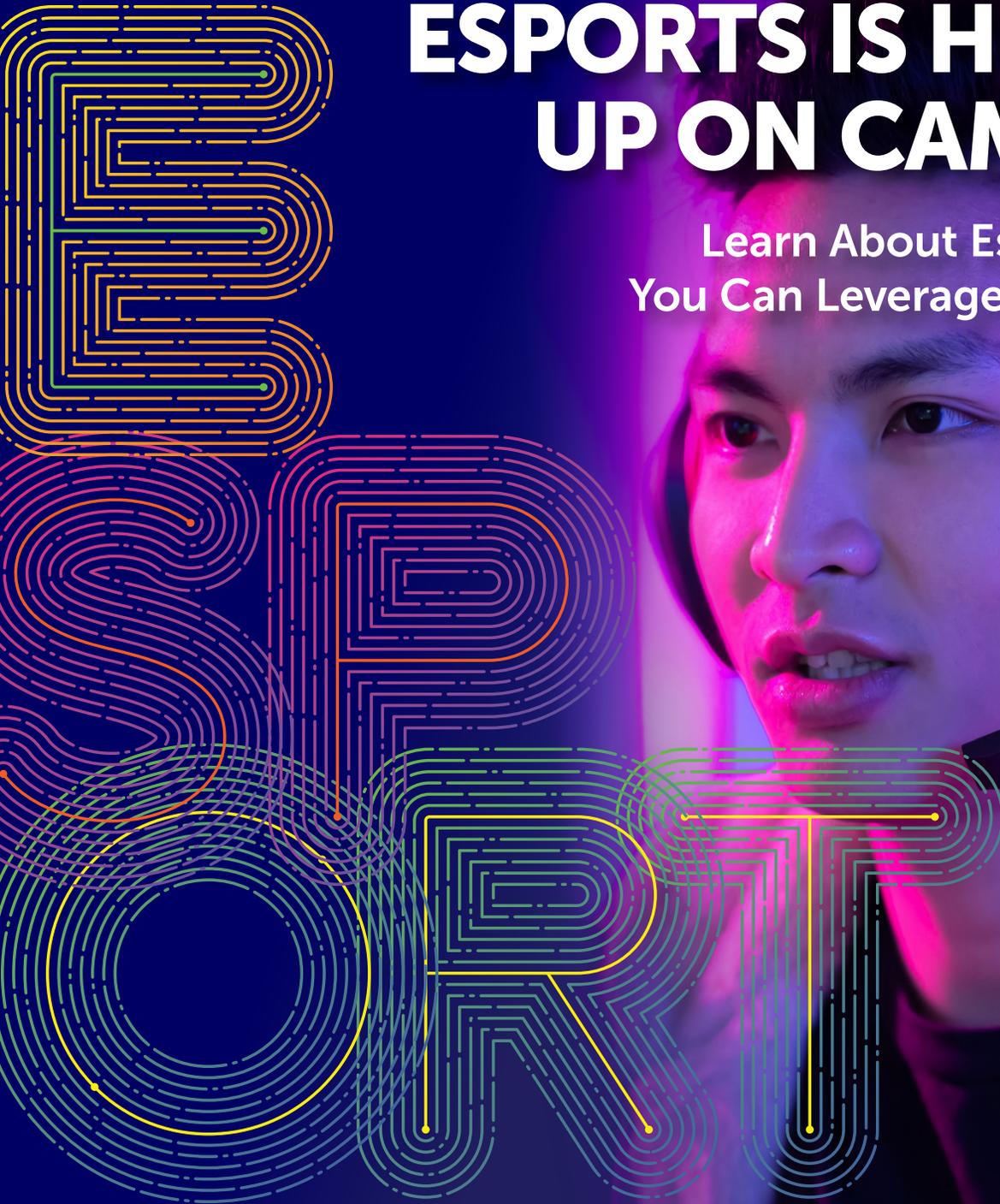


# ESPORTS IS HEATING UP ON CAMPUSES

Learn About Esports and How  
You Can Leverage It in Your Store



Be Anything but  
Ordinary...  
**PAGE IFC**

Think Bigger and  
Deliver Faster...  
**PAGE 1**

Cut the Cord...  
**PAGE 4**



Almost any game where players compete can be an Esports game.

