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Asetek liquid cooling system
Asetek

[Asetek Liquid Cooling System Inside Alienware's Latest Rigs](#)

Aurora and Area-51 desktop gaming systems provide better overclocking potential

Dell's premier gaming brand, [Alienware](#), has had a couple of updates to announce recently, having introduced the new Core i7-equipped Area-51 M15x gaming laptop, as well as the updated Area-51 and Aurora desktop rigs. The two desktop systems have been specifically built to provide customers with the latest hardware, including AMD's new DirectX11-enabled Radeon HD5800 series of graphics processing units. On that note, Asetek has announced today that its liquid cooling solution for desktop processors has been selected to cool the new Alienware desktops, providing users with an enhanced level of performance. "Asetek's Liquid Cooling is compelling. It enables maximum performance and quiet computing, resulting in the optimum computing experience," said Gary Baum, Asetek's senior vice president of marketing. "We are pleased that our advanced liquid cooling solutions have been adopted by the world's leading gaming brand. This adoption is the latest step in the trend toward all credible performance PCs being liquid cooled." Liquid cooling solutions have several advantages over the more traditional air coolers, especially since they provide a way to enable a silent, high-performance computing experience. Such is the case with Asetek's factory sealed liquid cooling system, which has been specifically designed to dissipate the heat over the processor, directly outside the chassis, according to the company. Keeping the interior of the chassis cool, the Asetek cooling system enables the user's PC to deliver a better performance and longer life for the internal components. Unlike traditional coolers, the Asetek solution allows for a quieter computing experience. "The ability to deliver extreme overclocking out-of-the-box drove our decision to make Asetek Liquid Cooling standard on our newest Alienware Aurora and Area-51 systems," said Frank Azor, senior manager, Product Planning. "With Asetek liquid cooling we are able to push Intel's Core i7 performance further, giving our customers a richer gaming experience."