HP Launches Inaugural OMEN by HP – Challenger Series Tournament in Asia-Pacific and Japan with Intel and PUBG Corporation





Bangkok, August, 2018 — HP, in collaboration with Intel and game developer PUBG Corporation, a Bluehole Inc. company, today announced the launch of OMEN by HP – Challenger Series Tournament in Asia-Pacific and Japan – a gaming tournament based on PlayerUnknown's Battlegrounds (PUBG).

The collaboration reinforces HP's commitment to fueling the growth and evolution of the gaming landscape through strategic industry partnerships. With the OMEN Challenger Series, PUBG gamers in Singapore, Malaysia, Thailand, Indonesia, Philippines, India, China, Japan, Korea, Australia, and New Zealand can take part in an open amateur tournament to win from a prize pool of USD 50,000. HP expects more than 3,000 competitors to join either the amateur and influencer invitational categories.

PUBG, the high intensity battle royale game from PUBG Corporation where 100 players battle it out to be the last person standing, has quickly become a global gaming phenomenon with over 400 million players across all platforms worldwide

"HP continuously pushes boundaries to develop the latest cutting-edge and comprehensive portfolio of OMEN gaming devices to fuel the passion, excitement and competitive spirit of gamers," said Foo Siew Ting, Head of Personal Systems Marketing, HP Asia-Pacific & Japan. "Beyond developing groundbreaking technologies, our collaborations with the likes of PUBG Corporation are pivotal for developing deeper connections within the gaming community and evolving the landscape together."

"With close to 1.5 billion gamers now gaming on PCs, Intel is continuously pushing the boundaries to deliver the best eSports and gaming experience to this rapidly growing market. Intel has a long history of success in eSports and gaming and being a part of OMEN Challenger Series with HP and PUBG demonstrates our continued commitment to this space," said Ajay Mohan, Director of Marketing, Intel Asia-Pacific & Japan.

The OMEN Challenger Series registration is now open while the team qualifiers will kick off online on September 15, 2018. Up to 80 amateur teams of four will participate in the country qualifiers, which will be livestreamed via local streaming studios. In addition, two PUBG influencers per country will be invited to form teams of four at the Grand Finals which will be held at COMMART in Bangkok, Thailand, on November 2-4, 2018. A total of 40 teams will compete in the amateur and influencer categories.

For more information or to register for the OMEN Challenger Series, visit: http://omengaming.co

For more information about the OMEN by HP ecosystem of gaming PCs, displays and accessories, visit: https://www8.hp.com/th/th/gaming/omen/laptops/omen-15.html

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