HWBOT Chosen as Consultants to Host and Moderate ASUS Open Overclocking Cup 2014 (AOOC 2014)

Renowned and respected enthusiast hardware vendor ASUS turned to HWBOT to help ensure the success of its latest overclocking event, the ASUS Open Overclocking Cup 2104.

"HWBot is the best resource for OC competitions nowadays. We were pleased with the results of the event. We achieved everything what we had set out to do." (Vlad Zakharov, Marketing Manager at ASUS Russia)

Key Services Provided by HWBOT:

- The setup, administration and hosting of a global qualification tournament.
- The monitoring and validation of all score submissions.
- Consultation in respect to competition rules and event arrangement details.

The Motives for Effective OC Brand Positioning

Contests such as AOOC 2104 represents a way for major companies like ASUS to engage with a select group of extreme system builders and tweakers; i.e. the OC community. This community can be described as a group of vocal and influential PC enthusiasts that can be a crucial voice when shaping a solid brand reputation in the extreme performance component segment.

"With the AOOC contest, overclockers are able to work with the best ASUS components. We were able to show them, and all the spectators that we design products not only for business and entertainment, but also for Champions, as well as showing that enthusiasts can reach new heights in overclocking with us." (Vlad Zakharov)

For ASUS, the current overclocking global community also represents a key focus group when it comes to successful product design and innovation. Meaningful engagement with the world's top overclockers is essential to a company like ASUS in its efforts to make its products even more powerful and innovative - a key strategy in staying ahead of its competitors in an increasingly narrow hardware market that is continually evolving and improving with each generation.

HWBOT: A Valued Voice of Experience

HWBOT has comprehensive experience of organizing and implementing major overclocking contests that deliver the best return on investment. We believe that for contests like AOOC 2104 to be successful, it is crucial that the contest adheres to these specific concepts:

- **Open**: A successful contest must be open to all members of the OC community. The contest must open to all HWBOT / OC-Esports members completely free of charge.

- **Fair**: A fair score submission system must be established with strict and rigorous validation practices in place. No cheating or unfair practices can be tolerated.

- **Engaging**: The contest must be structured in a way that offers a genuine challenge to top level overclockers, while also offering rewards to a broader segment of the community with less experience and resources.

"We conduct the online qualifier together with HWBOT. It provides a full range of services such as the construction of a web page for the competition, rankings organization, along with moderation of results. Within the final part of the championship, HWBOT undertakes all the services in the organization of the tournament: a competition page, filling it with the real-time results and checking them." (Vlad Zakharov)

ASUS Open Overclocking Cup 2014: Event Overview

The concept behind AOOC 2014, as with previous years was to engage directly with the broader overclocking community, only this time every effort was made to make the event the largest overclocking tournament in Europe. HWBOT was consulted throughout all stages of event development and planning. Here is an outline of the contest:

Historically speaking AOOC was originally a local event catering for Russian and Ukrainian enthusiasts. In 2013, it become Europe's major overclocking competition with the best overclockers from 15 European and CIS countries participating.

The qualification stage for AOOC 2014 took place from August 15 to September 15, 2014 and were hosted and managed exclusively on the HWBOT.org website. Contest winners for the first three stages of the contest were awarded ASUS ROG X99 motherboards as prizes -

this was to encourage earlier participation in the contest.

The top 14 places on the leaderboard were awarded places in the Final. In the interest of having teams competing in the final, the top 8 finishers were invited to select a team partner from the those finishing in the lower 8-14 positions. Team mate selection was staggered in order of the final position on the board; 1st place chose a team mate on Sept 16, the runner-up on the following day and so forth.

It's important to note that in the interest of broader engagement and inclusiveness, two positions in the final were made accessible as wild card entries. Both of these places were restricted to competing on the vastly more affordable Pentium G3258 Anniversary Edition processor, thus forming the Wildcard Team.

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The Finals were held in Moscow where several of Europe's most familiar and influential overclockers competed for $10,000 USD of cash prizes.