

msi



Alpha 15

AMD 
RYZEN | RADEON



AGENDA

- **PRODUCT DESIGN**
- **KEY SELLING POINTS**
- **KEY FEATURES**
- **BRAND NEW SOFTWARE**
- **SPEC TABLE & APPENDIX**



PRODUCT DESIGN
MSI EXCLUSIVE

A THE LOOK OF SURFACE



THUNDERBIRD

WITH THUNDERBIRD SYMBOL

Adopted with the spirit of MSI's DNA, the Thunderbird Logo comes with multilevel denting process to have a refraction stereo sense of sight.

WINGS CONTOUR

The metallic surface comes with the deco of carving craft, which is devised through a multi-layered, high-precision process, to come out the final wings contour.



B THE MSI LOGO & WIDE-VISIONAL STYLE

See wider & play keen with a **5mm thin bezel** & **81~85% screen-to-body ratio** design. The iconic **MSI Logo** also represents the promise of MSI's Gaming Identity.



C UNSTAINED CLEAN LOOK

To represent the pure beauty of a immaculate design, the C-side & touchpad comes with a clean and neat look with red backlit to pop out the color.



KEY SELLING POINTS

MSI EXCLUSIVE FEATURES



KEY SELLING POINTS

01

Mighty Power to Game On

Play your games with the next leap gaming performance with up to AMD **Ryzen 5000H series** Processor and Radeon **RX6600M** Graphic.

02

Unlock the Cooling Possibility

Equipped with **2 fans & 6 pipes**, the re-designed **Cooler Boost 5** uses an independent cooling system architecture & enlarge the internal diameter of the thermal pipe, which can get 15% more airflow & -2°C lower core temp even if the system is fully loaded.

03

A Gamer's Keyboard

To improve robustness, reliability, the new ergonomically-designed keyboard is built on a **solid metal shielding** with **1.7mm of key travel** for better responsive and tactile feedback. Also it comes with a **number-pad**, **RGB illumination** & intuitive **gamers hotkey** preferred functions to meet all the needs from gamers.

04

MSI Center: Show Your Style

Coming up with a brand new UI design, a reconstructed edition of the 2021 MSI Center will combine all MSI's exclusive features together, which users may customize their own preference of choice.

05

1st Gaming Laptop with Modern Standby support

Ability to instantly resume from sleep, resume performance is typically less than one second, support you back to games faster



AMD
RYZEN | RADEON

AMD
SmartShift

Performance
Takeaway

Ryzen

5000H

AMD CPU

Radeon

RX6600M

GPU

Up to 64GB

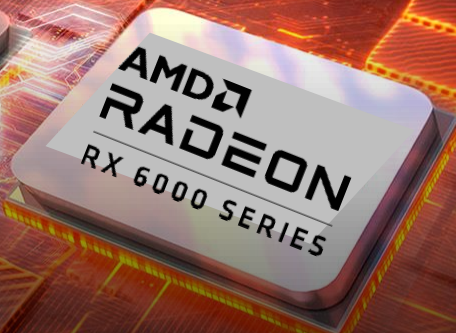
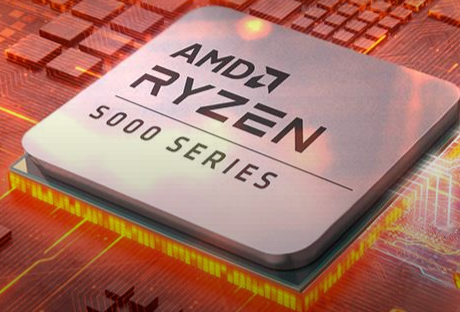
DDR4-3200

