

REIMAGINING THE ULTIMATE GAMING ENVIRONMENT

Invest in an emerging product category before it even exists

THE PROBLEM

Every major category of gaming hardware has evolved—except the chair. Gaming PCs, monitors, controllers, headsets, lighting, and peripherals have become smarter, more immersive, and more connected. Yet the gaming chair remains generic office furniture with only cosmetic changes and disconnected accessories.

- **Cosmetic-Only Design**
Racing-style looks and branded colors without meaningful innovation.
- **No Integrated Technology**
No sound, haptics, charging, controls, or smart features.
- **No Gaming Interaction**
Nothing responds to gameplay or enhances immersion in real time.
- **Built to Sit, Not Play**
Designed like office furniture instead of a true gaming experience.



THE SOLUTION

The Apex One™ - Premium Smart Chair - Estimated MSRP: \$1499

