## **MS**i

## IMMERSE GH50 WIRELESS Info Kit

**GNP** Product Marketing

- All distance

### THE LEAP TO SINGULARITY

# 11151

## MARKET GROWTH

PRODUCT OVERVIEW

KEY FEATURES SPECIFICATIONS & DETAILS

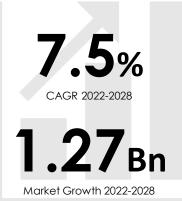
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#### **GAMING HEADSET MARKET GROWTH**



# 2.34 Bn

Market Size in 2022



3.61 Bn

Projected Market Size in 2028

## **IIISI**

## MARKET GROWTH

**PRODUCT OVERVIEW** 

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## **PRODUCT OVERVIEW – IMMERSE GH50 WIRELESS**





Ultra-Low Latency 2.4GHz Wireless Connection



Bass-enhancing 50mm Neodymium Drivers



Crystal Clear Voice Capture



Detachable Omnidirectional Microphone



Up to 22hrs of Battery Life



Foldable Headband



Quick Controls – Power on & off / Mute / Volume



- Nahimic for Headset Audio Settings & Surround Sound
- MSI Center
  - Cross Platform Connectivity

PC | MAC | PLAYSTATION | SWITCH | XBOX<sup>1</sup>

<sup>1</sup> Only available in wired mode with 3.5mm connection.
<sup>2</sup> Wireless range may vary due to environmental and computing conditions.



20 – 20000 Hz

#### Long Wireless Range

Up to 15m  $^{\rm 2}$ 

Weight 326g

#### Accessories

Braided 3.5mm Cable USB-C Charging Cable Wireless USB Transmitter Carry Bag

R.



### **PRODUCT STACK**

59.99

USB, 40mm





MSRP 29.99 3.5mm, 40mm



**34.99** 3.5mm, 40mm MSRP 59.99

**59.99** USB, 40mm MSRP 69.99 USB, 40mm

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MSRP 89.99 2.4 GHz & 3.5, 50mm

#### MSRP 109.99

USB & 3.5, 40mm



### IMMERSE GH50 SERIES COMPARISON



MODEL	IMMERSE GH50 IMMERSE GH50 WIRELESS			
WEIGHT	300g	326g		
INTERFACE	USB	2.4GHz, 3.5mm		
DRIVER UNIT	40mm	50mm		
HEADBAND	Foldable	Foldable		
MICROPHONE	Adjustable, Detachable	Adjustable, Detachable		
MICROPHONE TYPE	Unidirectional	Omnidirectional		
SPEAKER FREQUENCY	20 – 20000 Hz	20 – 20000 Hz		
MICROPHONE FREQUENCY	100 - 10000Hz	100 - 10,000Hz		
CONTROL	Volume +/- / Mic Mute / Vibration Toggle / 7.1	Volume +/- / Mic Mute / Power On/Off		
LIGHTING	Yes, RGB	No		
BATTERY LIFE		Up to 22 hrs		
SURROUND SOUND	Yes, 7.1 (Virtual) Yes, 7.1 (Virtual)			
SOFTWARE	MSI Center	Nahimic for Headset & MSI Center		
PLATFORM	PC / MAC / Nintendo Switch	PC / MAC / PS4/5 / Switch / XBOX <sup>1</sup>		
MSRP	\$69.99 \$89.99			

1 Only available in wired mode with 3.5mm connection.

#### TARGET AUDIENCE



**16 – 34** Years Old

Gamers who value low latency wireless connectivity besides good audio quality with bass-enhancing sounds, and clear voice communications.

#### Lag Free, Extensive Use

Those who is looking for a low-latency wireless headset with long distant transmission up to 15m and 22hr battery life

#### **Dynamic Audio**

Those who enjoy powerful & bass-heavy output & clear communication w/ omnidirectional mic

#### Versatility & Comfort

Those who tend to play, listen or communicate on across platforms from PC to consoles, while remaining comfortable

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MARKET GROWTH PRODUCT OVERVIEW KEY FEATURES

SPECIFICATIONS & DETAILS

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## IMMERSE GHSØ WIRELESS UNBOUND GAMING

The IMMERSE GH50 WIRELESS is MSI's first wireless gaming headset broadcasting at a low-latency 2.4GHz frequency with extended hours of immersive audio experience, featuring bass-enhancing audio drivers, an omnidirectional microphone, and advanced software applications. Its cross-platform compatibility brings the gameplay from PC to consoles in a foldable and durable lightweight package.

