



KW 9200 MINI

RECHARGEABLE MULTI-DEVICE COMPACT KEYBOARD WITH
2.4 GHZ WIRELESS, BLUETOOTH® 5.0 AND WIRED CONNECTIVITY

MARKETING TOOLKIT

DECEMBER 2022

CONFIDENTIAL

CONFIDENTIALITY AGREEMENT

Internal information until official product launch

CHERRY will provide the customer with product information (specifications, images etc.) prior to the official market launch of the new CHERRY product.

This information is subject to a confidentiality agreement which ends with the official market launch on the part of CHERRY.

PRODUCT INFORMATION



**SLIM.
MULTI-DEVICE.
COMPACT & COMFY.**

DID YOU KNOW?

Some facts



Technology goes
hand in hand
with changes in lifestyles.

Our lifestyles are changing,
so are our products.

KEY FEATURES

Top selling arguments



WIRELESS – MULTI-DEVICE FUNCTIONALITY

4 transmission channels to connect up to 4 device
(F1: 2.4 GHz wireless,
F2+ F3: Bluetooth® 5.0 Low Energy, F4: Corded Channel)



COMPACT DESIGN – SPACE SAVING & COMFY

Compact dimensions but still types like a real keyboard



RECHARGEABLE BY USB-C CABLE

Detachable USB-A to USB-C cable for charging and optional corded mode – build-in rechargeable lithium battery

MORE FEATURES

All about the product



TRANSPORT BAG INCLUDED

Transport bag made of recycled plastic is included



MINIMALISTIC DESIGN

Red highlighted key background* is a subtle esthetic statement – the minimalistic design language fits perfectly into many environments

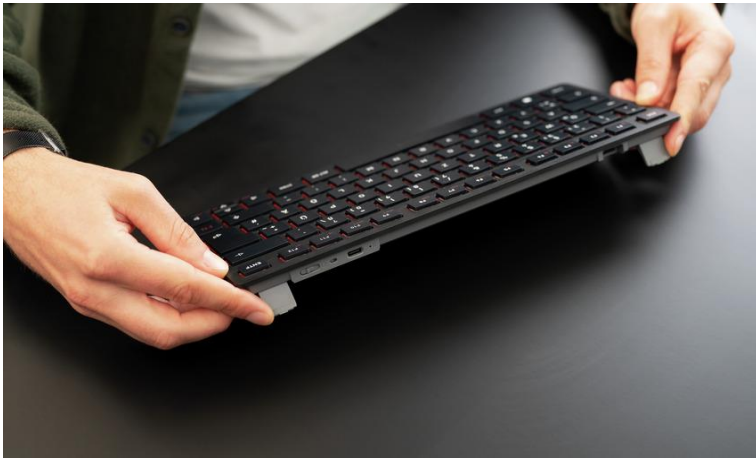


SX SCISSOR MECHANICS

Incomparable typing feeling, uncompromising precision and more than 10 million strokes per key

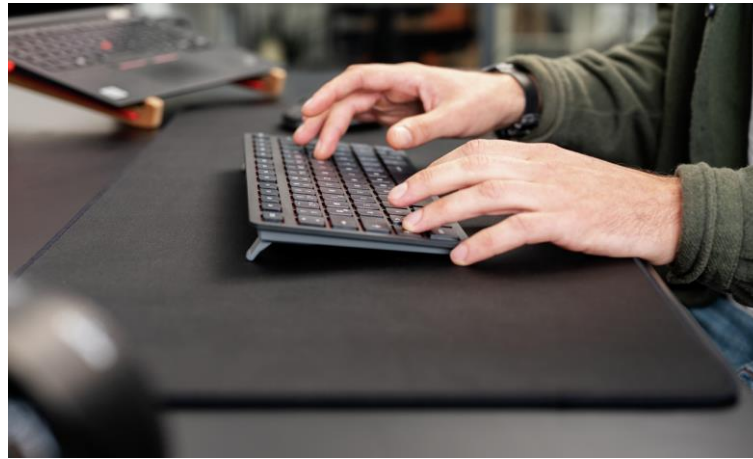
MORE FEATURES

All about the product



STABILITY & HEIGHT ADJUSTMENT

Integrated metal plate for maximum stability and adjustable feet with anti slip effect for height adjustment



DURABLE INSCRIPTION

Durable and abrasion-proof key labels (print + UV coating)



