



Press Announcement  
For Immediate Release  
3 September 2010

## **Packard Bell Go** the latest 2.5-inch power-saving external hard drive

- USB-powered portable model up to 750 GB
- Exclusive PowerSave technology
- Automatic backup software suite
- SATA and USB 2.0 High-Speed interfaces

A new personal storage solution for notebook PC users has come: the 2.5-inch **PB Go** mobile hard drive. It allows users to add instant storage capacity to their personal computers.

External portable storage solutions have become the indispensable companion for PC owners due to the growing amount and size of digital content, such as music, photos and videos. Demand is growing fast and consumers count on high-performance external hard drives that are good looking, easy to use and affordable.

The new Packard Bell **PB Go** external storage solution features exclusive **PowerSave Technology**, which reduces power consumption by **30%** by powering down the hard disk drive automatically (when not used or when the PC is shut down). **PowerSave** then extends the drive's effective life expectancy by reducing disk drive usage. Fast data transfer rates are provided by the SATA technology and USB 2.0 High-Speed interface.

The **PB Go** mobile storage solution enables notebook users to carry their digital lives in their pocket thanks to its lightweight design. With its elegant jet black chassis, it is today one of the slimmest and lightest mobile drive of the Packard Bell range (13.5 mm thick only and 150 g). The 2.5-inch drive can hold up to 750 GB of data, the equivalent of 768,000 photos, over 192,000 songs or 920 videos<sup>1</sup>. The compact **PB Go** is USB powered, so there is no power supply to carry around. This makes it perfect for highly mobile notebook users. Finally, it runs cool and quietly, thanks to the fan-less, silent operation.

The drive ships with **Packard Bell Backup Software Suite**, which provides automatic and scheduled backup, data synchronisation and system archiving. The Suite also provides system encryption and is upgradeable on the net.

### **Availability and pricing**

The Packard Bell **PB Go** external storage solution is now available in European retail outlets, from 320 GB up to 500 GB, 640 GB and 750 GB.

Availability and street price vary according to country.



. ooooo

## 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](http://www.packardbell.com)

All prices are given as information only and include VAT.

© 2010 Packard Bell. All rights reserved. Packard Bell, the Packard Bell logo, and EasyNote are registered trademarks of Packard Bell. Other trademarks, registered trademarks, and/or service marks, indicated or otherwise, are the property of their respective owners.

### **Packard Bell HQ**

Veronique Cosatti  
Bâtiment K – Parc des Reflets – Paris Nord 2  
165, avenue du Bois de la Pie  
95940 Roissy Charles de Gaulle Cedex  
E-mail : [veronique.cosatti@packardbell.com](mailto:veronique.cosatti@packardbell.com)

### **BreakOut Srl**

Alessia Bianchi  
Via Grazzini, 7 - 20158 Milan (Italy)  
Phone : +39 02 87244321  
E-mail: [alessia\\_bianchi@breakout-agency.com](mailto:alessia_bianchi@breakout-agency.com)