



Press Announcement
For Immediate Release
21 December 2009

Packard Bell EasyNote Butterfly Touch Edition

Simply perfect!

- Multi-touch screen
- Smart convertible design
- Cool, stylish and easy-to-use
- Ultra-mobile usability
- 8-hour power on-the-go

Answering impelling consumers' needs for all day computing, on-the-go usage and extreme simplicity, Packard Bell today announces its brand new **EasyNote Butterfly Touch Edition**. Stylish and smart, the **EasyNote Butterfly Touch Edition** features a **convertible** design and a **multi-touch** screen with a 180 degrees rotation that transforms this **high-end** laptop into a **tablet PC**, with up to **8-hours of battery life** and a unique **ultra-mobile usability**.

While previously launched EasyNote Butterfly models were already responding to the highest mobility requirements, the addition of touch technology, especially on a tablet pc, is adding great **ease-of-use**, **fun** and **user-friendliness** to the newborn of the EasyNote Butterfly Series.

"Touch" means an easier and more intuitive way to access and interact with a device. "Touch" is for everyone, reducing the gap between users and technology.

"Touch" is fun, faster and more natural. Touch it, Love it, Live it!

Easy-to-use. Easy-to-carry

The new Packard Bell **EasyNote Butterfly Touch Edition** is easy-to-use and easy-to-carry. It combines the superb ergonomics of a tablet with the comfort of a notebook in a mini-size.

11.6-inch (29 cm) display with a 1366 x 768 screen resolution and a full size keyboard (with 20% bigger keys than a 10.1-inch), it weighs less than 1.6 kg¹.

A simple swivel of the screen transforms the **EasyNote Butterfly Touch Edition** into a tablet. Auto-rotation automatically adjusts image orientation vertically or horizontally for more comfortable web page viewing, navigation and contents' sharing! The **EasyNote Butterfly Touch Edition** can be easily converted into an e-book, a photo or videoframe.

Cool. Designed for style

The **EasyNote Butterfly Touch Edition** is designed for style-conscious consumers. Available in an eye-catching **Cherry Red** or in a more classic **NightSky Black**, it draws inspiration from the grace and beauty of a butterfly.

¹ Vary according to HW configuration



The glossy cover reminds the iridescence of butterfly wings, reflecting refined charm and catching attention.

The chromium touchpad buttons, the delicate grey trim and the integration of the 6-cell flush battery into the chassis confer elegance and grace to the appealing **EasyNote Butterfly Touch Edition**.

Smart ergonomics

The interior of the **EasyNote Butterfly Touch Edition** itself reflects **pure style** and **easy functionality**. Dotted texture on the palm rest means no fingerprints.

Smart ergonomics are outlined by the renowned Packard Bell multi-gesture touchpad, which allows you to scroll up and down, zoom in and out, browse documents back and forth, or rotate pictures by simply using 2 fingers.

A programmable key on the display bezel can be set by the end-user. MyBackUp key, on the top of the keyboard, allows the user to save files quickly and automatically.

The power switch on the side is great for easy access when in tablet mode.

In addition, the **EasyNote Butterfly Touch Edition** also introduces a fast and intuitive way to interact with all applications.

The **Packard Bell TouchPortal** is the doorway to fun and useful touch gadgets and Microsoft® Touch Pack applications. Create colorful notes with **Packard Bell TouchMemo**, discover new destinations using Microsoft® Surface Globe, and browse favorite websites with your fingertips. Experience new ways of sharing and enjoying cherished moments -- blog about your trips, read e-books, or use your netbook like a digital photo frame for showing off videos and photos with the touch of a finger²!

More over the **EasyNote Butterfly Touch Edition** comes standard with the full version of Adobe® Photoshop® Elements 7 making photo editing simple.

8-hour power on-the-go

The **EasyNote Butterfly Touch Edition** is conceived for **all-day connecting**, working or entertaining, **wherever you are**. It is powered by an ultra-low-voltage processor from Intel® up to Intel® Core™2 Duo SU 9400, and comes with a 6-cell battery pack to consume less power for a full-day's usage.

All you need to connect and chat with friends on social networks is built-in: Wi-Fi, microphone, VGA webcam, optional 3G module and optional Bluetooth for a wider range of connectivity.

The up to 640 MB hard disk drive, the 5-in-1 card reader, plus up to 4 GB Ram and an HDMI port provide the performance for full-throttle on-the-go usage.

Availability and price

Equipped with Microsoft Windows® 7 Home Premium, the **EasyNote Butterfly Touch Edition** will be available starting end of February 2010 at an estimated start price of £499.

Availability and technical features will vary according to countries.

² The EasyNote Butterfly Touch Edition also supports pen input



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.

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