



Press Announcement  
For Immediate Release  
22 June 2010

## Packard Bell EasyNote Butterfly S Glamorous as you are

- Ultra-thin and light
- Premium design
- Glowing touchpad
- One-touch social networking
- Up to 9-hour battery life<sup>1</sup>

The 13.3-inch **Packard Bell EasyNote Butterfly s** is made for users who want a notebook that brings refined elegance and absolute mobility to all-day computing. Its cool tail-fin shape expresses your personality: bring it always with you to appear smart, fashionable, and enviable.

The **Packard Bell EasyNote Butterfly s** is more than a notebook, it's an experience, a premium lifestyle. The thinnest and lightest Packard Bell notebook ever (only 19 mm<sup>2</sup>, 1.75 kg), it's the perfect companion of your trendy lifestyle always on the go. Combining advanced power management and the **Packard Bell Social Networks** application, the **Packard Bell EasyNote Butterfly s** lets you stay in touch with your friends as long as you like and wherever you are.

### A touch of glamour

The cool, ice-blue touchpad glows when touched and fades out when your fingers are lifted from it and makes clicking and navigating more fun.

Featuring the renowned multi-gesture functionalities, it allows you to navigate simply, quickly and efficiently; it lets you manipulate pictures and artwork easily, instinctively zoom in and out, browse photos, websites and documents just with two fingers!

The metal-like keys match the aluminium style cover for a seamless look, and make typing extra smooth.

### Complete social networking at one key

**Packard Bell EasyNote Butterfly s** notebooks let you enter your preferred social network with a click thanks to the innovative **Packard Bell Social Networks** application.

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<sup>1</sup> With optional high-capacity 9-cell battery pack.

<sup>2</sup> 0.75 inches.



Press the **Packard Bell Social Networks key** on your notebook and a stylized, easy-to-use sidebar on the right side of your screen will appear. Facebook, YouTube™ and Flickr are all there ready for you to post comments, play games, update your profile, view or share photos and videos, and manage your entire online social life more easily than ever before. A built-in webcam and microphone gear you up for high-resolution face-to-face chats with friends and family, wherever you are.

### **More fun, less waiting!**

The **EasyNote Butterfly s** is designed for easy style and friendly usage. Convenient control keys let you play, stop, go to previous or next track when playing your favorite songs or videos, while a **programmable key** can be associated to any application you use the most, such as launching the full version of Adobe® Photoshop® Elements 8, whenever you want to edit your favorite holiday pictures.

The **EasyNote Butterfly s** uses substantially less power than a standard notebook. To deliver 9 hours of freedom in one charge, for seamless social networking, great fun, and all-day computing, this stunning notebook combines a backlit display, ultra-low Voltage CPU from Intel<sup>3</sup> and advanced NVIDIA® GeForce® graphics<sup>4</sup> with Optimus™ switchable technology.

The 16:9 ratio of the 13.3-inch display makes it small enough for ultra-mobility but big enough to use it comfortably without an external monitor. The Packard Bell Diamond View LCD display grants sharper and more vivid images and in an even thinner design, while the Dolby® Home Theater® expands sounds and wraps it around you for an immersive listening experience.

**Packard Bell EasyNote Butterfly s** notebooks will be available in UK outlets starting from mid July 2010 with an estimated street price starting at £699.

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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) & [www.packardbell.co.uk](http://www.packardbell.co.uk)

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<sup>3</sup> The EasyNote Packard Bell Butterfly s features the Intel® Core™ i3, the Intel® Core™ i5 or the Intel® Core™ i7 UM processors or the Intel® Pentium U series processor..

<sup>4</sup> The EasyNote Packard Bell Butterfly s features NVIDIA® the GeForce® GT 310M (512 MB) with NVIDIA® Optimus™ technology. Some configurations come with Intel® HD Graphics.



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.

Details of MobileMark2007® testing are available at [www.bapco.com](http://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.

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