

Acer Debuts Industry's First 8-Inch Windows 8 Tablet

Pre-installed with Microsoft Office, the Acer Iconia W3 is the only tablet that can put the desktop into a single hand

Brussels, 14 June 2013, Acer introduced the Acer Iconia W3, the industry's first full-featured 8.1-inch tablet running Windows 8, bringing entertainment and full PC capabilities into a single hand. Further solidifying its spot as the ultimate mobile companion, the Acer Iconia W3 comes pre-installed with Microsoft Office Home & Student 2013, a €139¹ value, at no additional expense.

The Iconia W3 carefully considers the human element with a design that is compact enough to use comfortably in one hand for reading and web browsing, yet sports a screen large enough for both productivity and entertainment. As a result, it's ideal for business people, students and families who already use programs such as Word, Excel, PowerPoint and OneNote for school and work.

The Acer Iconia W3 was introduced during the press event at Computex along with other new products, including the Acer Aspire S7 and S3 Ultrabooks as well as the Liquid S1 phablet. The new line of Acer mobile products highlights the company's focus on redefining the computing experience through progressive design. #AcerTouch.

"With the Iconia W3, Acer is giving the millions of students, consumers and professionals who create, read, work and play in the Windows environment a single-handed device that does it all," said Luca Rossi, vice president, consumer business unit, Acer Europe. "These adventurous will enjoy the industry-leading combination of a Windows 8 tablet in a sleek and lightweight 8-inch design, giving them a new and more effective way to take their fun and productivity on the go."



Productivity Boosting Office Suite and Design

Microsoft Office Home & Student 2013 comes pre-installed with the new Iconia W3, so customers can begin using it for school and work right away. A €139¹ value, Microsoft Office Home & Student Edition includes Word, Excel, PowerPoint and OneNote, giving customers the applications they need right at their fingertips.

The Iconia W3's design makes it incredibly useful for productivity in several different ways. The slim and sleek device weighs only 540 grams and measures only 11.35 mm thin, so it's easy to take anywhere. The device pairs with an optional full-size Bluetooth keyboard that holds the tablet upright for typing and then conveniently docks to the tablet to lay flat for easy transportation while protecting the screen. The keyboard mirrors the size of those found on larger 13.3-inch notebooks, so it is comfortable to use and makes working on documents and presentations even more convenient. Further boosting productivity, the Acer Iconia W3 was designed with a virtual keypad that is the ideal size for thumb typing, a common way for savvy mobile customers to connect in messaging and social platforms.

Windows 8 Companion Brings PC Capabilities Anywhere

Since the Acer Iconia W3 runs Windows 8, it keeps files, photos, and contacts synced across other Windows 8 devices, so customers can work on documents and programs on the go and then conveniently access the most current version from another device. Plus, because it runs full Windows 8, the Acer Iconia W3 is compatible with x86 legacy Windows programs. Consumers can customize Windows 8 by utilizing Live Tiles right on the start page to keep updated on the topics, news, weather and other events that they care about most.

The range of capabilities paired with the slim size makes the Iconia W3 great for sharing at school, work and home. Windows 8 supports multiple user IDs, so customers will have access to their email, Live Tiles and other apps. The device keeps content secure and safe with multiple layers of security and parental controls, even with multiple people using it.

On the Go Performance for Productivity and Entertainment

The new tablet is powered by an Intel Atom Z2760 mobile-optimized processor to smoothly handle a range of apps, including web browsing and enjoying digital media. Plus, the Acer Iconia W3 provides up to 8 hours of battery life⁽²⁾ to boost all-day productivity in classes, while traveling, or simply for staying in touch throughout the day. Connected Standby helps extend battery life by turning the display off while the device remains powered on to handle background tasks. The Acer Iconia W3 keeps consumers connected to Wi-Fi networks and hotspots with 802.11b/g/n wireless technology.

The crisp 8.1-inch LED-backlit display brings 720p video to life with incredible detail and brightness. The

1280 x 800 resolution makes photos and multimedia as well as text and graphics, appear crisp and clear. The tablet's front- and rear-facing 2MP webcams ensure that customers can capture images and video for social networking, video conferencing and sharing.

The Iconia W3 was designed to enable quick sharing of data between devices to bring full PC productivity to a tablet form factor. It has a micro-HDMI port for connecting to a TV or external display for sharing presentations, photos and video. The micro-USB port allows easy sharing of data and a connection to devices like phones, MP3 players, USB drives, or a mouse. The new tablet is available with either 32GB⁽³⁾ or 64GB⁽³⁾ of internal storage, and customers can add an additional 32GB⁽³⁾ via microSD for extra storage and convenient transfer of photos and video between devices.

Pricing and Availability

The Iconia W3 with 32GB and 64GB capacities will be available in June from retailers starting at a Manufacturer's Suggested Retail Price of €329.- and €379.-.⁽⁴⁾ The optional keyboard will be available for a price of €69.- and the case will be available for €24.90.- (grey) and €27.90 (white).

About Acer

Established in 1976, Acer is an information and communication technology company dedicated to the research, design, marketing, sale and support of innovative products that enhance people's lives. Acer's green supply chain delivers environmentally friendly PCs, displays, projectors, servers, tablets and smartphones — tools our customers need to explore beyond limits and experience more. Ranked No. 3 for notebooks globally⁽⁵⁾, Acer employs 8,000 people, and 2012 revenues reached US\$14.7 billion. Please visit www.acer.com for more information.

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1. Needs activation, code supplied in the box. Actual value may vary from country to country.
2. Actual battery life varies depending on product specifications, computer settings and applications or features launched. All batteries' maximum capacity diminishes with time and use.
3. Accessible capacity varies: (MB = 1 million bytes; GB = 1 billion bytes).
4. Estimated street prices. Actual prices may vary.
5. IDC 2012