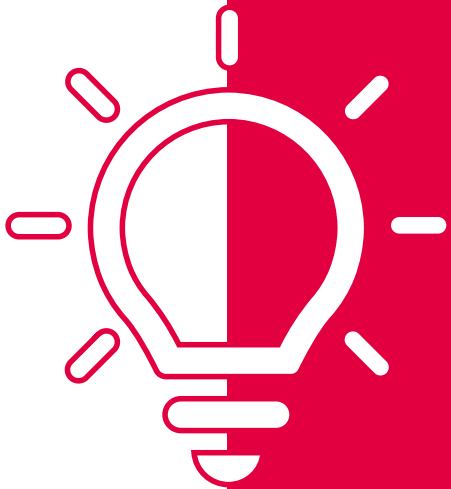
PRODUCT INFORMATION



**SO WIRELESS.
SO EASY TO USE.
SO SIMPLE.**

DID YOU KNOW?

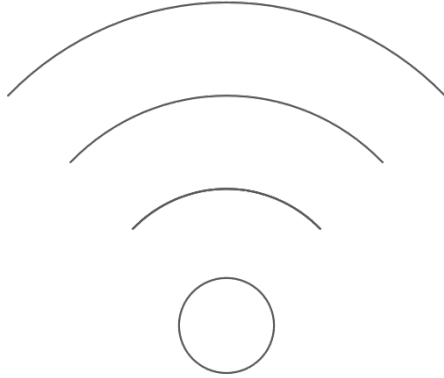
Some facts



The CHERRY KW 3000 is a
standalone product
out of the well-known
Desktop-Set
CHERRY DW 3000.

KEY FEATURES

Top selling arguments



WIRELESS

Almost interference-free wireless 2.4 GHz technology with a range of up to 10 meters



