



Press Announcement  
For Immediate Release  
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## **Packard Bell Easynote Butterfly m**

### **Comfort and extended mobility**

- Thin and light design
- 8-hour power
- Enhanced mobile entertainment
- Extraordinary communication

With the success of the Butterfly s, Packard Bell is extending its range of all-day computing notebooks with the brand new **EasyNote Butterfly m** Series, combining all the comfort of a 15.6-inch laptop with on-the-go requirements and a remarkable attention to style, design, ease-of-use and entertainment.

Thin and light, the **EasyNote Butterfly m** Series is easy to carry, while fitting all digital lifestyle necessities like entertainment, working and social networking, with an extended Internet access capability, without forgetting its solid performance and an efficient energy consumption, grants a full day autonomy and environmental friendliness.

The strong personality of the **EasyNote Butterfly m** Series, confirms Packard Bell's ability to create elegant and stylish products, so the user can express who they are.

#### **Thin and light design**

The **EasyNote Butterfly m** Series is extremely elegant. Its Arctic Silver cover has a brushed silky smooth texture, highlighted by the mirror-finish Packard Bell name plate. Attractive interior detailing like the black finishing provides a chic look and feel. The mirrored multi-gesture touchpad, is emphasized with a plated logo and enables easy navigation by scrolling and zooming with ease by using just 2 fingers.

Crafted from a lightweight and durable aluminium alloy, it offers ultra-strong and excellent corrosion resistance. With around 1-inch thin and 2.4 kilos weight (with a 6-cell battery) it's easy to carry, perfect for every-day, on-the-go usage.

The full-size keyboard includes a numeric keypad for easy one-hand typing. The touchpad lock button prevents accidental cursor movement. Touch-sensitive launch keys, on top of the keyboard, allow you to easily save power to extend battery life (Packard Bell PowerSave), to quickly and automatically save files (Packard Bell MyBackup), or to activate the Wi-Fi network.

#### **8-hour power**

Charge once and be connected all day long. The **EasyNote Butterfly m** Series is designed to work, play and use wherever you are, thanks to a combination of smart technologies and features.



It uses, in fact, less power than a standard notebook. Mobility is enhanced as it saves up to 40% power compared to standard notebook performance.

Packard Bell's PowerSave key enables manual activation or deactivation of the Switchable Graphics mode: when the discrete graphic card<sup>1</sup> is deactivated, graphics are supported by the chipset, therefore extending battery life.

The advanced cooling system provides optimized thermal efficiency for a more comfortable use. With your notebook plugged in and in sleep mode, Packard Bell's PowerSave adapter saves as much as 66% energy. The 1366x768 HD slim LED panels, the ultra-low voltage Intel CPU, as well as the strict adherence to high environmental standards complete the eco-friendly picture.

### **Enhanced mobile entertainment**

The high-brightness of the 15.6" HD 1366 x 768 pixel resolution panel (16:9 ratio) of the **EasyNote Butterfly m** Series allows a perfect view of high-def pictures, movies, Internet clips and much more.

Add the ATI Radeon™ HD 4330 graphics card<sup>2</sup> with 512 MB of dedicated DDR3 VRAM, the optimized Dolby® Sound Room® technology and the HDMI port, and you get enhanced performance.

Since digital lifestyle also means sharing pictures on line with friends, updating your blog, etc., the **EasyNote Butterfly m** Series comes standard with Adobe® Photoshop® Elements 6 full version and a 5-in1 card reader.

To easily host and display any kind of document and file, **EasyNote Butterfly m** Series offers a hard disc drive with up to 640GB storage capacity and up to 4GB RAM.

### **Extraordinary communication**

**EasyNote Butterfly m** addresses people who want to stay connected, wherever they are. All you need for mobile video chatting and social networking is built in: WiFi capabilities, the microphone, the webcam and Windows Live™ Messenger.

Advanced 3G or Wi-Fi® a/b/g/Draft-N and Bluetooth® 2.1<sup>3</sup> connectivity enable mobile Internet from about every location on the globe.

**EasyNote Butterfly m** Series is equipped with Microsoft Windows® 7 Home Premium and will be available on shelves in October at an estimated street price starting at £499.99.

Availability and technical features will vary according to countries.

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<sup>1</sup> Available on certain models only (ATI Mobility Radeon HD4330)

<sup>2</sup> Available on certain models

<sup>3</sup> Both optional



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### **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](http://www.packardbell.com) or [www.packardbell.se](http://www.packardbell.se)

All prices are given as information only and include VAT.

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