ComX Computers
Product Specification Sheet

ROGSTRIXLCIII360ARGBLCDWH

Asus Prime LC 360 ARGB White Edition 360mm Liquid CPU Cooler

Product Overview

Asus Prime LC 360 ARGB White Edition 360mm Liquid CPU Cooler, Radiator size of 360 mm, Three Integrated 120mm ARGB fans, LCD pump Display with customisable Infinity Mirror Lens, Max noise Level of 34 dB, Airflow up to 75.7 CFM, Single two-header cable for simplified connections, Aura sync-enabled RGB Lighting support, Reinforced sleeved tube length of 400 mm, Socket compatibility with Intel LGA 1851 / 1700 / 1200 / 115x, Socket compatibility with AMD AM5 and AM4











Specifications

Overview Summary:

Upgrade your system with the ASUS Prime LC 360 ARGB White Edition, a premium all-in-one liquid CPU cooler designed for high-performance PC builds in South Africa. This sleek white cooling solution features an efficient LCD pump display and AURA Sync RGB lighting to enhance your build's aesthetics while maintaining optimal temperatures under heavy workloads.

With broad compatibility across Intel and AMD platforms, including the latest LGA 1851 and AM5 sockets, this cooler ensures stable thermals without compromising on cable management. The integrated ARGB fans deliver strong airflow with minimal noise, making it perfect for gaming rigs or creative workstations. Secure your cooling upgrade today by buying now to experience reliable performance and striking design.

Performance tier: High-end

Uses:CPU cooling, PC gaming builds, content creation workstations, white aesthetic custom builds, overclocking support

Overview:

The ASUS Prime LC 360 ARGB White Edition (Part Number: ROGSTRIXLCIII360ARGBLCDWH) delivers high-performance cooling tailored for modern PC builds that demand both efficiency and style. Designed to maintain optimal operating temperatures during sustained heavy workloads, this all-in-one liquid cooler features a specially engineered CPU contact area that maximizes heat transfer from the processor. Its sleek white aesthetic complements light-themed setups while offering robust thermal management through three integrated 120mm fans capable of delivering up to 75.7 CFM of airflow.

Beyond raw performance, this cooler stands out with its customizable LCD pump display and an infinity mirror lens that can be swapped to match your personal taste. The system is designed for easy installation with a single two-header cable that manages both power and lighting signals, significantly reducing cable clutter inside the case. Whether you are using Intel LGA 1851, 1700, 1200, or 115X sockets, or AMD AM5 and AM4 platforms, this cooler ensures broad compatibility with flexible routing thanks to its reinforced 400mm sleeved tubing.

Description:

The ASUS Prime LC 360 ARGB White Edition combines superior thermal engineering with striking visual customization for the ultimate PC cooling experience. It features a high-efficiency CPU contact block, customizable LCD display with infinity mirror aesthetics, and synchronized AURA Sync RGB lighting. With simplified cabling via a single two-header connection, broad socket support for both Intel and AMD processors, and a premium white finish, it is the ideal choice for builders seeking clean

looks without compromising on cooling power.

Features:

Elegant Cooling, Engineered for Performance
The ASUS Prime LC 360 ARGB White Edition is built for PC builders who want serious cooling performance without compromising on looks. Designed to complement the clean, light aesthetic of Prime-series motherboards, this 360mm all-in-one liquid cooler pairs a specially engineered CPU contact area with pre-installed ARGB fans, giving you stable thermals and a striking finished build in one package.

Cooling That Keeps Pace With Your CPU
Tired of watching your CPU throttle under heavy workloads The Prime LC 360 ARGB White Edition uses a specially designed CPU contact area with a copper block that maximises surface contact, allowing heat to transfer away from the processor more efficiently. The result is a cooler that maintains optimal operating temperatures even when your system is working hard, helping your CPU sustain its performance rather than backing off under load.

