

"Circle SQuare design"



# Simplicity by design

"There is no design without discipline. There is no discipline without intelligence" once remarked the acclaimed multitalented designer Massimo Vignelli. Our new design approach was inspired by that guideline.

A disciplined, yet intelligent design method dictates first and foremost the consideration of the products' function. That is why our designer house Gigodesign took the rounded shape (taken from various tubes and fittings found in various EKWB products) and, as the saying goes - form follows function - used it to create a unique, textured look of the outer products' skin. Using same approach, this skin was used on the whole product range, ensuring a unique, clean and unified look of every component of the EKWB water cooling system. At the same time, effect of whole system gives proud owner long lasting visual joy.

Our goal at EKWB has always been to provide our customers with cutting edge water cooling solutions. In a product category where design still offers a lot of path to travel, we always strived at being on the leading edge of the industry by including design as one of our core values in addition to top notch technology and superior quality.

Simplicity and complexitiy need each other. The more complexity there is in the market, the more that something simpler stands out. And because the technology will only continue to grow in complexity, there is a clear economic benefit to adopting a strategy of simplicity that will help set our product apart. That said, establishing a feeling of simplicity in design requires making complexity consciously available in some explicit form. This relationship can be manifested in either the same object or experience, or in constrat with other offerings in the same category. (J. Maeda, The laws of simplicity, p.45).





### Cpu water block

EK-Supremacy is a result of round clock development, years of experience and rigorous testing. As a new EK flagship this product again combines top hydraulic and thermal performance. EK-Supremacy is a universal CPU water block that fits all modern CPU sockets with a universal mounting mechanism that offers error-preventing, tool-less installation. The result is a perfect installation which results in perfect performance every time. EK-Supremacy is truly the best product for performance seeking enthusiasts.

EK-Supremacy is a successor of the legendary EK-Supreme HF water block launched in 2010. It's main improvements are: - better flow: due to improved design up to 20% higher flow compared to EK-Supreme HF - better cooling performance: up to 2°C lower CPU temperatures compared to EK-Supreme HF

The EK-Supremacy cooling engine uses similar, yet refined as per needs of modern microprocessors, fin design as its ancestor. The cooling liquid accelerates through jet plate's nozzle and turbulently continues its path through numerous very thin channels which provide extreme cooling surface area. Specifically designed and carefully machined copper base (sometimes referred to as `cold plate') is made from purest copper available on the market and is further polished to absolute mirror finish. This alone greatly improves the cooling performance of EK-Supremacy. EK-Supremacy is also the first CPU water block on the market which has been optimized for every modern CPU platform independently with the use of different type of jet plates to ensure the best contact with the CPU integrated heat spreader (HIS). These plates of different shape and thickness are enclosed with the product.





## Full board block

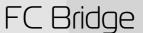
EK Full Board (FB) water blocks and FB kit's (such as EK-FB KIT EVGA X79 Classified) offers a complete water cooling solution for the motherboard, consisting of one water block (or more separate water blocks in case of FB kit) which directly cools the voltage regulation module (VRM / MOSFETs) and north- and south-bridge of modern motherboards. With great amount of engineering dedicated to ensure best hydraulic and thermal performance conditions are met the EK Full Board water cooling solutions are a definitely an eye-catching, high performance cooling solution for your motherboard.



## Full cover block

Newly designed Full Cover (FC) water blocks - such as EK-FC680 GTX CSQ - are the highest performance water blocks engineered specifically for cooling of modern, power hungry high-end graphics cards. As a total solution these water blocks directly cool all heat generating components on the circuit board - the GPU, memory IC modules as well as VRM (voltage regulation module). Additionally water flowing directly over the heat dissipating areas allows the graphics card and it's VRM to remain stable under high overclock conditions. All EK full cover water block features very high flow designs and can be easily used in liquid cooling systems using weaker water pumps.





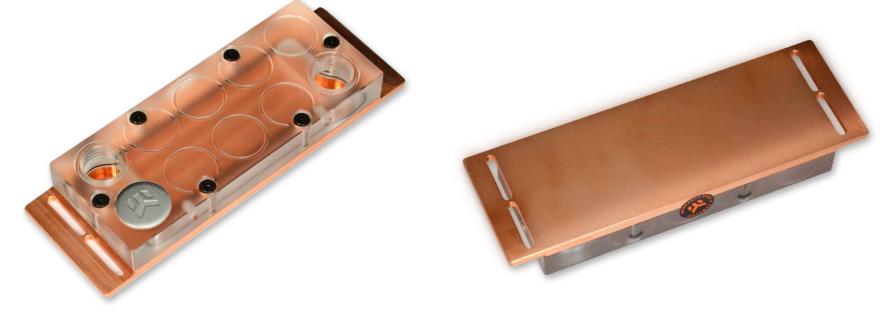
New CSQ designed EK-FC Bridge and Link system is a step forward offering a quality and aesthetic connection of up to four (4) EK Full Cover water blocks in a single, sturdy unit. Connecting multiple graphics cards FC water blocks with awkward fittings and tubing is a thing of a past! New CSQ generation of Full Cover water blocks comes with EK-FC Link enclosed with FC every water block. Selecting the correct link is now a thing of the past. EK now offers even more different bridges (both serial as well as parallel flow version) to even further expand the motherboard compatibility.





# FC Bridge & Link system





### RAM blocks

EK-RAM Dominator series water blocks are a big sales hit due to it's is simple, unique and extremely high flow design that efficiently cools and replaces stock cooler of Corsair Dominator<sup>®</sup> and Corsair Dominator<sup>®</sup> GT RAM series.

The EK-RAM Dominator series water blocks are able to simultaneously cool up to four DIMM modules at once (X4 version; recommended for use on modern AMD and Intel LGA-115x motherboards). The new, two DIMM module version, EK-RAM Dominator X2 is designed for use on 4-DIMM slots (eg. EVGA X79 Classified) LGA-2011 motherboards.







## Pump tops

The EK DS and DDC X-Top have also been redesigned to meet the new CSQ design without sacrificing performance. These aftermarket pump tops (volutes) are equipped with G1/4 threaded ports which offers the use of just about any fitting or barbs and also greatly expands the tubing compatibility. Both X-Tops offer performance boost compared to stock top. DDC X-top up to 30% while DS-X-top up to 15%.





### Bay spin res

New EK-BAY SPIN Reservoir CSQ is redesigned version of original EK-BAY SPIN Reservoir. Reservoirs main part is made of high quality POM Acetal or Acrylic material with satin finish Acrylic top. The reservoir's top prides the user's front case panel with unique design. The water flows over the a visual flow indicator which discretely shows the movement of the system. EK-BAY SPIN Reservoir uses waterfall effect with water falling from top to bottom on the whole length of the reservoir's front panel. Reservoir utilises 3 outlet G1/4 threaded ports to ease the installation and tubing routing thus adding more joy to computer modding.





# Packaging

New CSQ design has also been applied to EK packaging. While orange remains the base colour for the water blocks and blue colour still represents the reservoirs, magenta had replaced yellow colour for the accessories products. Sleeve colour has also changed from black to white, following the same CSQ design.