FULL-SIZE LAYOUT

Keyboard with arrow keys and number pad



SILENT & DURABLE

Low-noise keys with durable key labels last up to 10 million keystrokes

MORE FEATURES

All about the product



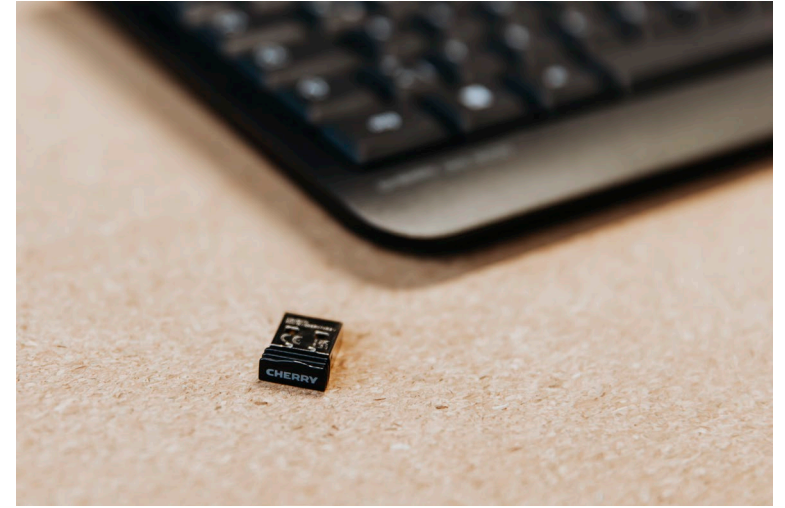
FOUR HOTKEYS

Quick access to calculator, email and browser functions as well as sleep mode



ADJUSTABLE

Two stable, fold-out feet to adjust the angle of the keyboard

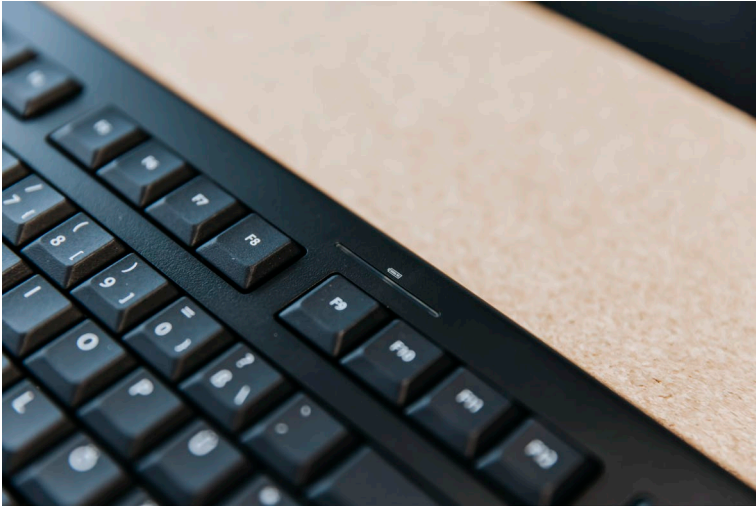


DONGLE

Plug-and-play installation via Nano USB receiver for wireless use

MORE FEATURES

All about the product



BATTERY STATUS

Indicator above the FN keys shows the current battery status (AAA battery included)



ANTI-SLIP

Non-slip bottom for the perfect grip



GS SEAL

GS approval for certified safety

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

Customers who
are looking for a full
size keyboard with better
price/ performance ratio

Customers who
want a product that is easy
to use and works wireless
with plug n' play

Customers who
want a silent keyboard

TYPICAL CUSTOMER:

- Mainly office / home-office users
- Customers who buy price-conscious

TECHNICAL DATA

Having a look at the details

SYSTEM REQUIREMENTS:

Free USB port (type A), Windows 7, 8, 10, 11

APPROVALS:

CE, FCC, Windows Hardware Compatibility, UKCA, China RoHS, cULus, GS, RCM

SCOPE OF DELIVERY:

- Keyboard
- USB receiver
- Battery (1x AAA)
- Operating instructions

OVERVIEW SKUS

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Number of keys	UVP excl. VAT (European price)
1	CHERRY KW 3000	JK-3000DE-2	Germany	Black	105 + 4	22,68€
2	CHERRY KW 3000	JK-3000ES-2	Spain	Black	105 + 4	
3	CHERRY KW 3000	JK-3000EU-2	US-International (US with €)	Black	104 + 4	
4	CHERRY KW 3000	JK-3000FR-2	France	Black	105 + 4	
5	CHERRY KW 3000	JK-3000GB-2	United Kingdom	Black	105 + 4	

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

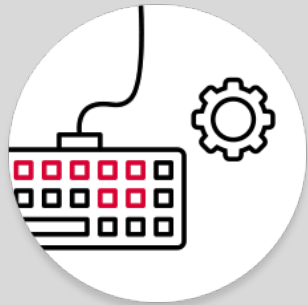
CUSTOMIZE WITH CHERRY KEYS

The intuitive solution for keyboards and mice

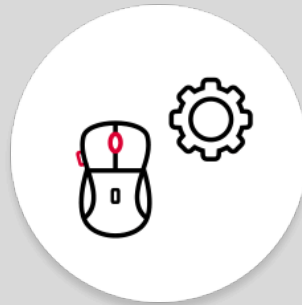
[Link to
CHERRY KEYS](#)

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

MARKETING TEXT

Some words about it

SLOGAN: Low-noise, wireless full-size keyboard

- FEATURES:**
- Full-size layout incl. arrow keys and number pad
 - Flat, wireless keyboard
 - Low-noise keys with durable key labels
 - Up to 10 million keystrokes
 - Four hotkeys for calculator, email, browser and sleep mode
 - Plug-and-play installation via USB port (nano USB receiver)
 - Almost interference-free wireless 2.4 GHz technology (range of up to 10 meters)
 - Battery status indicator
 - Stable, fold-out feet for height adjustment
 - Non-slip bottom
 - Free CHERRY KEYS software for assigning your preferred function to certain keys
 - GS approval for certified safety

MARKETING TEXT

Some words about it

The CHERRY KW 3000 wireless keyboard comes in the popular full-size layout, which includes arrow keys and a number pad. The keyboard can be installed quickly and easily using plug and play — simply plug the supplied nano USB receiver into the USB port. The wireless 2.4-GHz technology ensures that the connection is almost entirely free from interference and provides a range of up to 10 meters.

