



An All-Around Thermal Compound ARCTIC MX-4

For Immediate Release

(Pfäffikon/Switzerland, September 13, 2010) ARCTIC introduces a new thermal compound today, **ARCTIC MX-4**, which features a new formula that guarantees exceptional heat dissipation from components and maintains the needed stability to push your computer system to its maximum. Similar to the performance of existing and acclaimed ARCTIC MX-series, **ARCTIC MX-4** continues to be overclocker's ultimate choice when choosing thermal compounds. Prior to its introduction into the market, **ARCTIC MX-4** has already received a Top Product Award from *PC Games Hardware* in a Germany print magazine in August 2010 as it prevailed against 11 other thermal compounds in the market.



Superior Performance and Easy Application

The **ARCTIC MX-4** is a premium-grade thermal paste with exceptional performance and ease of application. It is an electrically non-conductive paste that is applied between CPU/GPU and designated coolers to transfer the dissipated heat from the components to the heat sink. Since the **ARCTIC MX-4** is a metal-free compound, it eliminates the risks of causing short circuit and in turn adding more protection to your computer.

The new formula in the **ARCTIC MX-4** features optimal thermal conductivity and low thermal resistance. These characteristics effectively dissipate the emitted heat from the core components.

The consistency of the **ARCTIC MX-4** is designed for simple application. Its texture is just thin enough to spread onto components using fingers without creating much mess.



ARCTIC MX-4

Great Bargain for its Value

With its competitive pricing, the performance of the **ARCTIC MX-4** is the best thermal paste on the market by far.

The **ARCTIC MX-4** comes with a 2 year limited warranty. It is available in early September. The MSRP is US\$9.95 / 7.45€, excl.VAT.

For media enquiries, please email press@arctic-cooling.com

About ARCTIC

ARCTIC is the trusted leader in IT hardware design, specialized in providing efficient and quiet thermal cooling solutions for laptops and PCs. Its core product categories include CPU and VGA coolers, case fans, PC cases and PSUs. The Company has also expanded its product line to various consumer electronics products such as audio systems, power solutions, computer peripherals and entertainment systems. Headquartered in Pfäffikon/Switzerland, ARCTIC operates international offices in Hong Kong and the US providing local shipping, customer service and sales support.