

# AndaSeat's Kaiser 4 Stuns at Gamescom with Record Black Friday Savings and Exciting 'Black Myth: Wukong' Contest

*AndaSeat brings innovation to Gamescom 2024 with the award-winning Kaiser 4 chair and unveils exciting promotions for Black Friday.*

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[/EINPresswire.com/](https://www.einpresswire.com/) -- [AndaSeat](https://www.anda-seat.com/), a

leading global brand in high-end gaming peripherals, made a remarkable impact at this year's Gamescom in Cologne, Germany, with exciting announcements, special promotions, and an extensive showcase of its award-winning products. As one of the world's largest and most influential gaming conventions, Gamescom attracts hundreds of thousands of gaming enthusiasts, industry professionals, and media representatives from around the globe. This year, AndaSeat took center stage, unveiling its latest innovations, including the much-lauded Kaiser 4 gaming chair, and announcing significant upcoming promotions that have created a buzz in the gaming community.



AndaSeat Kaiser 4 Chair at Gamescom 2024

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Gamescom 2024 was an incredible opportunity for us to engage with global gaming community and showcase our latest innovations. Also, during this Black Friday, we are offering up to \$200 off discounts.”

*Lin Zhou, CEO of AndaSeat*

## Kaiser 4 Steals the Spotlight at Gamescom 2024

At Gamescom 2024, AndaSeat's booth became a popular destination for attendees eager to experience the Kaiser 4 gaming chair, which recently won the prestigious Gold Medal at the 2024 French Design Awards. The Kaiser 4 was recognized in three specific categories: Excellence in Product Design, Best Ergonomic Design, and Excellence in Innovative Design, highlighting its outstanding features and advanced ergonomic capabilities.

Visitors to the AndaSeat booth had the opportunity to personally test the Kaiser 4 in the dedicated product experience area. Many attendees were impressed by the chair's comfort and functionality, praising its four-way pop-out lumbar support and magnetic head cushion that provide exceptional support and comfort during extended gaming sessions. The chair's ergonomic design allows users to maintain proper posture and reduces strain, making it ideal for both gamers and professionals who spend long hours seated.

Feedback from Gamescom attendees was overwhelmingly positive. "I've tried many gaming chairs, but the Kaiser 4 is on another level. The lumbar support and overall comfort are incredible," said one enthusiastic gamer. Another visitor added, "The magnetic head cushion is a game-changer. I could sit in this chair all day without any discomfort."

Acclaimed by Media and Critics Alike  
The Kaiser 4 has not only won the hearts of Gamescom attendees but also garnered high praise from leading media outlets. [IGN](#) highlighted the chair's standout features, stating, "Though it's a breeze to assemble and certainly offers some excellent features, such as 4-way pop-out lumbar support and a super comfy head pillow, it misses the mark in other equally important areas that may make you think twice about splurging on it" (IGN, 2024). Meanwhile, [PC Gamer](#) commended the Kaiser 4 XL model for its generous dimensions and comfort, noting, "If size matters, the Kaiser 4 XL is as big and as comfortable as they come. Good looks, roomy dimensions, pop-out lumbar support is very comfy, magnetic head cushion" (PC Gamer, 2024).



AndaSeat Kaiser 4 Chair at Gamescom



AndaSeat Kaiser 4 Chair



AndaSeat Kaiser 4 All

## Massive Black Friday Discounts and Promotions Announced

In addition to showcasing its products at Gamescom, AndaSeat announced its biggest Black Friday sale ever, with discounts of up to \$200 on a wide range of gaming chairs. This unprecedented offer is designed to make AndaSeat's premium ergonomic chairs more accessible to a wider audience, providing an opportunity for gamers and professionals alike to upgrade their seating experience with top-of-the-line products. The sale will kick off ahead of Black Friday, allowing customers to take advantage of these incredible deals early.

More details about the Black Friday discounts and special offers will be revealed in October, so customers are encouraged to stay tuned for updates on AndaSeat's website and social media channels.

## 'Black Myth: Wukong' Giveaway Adds Excitement

To further engage its community and increase brand visibility, AndaSeat is launching a special promotion tied to the highly anticipated game 'Black Myth: Wukong,' which has been generating significant interest on international gaming platforms. From September 1 to 14, customers who purchase select AndaSeat gaming chairs through the official website will have the chance to win exclusive 'Black Myth: Wukong' prizes.

### Promotion Details:

**Participation:** Customers who purchase designated gaming chairs on the AndaSeat website during the promotion period will automatically be entered into the giveaway.

### Prizes:

**First Prize:** Two lucky winners will receive the deluxe edition of 'Black Myth: Wukong,' which includes exclusive skins.

**Second Prize:** Three winners will receive the standard edition of 'Black Myth: Wukong.'

**Lucky Prize:** All participants will receive a \$20 voucher for future purchases on the AndaSeat website.

**Drawing Method:** Winners for the first and second prizes will be randomly selected after the promotion ends. The winners' list will be announced on the AndaSeat website and social media platforms. All participants will receive their \$20 voucher immediately upon purchase.

## AndaSeat's Commitment to Innovation and Excellence

AndaSeat's participation in Gamescom and the launch of these exciting promotions reflect the brand's ongoing commitment to innovation, quality, and customer satisfaction. The company has a strong reputation for developing ergonomic gaming chairs that combine comfort, functionality, and style, catering to the needs of gamers and professionals worldwide.

Lin Zhou, CEO of AndaSeat, expressed his excitement about the brand's recent achievements and future plans: "We are incredibly proud of the Kaiser 4's success at the French Design Awards and the overwhelming response we received at Gamescom. These accomplishments validate our efforts to push the boundaries of product design and user experience. We are committed to

continuing our tradition of excellence and are thrilled to offer our customers significant discounts and exciting promotions this Black Friday."

### Looking Ahead

AndaSeat plans to continue expanding its involvement in gaming and esports events, fostering partnerships that drive innovation and excellence. By supporting major events like Gamescom and launching engaging promotions, AndaSeat demonstrates its commitment to delivering top-quality products and creating memorable experiences for gamers worldwide.

For more information about AndaSeat, its Black Friday sale, or the 'Black Myth: Wukong' giveaway, visit [www.andaseat.com](http://www.andaseat.com).

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