



Press Announcement
For Immediate Release
8 March 2010

Packard Bell Studio ST, your TV entertainer

- Compact, stylish design
- Easy-to-use interface
- High-definition video-out (1080p)
- All-digital HDMI, with cables included
- Eco-friendly

Packard Bell, one of the leading technology brands in Europe, refreshes its multimedia storage line-up with the introduction of the new **Packard Bell Studio ST**.

If you are looking for an external drive to carry your personal music, videos and photos and play them back on a TV set, the new multimedia storage **Packard Bell Studio ST** is the perfect partner.

With its distinctive angular shape, its black glossy finish, its compact and stylish design, it perfectly fits any home interior: a real and practical asset to the living room.

Extremely easy-to-use, it comes with a new remote control and has a USB port for sharing or playing files stored on other USB mass storage devices - such as USB keys and hard drives. The new **Packard Bell Studio ST** plays all versions of the most common videos, pictures and audio files and is capable of Dolby® Digital decoding. Its intuitive graphical user interface, developed in most European languages, also allows easy browsing of multimedia content.

The **Packard Bell Studio ST** comes with the Packard Bell Software Suite for automatic, scheduled continuous backup, data synchronisation and system archiving.

The drive is eco-friendly. It features PowerSave Technology, which reduces power consumption by 60% by powering down, when the drive is inactive for a given period of time, or automatically turning off and on when the personal computer is off or on. PowerSave Technology also extends the drive's effective life expectancy by reducing disk drive usage. Finally, the drive is designed for fan-less silent operation, for maximum comfort.

The new **Packard Bell Studio ST** features up to 2TB of high-speed storage and transfer for multimedia files and provides superb video playback, thanks to its HD component video output (1080p) and its HDMI™ port. All-digital cables are included (composite A/V, YPbPr, HDMI, and USB2.0)

The **Packard Bell Studio ST** supports all main playback formats (audio, video and pictures), TV standards and Dolby® Stereo sound.

Packard Bell Studio ST is available in stores with 500 GB up to 2 TB capacities.

Availability and street price vary according to country.



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.

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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