



Press Announcement
For Immediate Release
6 July 2009

The Packard Bell *ixtreme* desktop is born again

Brand new refresh for a successful product line

- Stylish design
- Easy-to-use
- Fully expandable
- Center piece of your digital home

Designed for users who look for ease of use in a fully expandable PC that is made to be the heart of the digital home, Packard Bell *ixtreme* desktop has been born again, with a new stylish design and brand new features.

Addressing a successful product line, with apparently no need for improvement or room for originality is not an easy task. Yet the latest Packard Bell *ixtreme* desktop has been injected with new life to maximize the user's experience, thanks to the combination of technology and user-friendly tools¹.

Stylish design and easy-to-use

The stylish design of the Packard Bell *ixtreme* features a sleek glossy black chassis with matt accents and soft curves highlighted by a glowing blue power on/off button. Optical drives and card readers are discreetly hidden by stylish doors.

File transfer to and from the PC has never been so easy. User-centric media ports smartly front-mounted, give easy access to multimedia functions such as transferring your precious files from a memory card to the *ixtreme* hard disc drive.

The new "Photo Frame" button, on top of the chassis, immediately displays images from the hard disc or memory card to your monitor just like a digital photo frame. All you need to do is to activate the button!

"My BackUp" key allows users to backup their irreplaceable data on any external storage device, with a simple touch of a button.

¹Global qualitative and quantitative researches were carried out in 10 cities worldwide to set the positioning and design strategy for Packard Bell *imedia* desktops.



A storage deck, on the top, allows users to plug in external devices such as MP3 players or digital camera via the connection ports in the bay.

A smart cable management system enables to hide the tangle of USB cables that can be connected to your PC, just having the wires rolled around the embedded hook for a neat and clean cable aspect.

Fully expandable: the centerpiece of your digital home

The new Packard Bell *ixtreme* is the quintessence of the latest technologies and is fully expandable. It is powered by an Intel® Core™ i7 processor, an Intel® Core™2 Quad processor or an AMD Phenom™ II X4 quad-core processor and comes with up to 12 GB of DDR3 memory.

It features up to 3 TB hard disc drive, an optional Blu-Ray combo drive and free slots for an additional storage drive or an optical drive. Peripheral connectivity is made easy thanks to 10 USB 2.0 connectors, up to 2 e-sata ports, up to 3 Firewire ports and a HDMI output, plus a multi-card reader.

The Packard Bell *ixtreme* comes with the newest NVIDIA GeForce® graphics card (up to the NVIDIA GeForce® GTS250 with 1 GB video memory) or Intel® integrated graphics supporting Microsoft® DirectX 10 and High Definition 7.1 surround sound with a SPDIF connector. An optional DVBT TV tuner with remote control and WiFi are also available.

For enhanced user experience, the Packard Bell *ixtreme* comes standard with a keyboard full of multimedia keys (play, pause, forward and backward) and with a circular motion scrolling volume control key.

Collection of software

Software is what makes a notebook fun and interesting, from productivity to education, games to the Internet and digital photos to entertainment. All Packard Bell desktops are natural entertainers, with a wide range of top-shelf titles from the leading names in software.

The Packard Bell software offer includes Norton Internet Security™, the full version of Adobe® Photoshop® Elements 6, Nero 8 Essentials and Microsoft® Works 9. It also comes with a collection of online software and services from Metaboli to download best in class games to e-Bay™.

The Packard Bell *ixtreme* with Windows Vista® Home Premium Edition will be available July starting from £599

Availability and technical features will vary according to country. Software offer may also vary according to country and configuration.



About Packard Bell

Packard Bell pioneered the use of the PC in the home, taking an unfriendly but useful office tool and turning it into a friendly, indispensable feature of today's modern home. Stylish design, affordability and customer-oriented features are the hallmarks of all Packard Bell products, a unique combination that no other brand in the European market offers today. In 2008, Packard Bell was acquired by Taiwan-based Acer Inc. and the combined entities now comprise the third-largest PC company in the world.

For more information, please visit www.packardbell.com or www.packardbell.co.uk

All prices are given as information only and include VAT.

© 2009 Packard Bell BV. All rights reserved. Packard Bell, the Packard Bell logo, and EasyNote are registered trademarks of Packard Bell BV. Other trademarks, registered trademarks, and/or service marks, indicated or otherwise, are the property of their respective owners.

Packard Bell HQ

Immeuble Optima
10, rue Godefroy
92821 Puteaux Cedex - France
E-mail : veronique.cosatti@packardbell.com

BreakOut Srl

Antonella Pezzarossa
Via Grazzini, 7 - 20158 Milan (Italy)
Phone : +39 02 33223.1
E-mail: antonella_pezzarossa@breakout-agency.com