### IMMERSION BEYOND LATENCY

Designed for ultra-low latency, the GH50 WIRELESS ensures you stay one step ahead of the competition. Immerse yourself in the precise sounds of footsteps, explosions, and gunshots, all in real-time, elevating your gaming performance with the advantage of synchronized audio response to complement your every move.

### **UNBOUND GAMING: LOW LATENCY**

18

ms



**WIRED** 5 – 10ms

#### **2.4 GHz WIRELESS** 15 – 20ms

**BLUETOOTH WIRELESS** 48 – 300ms

Lag beyond **40ms**, it becomes more and more distracting to the user.



#### **DEPTH OF SOUND**

Dive into the vivid details in-game with highquality audio and surround sound\* technology. Powered by the bass-enhancing 50mm drivers reproducing high, mid, and low frequencies, GH50 WIRELESS allows you to enjoy the immersive vibration that brings real-life audio experiences to gaming, movies, and music with precise and accurate positioning from any direction.

\*Available when Nahimic for Headset is installed



hrs

#### ALL DAY LISTENING

Seize up to 22 hours of battery life for uninterrupted listening, effortlessly transitioning from all-day entertainment to seamless gaming.



#### CAPTURE CLEARLY, DETACH EASILY

Maintain clear and crisp voice capture with your teammates, thanks to the high-quality detachable omnidirectional microphone that effortlessly conforms to any head shape. When it is time to unwind and relax to the rhythm of music or the excitement of a movie, simply detach the microphone.

#### LIGHTWEIGHT COMFORT ANYWHERE

At a mere 326g, the GH50 WIRELESS showcases a compact and lightweight design, providing gamers with easy portability via a foldable headband. The comfortable fit is realized through sturdy construction and precise force distribution, while plush padding adds extended comfort to the head and ears, making it ideal for extended gaming sessions.



#### **TOTAL CONTROL**

Take control with the media panel—power up, mute the microphone, and fine-tune volume effortlessly with just a fingertip away. Stay powered up using the USB-C connector for convenient charging.

C

1/2



Power On/Off

Mic Mute

Volume Control

**USB-C** Charging

\*Power button, mic mute/pairing button, and volume control are unavailable when the headset is in wired mode with a 3.5mm connection.



#### **TOTAL CONTROL**

Effortlessly connect with ultra-low latency on 2.4GHz wireless or detachable 3.5mm cable, offering versatile gaming on PC and consoles. Immerse yourself in your favorite games across platforms with unparalleled ease.





1 Only available in wired mode with 3.5mm connection. (\*All trademarks and registered trademarks are the property of their respective owners)



#### ACCESSORY ARRAY

The package comes complete with a range of accessories to enrich your experience, featuring a convenient carry pouch, a 3.5mm cable, a USB-C to A charging cable, a wireless USB transmitter capability, and a USB-A to C converter.

#### Nahimic for Headset



Supported by Nahimic for Headset<sup>\*</sup>, the world-renowned audio software, which provides you with an enhanced gaming experience with its 3D Sound technology.



### Software: Nahimic for Headset / MSI Center



#### Nahimic for Headset

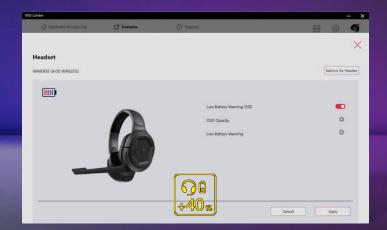
Scenario Settings: Music / Movie / Communication / Gaming Sound control: Bass / Treble Levels / Voices / Volume Stabilizer

> Surround Sound Static Noise Suppression Battery Life Indicator



#### **MSI** Center

Battery Life Indicator Nahimic for Headset Installer



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## MARKET GROWTH PRODUCT OVERVIEW KEY FEATURES SPECIFICATIONS & DETAILS

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#### C **IMMERSE GH50 WIRELESS OVERVIEW** Metal Strap USB-C Charging 3.5mm Audio Power On/Off Mic Mute Foldable Design Volume Control Comfortable Ear Pad 50mm Driver Unit Paring Button 3.5mm Audio Cable

Foldable Microphone (Omnidirectional)

USB-A to C Converter

.