The keyboard has a simple and clear layout: In addition to the F1–F12 keys, there are four hotkeys for quick access to calculator, email and browser functions as well as sleep mode. The CHERRY KEYS software can be used to assign your preferred functions to any additional keys and is available to download free of charge. The battery status indicator can be seen at a glance, being located directly above the Fn keys.

The keys enable fast, precise and silent typing whilst being extremely durable. With an impressive service life of up to 10 million keystrokes, the CHERRY KW 3000 is a reliable computer accessory for long-term use.

GS approval ensures maximum safety. The non-slip underside of the keyboard ensures that it remains securely in place at your workstation, even when the two feet are folded out and the keyboard is used in an elevated position.

In summary, the wireless CHERRY KW 3000 keyboard offers a variety of features that make it a very reliable accessory: Easy to install, user-friendly and durable.

PRODUCT PICTURES

The perfect shots

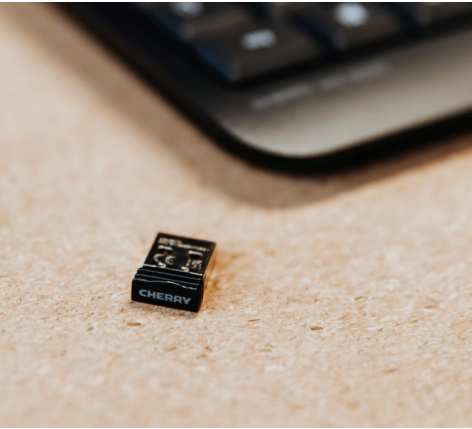
[Link to collection link](#)



LIFESTYLE PICTURES

The perfect shots – in real life

[Link to collection link](#)



ONLINE BANNER SET

The sizes matter

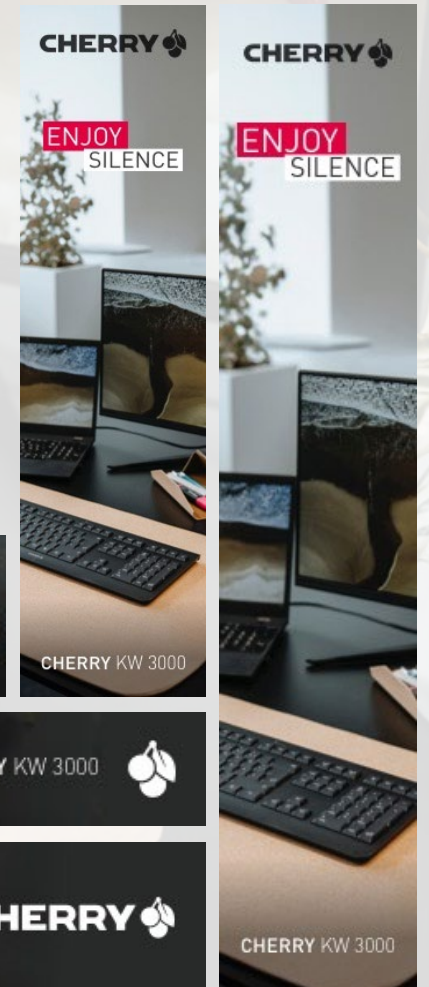
LANGUAGES:

- EN

DIMENSIONS:

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

[Link to collection link](#)



PORTFOLIO

CREATE YOUR OWN CHERRY WORKSPACE

Recommended products



MW 3000



MW 2400



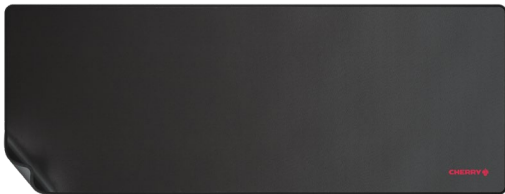
MW 2310 2.0



UM 3.0



MP 1000



MP 2000



SLIDEPAD ERGO



HC 2.2

HOW IT COULD LOOK LIKE

CHERRY Workspace





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