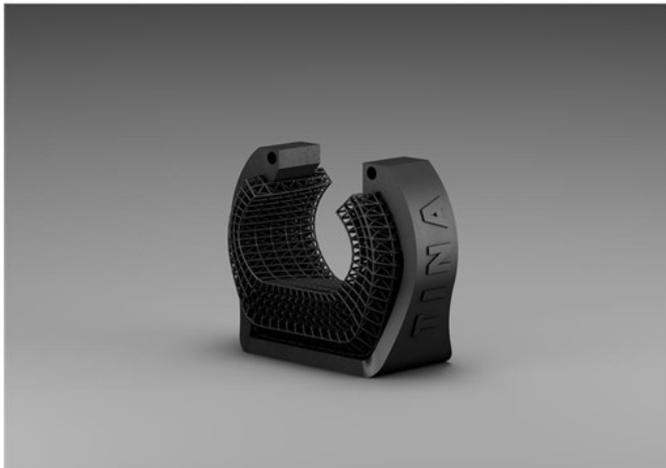


Newest Maker of Gaming Accessories: IKEA

Written by Alice Marshall
05 June 2019

Swedish furniture maker **IKEA** is the next company to take on the lucrative gamer market-- specifically through a range of **personalised 3D-printed accessories dubbed "Uppkoppla."**

That's right-- gamers will have to have an initial 3D body scan and then IKEA gaming accessories will be created especially to fit each player.



Created in collaboration with medical wearables maker **Unyq** and eSports company **Area Academy**,

the Uppkoppla range promises to do nothing less than "change gaming experience and the surrounding life at home."

So far the line offers a selection of three products, namely **a wrist brace**, textured **key caps** (for improved grip) and a **mouse "bungee"** to keep cords in order during gameplay.

The accessories are custom-made based on an initial body scan captured via app. IKEA has more products in the works, since a press release also mentions **desk supports, gaming chairs** and **tables** -- all customised to provide personalized ergonomic support to the gamer.

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The three companies hope to eventually create solutions for customers suffering from physical disabilities- -while 3D printing also allows for more sustainable products.

"It's true that we haven't seen the full potential of this group earlier and we haven't looked into their specific needs at home as much as we should," IKEA admits. "There are many myths and misunderstandings surrounding gamers. In fact, it is a large group of people in all ages where gaming is even a full-time job for some." (*They should seen our presentation from IFA 2018: Why eSports is the Next Big Thing. Link below*)

IKEA will show off the prototype gaming accessories at *Democratic Design Days* in Sweden.

Go [Why eSports is the Next Big Thing in Computer Accessories](#)

Go [UPPKOPPLA – IKEA, UNYQ and Area Academy put Gamers' Need in Focus](#)