



Press Announcement
For Immediate Release
3 September 2010

Discover the new Packard Bell product line up at IFA 2010

Closer and closer to end-users expectations

Berlin, 3-8 September (hall 12 - stand 110)

Over the years, Packard Bell has forged a reputation for style, design, ease-of use and innovation.

These key company concepts are grounded in our netbooks, notebooks, desktops, storage and monitors showcased at IFA.

This has been possible due to the investments that has been taken in Research & Development, and consumers' surveys, enabling us to manufacture products more stylish and more innovative than before, exceeding target expectations.

This development started one year ago and has been further improved in recent months: first we brought out new and alluring colourways within the Packard Bell product range, together with the exclusive **Packard Bell Social Networks** application. Accessing social networking platforms straight from your desktop means that managing your online social life has never been so easy.

Then it was the time of the "thin&light" series; products with amazing design addressed mainly to style conscious people. Hard-working and cutting-edge technology, with focus on uncompromising sleek, stylish exteriors.

Now it's time we went further, and at the Packard Bell stand at IFA, visitors will have the unique opportunity of seeing all of our newest products on display, accompanied by best sellers Europe-wide, providing an up-to-date and complete brand experience.

The new products on display will be:

- **dot s:** the thinnest and lightest netbook that Packard Bell offers, is now even more attractive in a range of stylish new colours
- **EasyNote LX86:** sports a 17.3" widescreen display along with a host of practical, easy-to-use, high-performance features, delivering smooth multimedia performance and non stop social networking with suave style
- **Maestro LED HD STEREO series:** are ideal to use as PC monitors, but they are also capable of displaying HD video content from HD devices such as Blu-ray™ disc players, HD camcorders and TV-sets thanks to the DVI and HDM connector
- **Maestro TV:** is a slim and stylish display supporting computer input and a hybrid TV-tuner that plays back HD TV and MPEG-4 for great versatility with Pal or SECAM standard
- **PB Go:** a new personal storage solution for notebook has come: the 2.5-inch PB Go mobile hard drive. It allows users to add instant storage capacity to their personal computers



You will also find:

Digital companions: dot a & dot u and dot VR46 . Beneath their mini exterior resides maximum comfort, thanks to hours of battery life and the new multi-gesture touchpad. You'll also be amazed by the ranges of colours available.

Slender notebooks: EasyNote M and EasyNote X series, EasyNote Butterfly s and EasyNote Butterfly Touch Edition. Developed in our own design studios, they captivate and seduce, with strong personalities, sleek lines, rich textures and exciting colours. No one will ever confuse a Packard Bell notebook with a run of the mill laptop.

Digital Home : imedia, ixtreme, oneTwo, iPower X 3.0 and much more. Multi-touch technology, digital TV, multimedia storage...,Packard Bell presents all the latest design-driven technologies for users who demand expandable power and features, eye-catching chassis design and the best user experience.

Come and visit us:

Packard Bell - Hall 12, stand 110

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About Packard Bell

Packard Bell pioneered the use of the PC in the home, taking an office tool and turning it into a friendly, indispensable feature of today's modern home. Stylish products with cool features, accessible to everyone, are the hallmarks of the brand - a unique combination that no other brand in the European market offers today. In 2008, Taiwan-based Acer Inc. acquired Packard Bell. In 2009, the Acer Group fully benefited from its multi-brand strategy, establishing itself as the second-largest PC company in the world and as the number two worldwide notebook vendor. Within the Acer Group, Packard Bell strives to design environmentally friendly products and establish a green supply chain through collaboration with suppliers.

For more information, please visit www.packardbell.com

All prices are given as information only and include VAT.

The listed battery life is based on MobileMark 2007® productivity mode testing with wireless on. Details of MobileMark2007® testing are available at www.bapco.com . Battery life rating is for comparison purposes only. Actual battery life varies by model, configuration, applications, power management settings, operating conditions, and utilized features. A battery's maximum capacity decreases with time and use.

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