



Press Announcement
For Immediate Release
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Introducing the Packard Bell imedia L series

The stylish new desktop combining smart features and seamless performance.

- Smooth and curved design in a matt black dress
- Easy access ports - make the most of your multimedia
- Expandable: up to 6 TB storage

Today sees the launch of Packard Bell's latest desktop PC, the **Packard Bell imedia L series**, demonstrating the brand's ongoing commitment to great design and remarkable performance.

"Gone are the days when desktops would be tucked away in the spare room," explains Luca Rossi, EMEA Vice President Consumer Division Acer Group. "Today's home desktop is a hub for messaging friends, watching movies, playing music and gaming, transferring files to and from the PC. It's the new centrepiece of the home – so it should be easy-to-use and a pleasure for the eyes as well."

Contemporary expression

Just one look at the **Packard Bell imedia L series** and it's clear how much care has been taken over its design. It blends contemporary expression with everyday practicality. The soft curves highlighted by a glossy edge convey elegance and a true quality feel in any environment. Thoughtful touches abound, from the matt black surface that doesn't show up fingerprints, to the sleek Packard Bell chrome logo on the front.

Keeping things simple

Particularly smart are the front media ports on top of the chassis, angled forward for an easy and quick access. They include two USB 2.0 ports (with four more round the back), audio jacks and a multi-in-1 card reader. So no fumbling with cables at the back of the desktop, with the **Packard Bell imedia L series** you just plug in your mobile, headphones, MP3 player or other devices, in a matter of seconds. What's also part of the beauty of the **Packard Bell imedia L series** is its expandability. The easy-swap expansion bay, conveniently positioned at the top of the chassis is proof of Packard Bell's commitment to design-driven technology. With households accumulating more multimedia than ever before, storage has to be a key feature of any modern desktop. While the **Packard Bell imedia L series** already comes with up to 4 TB of storage, users can easily plug in an extra internal hard drive, no need to open up the chassis, you simply remove the extractible rack at the front, plug in your drive and away you go! The **Packard Bell imedia L series** can support a further 2 TB to offer up to 6 TB of storage – that's enough to capture your music, photos, movies and more both now and far off into the future.

Perfect for multi-tasking

This much storage combined with ultra-connectability opens up so many exciting possibilities for today's user. Want to watch the latest movie on your home TV, or transfer it to your phone to watch



when you're out and about? With the **Packard Bell imedia L series** it's easy to do either. And whether you're connecting up to a MP3 player, playing a new CD or DVD on the optical disk drive, or video calling a friend, you can count on the **Packard Bell imedia L series** to perform brilliantly. That's because the **Packard Bell imedia L series** comes with 2nd generation Intel® Core™ processors, delivering enough power to support even the most demanding multi-tasking.

Get the 3D experience in your own home

The **Packard Bell imedia L series** has been equipped to take users' visual and gaming experience to new heights, with optional NVIDIA® or AMD Radeon™ HD discrete graphics cards¹ plus full Microsoft DirectX® 11 support. And because the **Packard Bell imedia L series** comes with the latest HDMI® 1.4 port, it's ready for next-generation 3D gaming and home theatre systems. Plus, with HD resolutions beyond today's 1080p, it's poised to support tomorrow's HD experience as well.

Bonus software for security and productivity

The **Packard Bell imedia L series** comes with Nero 10 Essentials – the market-leading software with superior burning technology and backup capability. So you can easily create your own CDs and DVDs, and schedule regular backups to ensure your data stays safe. Plus, with Evernote also included, you'll find it easier to remember the things that matter – from the name of the wine you had with dinner last night, to the webpage you want to revisit. And because Evernote synchronises your data between your computer, phone, tablet and the web, you can access your information wherever you are.

Price and availability

The **Packard Bell imedia L series** will be available on shelves from **[July]** starting at an estimated street price of **[€499]**.

Availability, software offer and technical features may vary according to countries.



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 the modern home. Stylish products with cool features, accessible to everyone, are the hallmarks of the brand. Acer Inc., the world's second-largest notebook PC vendor, acquired Packard Bell in 2008. The company designs environmentally friendly products and has established a green supply chain through collaboration with suppliers.

Visit www.packardbell.com or www.packardbell.xx for more information.

All prices are given as information only and include VAT.

The listed battery life is based on Mobile Mark 2007® productivity mode testing with wireless on.

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¹ Packard Bell imedia L configurations are available with the following discrete graphics :NVIDIA® GeForce ® 620 with 2 GB RAM,NVIDIA® GeForce ® 630 with 2 GB RAM, AMD Radeon™ 7350 with 1 GB RAM



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