A Pump Block Built to Be Seen
Instead of hiding the pump under the radiator, ASUS puts it front and centre with an LCD screen and customisable infinity mirror lens. The LCD display adds a layered visual element to the pump block, while the infinity mirror lens can be swapped out to change the look of your build. Combined with AURA Sync-enabled ARGB lighting, it gives you real control over how your cooler fits into the rest of your rig's aesthetic.

Fans and Lighting, Simplified
The three integrated 120mm ARGB fans on the radiator are wired through a single two-header cable that carries both power and lighting signal, cutting down on the usual tangle of cables inside a case. This keeps your build looking tidy without sacrificing airflow, and with 400mm of sleeved tubing and support for Intel LGA 1851, 1700, 1200 and 115X as well as AMD AM5 and AM4 sockets, it slots into a wide range of builds with plenty of routing flexibility.

Key Features:

- Specially designed CPU contact area for efficient heat transfer and stable thermals under heavy loads
- Customisable infinity mirror lens on the pump block for a personalised aesthetic
- LCD pump display for added visual customisation
- Three integrated 120mm ARGB fans delivering up to 75.7 CFM of airflow
- Single two-header cable simplifies fan and lighting connections for cleaner cable management
- AURA Sync support for synchronised RGB lighting across compatible components
- Reinforced, sleeved 400mm tubing for durability and flexible routing
- Broad socket compatibility across Intel LGA 1851, 1700, 1200, 115X and AMD AM5, AM4 platforms

Technical Specifications:

This unit is designed for high airflow and low noise operation. It includes the following technical details:

- Radiator Size: 360 mm
- Fan Count: 3
- Pump Display: LCD Screen
- Max Noise Level: 34 dB
- RGB Lighting: Yes
- Tube Length: 400 mm
- Colour: White
- Socket Compatibility: Intel LGA 1851, LGA 1700, LGA 1200, LGA 115X; AMD AM5, AM4

What's in the Box

- 1 x ASUS Prime LC 360 ARGB White Edition CPU Liquid Cooler (pre-applied thermal compound) - White
- 1 x Accessory Pack of Screws and Brackets
- 1 x Quick Start Guide

Why Choose This Model
ASUS builds components that pair engineering rigour with striking design, and the Prime LC 360 ARGB White Edition is no exception. From its efficient CPU contact area to its customisable LCD pump display, it reflects ASUS's commitment to giving PC builders cooling performance they can trust and a look they can be proud of.

Specifications:

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Specifications	
Product Code	ROGSTRIXLCIII360ARGBLCDWH
Radiator Size	360 mm
Fan Count	3
Pump Display	LCD Screen
Max Noise Level	34 dB
RGB Lighting	Yes
Tube Length	400 mm
Colour	White
Socket Compatibility	Intel LGA 1851, LGA 1700, LGA 1200, LGA 115X
	AMD AM5, AM4

FAQ

Does this cooler support my specific CPU socket?
The ASUS Prime LC 360 ARGB White Edition offers broad compatibility with Intel LGA 1851, 1700, 1200, and 115X sockets as well as AMD AM5 and AM4 platforms.

How does the LCD pump display work?
The pump block features a customisable LCD screen paired with an infinity mirror lens that can be swapped out to change your build's look, all controllable via AURA Sync for integrated lighting effects.

Is cable management difficult with this liquid cooler?
No, the design simplifies cabling significantly by using a single two-header cable to connect both power and lighting signals for the three integrated 120mm ARGB fans, keeping your case interior tidy.

How quiet is the ASUS Prime LC 360 when running?
The unit maintains a low noise profile with a maximum operating level of just 34 dB while delivering up to 75.7 CFM of airflow for efficient heat transfer under heavy loads.

Can I easily route the tubing in my case?
Yes, the cooler comes equipped with reinforced, sleeved tubing that is 400 mm long, providing sufficient flexibility to fit into a wide range of PC builds and mounting configurations.

Product Information Online

For the latest product information, availability and purchasing details, please visit the product page:

Product page:
https://www.comx-computers.co.za/ROGSTRIXLCIII360ARGBLCDWH-Asus-Prime-LC-360-ARGB-White-Edition-360mm-Liquid-CPU-Cooler-p-341801.php

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