



Press Announcement
For Immediate Release
10 June 2009

A desktop to suit everyone

As a response to a market that has experienced a change in its attitude towards buying PC's, Packard Bell presents its latest and most complete range of desktops, including new products that will certainly renew interest in the consumers buying decision.

The desktop is still an essential choice among end-users who are looking for a solution capable of storing all multimedia files to share with friends and family members, while ensuring full power and maximum expandability; it also offers maximum viewing comfort thanks to a widescreen monitor and last but not least a fully featured PC that is cost effective at the same time.

Over the years, Packard Bell has created products combining design and ease of use with performance and technology. The multi-brand strategy identifies Packard Bell as the "Trend & Lifestyle" brand among the Acer Group. "Trend & Lifestyle" users value brand as a synonym of reliability, simplicity but also of style and design.

Packard Bell revised its mainstream desktops (*i*media and *i*xtreme) to inject them with an appealing design and new smart features making the PC even more convenient and easy to use.

The Packard Bell *i*media was designed for users looking for a fully featured and cost effective desktop. Small and power-packed, the Packard Bell *i*media shows an extremely compact form factor (60% smaller than a standard chassis) while maintaining full functionalities.

The Packard Bell *i*xtreme was designed for users looking for ease-of-use in a fully expandable PC designed to be the centre of the digital home; this multimedia solution not only looks great but is affordable too.

Both the *i*media and *i*xtreme share an eye-catching design and extreme attention to details, such as the attractive case combining a black colour scheme with glossy and matt finish and the glowing blue power on/off button on the top front.

By Focusing on usage, Packard Bell designers created smart features to ease the users' daily life. Media ports and short cut buttons are placed on the top front of the chassis for an easy access to multimedia functions; a storage deck allows users to plug in external devices and place personal items on it, such as MP3 players, digital cameras, video cameras: all the devices you need can be safely placed right next to connection ports; besides, a smart cable management system enables to hide the



numerous USB cables that can be connected to your PC, just have the wire rolled around the embedded hook that holds the cable in place and you always have a clean cable aspect.

Finally, an exciting novelty in Packard Bell desktop range is undoubtedly the *i*max mini, a brand new nettop, that is the perfect solution for any need, environment or style.

Ultra-slim it's an ideal space-saving solution: it can be attached on the rear of any monitor, for an all-in-one solution or placed on its foot stand and connected to a TV set.

The Packard Bell *i*max mini is a device designed for web browsing, social networking, for the enjoyment of all digital content and for casual gaming. It's the perfect multimedia companion for your home TV set.

Highly successful, the Packard Bell *i*power X2.0 is a desktop designed to meet the need of all PC gamers, from pro players to league competitors and hobbyists.

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™, Adobe® Photoshop® Elements 6 full version, Nero 8 Essentials, 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™.

Software 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

All prices are given as information only and include VAT.

© 2009 Packard Bell BV. All rights reserved. Packard Bell, the Packard Bell logo, and EasyNote are registered trademarks of Packard Bell BV. Other trademarks, registered trademarks, and/or service marks, indicated or otherwise, are the property of their respective owners.

Packard Bell HQ

Immeuble Optima
10, rue Godefroy
92821 Puteaux Cedex - France
E-mail : veronique.cosatti@packardbell.com

BreakOut Srl

Antonella Pezzarossa
Via Grazzini, 7 - 20158 Milan (Italy)
Phone : +39 02 33223.1
E-mail: antonella_pezzarossa@breakout-agency.com