



HyperX Select HWBOT Contest Hosting and Consulting Services

Organising an effective and well run overclocking contest that really resonates with the global OC community can be a daunting task, even for a company as big as Kingston subsidiary HyperX. Last year saw the return of HyperX OC Takeover, an OC contest that included four regional qualifiers with a Grand Final in Las Vegas. To ensure a successful, well run contest HyperX turned to HWBOT, a leading provider of overclocking services that included the following:

- The setup and administration and hosting of qualifying tournaments both globally and regionally.
- The monitoring and validation of all score submissions.
- Consultation in respect to competition rules and event arrangement details.

The HyperX OC Takeover (HOT) Contest: Overview

HyperX, a sub-brand from memory giant Kingston, represents the company's extreme PC memory offerings that include a range of high performance DDR3 and DDR4 products as well as headsets, flash drives and SSDs. The obvious target consumer segment for HyperX is the growing enthusiast PC segment that includes gamers and increasingly, overclockers.

"HyperX started initially as the overclocked memory line of Kingston with high end upgrade offerings for PC enthusiasts. We've been around for over ten years and have continued to push the boundaries producing some of the fastest and highest-quality memory on the market. Today we're pleased to hold the DDR3 as well as DDR4 fastest memory frequency world record." (Annie Leung, Global Strategic Marketing Manager at HyperX)

To engage directly with this audience HyperX devised the HyperX OC Takeover (HOT) competition, a global overclocking contest that offered \$15,000 in cash prizes as well as \$25,000 in hardware giveaways, making it one of the most highly anticipated and prestigious overclocking tournaments of the year. The contest kicked off with four monthly online qualifiers across North America, South America, Europe, and APAC. Ten finalists emerged from these qualifiers and were flown to Las Vegas, Nevada where they competed in the World Finals during CES 2015.

The fundamental aim of the HOT contest was to encourage participation of both amateur and pro level overclockers. This was achieved by offering weekly lucky draw hardware prizes that incentivized participation beyond overclockers with a realistic chance of winning the qualifier. Having four regional qualifiers also help broaden the appeal globally, with international representation and interest.

Effective OC Brand Positioning

The HyperX HOT contest represents a great way for a company to engage with the select group of extreme system builders and tweekers that make up the overclocking community. This community is a vital 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.

“HOT helped to bring global attention to HyperX memory. Professional overclockers who have used our memory in the competition can now attest to its quality and performance. We can see this through competition results: Five new top ten memory scores were added to the global rankings on HWBOT as a result of the HOT contest.”

Annie Leung

We believe that for contests like HOT to be successful, it is paramount that the contest adheres to these specific guidelines:

- **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.

HWBOT has comprehensive experience of organising and implementing major overclocking contests that deliver the best return on investment.

For overclocking event hosting, monitoring and consultation services, contact HWBOT at contact@oc-esports.io