

HOW CAN ARTERY HELP GAMERS

Lenovo Display Control Center – Artery

Lenovo

WHY INSTALL ARTERY?

- Over **2.73 billion gamers** and 557 million E-sports viewers by 2021¹
- The global games market generated revenues of \$159.3 billion in 2020, a +9.3% YoY increase²
- **14 hours** a week is the average time gamers spend playing, up from 12 hours in 2018³
- **Response time** and **frame rate** are crucial for a winning advantage in games⁴

¹Financial News

²NewZoo

³WEForum

⁴Nvidia

CUSTOMER PAIN POINTS:

- Reliant on smooth visuals to win games
 - Need reminders to take a break
- Inaccurate colours ruin the experience
- Limited display customization options
- Distractions from connectivity issues or making adjustments



ARTERY HELPS GAMERS PERSONALIZE THEIR DISPLAY SETTINGS TO SUIT THEIR PREFERENCES.

- Artery gives gamers the ability to make **quick adjustments** to **OSD settings**, from brightness and contrast, to **colour gamut & temperature, RGB gain**, and more.
- Artery offers real-time adjustment to fine-tune colours just with your **mouse**
- Artery's **User Profile** settings can be saved, loaded, and exported



ARTERY GIVES GAMERS THE TOOLS THEY NEED TO WIN THEIR GAMES.

- Artery's **Game Assist** tools show frame rate, aim point, and timer
- Artery users can set **shortcut keys** to save time spent on adjusting settings
- Artery's **Game Mode** allows users to customize settings for brightness, contrast, refresh rates, response time, and saturation; easily **connect** to and **manage audio** devices and **signal inputs**; and **sync** monitor settings for **multiple displays**
- Artery allows users to turn on **HDR mode** for realistic gaming effects, or RGB colour adjustment for an enhanced viewing experience

WHAT THEY NEED:

- Quick access to OSD settings
- Reminders to take breaks or turn on low blue light mode
 - Save settings as profile
 - Shortcut keys to save time
- Easy management of connected devices



ARTERY IS A SMARTER TECHNOLOGY WITH ERGONOMIC FEATURES MADE WITH THE USER IN MIND.

- Artery is pushed to users as an easy, self-service update to meet their demands
- Artery offers an optional **low blue light** mode or reminders to take a break so their **health** remains **uncompromised**
- Artery's **Display Rotation** lets users rotate the display orientation with one click

*Artery is available on Lenovo and Legion Monitors with special features compatible for select models only.

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