Source: idtech.com



Esports players are a lot like traditional athletes. They spend hours each day practicing their craft both on their own and as a team.

Source: idtech.com

Microsoft Surface



## Stand Out from the Ordinary

Connect, create, and get comfortable with the Surface Pro 7

Students can work and play virtually anywhere. With tablet-to-laptop versatility and better connectivity with USB-C™ and USB-A ports, ultra-slim and light Surface Pro 7 adapts to your students.

Wherever your students go, whatever they do, fuel their ideas with the power of next-gen Surface Pro 7 standing ready. With its powerful Intel® Core™ processor, Fast Charging, all-day battery and Instant On, they can get back to work whenever inspiration strikes.



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COLOR	SPECS	DSC#	VENDOR#	ESRP
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Promo pricing valid through March 31, 2020.



## Hard Drives for High Resolution Imaging

Transfer, edit, and hit deadlines faster with Rugged Hard Drives

Your students will be excited to say goodbye to long, drawn out transfers. These rugged hard drives feature a variety of high capacity, high-speeds, and even NVMe-boosted performance so they're no longer at the time-stealing mercy of RAW image files and high-resolution video. Expect peace of mind with Data Recovery Services

### Rugged USB-C – 1 TB

Do your students want an ultra-compact hard drive that works with USB-C and USB 3.0 and has loads of space? This hard drive provides plenty of space for files, photos, videos, and whatever else your students are working on.

**DSC# 121676 | VENDOR# STFR1000800 | MIN 1**  
**ESRP \$138.63 | COST \$103.04**

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# GAME ON!

Yes, it's a big deal. Esports has been declared a billion-dollar industry and is projected to become a multibillion-dollar industry. It's no surprise that it's gaining in popularity across universities.

What started as a thing that kids would do in their own time after school has gained so much traction that universities now offer scholarships to play in Esports leagues. Students that are in Esports are not in it for leisure. They're in it to win. And that's because if they win, they win money...a lot of money.

## HOW ARE THEY EARNING SO MUCH MONEY?

**Esports has more viewers than other sports.** Compared to traditional sporting events, Esports pulls in over 450+ million viewers world-wide. This increase in viewers has attracted the attention of advertisers and investors for obvious reasons.

**450+ million**



In 2019, Esports competitions pulled in 450+ million viewers.

**102 million**



In 2020, the Super Bowl LIV pulled in 102 million viewers.

**17.8 million**



In 2019, the World Cup had a reported 17.8 million viewers.

**9.17 million**



In 2019, The Daytona 500 had 9.17 million viewers.



**Many universities are investing a lot of money into state-of-the-art gaming facilities.**

## WHAT DOES IT TAKE TO BUILD A WINNING TEAM?



**Fast Internet**



**Gaming Headphones**



In July of 2016 there were only 7 universities that were part of NACE—the National Association of College Esports. Today over 170 colleges have varsity Esports programs. On top of that, 50 schools currently provide player scholarships. Esports is something that everyone should be paying attention to as the popularity of Esports in universities is rising.



**Gaming Hardware**



**Gaming Ergonomics**



**Gaming Monitors**



**Gaming Peripherals**



Source: edtechmagazine.com, cnbc.com, statista.com, nacesports.org, roundhillinvestments.com





Pro gaming is a worldwide phenomenon.

Source: idtech.com

happy plugs  
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# DITCH THE CORDS

## TRUE WIRELESS HEADPHONES FROM HAPPY PLUGS



### AIR<sup>1</sup>

Happy Plugs first true wireless headphones. With the vision of creating more than tech, the Air<sup>1</sup> true wireless headphones get you 14-hours of music from two earbuds completely free of wires. Experience high performance sound quality, superior connectivity and a lifestyle without wires, with a stylish design to spice up your everyday look.

**DSC# 127904 | VENDOR# 1618**  
**MIN 1 | ESRP \$121.06 | COST \$67.26**



### Air<sup>1</sup> Go and Air<sup>1</sup> Plus coming soon!

DESCRIPTION	ESRP	COST
AIR <sup>1</sup> GO	\$67.25	\$39.52
AIR <sup>1</sup> PLUS	\$134.51	\$75.67

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