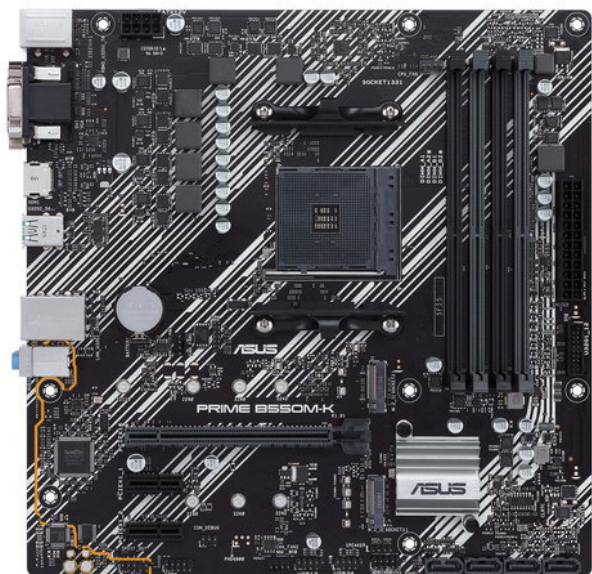




## ASUS PRIME B550M-K AMD B550 Socket AM4 micro ATX

Model: PRIMEB550M-K

Manufacturer: ASUS

EAN: 4718017758284

Product Code: 838831

# R2,327

ASUS Prime series is expertly engineered to unleash the full potential of 3rd Generation AMD Ryzen platform. Boasting a robust power design, comprehensive cooling solutions and intelligent tuning options, Prime B550 series motherboards provide daily users and DIY PC builders a range of performance tuning options via intuitive software and firmware features.

### Tune It Your Way

Comprehensive controls form the foundation of the ASUS Prime series. The Prime B550 motherboard packs flexible tools to tune every aspect of your system, enabling you to tweak performance settings to perfectly match the way you work – maximizing your productivity.

### Cooler by Design

Prime B550M-K is engineered with an array of hybrid fan headers and features comprehensive cooling controls that are configurable via Fan Xpert 2+ software or via the UEFI BIOS, ensuring your rig stays cool and stable under intense workloads.

The product information provided is for reference purposes only. Technical specifications, photos, descriptions and prices may change without prior notice. The manufacturer and seller are not responsible for possible data discrepancies or typographical errors. We recommend checking the current information before purchasing.

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## **Build on a Solid Foundation**

Prime B550 motherboard provides all the fundamentals to boost daily productivity, so your system will be ready for action with stable power, intuitive cooling and flexible transfer options.

## **Little Things Make a Big Difference**

Prime B550 series adds the nuanced details that improve every experience, from exclusive codecs that provide pristine audio quality to intuitive interface that let you customize your system to create a uniquely personal look.

## **Outstanding Audio**

Combined onboard features deliver elevated audio

Intelligent design and premium hardware create audio quality unlike anything you've ever experienced.

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