



Press Announcement
For Immediate Release
6 April 2011

New Packard Bell *imedia* Small, Stylish and Power-packed

- Stylish and compact with 60% space savings
- Outstanding PC leisure and productivity
- Intuitive and easy-to-use

The brand new **Packard Bell *imedia*** is the perfect combination of compact and stylish design with same features of full-size desktops, for everyday entertainment and productivity.

The **Packard Bell *imedia***'s design is extremely modern and attractive. Its smooth line is underlined by soft curves and an elegant glossy black finish, embellished by the eye-catching PB logo on the front. Fitting in with all kinds of interior design, **Packard Bell *imedia***'s compact format is simply perfect for any room in your home.

Its size, 60% smaller than a standard chassis, opens up more placement possibilities, especially in contemporary smaller living spaces.

The new **Packard Bell *imedia*** is cool-running and silent compared to larger PCs, making it ideal to use in every home setting.

Perfect for everyday home entertainment, multimedia creation and productivity, **Packard Bell *imedia*** makes daily digital experience astonishing. The careful combination of both advanced hardware and software results in a power-packed computer.

Packard Bell *imedia* is driven by top brand processors¹, speedy DDR3 memory and up to 2 TB hard disc drive. Stunning graphics and flawless fast moving visuals are made possible either by NVIDIA® GeForce® or AMD Radeon™ graphics², supporting Microsoft® DirectX® 11, or built-in graphics.

Complete photo and video editing is made easy through Adobe® Photoshop® Elements (full version). Advanced playback options support today's best music, movies, games and Internet activity, while the latest peripheral connections, such as the optional HDMI™ port, enable thrilling home theater with HD output and 3D output support.

¹ Packard Bell *imedia* desktops are powered by 2nd generation Intel® Core™ i3, i5, i7 processors or by the latest processors from AMD – up to AMD Athlon II X4.

² Up to NVIDIA® GeForce 530 with 2 GB VRAM and up to AMD Radeon™ 6570 with 1 GB VRAM.



Frequently used multimedia ports and the optical disc drive eject button are all positioned at the front and angled upward for the smoothest possible access. A recessed area on top of the chassis provides a convenient area for placing and connecting a camera, a MP3 player or a camcorder to download files.

Cables can be reeled in and covered under a lid on the top rear of the machine, for a neat appearance.

With hectic storage capacity, a multi-in-1 card reader and a Super Multi DVD drive or a Blu-ray disc drive³, you can save what you need for fast access anytime. Back up is made extremely easy and quick thanks to Packard Bell's MyBackUp software application.

On selected models, Wi-Fi®, wireless keyboard and mouse are also available, for maximum freedom from cables. Depending on configurations⁴, two USB3.0 ports allow you to back-up or share your files up to 10 times faster than before.

The new **Packard Bell imedia** desktop will be available in UK outlets from the end of May 2011 starting at the estimated street price of £ 499.

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

o o o o o

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 & www.packardbell.co.uk

All prices are given as information only and include VAT.

©2011. All rights reserved. Packard Bell, the Packard Bell logo, and EasyNote are registered trademarks of Acer Inc. Other trademarks, registered trademarks, and/or service marks, indicated or otherwise, are the property of their respective owners.

Packard Bell HQ

Véronique Cosatti
Bât. 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

BreakOut Srl

Antonella Pezzarossa
Via Grazzini, 7 - 20158 Milan (Italy)
Phone : +39 02 87244325
E-mail: antonella_pezzarossa@breakout-agency.com

Packard Bell UK

Lorna Strickland
Tel.: +44 07887 930800
E-mail: lorna@stricklandmedia.com

³ Blu-ray™ is an optional feature depending on models.

⁴ Only for models featuring high-end Intel® processors.