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## **PACKARD BELL DESKTOP WINS PRESTIGIOUS FRENCH DESIGN AWARD**

- IXtreme ONE OF THREE WINNERS
- DESKTOP RECOGNIZED FOR USING “USEFUL DESIGN” TO MEET USER REQUIREMENTS

Packard Bell, one of the leading home PC brands in Europe, today announced that its iXtreme desktop had won the prestigious Janus Industry award for 2007, which is attributed by the French Institute of Design. The Janus Award is one of the most prestigious design awards in the world, and has been awarded since 1953.

The Janus Industry rewards the most creative achievements in manufactured products, consumer goods or public sector design. The Janus is awarded to products that exemplify what the Institute called “useful design,” the successful mix of five criteria: ergonomics, aesthetics, emotion, ethics and economics. Winners are selected by a jury of experts from the worlds of industry, design, architecture, sustainable development and communications.

The jury was impressed by how Packard Bell uses “useful design” to differentiate the brand in a highly competitive market space. They appreciated the way the iXtreme integrates a maximum number of advanced technologies in an affordable, compact device that is easy to use. They were impressed by the way the new design enabled Packard Bell to reduce manufacturing costs compared to the previous generation, without sacrificing quality or appeal. The jury also highlighted the iXtreme’s ergonomics, which includes easy access to connectors and wireless peripherals. Finally the distinctive shape and colour of the iXtreme gives it a clearly innovative identity.

“We’re very proud to have won this important award. Design is at the heart of Packard Bell—it is what enables us to produce good looking, easy to use, highly competitive products that stand out in the market place,” says Philippe Henry, Product Marketing Director, Packard Bell. “The award confirms what the press reviews and sales of our products have been telling us: when consumers want accessible high tech products featuring intelligent design they turn to Packard Bell.”

### **About Packard Bell**

Operating in Europe since 1991, Packard Bell is one of the leading home PC brands in Europe. As consumers have become more tech savvy and discerning, and the world of

personal computers and home electronics have converged, Packard Bell has continued to extend its brand and expand its range of products, which today includes leading-edge desktops, notebooks and digital entertainment solutions (MP3 players, video players/recorders, home networking, flat-panel TVs, GPS and storage). Packard Bell's unswerving dedication to the consumer market is embodied in its recognised ability to anticipate and meet the ever-changing users' needs.

For more information, please visit [www.packardbell.com](http://www.packardbell.com)

## **About the French Institute of Design**

Deliver a national label, the JANUS, officialised by the ministerial order of 13 November 1953 and under the patronage of the Ministry of Industry and Foreign Trade, it is a unique reference in the French design world backed by professionals. It is a permanent contact with training design operators, i.e. schools, students, teachers, designers, industrials and the general public. It has a partnership policy with firms, administration and foundations in favour of promoting design. It organises conferences, meetings with members of the media, and is present in trade fairs, thus, increasing the awareness of various authorities, Chambers of Commerce and professional associations. It promotes feasible designs following an active innovative competition. It represents French interests towards national and international institutions as founder member of the ICSID (International Council of Societies of Industrial Design). By this action of awareness and promotion, the Institut Français du Design wishes to put together all kinds of initiatives in favour of design.

For more information, please visit [www.institutfrancaisdudesign.com](http://www.institutfrancaisdudesign.com)

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