



Press Announcement
For Immediate Release
2 March 2010

Packard Bell *iPower X3.0*

Hot design for passionate people!

- Exciting new design
- Extreme usability
- Powerful gaming performance
- Fantastic expandability

Packard Bell, one of the leading technology brands in Europe, today announces the revamping of its highly popular *iPower X series*.

The new **Packard Bell *iPower X3.0*** meets the requirements of enthusiasts and hobbyist PC gamers for whom design is one of the top selection criteria along with high-level performance. With this ultimate sharp and magnificent chassis packing power, smart features and usability, users will undoubtedly enjoy multi-tasking and PC gaming as never before.

Passionate design

Start up your PC, pushing the ignition button, and drive it easily thanks to the dashboard controls. The **Packard Bell *iPower X3.0*** has a stunning street racer-inspired design. The outer rim of the power button is the chassis lighting control dial. The pure clear-cut shapes of its chassis are smoothed by curved angles. All suave red lighting effects emphasize the cutting-edge design and the character expected of a HD performer. The graffiti-like logo, inspired by street art, gives a final unique touch.

Extreme usability

The **Packard Bell *iPower X3.0*** is equipped with front-mounted buttons and ports to easily access and use key features. All the most important I/O ports and key function buttons (including PhotoFrame and MyBackUp) are slanted toward you like a race car control panel. Add the top storage tray providing 2 additional USB ports plus ample space for cameras, smart phones, mp3 players, etc. and all connections to peripheral devices are extremely fast and simple.

Cable management is also enhanced by front wire passage and a devoted integrated rear compartment at the top of the chassis provides the user with an area to store and hide excess wires.

Boasting up to two 1.5 TB hard disc drives, **Packard Bell *iPower X3.0*** users will have plenty of room for photos, movies, music libraries and more. A convenient access door on the front of the PC



conceals two expansion external hard drive bays, and glides down effortlessly with a slight push on the front latch.

Eject buttons for the optical disk drives are also conveniently and seamlessly integrated into the front sides of the PC.

A robust handle also allows transport.

Powerful gaming performance

The **Packard Bell iPower X3.0** features the new generation of Intel® Core™ i5 and Intel® Core™ i7 processors with Intel® Turbo boost performance for optimal speed and energy savings. The embedded high-definition audio with multi-channel surround sound delivers true-to-life sound effects that pull you into the game.

With the latest generation of ATI™ graphics supporting Microsoft DirectX® 11 support, or NVIDIA® GeForce® GPUs supporting PhysX® and CUDA™ technologies, the **Packard Bell iPower X3.0** lets you enjoy unrivalled image quality with stunning 3D visual effects, realistic lighting and lifelike environments.

Fantastic expandability

Thanks to the tool-less expansion bays, you can move, swap and add hard drives with ease, expand storage capacity up to an additional whopping 3 TB, save game files, movies, music and more on the hard disk, and then take it all with you. The up to 2 internal HDDs plus 2 additional bays offer in total up to 6 TB storage capacity. Game files, movies, music and more can be transferred via portable disc drives at maximum speed. Up to two rear-mounted 3.5" e-SATA ports enable greater expansion¹.

The **Packard Bell iPower X3.0** is now available and will start from £899.99 street price.

Availability and price vary according to country.



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 or www.packardbell.co.uk

All prices are given as information only and include VAT.
The listed battery life is based on MobileMark 2007® productivity mode testing with wireless on.

¹ Depending on the mother board



Details of MobileMark2007® testing are available at www.bapco.com. Battery life rating is for comparison purposes only. Actual battery life varies by model, configuration, applications, power management settings, operating conditions, and utilized features. A battery's maximum capacity decreases with time and use.

© 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

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 87244325
E-mail: antonella_pezzarossa@breakout-agency.com

Packard Bell UK

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