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#### **Gaming market overview**

Welcome to the NEW edition of The Ultimate Gaming Guide. Over recent years many homebound consumers have turned to games as an alternative form of entertainment. This has led to a £2.26bn record year for sales<sup>1</sup>, from a wide range of industries, including new ones like education and leisure, and booms from existing industries like broadcast and events.

More schools are investing in high-end gaming technology as school boards, parents and students are realizing the benefit of gaming. There are also more eSports hotels and cafe's with varying quality of equipment popping up across the globe. The latest edition of the Midwich gaming guide will break down the gaming hardware and equipment needs of every gamer type, from the home gamer, the amateur gamer, the professional gamer, and the game developer.

# All you need to know about gaming

## LEVEL

#### **Home Gamers**

This market segment enjoy gaming on occasion, at home, rely on a strong Wi-Fi connection, a high-definition TV screen or PC monitor, and either console or budget PC for the full set-up. Gaming is bleeding out of the consumer market and into others. While some parents and educators have resisted the idea of gaming entering schools, between 2018 and 2019 the number of leagues that facilitate eSports in schools nearly doubled.

Keeping up with such a hobby requires investment long-term in high-quality, functional gaming equipment to make the gaming experience fun and enjoyable for all. Here is a list of our top recommended gaming equipment for those who enjoy gaming on occasion at home.



with built in Chromecast technology to stream gaming content, and 4x HDMI inputs for external devices and consoles.

#### VIEW PRODUCT



C6520G4K

A BRONE 12R

Lindy Chromo HDMI Cables (1m, 2m, 3m)

The Cromo line of cables from Lindy offer superior performance,

a sleek chrome design and support UHD resolutions for gaming of up to 4096x2160.

LINDY37871

VIEW PRODUCT



#### iiyama

#### iiyama G-Master 34" Curved Caming Monitor

Widen your vision with the 144Hz Red Eagle, featuring 1ms MPRT, HDR, FreeSync Premium and Ultra-Wide QHD resolution.

#### IIYGB3466WQSUB1

#### VIEW PRODUCT



#### Bluetooth 2.1 Soundbar & Wireless Subwoofer, Black

The Samsung Soundbar delivers a powerful 410 watts of 3D sound and is supported by Virtual DTS:X technology, to place every gamer in the heart of the action.

SAMHWA550XU

#### VIEW PRODUCT



#### **Peerless Tilting Mount**

This mount allows you to mount any LCD or Plasma screen quickly and easily and tilt it forward/back for an improved viewing angle.

PEERPT660

#### VIEW PRODUCT



#### CMS Ergo Single Screen Monitor Arm

This monitor arm is easy to install, can hold up to 20kg and comes in 3 different colours to complement any gaming desk setup.

CMSSINGLEBLACK

#### VIEW PRODUCT

# **NEXTLEVEL**



## LEVEL 2

#### **Amateur Gamers**

Many gamers will find that an amateur gamer set-up is all they need, these solutions also offer a more affordable option for environments that need a large-scale installation, like compulsory education gaming rooms.

Building a functional gaming setup requires a few smart purchases There is much debate in the gaming industry whether gaming monitors or TVs are better for the experience. Largely display decisions comes down to personal preference, but you need to ensure that all of your gaming rig works together, including audio, cables, mount and display.



The beautiful, vibrant images produced, supported by Dolby Vision, along with a built-in Quad Core Processor creates a cinematic gaming experience like no other.

55E76GOTUK

#### VIEW PRODUCT



Speed HDMI Cable (1.8m) This Ultra Flexible High Speed HDMI Cable

supports communication between devices connected through the HDMI ports and resolutions of up to 4K for that high-quality gaming experience. Up to 15m in length.

C2G10377

VIEW PRODUCT



#### iivama

#### iivama G-Master 32" Gaming Monitor

Gaming is better with people and the G-Master is built for team play. With a mere 1 ms response time too, to give gamers the edge over their components.

#### IIYG32710SUB1

#### VIEW PRODUCT



#### **B-Tech Full Motion** Double Arm Wall Mount

Designed for large screens of up to 65" with integrated cable management and three swivel points so that it can be easily tilted and adjusted.