#### SPECIFICATIONS



MODEL NAME	IMMERSE GH50 WIRELESS			
DRIVER UNIT	50mm Neodymium			
SPEAKER FREQUENCY RESPONSE	20 - 20,000 Hz			
SPEAKER SENSITIVITY (SPL)	109 dB			
SPEAKER IMPEDANCE	32 Ω			
MICROPHONE FREQUENCY RESPONSE	100 - 10,000 Hz			
MICROPHONE SENSITIVITY	-36 dB			
MICROPHONE IMPEDANCE	≦2.2 KΩ			
PICK-UP PATTERN	Omnidirectional (Detachable Mic)			
BATTERY LIFE	Up to 22 hours			
CONNECTOR	NECTOR USB 2.0 (Wireless: 2.4GHz), USB-A to USB-C Converter Included / 3.5mm (Wired)			
CABLE TYPE	Charging Cable (USB-C to USB-A): 1.2m / Audio Cable (3.5mm): 1.3m			
OPERATING SYSTEM	Windows 10 (and above)			
COMPATIBILITY*	PC, Mac, PlayStation, Nintendo Switch, XBOX <sup>1</sup> <sup>1</sup> Only available in wired mode with 3.5mm connection.			
PRODUCT DIMENSIONS				

\*All trademarks and registered trademarks are the property of their respective owners

