



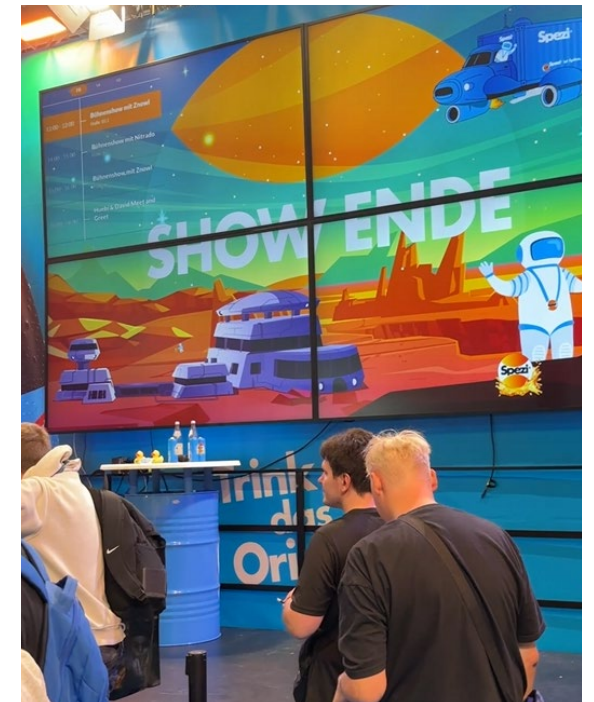
Brings Gaming to Life at Gamescom 2025 #withiiyama

An iiyama Case Study

Client: Gamescom 2025, Germany

Industry: Entertainment & Leisure

Installation: 4xLH9875UHS-B2AG, 3x LH5564UHS-B1AG , 1x LH4364UHS-B1AG, 4x G2770QSU-B6



Measurable Benefits

When Gamescom 2025 rolled into Germany, the excitement was electric. Among the thousands of gaming fans exploring the latest releases, one thing was immediately clear. The gaming experience had been taken to the next level thanks to **iiyama**. In partnership with **Spezi x Zotac x Memory PC**, iiyama brought a spectacular display setup that delivered crystal-clear visuals and immersive gameplay throughout the event.



The Solution

Instead of a traditional LED wall, the organisers chose **four iiyama LH9875UHS-B2AG** displays, which offered massive 98-inch 4K panels that provided high brightness and ultra-sharp detail, perfect for large-scale gaming experiences. Complementing these were **three LH5564UHS-B1AG** monitors, renowned for their large 55-inch 4K screens and smooth colour reproduction, and **one LH4364UHS-B1AG**, a 43-inch 4K display ideal for focused gaming zones. For fast-paced gaming, **four G2770QSU-B6** 27-inch monitors delivered high refresh rates and ultra-fast response times, giving players the edge in competitive titles.



Gamers immediately noticed the difference. As Matti who was playing on our **G-Master GB2795HSU** put it:

“Playing on the monitors is great. The picture resolution is great, everything is very clear and it’s just fun.”

Even younger gamers had their moment to shine. An 8-year-old attendee, who usually plays split-screen with his dad at home, shared his excitement:

“I usually play split screen with my dad on the TV and my console, but this one on the monitor was really fun too.”

The combination of iiyama's high-performance displays and thoughtfully designed setups meant that players of all ages experienced crisp visuals, smooth motion, and a sense of immersion that TVs simply cannot match. From casual fans to competitive players, the monitors turned every match into a memorable moment.

By sponsoring Gamescom 2025 with cutting-edge display technology, iiyama did not just showcase its monitors. It helped elevate the entire gaming experience, creating unforgettable memories for visitors and reinforcing its reputation as a go-to brand for immersive, high-quality gaming setups.