Dual Channel Memory

With 2 fans 6 pipes

Cooler Boost 5

thermal solution



DESKTOP PERFORMANCE IN LAPTOP



15%

HIGHER MULTI-CORE
PERFORMANCE

16%

HIGHER SINGLE-CORE
PERFORMANCE

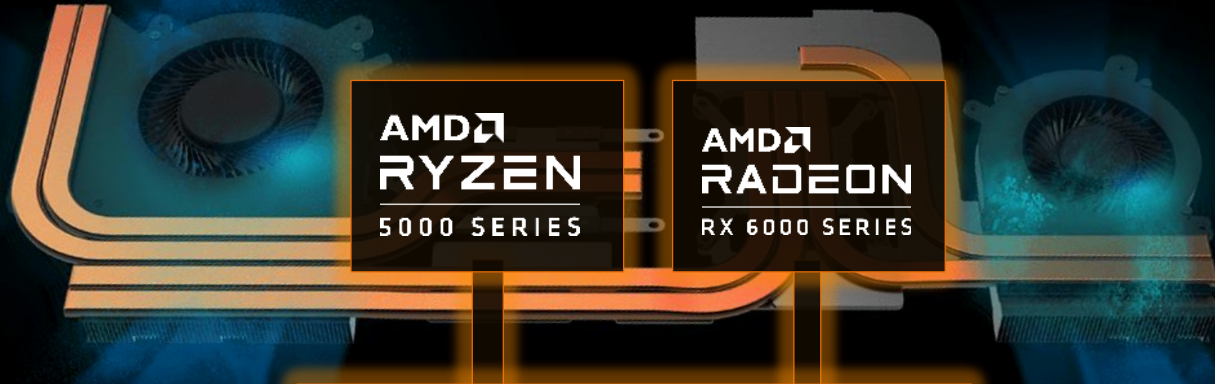
HIGHER THAN
DT R7-3000



AMD SMARTSHIFT

SMARTER PERFORMANCE FOR AMAZING DEVICE

AMD SmartShift technology dynamically shifts power in your laptop to help boost performance whether gaming or creating content.



10%

Performance up

AMD
SmartShift



Dynamic power



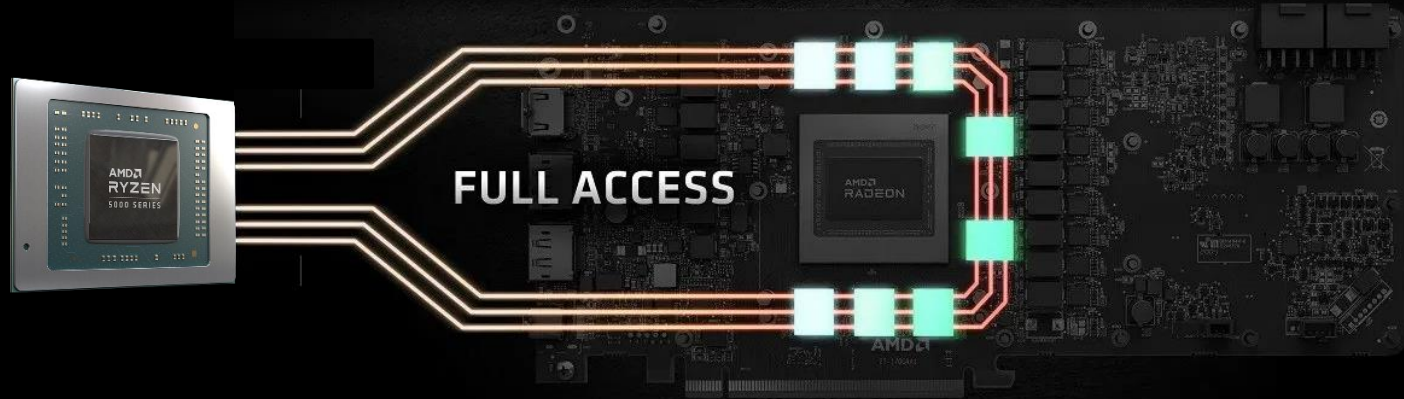
Fully automated



AMD SMART ACCESS MEMORY (SAM)

