



Press Announcement
For Immediate Release
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Brand new design and features for Packard Bell *i*media desktops

- Upscale design, with smooth forms
- Small and compact
- Full of power
- Smart features for an enhanced user experience

Packard Bell's successful *i*media desktops were refreshed with a new design and smart features to maximize the user's experience, bringing together technology and tools in a stylish and friendly interface.

While the notebook's market continues to grow, also driven by the netbook's phenomenon, the desktop PC remains the most cost-effective solution when it comes to performance, storage and expandability. The desktop remains the main computer in one's home, normally installed in the bedroom or in the living room. The Packard Bell *i*media was designed for users looking for a fully featured and cost effective PC, in a compact and upscale design, in accordance to its positioning addressing the "Trend & Lifestyle" consumers determined by the Acer Group¹.

The fashionable design of the Packard Bell *i*media combines a sleek glossy black chassis with matt accents and soft curves highlighted by a glowing blue power on/off button. It is 60% smaller than a standard desktop chassis, for space saving but still offers the same power and features as a full-size desktop.

Packard Bell brand means both attention to design and style while not sacrificing performances. The reference models of the Packard Bell *i*media desktop line are powered by an Intel® Core™2 Quad processor or an AMD Phenom™ II X4 quad-core processor and offer up to 8 GB of DDR3 memory. They featured up to 1 TB hard disc drive and are available with an optional Blu-Ray combo drive. Peripheral connectivity is made easy thanks to 6 USB 2.0 connectors, 1 e-sata connector, 1 optional Firewire connector, 1 HDMI output and a multi-card reader.

Multimedia performance is driven by NVIDIA GeForce® graphics (up to the NVIDIA GeForce® GT230 with 1.5GB video memory) or Intel® integrated graphics, supporting Microsoft® DirectX 10 and High Definition 7.1 surround sound with a SPDIF connector. An optional DVBT TV tuner with remote control and WiFi are also available.

¹ Global qualitative and quantitative researches were carried out in 10 cities worldwide to set the positioning and design strategy for Packard Bell *i*media desktops.



For enhanced user experience, the Packard Bell *i*media comes standard with a keyboard full of multimedia keys (play, pause, forward and backward) and with a circular-motion scrolling volume control key.

User-centric media ports, smartly front-mounted, give an easy access to multimedia functionalities such as transferring your precious files from a memory card to the *i*media hard disc drive.

A convenient storage deck, on the top, allows users to plug in external devices and place personal items on it, such as MP3 players, digital cameras that you can safely put right next to the two top connection ports out of six.

A smart cable management system enables to hide the tangle of USB cables that can be connected to your PC, just having the wires rolled around the embedded hook for a neat and clean cable aspect.

Collection of software

Software is what makes a notebook fun and interesting, from productivity to education, games to the Internet and digital photos to entertainment. All Packard Bell desktops are natural entertainers, with a wide range of top-shelf titles from the leading names in software.

The Packard Bell software offer includes Norton Internet Security™, the full version of Adobe® Photoshop® Elements 6, Nero 8 Essentials and Microsoft® Works 9. It also comes with a collection of online software and services from Metaboli to download best in class games to e-Bay™.

The Packard Bell *i*media with Windows Vista® Home Premium Edition will be available in European outlets from end of June, at the estimated price ranking from 299€ up to 699€.

Availability and technical features will vary according to country. Software offer may also vary according to country and configuration.



About Packard Bell

Packard Bell pioneered the use of the PC in the home, taking an unfriendly but useful office tool and turning it into a friendly, indispensable feature of today's modern home. Stylish design, affordability and customer-oriented features are the hallmarks of all Packard Bell products, a unique combination that no other brand in the European market offers today. In 2008, Packard Bell was acquired by Taiwan-based Acer Inc. and the combined entities now comprise the third-largest PC company in the world.

For more information, please visit www.packardbell.com

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