



Press Announcement
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PUREDESIRE

Packard Bell's innovative product range

The multi-brand strategy becomes reality with Packard Bell's broadest and most innovative product range ever

Packard Bell is proud to finally unveil its new product line, which concretely realizes the concept of its new brand's value proposition.

As a result of the multi-brand strategy defined by the Acer Group in 2008, Packard Bell is now more than ever in line with the needs and demands of its users. The brand has always been synonymous with Style and Trends and is now more closely aligned with the user segments for whom the PC is a necessary instrument in their daily and social lives, in order to communicate and enjoy multimedia experiences, yet who perceive technology almost as an obstacle and are therefore very attracted to an established and solid brand known for its simple and easy-to-use products.

Nevertheless, consumers' behavior and trends in technology are moving more and more towards mobility, entertainment and complementing one's social life. That's something to be taken into serious consideration when thinking about new product lines. New segments have been created due to the netbook phenomenon and the diffusion of social networks. The growing demand for entertainment results in wider screens, brighter LED panels and diverse formats for different uses. With the wide product range by Packard Bell, everyone can find products that they identify with and that reflect their personality.

The most amazing product range ever.

Packard Bell's new product line includes different new versions of netbooks ("dot m" and "dot s") and notebooks (the brand new EasyNote Butterfly and the fresh new EasyNote TR series), plus nettops (imax mini), desktop (imedia and xtreme), monitors (Maestro), which were already a great success on the market and have been refreshed and updated.

The new range of Packard Bell notebooks have LED panels, 16:9 aspect ratio, Dolby® Sound Room® and red capacitive buttons for power saving, backup and touchpad lock. The netbooks have the outstanding qualities of Dolby® headphones, an LED panel and multi-gesture touchpad, allowing an easy and intuitive access to a wide variety of applications, also available with the new Easynote TR series and the EasyNote Butterfly.

Highlights on the new products:

dot – jot it down

As soon as you see it you think about a stylish organizer with a fashionable look and feel and smart compact format. It is meant to be your inseparable companion, always with you in your bag or hand luggage. Jot down your thoughts on it or use it as the perfect tool to access the internet anytime with ease and reliability, enjoyment and comfort, an ideal complement for your digital camera.



In two versions, **dot s** (10.1-inch screen) and **dot m** (11.6-inch), both have multi-gesture touchpads, Wi-Fi, optional Bluetooth, optional 3G, VGA webcam and Dolby Headphone. The 10.1-inch widescreen **dot s** will be available starting this week; the 11.6-inch **dot m** will be available starting week 17. Availability will vary according to country.

EasyNote Butterfly – long life, light and respectful

In Mandarin Chinese, the word for butterfly has become a symbol for a long life. Which better name for a product that, thanks to a combination of new technologies, has one full working day of battery life? But the word butterfly stands for many different symbols all over the world. Often associated with the human soul, the image of a butterfly suggests the sense of lightness. The new **EasyNote Butterfly** by Packard Bell is definitely light, 500 grams less than a standard notebook and less than 1-inch thick. With its graceful, elegant, stylish shape evoking the form of the butterfly and the great attention to details, this notebook will win the favour of “in style” people. The **EasyNote Butterfly** will be available in Europe from end of June. Availability will vary according to country.

EasyNote TR series – telltale signature

Glossy cover, matt interior, silver coloured touchpad, ramp speaker and keyboard are the characteristics of a real star, a notebook with great personality and unique design, which makes all the difference. Inspired by a cowork with Pininfarina, the **EasyNote TR** series is the notebook for those who want to be themselves and express their outstanding personality and love for exclusive pieces of design.

With 15.6-inch widescreen and Dolby® Sound Room®, creating a stunning personal surround-sound listening experience, the **EasyNote TR** series comes in three different versions: in black with a traditional LCD panel (available by the end of April), plus the already available blue version and an amazing black edge-to-edge version (available beginning of April).

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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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