PERFORMANCE ABOVE AND BEYOND WHEN RYZEN + RADEON

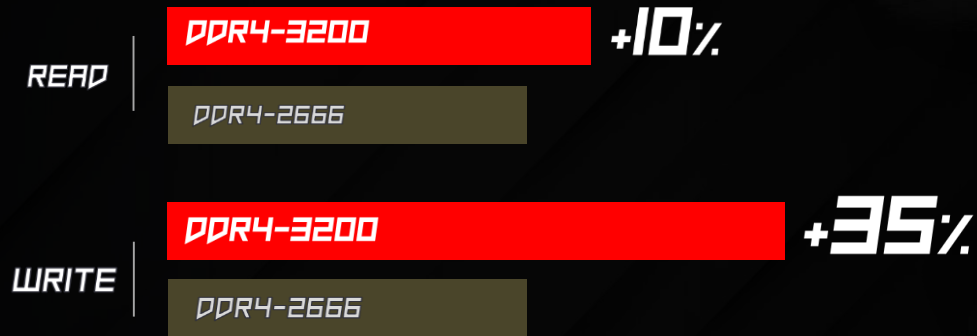
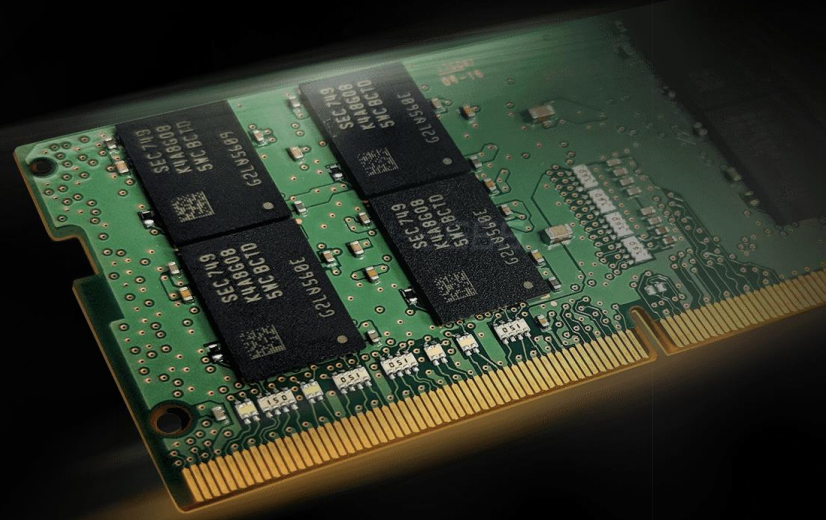
Get more performance in select titles through new levels of data transfer between AMD Ryzen™ processors and AMD Radeon™ graphics. Takes games to a new level of realism with support for features such as DirectX Raytracing and Variable Rate Shading.





POWER THAT LEADS IN THE LATEST STANDARD DDR4-3200 MEMORY

Get the mighty performance out of your laptop with support of the latest DDR4-3200 memory. Enjoy the faster system speed and responsiveness, the new standard will take your gaming experience to the next level.



RAM **DDR4**

*Dual channel performance test by AIDA64. Performance may vary by system setting and configuration .
**Optional. Actual specification may vary by configurations.

UNLEASH THE COOLING POWER

A dedicated thermal solution, with 2 fans & 6 pipes, is built exclusively for the brand new Bravo to unleash the complete cooling power for the latest CPU, GPU & memory components.

By **enlarging the internal diameter of the thermal pipe** & **MSI exclusive thermal grease**, this new solution will work harmoniously by **maximizing 15% of the airflow** and **reducing 2°C of the heat** for smooth gaming performance in such compact chassis.

