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Global Gamers to Compete in JBL Quantum Cup

Fans are invited to watch, play and win throughout the three-day competition



LONDON – NOVEMBER 24, 2020 – Gamers, it’s time to level-up. Today, JBL announced a first-of-its-kind global gaming tournament that puts consumers at the center of the action: The JBL Quantum Cup. JBL has partnered with [ESL](#), the largest esports organization in the world, to bring to life this cutting-edge experience.

Starting December 11, consumers will be able to watch the top names in esports face off in three of the hottest battle royale and shooter games: *Fortnite*, *Valorant* and *PlayerUnknown's Battlegrounds* (PUBG). Unique from other esports competitions, consumers can compete during qualifying rounds of the global *Fortnite* challenge for a chance to advance to the finals of the JBL Quantum Cup and play against the pros. And that isn't the only way consumers can win during the tournament. While fans watch the world's best streamers go head-to-head, they will have the opportunity to win multiple prizes to enhance their at-home gaming set up. There has never been a better time to be a fan or a player, or both! The three-day JBL Quantum Cup event will bring together gamers from across the world, all vying for the championship title.

WATCH:

Spanning three continents – Europe, North America and Asia – the JBL Quantum Cup will create a unique global gaming event, featuring a stacked roster of streamers and shoutcasters. As the official global gaming headset partner of premium lifestyle brand and gaming organization 100 Thieves, viewers can catch 100 Thieves' *Valorant* and *Fortnite* teams competing using their favorite JBL Quantum headsets for a shot at the \$200,000 prize pool and the honor of being crowned a JBL Quantum Cup Champion. There will also be in-stream appearances by regional JBL Quantum Ambassadors xxx and xxx.

“Knowing how important sound is for competitive gaming, our teams are extremely excited to partner with JBL and participate in the first-ever JBL Quantum Cup to show the top names in esports how much of an edge the JBL Quantum headsets give us in competition,” said Matthew “Nadeshot” Haag, 100 Thieves Founder and CEO. “We’re looking forward to playing alongside our fans during the stream and showing the strength of our *Valorant* team – led by Hiko – as well as our successful *Fortnite* teams.”

For consumers looking for even more action, the JBL Quantum Cup will stream on the following platforms:

For the Regional Qualifiers and Finals:

- o Live commentary from shoutcasters Mitch “Mitchman” McBride, John “Jorosar” Sargent, Dan “Gaskin” Gaskin and Mark “Onset” Hatcher will be available on [JBL's Twitch channel](#)

For the Finals:

- o IGN's Sydnee Goodman will provide commentary during the JBL Quantum Cup finals on [IGN's homepage](#) and [YouTube channel](#)

o ESL's online and social platforms will simulcast across [Twitch](#), [YouTube](#), [Facebook](#) and [Twitter](#) from December 11-13 from 3 p.m. - 8 p.m. PST.

PLAY:

For the ultimate competitors looking to show their skills on the global gaming stage, the JBL Quantum Cup invites 400 consumers across the globe to participate in the global *Fortnite* tournament, with regional qualifiers kicking off on December 5 from 9 a.m. – 2 p.m. PST and on December 6 from 9 a.m. – 12 p.m. PST. As one of the most popular titles in gaming today, the global *Fortnite* challenge will be broken into regional qualifying rounds in Europe, North America and Asia. This first-of-its-kind consumer regional qualifier will include two rounds of competition, with the top 10 players in each region advancing to the regional finals to battle with the best professional teams and influencers. Interested consumers can register at [JBLQuantumCup.com](#) now through November 30.

“Esports is growing faster than anyone expected, so being able to unite pro streamers with fans for the first time ever in this unique three-day tournament is a huge moment for us,” said Ralph Santana, executive vice president and chief marketing officer at HARMAN. “With billions of people regularly tuning in to simply watch gaming tournaments, JBL is changing the game with the first competition that puts viewers at the center of the action.”

WIN:

Throughout the JBL Quantum Cup, consumers will have three ways to win. Consumers that advance through the *Fortnite* regional qualifier rounds the weekend of December 5 will be eligible to win from a prize pool valued at \$200,000 during the JBL Quantum Cup finals and be crowned a JBL Quantum Cup Champion. JBL Quantum Cup Champions, as well as 2nd and 3rd place finishers in the tournament, will take home part of the cash prize pool and a gaming prize pack featuring a JBL Quantum headset, JBL Quantum DUO computer speakers and a Samsung Galaxy Book Ion. Those tuning in to the stream will also have a chance to win every hour during the live Twitch broadcast to help equip them for future gaming victories and more. Giveaways will include JBL Quantum headsets, JBL Quantum DUO computer speakers and autographed gear from 100 Thieves. Throughout the event, consumers can visit [JBLQuantum.com](#) to learn more about the line-up and share why sound gives them the competitive edge in gaming for the chance to win the same prize pack as the JBL Quantum Cup Champions.



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ABOUT JBL

JBL creates the amazing sound that shapes life's most epic moments. From iconic events like Woodstock and concerts at Madison Square Garden, to games at Yankee Stadium and weekend road trips, JBL elevates listeners' experiences with award-winning audio that lets them make the most of every moment. With unmatched professional credentials and over 70 years of delivering industry leading innovation, JBL is the authority in engineering superior sound.

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