

When Will Ugly Computer Cases Disappear?

By *srlinuxx*

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"A few years ago when companies began introducing their pre-modded computer cases, it is safe to say that the majority of the enthusiast community was quite excited to see something unique being brought to the market. These new cases were aimed at the person that did not possess the skills or have the time required to perform tedious case mods. Up until that point, all computer users had available were basic, bland beige (or similar "colored") cases to store their precious system components. These new cases brought along some attractive and interesting concepts and designs. Aluminum, instead of steel, and high quality construction became the norm. Gradually these wonderful designs began to change. Either the market became flooded with hundreds of pre-modded cases or the manufacturers started taking advantage of the community and began producing rather shameful, mostly steel cases, wrapped in monstrous looking plastic shells."

"Let's fast-forward to 2005 and what do we see? A market filled with a seemingly unlimited number of ugly computer cases have flourished. We would be appreciative if these cases were delightfully modded with professionalism and fine workmanship, but it seems like the pre-modded case industry has turned upside down in the recent years. Our question to these companies would be - what exactly happened? Were they not satisfied with the sales figures or was this innovation part of a new strategy to experiment with new designs in hopes of tapping into a new market segment? Here's what we believe might've happened along the way: [Link](#) [2]."

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