2 FANS

6 PIPES

2 more pipes than AXXX TXF

-33%

REDUCE
WALL THICKNESS
of the heat pipes

15%

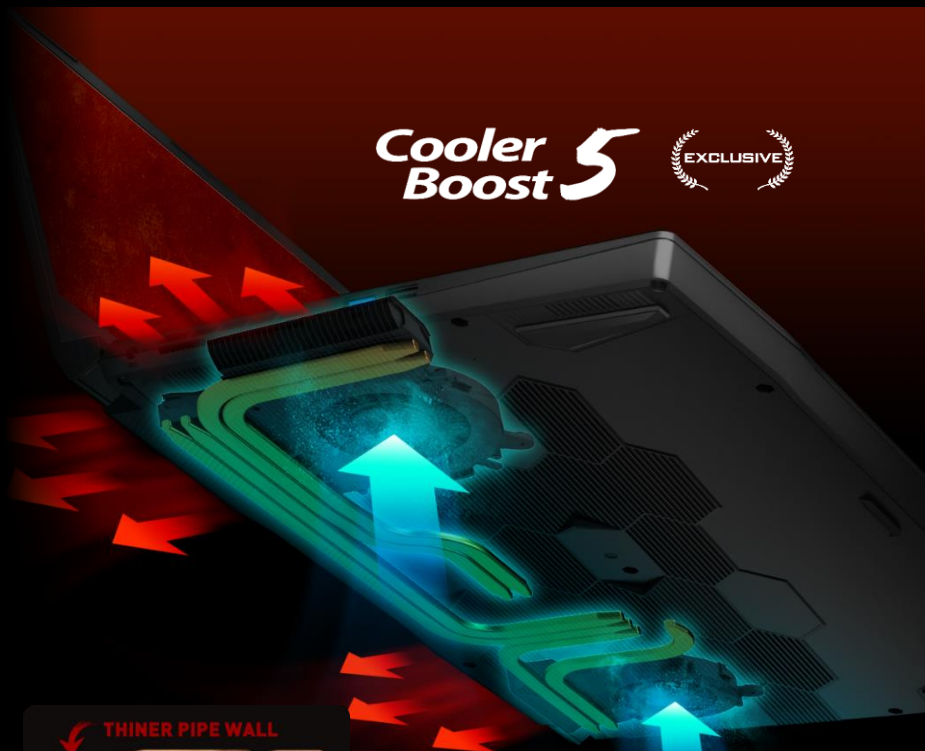
AIRFLOW
of the internal pipe
airflow system

-2°C

HEAT REDUCE
of the core temperature



Cooler Boost 5



**Condition of MSI exclusive thermal grease: the average CPU temperature after 4hrs Prime95 testing compared to other normal laptop with other thermal grease.



KEY FEATURES

MSI EXCLUSIVE FEATURES



TRUE GAMING KEYBOARD

Built for a Gamers Choice - To improve robustness, reliability, the new ergonomically-designed keyboard is built on a solid metal shielding with 1.7mm of key travel for better responsive and tactile feedback. Also it comes with a number-pad, **RGB illumination** & intuitive gamers hotkey preferred functions to meet all the needs from gamers.



1.7mm

Key Travel

RGB

backlit

20 Million

Key-press lifetime

NUMPAD

Equipped

METAL SHIELDING

For solid typing experience

A GAMER'S KEYBOARD



01 System Preference Function Hot Keys



03 Independent NumPad

02 Larger CTRL Key for more comfort

05 Precision Touchpad which support multi-gestures

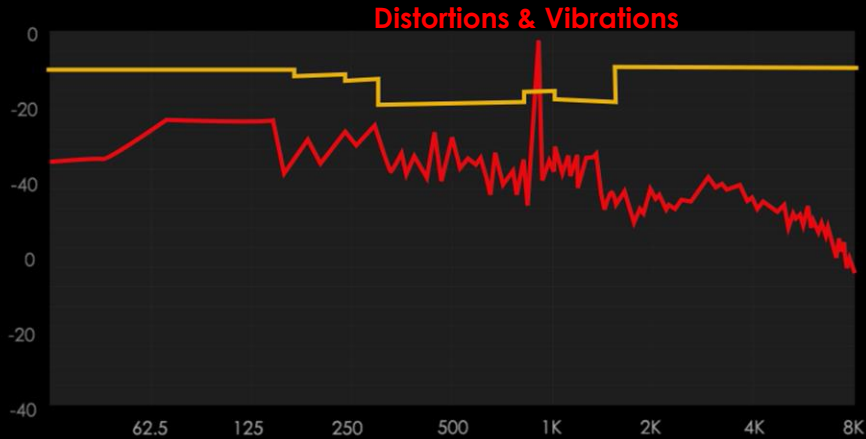
04 Full size Arrow Key & Gamer's Hot Key Quick Launch*



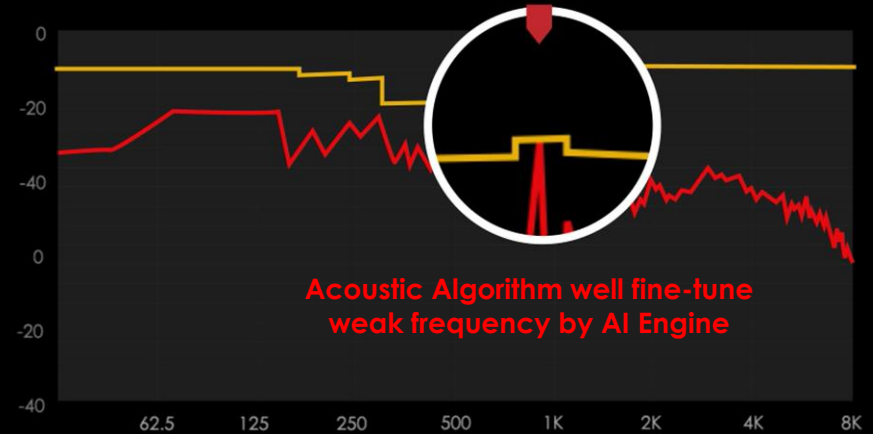
SPEAKER TUNING ENGINE

The Smartest Audio Fine-tune Engine

Speaker placement in laptop chassis is always restrained. MSI exclusive **acoustic algorithm** uses intelligent engine to **real-time remove audible distortions and vibrations** without degrading the timbre of a music. Make it possible for a laptop to create incredible auditory sensation.



TRADITIONAL



ACOUSTIC ALGORITHM



Hearing The Impossible

HI-RES AUDIO & NAHIMIC

Immerse yourself in lossless music and enjoy the premium sound quality with **Hi-Resolution Audio**. Experience and listen to audio the way it was intended and share it with **Nahimic** in-game 3D surround & Sound Sharing via Bluetooth.



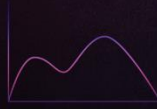
Nahimic
AUDIO THAT MATTERS



24KHz / 8bit MP3 AUDIO



24KHz / 8bit MP3 AUDIO



24KHz / 8bit MP3 AUDIO

6x
data than CD

 BASS	 CALIBRATION AUTO	 EXPERT SETTING	 FREQUENCY LEVELLER	 HD AUDIO RECORDER	 SMART LOUDNESS
 VOICE LEVELER	 SOUNDTRACKER	 TREBLE	 VIRTUAL SURROUND	 VOICE SHIPPER	 SOUND SHARING

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RADEON IMAGE SHARPENING

Improved Image Quality with Virtually No Performance Hit



Radeon Image Sharpening (RIS) is a contrast-adaptive sharpening algorithm designed to intelligently enhance details to deliver crisp-looking visuals with minimal performance impact.





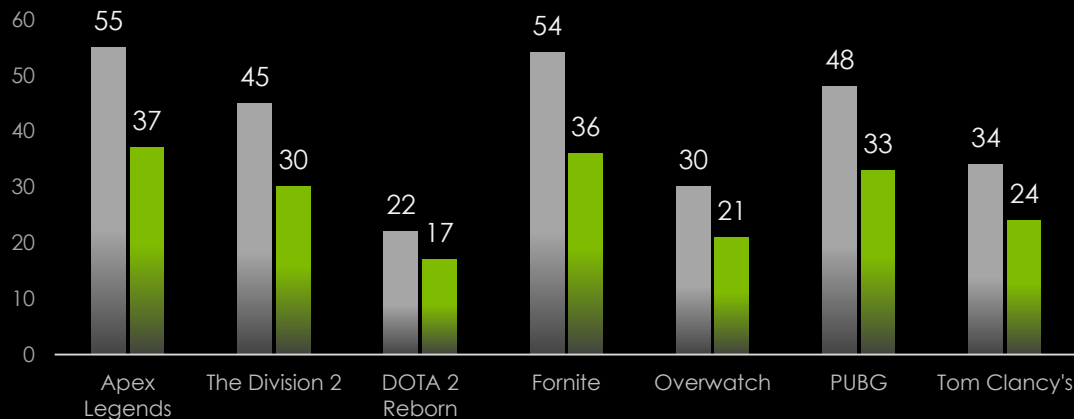
RADEON ANTI-LAG



shrink input lag by almost a full frame¹ helping to restore the responsiveness to your game

The new Radeon Anti-Lag feature in Radeon™ Software is designed to help reduce input lag in GPU-limited cases. Radeon Anti-Lag controls the pace of the CPU work to make sure it doesn't get too far ahead of the GPU, reducing the amount of CPU work queued up. As a result, Radeon Anti-Lag can shrink input lag by almost a full frame helping to restore the responsiveness to your game.

