



Press Announcement  
For Immediate Release  
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## **Packard Bell: shaping the trends of today and tomorrow**

Almost one year after its makeover, Packard Bell has made several steps towards its distinct value proposition, synonymous with “**In Style and Trendy**”, **Design** and **Easy-to-use** products. This is shown in the new offering launched over the past year, addressing style-conscious users who want unique and distinctive products sporting quality while easily enabling their digital lives.

The heart of the Packard Bell brand identity has always been inextricably linked to elegant design, simplicity and complicity since the brand first appeared in 1926. These values are still current and up to date.

The new visual identity of Packard Bell is furthermore expressing the brand’s understanding of trends and its ability to reinvent them, understanding the origins of desire and transformation, evolving and creating thanks to its unlimited imaginative mind: the Packard Bell spirit reinvents today’s trends and set the stage for tomorrow’s breakthroughs. This is more than technology. It’s a lifestyle, a life experience, and a reflection of the way we see the world.

In recent months new alluring colours have been added to the Packard Bell product range together with the exclusive **Packard Bell Social Networks** application that lets people manage their entire online social life more easily than ever before.

Now it’s high time Packard Bell announced a new line-up, with great attention to style, details and smart features that make you think “it’s exactly the product I’ve dreamt of”.

### **Suitable products for all your computing needs**

Packard Bell knows the importance of design, mobility and space-saving to contribute to the user experience; that’s why the brand decided to invest in R&D and consumers’ surveys to manufacture products that are always more stylish and always more portable.

In all European countries we will shortly be launching:

- **dot s** - with its 360° *avant-garde* design, it is the most thin-n-light<sup>1</sup> netbook of the Packard Bell ultra-mobile range : not only a daily companion, but also an adorable artwork in your life!
- **dot a** and **dot u series** - designed for all the style-conscious users who want to enjoy HD entertainment on the go.
- **EasyNote Butterfly s** - more than a notebook, it's an experience, a premium lifestyle. The thinnest and lightest Packard Bell notebook ever (only 19 mm<sup>2</sup>, 1.75 kg), it's the perfect companion for your trendy lifestyle; always on the go.

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<sup>1</sup> 0.94-inch thick, only 1.1 kg with 3-cell battery pack

<sup>2</sup> 0.75 inches.



- **EasyNote X series** - perfect for users who want multimedia fun and productive performance in an energy-efficient, thin and light premium style.

Moreover Packard Bell enriches its summer line-up with:

- **oneTwo**, the newest Packard Bell all-in-one PC that adds a modern style to your home and a new way of using technology.
- **Maestro LED 220 and 240**, ultra-slim widescreen displays that deliver an outstanding viewing experience and are environmentally friendly as well.
- **Studio HD Edition** - designed for multimedia enthusiasts who want the finest-looking HD performer.

With this new line-up Packard Bell concludes a year rich in important changes and underlines its new positioning in the market.

That's the astonishing result driven from **Acer Group's multi-brand strategy** thanks to which it has been able to set user targets and identify the ideals these users aspire to, and then develop products that reflect their desires and needs.

The classification of users' purchase attitudes first and the definition of the Brand Value propositions after, let Acer Group preserve each brand's identity and personality therefore avoiding any overlap or cannibalization between the brands the company owns (Acer, Packard Bell, Gateway, eMachines). Packard Bell, synonymous with style and trends, has found more affinity with a user group that looks for a reliable brand that can offer simple, easy-to-use devices, with which they can identify and acknowledge their own personality, the so called "Trends & Lifestyle".

The definition of the brand identities found in the relative user segments has allowed Acer Group to complete its multi-brand strategy, revolutionizing the development of its products thus presenting a new product line up with a distinctive look & feel for each brand. The user will be able to associate a memory to each line, each curve on the casing, an emotion that will allow him or her to establish an exclusive and unique relationship with the brand and the product itself.

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



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