LEDS

Status LEDs for CAPS LOCK, FN, selected channel and low battery indication

MORE FEATURES

All about the product



DONGLE

Extra-small nano receiver for wireless operation in RF mode



AES-128 ENCRYPTION

AES-128 encryption in Bluetooth® and 2.4 GHz mode



ENVIRONMENT

Packaging comes without any piece of plastic – use of silk paper paper wrapping and paper based seal instead

TARGET GROUP

Engineered and designed for

Search for products that meet the **mobile lifestyle:**

Customers working on various places and looking for a product that can be easily transported from A to B

Use the product in different **work environments:**

Customers who want a product that is suitable for different applications (e.g. private, business, home entertainment)

Love products which have the **perfect mix:**

Customers who want a compact keyboard, that still feels like a real high-quality keyboard

TYPICAL CUSTOMER:

30ish confident person

Affinity for design and technology

Works in the creative field or in an upscale position



TECHNICAL DATA

Having a look at the details

SYSTEM REQUIREMENTS:

- For connection using Bluetooth®:
 - Device compatible with min. Bluetooth® 4.0 (low energy)
- For connection via USB:
 - Free USB port (type A), Windows 7, 8 10, 11

APPROVALS:

CE, FCC, Windows Hardware Compatibility, Bluetooth SIG licensing, UKCA, China RoHS, UL for battery

SCOPE OF DELIVERY:

- Keyboard
- Transportation Bag
- USA-A/USB-C charging cable
- USB receiver
- Operating instructions

OVERVIEW SKUS

Layout versions

	Product name	Order number	Layout (country or language)	Keyboard color	Number of keys	UVP excl. VAT
1	CHERRY KW 9200 MINI	JK-9250CN-2	Mainland China	Black/red	77 + 1	71,42€
2	CHERRY KW 9200 MINI	JK-9250DE-2	Germany	Black/red	78 + 1	71,42€
3	CHERRY KW 9200 MINI	JK-9250FR-2	France	Black/red	78 + 1	71,42€
4	CHERRY KW 9200 MINI	JK-9250GB-2	United Kingdom	Black/red	78 + 1	60,71£
5	CHERRY KW 9200 MINI	JK-9250PN-2	Pan-Nordic	Black/red	78 + 1	71,42€
6	CHERRY KW 9200 MINI	JK-9250CS-2	Czech Republic	Black/red	78 + 1	71,42€
7	CHERRY KW 9200 MINI	JK-9250ES-2	Spain	Black/red	78 + 1	71,42€
8	CHERRY KW 9200 MINI	JK-9250EU-2	US-International (US with €)	Black/red	77 + 1	71,42€
9	CHERRY KW 9200 MINI	JK-9250BE-2	Belgium	Black/red	78 + 1	71,42€
10	CHERRY KW 9200 MINI	JK-9250CH-2	Switzerland	Black/red	78 + 1	71,42€
11	CHERRY KW 9200 MINI	JK-9250US-2	USA	Black/red	77 + 1	\$ 71,42

Please contact your sales partners for versions available in your country.

MARKETING TEXT

Some words about it

Slogan:

Rechargeable multi-device compact keyboard with 2.4 GHz wireless, Bluetooth® 5.0 and cable connection

Features:

- 4 transmission channels: Two Bluetooth® 5.0 low energy channels, one 2.4 GHz wireless channel and one wired channel
- Extra-small nano receiver for wireless operation
- Removable USB-A to USB-C cable for data transfer and charging the lithium battery
- AES-128 encryption in Bluetooth® and 2.4 GHz mode
- Includes carrying case made of recycled plastic
- Precise CHERRY SX scissor mechanism for an ideal operating feeling
- Status LEDs show low battery and charging status
- Status LEDs integrated directly in the CAPS LOCK, NUM and FN keys
- Easy access to special functions via FN key
- Color LEDs indicate selected connection
- Durable key labels
- Solid metal plate in keyboard
- Stable, fold-out feet for height adjustment
- Slim, extra-compact dimensions – ideal for out and about
- Aesthetic statement with red keys and minimalist design

MARKETING TEXT

Some words about it

Text:

With the KW 9200 MINI, CHERRY is introducing a top-class product that leaves nothing to be desired in terms of technical features, quality and design. The extra-slim keyboard in compact format is perfectly suited for various areas of application and a lifestyle on the move. If you want a compact keyboard that's as comfortable to use as a full size one, the KW 9200 MINI is the ideal choice. With four different transmission channels, the wireless multi-device keyboard is ready for flexible work in any application environment - whether private or professional. The KW 9200 MINI fits into any bag, no matter how small, when being taken from one place to another. At the same time, this little gem comes with a protective carrying case made of recycled plastic.