Up to **31%** Reduction in Lag*



* The response time might vary by different graphics.



1st on Gaming laptops

SEIZE THE MOMENT TO GO

Instant Wake & Play

Modern Standby consists of multiple hardware and software integration of **balancing the system to process background tasks** while **ensuring that the system stays quiet** enough to **achieve longer battery life** (compare to normal idle mode). It's aim to deliver an uninterrupted, responsive, and convenient standby experience, just like a second smartphone.

Quicker Login
& Instant On

Highly
Power-Efficient
Hibernation

Faster Wi-Fi
Connection &
Notification Calls



Notification still calls



You got a mail!



WI-FI 6

NON-STOP NETWORKING

The latest Wi-Fi 6 features 802.11ax standards and **3x faster than Wi-Fi 5**, designed to deliver the lightning fast gameplay, the best streaming, and the most immersive communication experience. Play on the most optimal gaming settings with Intel Wi-Fi 6.

2.4 GBPS 

Wi-Fi 6 (2x2 / 160MHz / 802.11ax)

1.73 GBPS

Wi-Fi 5 (2x2 / 160MHz / 802.11ac Wave2)

867 MBPS

Standard Wi-Fi 5 (2x2 / 80MHz / 802.11ac)



BRAND NEW SOFTWARE

MSI EXCLUSIVE FEATURES

UNPARALLELED PERSONALIZATION

Feature Set. Get Rid of Burdens

Brand new MSI Center keeps all the exclusive software functions in the pocket. Monitor, adjust and optimize and may useful features are built in one unified system.

New MSI Center gives users maximum flexibility in UI skin color (black/white) and functions. Users are allowed to customize their own personal app list. Avoid lots of unnecessary software and system loading to hit the spot.



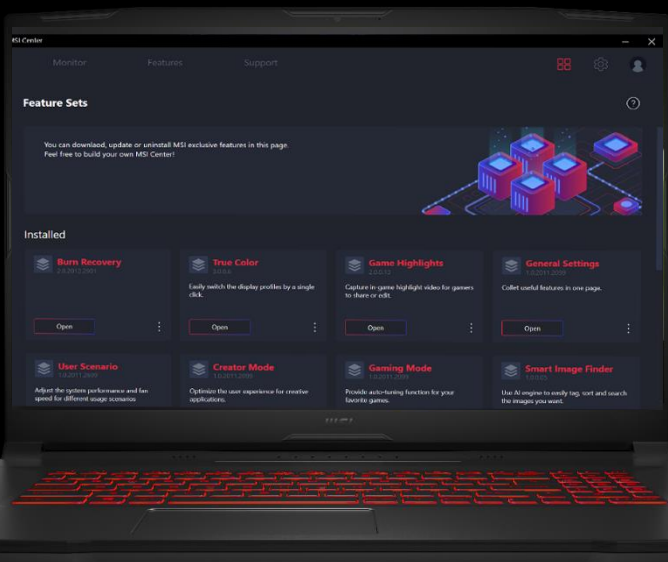
v.s.