BTEBT8221

#### VIEW PRODUCT



#### **MX**▷

#### MXL Mic (White, Black & Blue)

With a highly durable design, these MXL Mics are built to capture a wide variety of vocal sources, perfect for Twitch streamers.

MXLAC44

#### VIEW PRODUCT



#### SHURE

#### Shure Home Microphone

This USB microphone is optimised for home gaming setups with a specialised Speech Enhancement mode which increases the output of the voice for streaming content

#### FSHUMV5CUSB

#### VIEW PRODUCT

**IEVEL** 



## **IEVEL3**

#### **Professional Gamers**

The rise of 'eSports' has created a new career option for gamers, whereas before there were hobby gamers and game developers, the increased popularity in watching games being played has led to people being paid to play games through sponsorships, fan contributions and prize money.

As eSports has become a billion-dollar industry, gaming even expands college and career opportunities. Colleges and universities have not only embraced this industry, offering both graduate and post-graduate degrees, but are also allowing gamers to win scholarships through eSports.

Staffordshire University features a dedicated eSports lab and 'pro-gamer training facility', this is where players will level up their skills and train for upcoming tournaments.





#### iivama G-Master 24.5" **Gaming Monitor**

Get the competitive edge and unleash your full gaming potential with the Fast IPS Red Eagle.

featuring 0.5ms MPRT. 165Hz and FreeSync Premium.

#### IIYGB2570HSUB1

VIEW PRODUCT



#### C2G Performance Series High Speed HDMI Cable (0.9m)

Providing higher quality video for streaming gaming content including resolutions of up to 4K. Up to 15m in length.

C2G10376

VIEW PRODUCT





#### LG UltraGear 27" Gaming Monitor

Fully G-SYNC® Compatible for a smoother, faster gamer experience. A speed of 144Hz allows gamers to response rapidly and aim at targets easily.

LG27GN600B

#### VIEW PRODUCT



#### LG HBS-FN4 Earbuds

With sound designed by Meridian. these earbuds deliver clear audio at all times and have a sleek comfortable design, turning the true wireless earbud experience up a notch.

LGHBSFN4

VIEW PRODUCT



#### Chief K1D Height-Adjustable Desk Clamp Mount

The perfect monitor solution for any gaming setup with fingertip monitor positioning and Extreme Tilt technology and a quick-release monitor interface for easy mounting and maintenance.

CHIEFK1D120B

VIEW PRODUCT



OF GAMERS PLAY MULTIPLAYER GAMES AT LEAST ONCE A WEEK<sup>2</sup>

### NEXT



## LEVEL 4

#### Game Developers

The game developer, whose full-time job is creating compelling game content and producing exceptional gaming experiences that resonate with their audiences, will undoubtedly require the most up to date gaming hardware and accessories.

This gamer type will need additional hardware such as microphones, cameras, cables as well as a high performing PC to run game creation tools and software such as Unity and Unreal Engine 4. Here are all the hardware needs and equipment essentials for the professional game developer.



#### SAMSUNG

#### Samsung 55", 65" & 75" LED TV

Ramp up the motion with Samsung's Motion Xcelerator Turbo technology, capable of doubling refresh speed rates and reducing motion blur, to deliver a life-like gaming experience.

SAMLED75AU9000

#### VIEW PRODUCT



The Cromo line of cables from Lindy are perfect for use in the gaming world, where high levels of performance and design are essential.

LINDY37873

VIEW PRODUCT



#### Philips 55" Monitor

For true console gaming enthusiasts, the Momentum display with Ambiglow lighting for deeper immersion, delivers a new era of gaming.

559M1RYV

#### VIEW PRODUCT





#### LG HBS-FN4 Earbuds

With the help of Meridian audio technology, these earbuds produce clear and spatial audio, and can deliver up to 18 hours of battery life. for those late-night gaming sessions.

LGHBSFN4

#### VIEW PRODUCT



pmymounts

#### PMV Large Universal Mount

The PMV mount is built for LFD and Interactive Screens, with rocker-type tilting arms to keen screens close to the wall and multiple fixing points for easy installation.

PMVMOUNT2036FX

#### VIEW PRODUCT



OF GAME STUDIOS ARE CURRENTLY MAKING GAMES FOR PC<sup>3</sup>





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