Compatibility – a real all-rounder

There are virtually no limits when it comes to connecting the KW 9200 MINI to an end device. Thanks to its multi-device capability, the keyboard can be connected to up to four different end devices simultaneously via different channels. Using the F1-F4 keys, you can easily switch between the connection modes and control the desired device.

Two channels are available in Bluetooth® mode. Whether with a desktop PC, laptop or tablet - the KW 9200 MINI works with practically any device that supports Bluetooth®.* For example, you can operate your laptop via the first Bluetooth® channel and in a matter of seconds switch to your tablet on the second Bluetooth® channel.

For RF mode, simply plug the included nano receiver into a free USB port on your PC. Press F1 and you are directly connected.

The included cable with USB-A/USB-C connector is not just for charging the integrated battery: Select cable mode on F4 to activate data transfer via the cable as well. It's perfect for environments where wireless transmission is not wanted

The mini keyboard is also very economical even in RF or Bluetooth® mode. One battery charge lets you work for weeks without recharging. Of course, you can carry on using the keyboard while it's charging.

Smart functions for more productivity

If you think the compact, minimalist design means you'll have to do without the advantages of a full-size keyboard, you couldn't be more wrong. The little all-rounder has plenty of useful functions up its sleeve.

For example, you can access special functions such as picture or volume control by pressing the FN key. Multimedia functions such as play/pause and track selection haven't been forgotten either. If you want constant access to the special functions, simply press to lock the FN key.

The integrated battery status display is extremely useful in everyday work. The wireless mini keyboard flashes its LEDs to indicate in good time when the lithium battery needs charging. The status LEDs integrated into the keys are also extremely useful in everyday work. They indicate when the shift key or the FN lock key is activated. This makes annoying searching for active functions a thing of the past.

The recipe for success - the CHERRY SX scissor mechanism

Good typing characteristics are crucial for any keyboard. The CHERRY SX scissor action makes typing on the compact wireless keyboard a special highlight. The laptop-style keys are slightly concave, so your fingers find their way around them without you having to look. CHERRY's proprietary SX scissor technology provides a very quiet, precise typing experience and lets you glide your fingers effortlessly across the keys.

MARKETING TEXT

Some words about it

Text:

Minimalist look with ergonomic benefits

The KW 9200 MINI may be small - but it's still a full-fledged premium keyboard. Of course, it's ideally suited for mobile use, but it also plays fully to its strengths on your work desk. Thanks to its compact dimensions, it takes up very little space to help you keep your desk nice and tidy. This even has ergonomic advantages: Compared to standard-sized keyboards, your mouse arm is closer to the keyboard. This automatically leads to a better shoulder posture and can counteract tension.

The KW 9200 MINI is a perfect example of how design and function can complement each other perfectly. The wireless keyboard makes your desk look tidier and is 100% in keeping with the spirit of the times. The combination of ultra-slim dimensions and keys with a discreet red background looks elegant and modern at the same time. The minimalist design philosophy behind it extends to the packaging, which contains no plastic and is kept as small as possible.

CUSTOMIZE WITH CHERRY KEYS

The intuitive solution for keyboards and mice

[Link to
CHERRY KEYS](#)

CHERRY KEYS works with almost all keyboards and mice – regardless of manufacturer.

The software runs in the background and modifies the incoming signals from the input devices according to your wishes.



Individual assignment of special keys and F keys



Individual assignment of thumb keys and the middle mouse button



Works with almost any keyboard and mouse

ASSETS

PRODUCT PICTURES

The perfect shots

[Link to collection link](#)



LIFESTYLE PICTURES

The perfect shots – in real life

[Link to collection link](#)



LIFESTYLE PICTURES

The perfect shots – in real life

[Link to collection link](#)



PRODUCT VIDEO – COMING SOON

Compact feature video



ONLINE BANNER SET – COMING SOON

The sizes matter

Languages:

