

MSI Introduces Stylish F-Series Laptops in India

*Elegant slimline design, fashionable detailing complements powerful multimedia hardware
in blend of Art and Technology;*

First in the country to incorporate Intel® WiDi technology for wireless entertainment

New Delhi, September 6, 2010: Micro Star International (MSI) the leading laptop manufacturer further expanded one of the broadest line-up of notebook computers in India with the unveiling of five models from its stylish and elegant F-Series notebooks. Conceived as classy, high-tech accessory for the fashion-conscious urbanite, the new F-Series topples the traditionally held view that technology products are standard-issue items bereft of human touch.

The new line-up was unveiled by fashion personality and style icon Nethra Raghuraman, in the presence of Mr. Tony Yang, Managing Director of MSI India. "The innovations that characterize the F-Series notebooks, which range in size from 14" to 17", are not limited to fashionable exteriors; rather, they also offer the user an awesome multimedia experience. MSI worked in close collaboration with internationally renowned sound system experts from Dynaudio and THX to design the F-Series notebooks so that they would be both powerful and offer amazing sound," said Tony Yang.

Caressing the delicate details, smooth lines, artistic chocolate keyboard, and tasteful Color Film Print body of F-Series, ones senses are heightened and imbues a feeling of warmth.

A technology "first" in notebooks, MSI has introduced the WiDi in the F-Series. With the new F-Series featuring India's first WiDi and powered by the Intel Core processor family, you can sit back and experience your favorite videos, photos and music on your TV with great image clarity and amazing sound, wirelessly.

Performance:

The FX400, FX600, FX700, and FR600 are equipped with the power-sipping, high performance Intel Core i5 processor with Intel Turbo Boost and Intel Hyper-Threading technologies which adjusts processor efficiency on the go, greatly enhancing overall system performance.

Models with discrete graphics in the F-Series all come equipped with the nVIDIA GeForce GT 325M discrete graphics card with 1GB GDDR3 of display memory bestowing them with high performance graphics processing capabilities. This is coupled with MSI's own *GPU Boost technology* which automatically switches graphics processing modes. When you are using applications that require high performance graphics processing, the system automatically cuts over to the powerful discrete graphics mode to bolster graphics processing to maximize the multimedia experience. When performing tasks that don't load the system down, like word processing and web surfing, the system automatically reverts back to the integrated graphics chip mode, greatly reducing power consumption. GPU Boost technology strikes an ideal balance between performance and battery life.

Despite using high performance processors and an internal DVD Super-Multi CD-ROM, the MSI F-Series still boasts extended battery life. MSI's exclusive ECO engine power saving technology gives the F-Series more than twice the per-charge battery time of conventional Notebooks. Furthermore, *ECO engine power saving technology* allows you to select from among five power management levels—Gaming, Movie, Presentation, Office, and Turbo Battery, automatically adjusting display brightness, on/off switch, sleep mode, and processor performance settings, to maximize battery flexibility and per-charge use time.

Multimedia:

MSI's consummate craftsmanship coupled with the capabilities of world leaders in sound system design Dynaudio and THX have produced notebook computers with the ultimate in sound, so the sound experience from the F-Series is like never heard before in a notebook computer.

The extreme focus on details comes to fore in the design. Even the location of speakers has been precisely calculated to realize unparalleled sound performance. The sound technology incorporated into the FX700 was realized as a result of close collaboration with Dynaudio, extensive study, and countless calculations to determine the *ideal locations for speakers to obtain obstruction-free sound* transmission.

THX, the internationally renowned authority in sound system technology, worked closely with MSI in the designing of the entire MSI F-Series. The resulting high quality theater-grade surround sound speakers reproduce high fidelity sound regardless of music type and frequency range. This is then adjusted with the *Smart Volume and Surround* technologies to create a surround sound environment tailor-made for you.

MSI's F series boasts powerful hardware and world-class sound technology, so you can enjoy clean, crisp picture and sound. You can instantly switch to film mode for clearer pictures with richer colors with just one touch of the *Cinema Pro* button.

Beautiful inside and out:

MSI F series Notebooks have two DDR3 memory slots. The FX400 comes with a 1.3 megapixel Webcam, while other F series Notebooks are equipped with the high definition HD720P Webcam for enhanced image quality. Large-capacity 250GB-500GB hard drives are also available. The comprehensive array of connecting ports ensures that you have everything you need for multimedia integration and transferring files. F series Notebooks are also equipped with an HDMI port to connect with digital HDTVs hassle-free.

The brilliant chrome-plated MSI logo set in the center of the cover accentuates the *textured sheer black finish exuding a refined elegance*. The no-peel, textured color film print coating protects against scratching and wear, while adding that extra touch of class.

Similar craftsmanship went into the design of the inside cover and the wrist-rest areas, underscoring the overall design balance of the F-Series. In addition, details on F-Series notebooks, including high tech raised points on the touchpad and unassuming matte platinum trim around the base and speakers imbue the notebooks with class heretofore found only in fine works of art.

Prices for the MSI F-Series notebooks range between Rs. 37,000 to Rs. 53,000 depending on the model and configuration.

About MSI:

Founded in August 1986, MSI (Micro Star International) is a world-class leading company specializes in the design and manufacture of mainboards, graphics card and notebooks. MSI is now the world No1 graphic card manufacturer and Top-3 in manboards. According to Displaybank, MSI is the **No4 Netbook supplier** in 2008 and being ranked as **Top 10 NB Brand** in the worldwide market based on shipments.

MSI Computer India Pvt. Ltd. initiated its local presence as a licence office in 2005 and become a fully functional subsidiary in 2007. Today MSI India has in total 30 employees to provide local sales, marketing and service support.

Please visit www.msi.com

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