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SteelSeries announces award-winning headset in pink

Aimed at girl gamers

by Verity Burns published on 2 September 2008

The stereotypical idea that believes "pink is for girls" has made its way through the tech market, in phones, MP3 players and even to games consoles.

SteelSeries is the latest company to jump on the bandwagon, releasing its award-winning Siberia full-size headset in pink

The reasoning behind it? Apparently women make up 40% of the gaming population, and females over 18 are playing almost twice as much as males under 17 according to the Entertainment Software Association's "2008 Essential Facts About the Computer and Video Game Industry".

Bruce Hawver, CEO of SteelSeries, said: "Female gamers are having a significant impact on the gaming industry and are influencing how we design our products".

"We're excited to introduce our professional gaming products to the growing female audience and players. Whether they chose to use our signature black and white products or chose to distinguish themselves with pink, gamers know that SteelSeries designs the best tools to compete with to win."

The Siberia full-size headset was developed in cooperation with professional gamers to ensure that the soundscape, specifications and comfort is suitable for long gaming sessions.

It is also designed for multi-functionality, meaning that apart from using the headset for PC-gaming, you can use it with your MP3 player or any other portable handheld device.

The SteelSeries iron.lady Siberia full-size headset will be available from October and will cost

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£49.99.