



Press Announcement  
For Immediate Release  
25<sup>th</sup> January 2011

## **Packard Bell PB Go** New USB 3.0 version: faster than ever!

- Up to 10 times faster
- Up to 1TB
- Exclusive PowerSave technology
- Automatic backup software suite

The Packard Bell Go Series enriches with a new amazing USB 3.0 version, yet is 100% USB 2.0 compatible, for the most demanding users.

External portable storage solutions are nowadays indispensable devices due to the growing amount and size of digital contents you always need to have with you.

After the 2.5-inch **PB Go** mobile hard drive launched at the beginning of September 2010 and the following white version at 1TB, the newly born **PB Go** USB 3.0 confirms Packard Bell's attention to trends.

Thanks to the USB 3.0, the new **PB Go** allows up to 10 times faster data transfer. USB 3.0 is bi-directional, using one direction for sending and the other for receiving data.

With its brilliant black case, **PB Go** distinguishes for its lightweight design. USB powered, it is extremely easy to carry and use: there is no need to have an external power supply to carry your digital life in your pocket.

In addition, being fan-less, it runs coolly and quietly, for silent operations. Up to 1TB, the **PB Go** can store an incredible amount of pictures, songs and videos etc.

The new Packard Bell **PB Go** features exclusive **PowerSave Technology**, which reduces power consumption by **30%**. **PowerSave** then extends the drive's effective life expectancy by reducing disk drive usage.

Last but not least, the **Packard Bell Backup Software Suite** provides automatic and scheduled backup, data synchronisation and system archiving and is upgradeable on the web.

The new Packard Bell **PB Go** will be available in European retail outlets from early 2011 in assorted capacities.



Street price and availability vary according to country.

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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) or [packardbell.co.uk](http://packardbell.co.uk)

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