

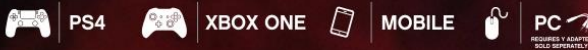
Why We Made It



In his relentless pursuit of winning, Johnathan 'Fatal1ty' Wendel set the world standard for competitive video gaming by capturing 12 World Championship e-Sports titles. Together the world's most successful video gamer and Monster's decades of audio expertise bring unrivaled perspective in knowing what gamers need to win. Essential audio details are magnified enabling you to experience your game as never before

Theme

## Own the Game – Fatal1ty by Monster



**FXM100**  
 GAMING HEADSET

How It's Better

**Ultralight Design with Plush Cushions for Unmatched Comfort and Fit**  
 Superior Sound isolation for better gaming and music quality

**Flexible Headband – Built Strong to Take Everywhere**  
 A headphone made for hours of game play and durability to last

**Exclusive fHex720™ Sound Chamber Technology**  
 Hear every detail in the game including above and below

**Game-Tuned Pure Monster Sound**  
 Pure Monster Sound delivers 35 years of audio engineering to hear every detail of the game and every instrument in your music

**Detachable Noise Cancelling Microphone**  
 Remove the Microphone and use them for your music listening enjoyment

**In-line Audio Controls with CTIA Compatible 3.5mm Jack (1.1m Cable Length)**  
 Additional in-line mic for phone calls and controlling your music



Packaging, What's In The Box, & Available Colors



- Detachable Mic
- FXM 100 Headphone

Completing The Customer Experience

**QUALIFY:**

- What types of games do you play?
- How important is sound quality to you?
- What type of console or system are you playing on?
- What type of headphones do you use for gaming and music?
- Where do you play your games or listen to your music?

**PRESENT  
& DEMO  
PACKAGE:**

- Show them the weight of the headphone, it's only 6 oz about 75% lighter than your typical gaming headphone.
- Show them the compatibility for all consoles, PCs and Phones.
- Show them the detachable microphone and how they can use the headset for listening to music when they're not gaming.
- Show them the durable construction.
- Show them the pillow soft ear cushions for hours of listening.