



## Introducing the new **NACON** computer accessory product line - Premiere at the gamescom 2014 in Cologne

Lesquin (France), August 07th 2014 – European gaming and mobile phone accessories market leader Bigben Interactive announces **NACON**, its first own computer accessories product line which will be available in stores from Autumn this year. The company will introduce the line-up for the first time at the gamescom in Cologne to trade and business professionals (Business Center, Hall 5.2, booth A30 / B31) and to consumers (Entertainment Area, Hall 9.1, Booth B40).

**NACON** addresses both gaming beginners and advanced gamers who wish to enhance their gaming experience with proper hardware products and prefer value for money. The new products focus on essential features required by games and are designed with a view to the gaming sector.

The **NACON** product line will at first feature seven items, including four PC mice in various designs and price segments, the highlight being the **NACON GM-400L**, a gaming mouse featuring a laser sensor that offers an adjustable resolution of up to 6000 DPI for perfect gaming precision. The integrated LCD display continuously indicates the current DPI rate. In addition, programmable macro buttons enable user-defined settings. Users can also adjust the weight of the gaming mouse to their individual needs, allowing for a perfect balance while gaming. Ceramic feet ensure fast reactions and effortless movements for a superior gaming experience.

Bigben Interactive also introduces **NACON GK-500**, a matching gaming keyboard that can be adapted to individual needs through programmable macro buttons. The keyboard features a multi-coloured background lighting as an additional highlight.

A PC controller and a convenient USB 3.0 hub complement the **NACON** line-up. The cable-connected **NACON Controller GC-100XF** with a black soft-touch coating features Force Feedback technology and is compatible with all

popular PC games. The controller provides an authentic gaming experience, particularly in racing and sports games.

The **NACON USB 3.0 Hub** enables users to simultaneously connect four devices to the USB ports. The included 3A power adapter provides sufficient power to the connected devices at any time. Each port can be switched on and off individually. LED lights indicate the current status.

The **NACON** product line will be available in stores this autumn and will be introduced during the gamescom 2014 from the 13th to 17th of August at the Business Center and the consumer area, where gamers have the opportunity to try these new products directly.

For more information, visit [www.nacongaming.com](http://www.nacongaming.com) as well as the **NACON** Facebook page [facebook.com/nacongaming](https://facebook.com/nacongaming).

#### **About Bigben Interactive**

Established in 1981, the Bigben Interactive group ([www.bigben.eu](http://www.bigben.eu)) is focussed on the entertainment electronics market. Bigben Interactive S.A. with its registered office in Lesquin, France, is the group's listed parent company, operating subsidiaries in France, Germany, Benelux, Italy, Spain, UK and Hong Kong. Bigben Interactive is the European market leader in the gaming and mobile accessories sector.

Its affiliated companies focus on the development and marketing of consumer electronics, gaming and telecommunication products. Key product categories include accessories and games for gaming consoles and computers, smartphone and tablet accessories, as well as audio systems.

In addition to proprietary developments, the group also distributes premium third-party products and brands, e.g. the US brand Turtle Beach, a leading manufacturer of audio solutions for the gaming sector. Bigben Interactive furthermore cooperates with renowned licensors from the most various industries, like Coca Cola, Hello Kitty, Jean Paul Gaultier and Thomson, among others.

#### **Have any questions or require additional information?**

Please contact your personal press contact.