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## HWBOT Chosen by MSI (MicroStar Intl.) to Support MOA 2014 Live Finals.

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Each year, MSI hosts the Master Overclocking Arena (“MOA”). MOA is an overclocking competition series for extreme overclockers around the world. The competition features an online qualification phase and a physical event for the finals. To support the logistics of handling several online qualifier events as well as live finals, MSI cooperated with HWBOT for assistance in the following areas:

- To setup, administer, and host the qualification tournament for regional and global
- To monitor and validate score submissions by participants
- Consult on the competition rules and event arrangements

### Background

MSI is a Taiwanese computer hardware component company specialized in the manufacturing of motherboards and graphics cards. For several years the company have made efforts in developing products with features to accommodate the



overclocking community and its consumer base. Overclockers tend to purchase high-end components and adopt new products early in their lifecycle. They make competitive use of available technologies, challenging each other to squeeze the highest possible performance from a specific component or hardware setup.

With the MOA competition series, MSI reaches out to the overclockers who use extreme cooling and offers a competitive environment through which contestants can win cash prizes while achieving great benchmark scores using the company's components.

"MSI is dedicated to continuous product innovation and performance improvement by involving power users, such as overclockers, in our product development process. Holding overclocking contests and panel discussions with professional overclockers plays a key role in this. We collect a lot of feedback and great ideas and continuously aim to turn these into new features to boost product performance, as MSI is keen to provide solid and extraordinary products for our fans," says Ted Hung, Vice president of MSI Motherboard Sales & Marketing Division.

To make the MOA 2014 competition series possible, MSI reached out to HWBOT to take responsibility for the management of the competition ranking page, plus the monitoring and validation of every single score submitted during the competition.

## The Challenges

**"With MOA 2014 we've successfully met all of our internal targets. Execution, exposure and scores - all lights are green".**  
**(Karen S.)**

Understanding a niche segment can be a challenge. Preparing a worldwide competition requires knowledge, experience, and a deep understanding of what the challenges are.

"We asked HWBOT to join us on this project because of their vast expertise in the field of overclocking and overclocking events. Also, it proved to be very convenient for us as they are also located in Taipei, Taiwan. They were always on hand to attend key strategic and organizational meetings, which was a huge help to us internally." (Karen S.)

Each competition is different, and for the MOA 2014, MSI revised the competition structure applied in previous years, proposing something different and more attractive to participants.

The MOA Scoreboard for 2014 was very specific. MSI need a customized code to be written in order to build the designed competition. Having these customizations work at 100% accuracy was "a major priority."

For the 2014 edition of the MOA, MSI had the following requirements:

- Acquire early input on the competition structure and championship plan.
- Ability to support a custom competition algorithm.
- A series of dedicated and customized competition pages with adjusted logos, partner logos, and banners themed for the event.

- Support by the experienced HWBOT team at the event to process and validate the results.
- The insurance of a foolproof system with technical assistance on standby.
- A simple competition leaderboard interface that would present overall rankings as well as stage ranking on separate pages.
- Ability for an audience worldwide to access these rankings and follow live score updates.

## The Solutions

Since the very first edition of MOA in 2008, feedback from the overclocking community and competition followers has advanced MSI to continually innovate and improve its competition format to reach a broader global audience.

With audience numbers exceeding expectations, MSI felt compelled to opt for an all-inclusive solution to address the requirements via one single solution provider. They selected the following services:

- HWBOT competition consulting services
- OC-ESPORTS.IO competitive overclocking platform services by HWBOT to host, register, and visualize rankings locally and worldwide.
- Custom competition page design that also included an embedded stream player for followers to have both live stream and scoreboard on the same page
- Processing and validation HWBOT team at the live finals

Also, a streamlined submission process was developed for the finals to ensure a fluid validation and broadcast of all recorded scores. As soon as a contestant generated a score, one of the official judges promptly visually validates the score. Once saved, an MSI employee would collect the data and forward it personally to the HWBOT team. After thorough examination and validation, the scores are immediately loaded on to the competition page, with rankings automatically updated with the new standings made available to all.

## The Result

An event such as MOA 2014 can only be a success if all parties involved play their role according to plan:

"With MOA 2014 we've successfully met all of our internal targets. Our top management was very pleased with the success of this year's finals. Execution, exposure and scores - all lights are green". (Karen S.)