### Comparison



SoftwareMSI Center Nahimic for HeadsetROCCAT SWARMNGEUITYSteelSeries EngineTHX, Extra chargePere MACPCPCPCPCPCPCPlatformPS4/5PS4/5PS4/5PS4/5PS4/5PS4/5PlatformSwitchPS4/5PS4/5PS4/5PS4/5PS4/5SwitchSwitchSwitchSwitchMobile: Android & IOSXBOX1XBOX1Vireless USB-A Receiver USB-A to USB-C Converter Braided Charging CableWireless USB-A Adapter, Charging CableWireless USB-A extenderWireless USB-A extenderWireless USB-A extenderMSRP89.99\$99.99\$79.99\$99.00\$99.00\$99.00					000	(P)	
Battery Life Up to 22 hrs Up to 24 hrs Up to 24 hrs Up to 17 hrs 20 hrs Up to 24 hrs Up to 50 hrs   Weight 326g 345g 240g 252.3g 26g 240g   Interface 2.4GHz 2.4G 2.4G 2.4G 2.4G   Interface 3.5mm 2.4G 2.4G 2.4G 2.4G   Interface 3.5mm 50mm 40mm 40mm 40mm 50mm   Obiver unit 50mm 50mm 40mm 40mm 60mm 70mm   Microphone Detachable Detachable Foldable Detachable Detachable   Microphone type Omnidirectional Unidirectional Unidirectional 0mmiderctional Unidirectional   Xistore headset Nohimic or Headset ROCCAT SWARM NGEUITY SteelSeries Engine THX, Extra charge   PC PC PC PC PC PC PC   MAC PS4/5 PS4/5 Switch Switch Switch Mobilie: Android & JOS   Mac Vireless USB-A Receiver Wireless USB-A Adapter, Charging Cable Switch Switeled Ch	Brand	MSI	Roccat	HyperX	Steelseries	Corsair	Razer
Bathery LifeUp to 22 hrsUp to 24 hrsUp to 1/ hrs20 th S15mins for AhrsUp to 30 hrsWeight326g345g240g252.3g266g250gInterface2.4GHz2.4G2.4G2.4G2.4G2.4GBluetooth3.5mm3.5mmBluetooth3.5mmBluetooth3.5mmDriver unit50mm50mm40mm40mm50mm40mmFoldable HeadbandYFoldableDetachableFoldableFoldableMicrophone lypeOmnidirectionalUnidirectionalBi-directionalOmnidirectionalUnidirectionalMicrophone lypeOmnidirectionalUnidirectionalBi-directionalOmnidirectionalUnidirectionalSoftwareMSI Center Nahimic for HeadsetROCCAT SWARMNGEUITYSteelSeries EngineTHX, Extra chargePC MACPC SwitchPC SwitchPC SwitchPC SwitchPC SwitchPC SwitchPC SwitchPC SwitchPC SwitchPS4/5 SwitchPS4/5 SwitchPS4/5 SwitchPS4/5 SwitchPS4/5 SwitchSwitch SwitchMireless USB-A Adapter, Charging CableWireless USB-A Adapter, Charging C	Model	IMMERSE GH50 WIRELESS	Elo 7.1 Air	Cloud Stinger Core Wireless	ARCTIS 1 WIRELESS	HS55 Wireless Core	Barracuda X 2022
Interface2.4GHz 3.5mm2.4G2.4G 2.4G2.4G 3.5mm2.4G Bluetooth2.4G 3.5mm2.4G Bluetooth2.4G 3.5mm2.4G Bluetooth2.4G 3.5mm2.4G Bluetooth2.4G 3.5mm2.4G Bluetooth2.4G Bluetooth2.4G Bluetooth2.4G Bluetooth2.4G Bluetooth2.4G Bluetooth2.4G Bluetooth3.5mm 3.5mmDriver unit Foldable Headband MicrophoneDetachableDetachableFoldableDetachableDetachableDetachableMicrophone typeOmnidirectionalUnidirectionalUnidirectionalBi-directionalOmnidirectionalUnidirectionalMicrophone typeOmnidirectionalUnidirectionalUnidirectionalDisord CertifiedUnidirectionalMicrophone typeOmnidirectionalUnidirectionalUnidirectionalDisord CertifiedVes, Activation code requiredSoftwareMSI Center Nahimic for HeadsetROCCAT SWARMNGEUITYSteelSeries EngineTHX, Extra chargePlatformPSA/5 SwitchPSA/5 SwitchPSA/5 SwitchPSA/5 SwitchPSA/5 SwitchPSA/5 SwitchPSA/5 SwitchPSA/5 SwitchPSA/5 SwitchPSA/5 SwitchPSA/5 SwitchWireless USB-C Receiver Charging CableWireless USB-C Receiver <td>Battery Life</td> <td>Up to 22 hrs</td> <td>Up to 24 hrs</td> <td>Up to 17 hrs</td> <td>20 hrs</td> <td></td> <td>Up to 50 hrs</td>	Battery Life	Up to 22 hrs	Up to 24 hrs	Up to 17 hrs	20 hrs		Up to 50 hrs
Interface2.4G2.4G2.4G2.4G2.4G3.5mmBluetooth 3.5mm3.5mmDriver unit50mm50mm50mm50mm50mm40mm50mm40mmFoldable HeadbandYPetachableDetachableFoldableDetachableFoldableDetachablePetachableYes, Activation code requiredNitrophoneNahimicYesROCCAT SWARMNGEUITYSteelSeries EngineTHX. Extra chargeYes, Activation code requiredMACPC <td>Weight</td> <td>326g</td> <td>345g</td> <td>240g</td> <td>252.3g</td> <td>266g</td> <td>250g</td>	Weight	326g	345g	240g	252.3g	266g	250g
Foldable Headband Microphone     Y     V       Microphone     Defachable     Defachable     Foldable     Foldable     Foldable     Foldable     Foldable     Defachable     Defachable <t< td=""><td>Interface</td><td></td><td>2.4G</td><td>2.4G</td><td></td><td></td><td>Bluetooth</td></t<>	Interface		2.4G	2.4G			Bluetooth