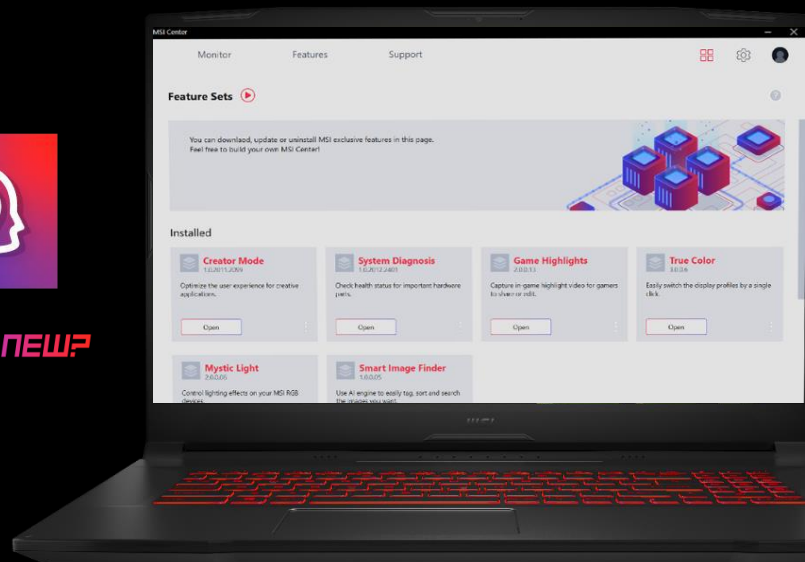
359MB
MSI CENTER

524MB
DRAGON CENTER

30%+ Less Software Package
Size to Get Rid of Burdens



WHAT'S NEW?





WHAT'S NEW?



DUAL OPTIMIZATION

Gaming Mode & Smart Priority

MSI provides both game mode and smart priority for creation or productivity apps, in order to fulfill versatile needs for users.

Gaming Mode

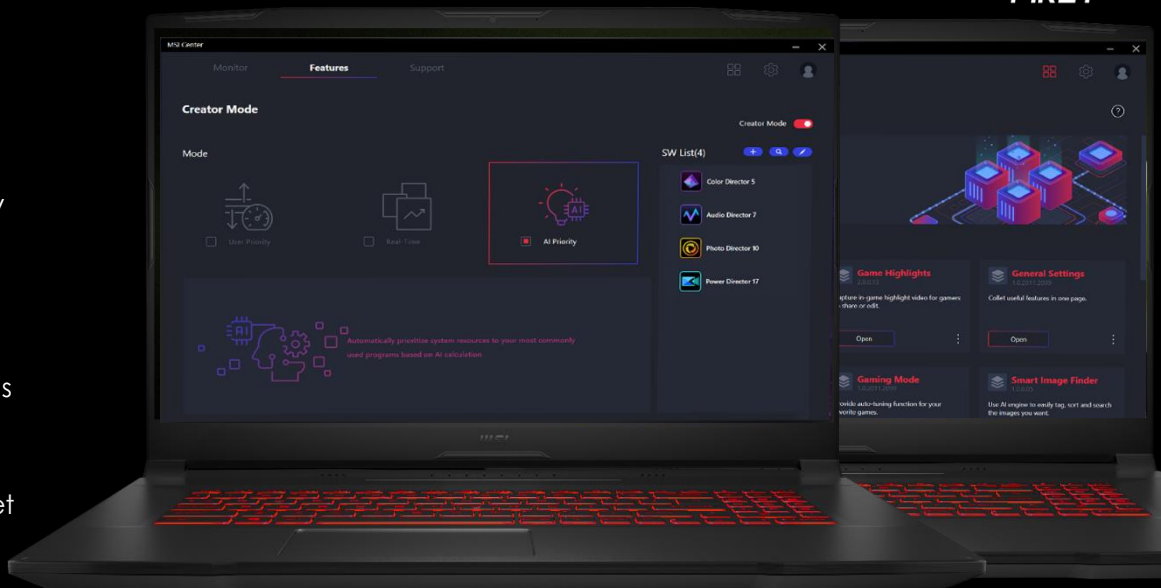
One-click does it all, optimize all your gaming needs

