

Doritos Silent brings crunch-cancellation technology to PC gamers

03 November 2023 | News

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Doritos has introduced 'Doritos Silent,' a groundbreaking 'crunch-cancellation' technology that lets PC gamers enjoy their favourite chips without distracting other players. Though new research shows that 85 per cent of gamers consistently choose Doritos as their snack of choice, the study also revealed a strong demand across the globe for an innovative solution that eliminates crunching sounds while gaming.

The crunch is a key reason consumers love Doritos. With this new 'crunch-cancellation technology,' Doritos gives gamers the ability to continue enjoying the crunch without disrupting their fellow players' performance.

"The connection between Doritos fans and the gaming community is undeniable," said Fernando Kahane, Global Marketing Head at PepsiCo. "Both boldly and unapologetically embrace their flavours. 'Doritos Silent' recognizes this bond and demonstrates the brand's continued commitment to innovation and elevating the experience for gamers who choose Doritos."

Designed in partnership with Smooth Technology, a leader in electronic and interactive design, the groundbreaking new 'crunch cancellation' technology took six months to develop and involved the technical analysis of more than 5,000 different crunch sounds.

By expanding this new technology to all PC gamers, Doritos hopes its silence can benefit the 80 per cent of millennials and Gen Z who classify themselves as gamers.