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Microphone typeOmnidirectionalUnidirectionalUnidirectionalOmnidirectional Discord CertifiedUnidirectional Discord Certified7.1 SurroundNahimicYesDTS Headphone: XWindows SonicYes, Activation code requiredSoftwareMSI Center Nahimic for HeadsetROCCAT SWARMNGEUITYSteelSeries EngineTHX, Extra chargePAPCPCPCPCPCMACPCPCPCPCMACPS4/5PS4/5PS4/5PS4/5PlatformSwitchSwitchSwitchMobile: Android & IOSXBOX1Vireless USB-A Receiver ScritchWireless USB-A Adapter, Charging CableWireless USB-A Receiver Charging CableWireless USB-A Receiver Charging CableWireless USB-A Receiver Shrim cable Shrim cable USB-A to USB-C ConvertifiedWireless USB-A Adapter, Charging CableWireless USB-A Receiver Shrim cable Shrim cable Shrim cable Shrim cable Shrim cableWireless USB-A Receiver Shrim cable Shrim cable Shrim cable Shrim cableWireless USB-A Receiver Shrim cable Shrim cable Shrim cable Shrim cable Shrim cable Shrim cableWireless USB-A Receiver Shrim cable Shrim cable Shrim cable Shrim cable Shrim cableWireless USB-A Receiver Shrim cable Shrim cable Shrim cable Shrim cableWireless USB-A Receiver Shrim cable Shrim cable Shrim cableShrim cable Shrim cable Shrim cable Shrim cableShrim cable Shrim Shrim cable Shrim Shrim cableShrim cable Shrim Shrim cable Shrim Shrim cableShrim cable Sh	<b>Foldable Headband</b>	Y					
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7.1 SurroundNahimicYesDis Headphone: XWindows sonicActivation code requiredSoftwareMSI Center Nahimic for HeadsetROCCAT SWARMNGEUITYSteelSeries EngineTHX, Extra chargePCPCPCPCPCPCPCPCPCPCMACPS4/5PS4/5PS4/5PS4/5PS4/5PS4/5PS4/5PS4/5PlatformPS4/5PS4/5PS4/5PS4/5PS4/5PS4/5PS4/5PS4/5Vireless USB-A Receiver USB-A to USB-C Converter Braided Charging Cable Carry PouchWireless USB-A Adapter, Charging CableWireless USB-A extenderWireless USB-A Receiver Braided Charging CableWireless USB-A Adapter, Charging CableWireless USB-A extenderWireless USB-A to USB-C ExtenderMSRP89.99\$99.99\$79.99\$99.00\$99.00\$99.00\$99.00	Microphone type	Omnidirectional	Unidirectional	Unidirectional	<b>Bi-directional</b>		Unidirectional
SoftwareNahimic for HeadsetROCCAT SWARMNGEUITYSteelsenes EngineIHX, Extra chargePlatformPCPCPCPCPCPCMACPS4/5PS4/5PS4/5PS4/5PS4/5PlatformPS4/5PS4/5PS4/5PS4/5PS4/5SwitchSwitchSwitchSwitchSwitchSwitchSwitchXBOX1Xbox, Stadia, Quest 2Xbox, Stadia, Quest 2Wireless USB-A Receiver Charging CableWireless USB-A Adapter, Charging CableWireless USB-A extenderWireless USB-A receiver Braided Charging CableWireless USB-A to USB-C ExtenderMSRP89.99\$99.99\$79.99\$99.00\$99.00\$99.00	7.1 Surround	Nahimic	Yes	DTS Headphone: X	Windows Sonic		Yes, Activation code required
PlatformMAC PS4/5 SwitchPC PCMAC 	Software		ROCCAT SWARM	NGEUITY	SteelSeries Engine		THX, Extra charge
Platform Switch PS4/5 Switch PS4/5 Switch Switch Switch Switch   XBOX <sup>1</sup> XBOX <sup>1</sup> Xbox, Stadia, Quest 2 Mobile: Android & iOS   XBox XBOX <sup>1</sup> Xbox, Stadia, Quest 2   Mireless USB-A Receiver USB-A to USB-C Converter Braided Charging Cable 3.5mm cable Carry Pouch Wireless USB-A Adapter, Charging Cable Wireless USB-C Receiver Charging Cable Wireless USB-C Receiver Cha	Platform		PC	PC		PC	PC
XBOX <sup>1</sup> Xbox, Stadia, Quest 2     Accessories   Wireless USB-A Receiver USB-A to USB-C Converter Braided Charging Cable 3.5mm cable Carry Pouch   Wireless USB-A Adapter, Charging Cable   Wireless USB-A Adapter, Charging Cable   Wireless USB-C Receiver Charging Cable   Wireless USB-A Receiver Charging Cable   Wireless USB-C R				P\$4/5	Switch		
AccessoriesWireless USB-A Receiver USB-A to USB-C Converter Braided Charging CableWireless USB-A Adapter, Charging CableWireless USB-A Adapter, Charging CableWireless USB-A Adapter, Charging CableWireless USB-A Receiver Charging CableWireless USB-A Receiver Charging CableWireless USB-A Receiver Charging CableWireless USB-A Receiver Charging CableWireless USB-C Receiver Chargin		XBOX <sup>1</sup>					
Carry Pouch     USB-C to USB-A extender     USB-A to USB-C Extender       MSRP     89.99     \$99.99     \$79.99     \$99.00     \$99.00     \$99.99	Accessories	Wireless USB-A Receiver USB-A to USB-C Converter Braided Charging Cable			Wireless USB-C Receiver Charring Cable		Charging Cable
MSRP 89.99 \$99.99 \$79.99 \$99.00 \$99.00 \$99.00					USB-C to USB-A extender		USB-A to USB-C Extender
	MSPP		\$00.00	\$70.90	00 992	\$99.00	00 002
	Retail Price	07.17	57.25	59.99	93.73	\$77.00	99.99

1 Only available in wired mode with 3.5mm connection.

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