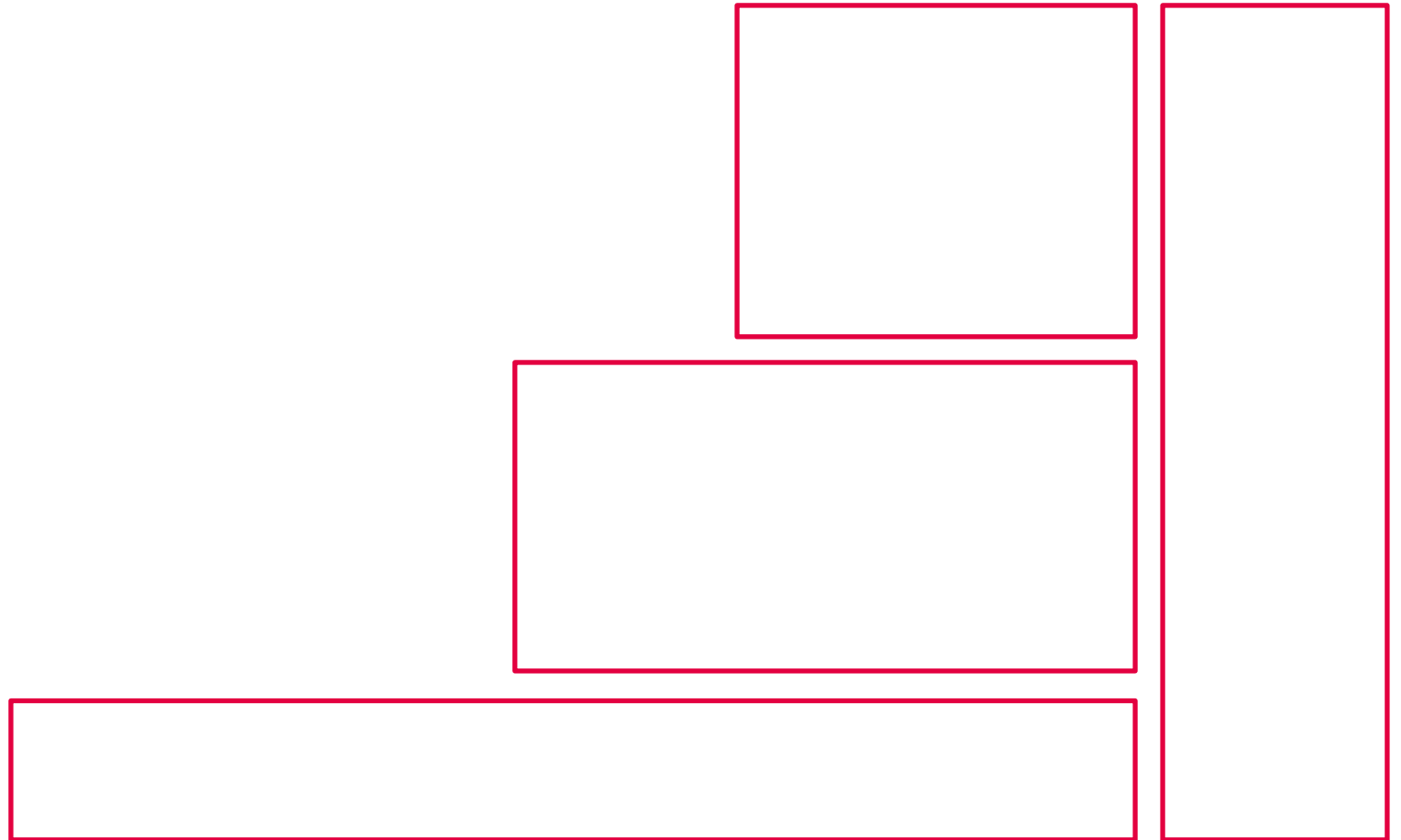
- DE, FR, EN

Dimensions:

- 160x600, 300x250, 600x300

Formats:

- Static and GIF



PORTFOLIO

CREATE YOUR OWN CHERRY WORKSPACE

Recommended products



MW 8C ERGO



MW 8C ADVANCED



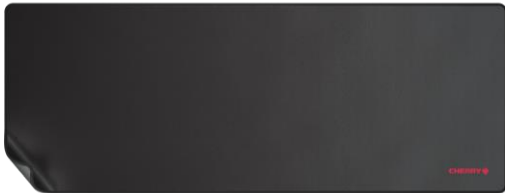
MW 9100



MW 4500



MP 1000



MP 2000



SLIDEPAD ERGO



HC 2.2

HOW IT COULD LOOK LIKE

CHERRY Workspace



CHERRY 

Follow us on our social media channels:

