



BenQ PC gaming accessories get a rebrand with ZOWIE, a name the company says "will continue to show its commitment to gamers by providing eSports athletes with premium professional gaming products."

The ZOWIE brand is not a new one-- it has actually been making eSports-focused gaming gear, including mice, mouse pads/gaming surfaces, keyboards, headsets and other accessories (such as "skatez" replacement mouse feet) since 2008. But following what appears to be a substantial investment it has become the BenQ gaming brand.

ZOWIE-branded BenQ offerings should hit the market by late December 2016, with upcoming products including future iterations of BenQ gaming monitors.

Go [BenQ Announces ZOWIE as New Brand for eSports](#)