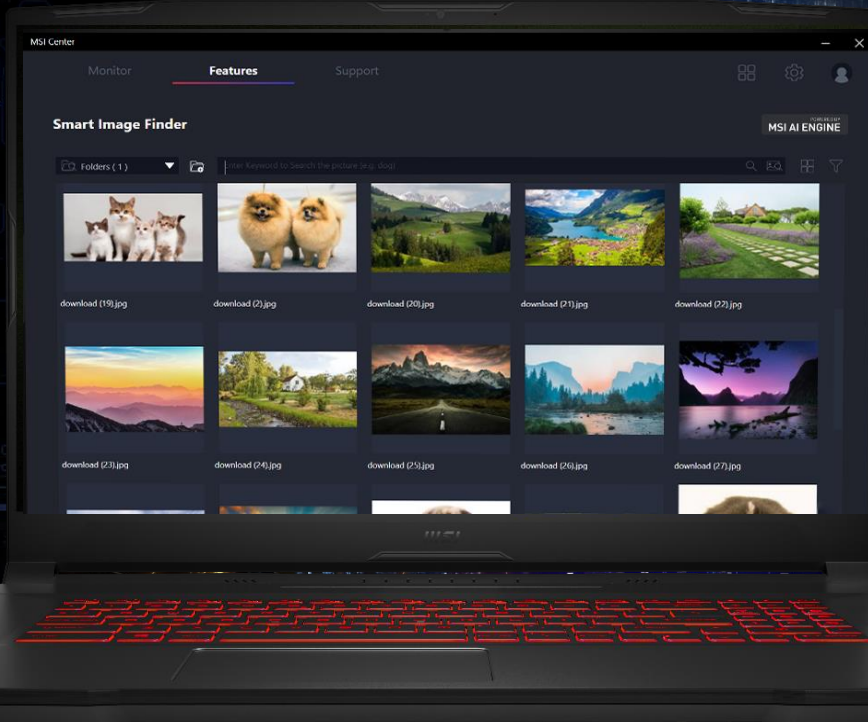
Smart Priority

Cooperate with Microsoft Azure to automatically set priority for apps based on AI learning.

APP PRIORITIZE

GAME FIRST





SMART IMAGE FINDER

The Way That Manage Photo with AI

Smart Image Finder uses lightning-fast intelligent engine to categorize the photos in the laptop and organize your creativity by identifying content based on smart tags.



THE BEST CHOICE FOR MOBILE GAMING

MSI App Player gives seamless gaming experience between mobile and laptop, also have multitasks for Android platform gamin with keyboard and mouse to win your games faster and easier.

Gaming laptop with app payer delivers 6x faster performance than any flagship smartphone & mobile device.



CONSOLE MODE



Play Mobile Games as Console with Controller

Console Mode is the latest in **UI dedicatedly** novation on **MSI App Player**, it provides console-like experience to laptop with **intuitive design for mainstream game (wireless) controllers**.

The new UI also offers hot key customization for hard core mobile gamer to enhance game win rate.



SPEC & APPENDIX



Alpha 15

FEATURE HIGHLIGHT



PERFORMANCE



RYZEN | RADEON

PCI-E Gen.3
SSD

AMD
SmartShift

Cooler
Boost 5

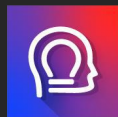
VISUALS

144 Hz*



Thin Bezel

CONTROL



MSI APP Player



MYSTIC
LIGHT

AUDIO

Hi-Res
AUDIO

Nahimic
AUDIO THAT MATTERS

STREAMING

WiFi 6



MU-MIMO

*Some features are optional.



Alpha 15 Specification

Processor	AMD Ryzen R7/R5 5000H series
Graphics	AMD Radeon RX6600M 8GB GDDR6
Display	15.6" FHD (1920 x 1080) 144Hz IPS
Memory	DDR4-3200, 2 Slot, Max 64GB
Storage	2x NVMe PCIe Gen3 SSD
Webcam	HD type (30fps@720p)
Keyboard	RGB Backlit Gaming Keyboard
Communication	Wi-Fi 6 (802.11ax) + Bluetooth 5.2
Connectivity	1x Type-C USB3.2 Gen1/DP ALT, 2x Type-A USB3.2 Gen1, 1x Type-A USB2.0, 1x RJ45, 1x HDMI (4K@60Hz), 1x Audio combo jack
Audio	2x 2W Speaker; Hi-Res Audio Certified
Adapter / Battery	180W AC adapter / 4-Cell Li-Polymer battery
Dimension/Weight	359mm (W) x 259mm (D) x 23.95mm (H) / 2.35kg

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TRUE **G**AMING