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Gateway's Innovative Product Range

The Multi-brand Strategy Becomes Reality with Gateway's Broadest and Most Innovative Product Range Ever

New York, April 7, 2009 – Gateway is proud to finally unveil its new product line, which concretely carries out the concept of its new brand's value proposition.

As a result of the multi-brand strategy defined by the Acer Group in 2008, Gateway is now more than ever in line with the needs and demands of its users. The brand has always been synonymous with Style and Trends and is now more closely aligned with the user segments for whom the PC is an indispensable instrument in their daily and social lives, in order to communicate and enjoy multimedia experiences, yet who perceive technology almost as an obstacle and are therefore very attracted to an established and solid brand known for its simple and easy-to-use products. Nevertheless, consumers' behaviors and trends in technology are moving more and more towards mobility, entertainment and complementing one's social life. That's something to be taken into serious consideration when thinking about new product lines. New segments have born due to the netbook phenomenon and the diffusion of social networks. The growing demand for entertainment results in wider screens, brighter LED panels and diverse formats for different uses. With Gateway's wide product range, everyone will be able to find the product they identify with and that reflects their personality.

The Most Amazing Product Range Ever

Gateway's new product line includes different new versions of netbooks (LT30 and LT20 series) and notebooks (the brand new EC series and the ID series), plus nettops, desktop (DX and SX series).

The new range of Gateway notebooks have LED panels, 16:9 aspect ratio, Dolby® Sound Room® and capacitive buttons for power saving, backup and touchpad lock. The netbooks have the out-standing qualities of Dolby headphones, a LED panel and multi-gesture touchpad, allowing an easy and intuitive access to a wide variety of applications. The new multi-gesture touchpad is also available with the new EC series and the ID series.

Highlights on the new products:

EC Series – Long Battery Life, Light and Respectful

The new EC notebook by Gateway is definitely light, over 1lb (500 gr.) lighter than a standard notebook and less than 1 inch thick. With its graceful, elegant, stylish shape and the great attention to details, this notebook will win the favor of “fashionistas” all over the world. Slim and elegant, with a black and dark silver colored cover, brushed aluminum palm rest that highlights the black matt keyboard and frame, soft surfaces and curves, Gateway’s EC Series is the result of excellence in design driven by consumer surveys and testing for technology enhancement, alongside thermal comfort and ergonomic requirements.

LT Series – Your Inseparable Companions

As soon as you see it you think about a stylish organizer with a fashionable look and feel and smart compact format. It is meant to be your inseparable companion, always with you in your bag or hand luggage. Jot down your thoughts on it or use it as the perfect tool to access the internet anytime with ease and reliability, enjoyment and comfort, an ideal complement for your digital camera.

Available in two versions, LT20 (10.1 inch) and LT30 (11.6 inch) both feature multi-gesture touchpad, Wi-Fi, optional Bluetooth, optional 3G, VGA webcam and Dolby Headphone.

ID Series – Telltale Signature

Glossy cover, matt interior, silver colored touchpad, speaker and keyboard are the characteristics of a real star, a notebook with great personality and a unique design, which makes all the difference. Inspired by collaboration with Pininfarina, the ID Series is the notebook for those who want to be themselves and express their outstanding personality and their love for exclusive pieces of design.

With a 15.6” HD LED-backlit TFT LCD with 16:9 aspect ratio and Dolby® Sound Room®, creating a stunning personal surround-sound listening experience, the ID Series delivers a true cinematic view!

About Gateway

Since its founding in 1985, Irvine, Calif.-based Gateway has been a technology pioneer, offering award-winning products and world-class service to clients worldwide. Gateway is a wholly owned subsidiary of Acer Inc., the world’s third-largest PC company. See www.gateway.com for more information.



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