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DELL GAMING LAUNCHES ARMADA OF NEW ALIENWARE SYSTEMS TO CONQUER THE PC GAMING WORLD

- **All-New Alienware™ Gaming Systems Include the Aurora™ and Area-51™ Desktops and M15x Laptop**
- **Alienware M17x Laptop Receives Up To 145 Percent Graphics Performance Boost with Addition of Dual 1GB ATI Radeon Mobility™ HD 4870**
- **Alienware Peripherals, Including the New Alienware TactX™ Keyboard and Mouse, Offer Gamers a Fully-Integrated PC Gaming Ecosystem**

ROUND ROCK, Texas, Sept. 23, 2009 – PC Gamers now have five new ways to level up with a fleet of high-performance gaming rigs from Alienware, including four overclocked, liquid-cooled desktop systems and the most powerful 15-inch Alienware laptop ever.

Jointly developed by the Dell and Alienware teams, and featuring the latest technologies for maximum performance, aggressive designs and unmatched customization and personalization through Alienware's exclusive Command Center software suite, these systems represent a new era in PC gaming.

The Alienware Aurora, Aurora ALX, Area-51 and Area-51 ALX desktops and the Alienware M15x laptop join the M17x, launched in June, to expand the Alienware arsenal and reaffirm Dell's position as visionary and designer of the industry's most coveted gaming systems.

The News:

- [Alienware Aurora](#) and [Aurora ALX](#) – The most upgradeable and most powerful MicroATX desktops Alienware has ever created. Featuring the latest Intel® Core™ i7 processors, including an optional Intel® Core™ i7 processor Extreme Edition overclocked to 3.6GHz, the Aurora line of desktops delivers the power needed for hardcore gaming, pro-level HD audio and video editing, 3D animation and more. To crank up your gaming performance, Aurora and Aurora ALX have options for dual 1GB ATI Radeon HD 5870 graphics cards, up to 24GB DDR3 1333MHz memory or 12GB DDR3 1600MHz memory, respectively, and up to 2TB of hard drive storage – all in a compact, MicroATX chassis for taking up less desk space. Prices start at \$1,299 and additional technical specs are [here](#).
- Alienware [Area-51](#) and [Area-51 ALX](#) – The most powerful Alienware desktops ever. Designed for extreme gamers and tech enthusiasts who demand only the latest, most advanced equipment, the Area-51 line of desktops features Intel® Core™ i7 processors factory overclocked to an intense 3.86GHz for peak performance. To max out your graphics benchmarks, these systems offer the quad-GPU power of dual NVIDIA® GeForce® GTX 295 graphics cards. Other featured specs include up to 12GB DDR3 memory clocked at 1333MHz or 1600MHz, respectively, and six easy-access, cable-free hard drive bays that support both 7,200RPM and 10,000RPM drives, solid state drives and RAID 0, RAID 1 and RAID 10 configurations. Prices begin at \$1,999 and additional technical specs are [here](#).
- [Alienware M15x](#) – The most powerful 15-inch Alienware laptop ever. Sporting Alienware's acclaimed new mobile ID which debuted with the M17x laptop, the M15x offers Alienware performance in a compact package guaranteed to appeal to mobile enthusiasts and hardcore

gamers on the go. The first Alienware laptop to feature the new mobile Intel® Core™ i7 processor, the M15x also offers a 1GB NVIDIA GeForce GTX 260M GPU and up to 8GB DDR3 1333MHz memory to take on, and dominate, even the most intense game titles. Prices start at \$1,499 and additional technical specifications are [here](#).

The ALX brand denotes a distinguished class of Alienware systems that deliver both unique designs and peak performance. Both Aurora ALX and Area-51 ALX offer technology options beyond their respective standard editions, allowing for higher benchmarks, extended future-proofing and all-around increased bragging rights. Aurora ALX features design elements not available on Aurora such as the Active [Venting louver system](#), [internal theater lighting](#) and cable-free hard drive bays. Area-51 ALX ups the ante with an anodized aluminum body and motorized front panel.

Also announced today, Alienware customers can now configure the [M17x](#) laptop with the intense power of the ATI Mobility Radeon HD 4870 in both single and ATI CrossFireX configurations for up to a 145 percent graphics performance increase. The result is an immersive, cinematic experience when playing the latest HD games and movies.

Alienware users can build out a complete, high-performance gaming ecosystem with the recently announced Alienware [TactX Mouse](#) and [Keyboard](#), and the Alienware [OptX™ AW2210](#) Monitor which features a 21.5-inch full HD screen for experiencing the latest generation games and HD movies in glorious 1080p resolution.

The Alienware Aurora, Aurora ALX and M15x are now available globally directly from Dell or through its retail partners. The Alienware Area-51 and Area-51 ALX will be available soon.

Alienware is one of two brand pillars within Dell's broader consumer portfolio. Dell's Alienware gaming brand delivers high-performance computing for enthusiasts and tech lovers alike, and complements the Adamo by Dell brand, which offers unmatched style, design and craftsmanship. Alienware and Adamo are the standard-bearers of Dell's personalization efforts, which extend to the entire consumer portfolio, including Inspiron and Studio and Dell Design Studio, which reinvents the way people can customize their laptops as extensions of self-expression.

Quotes:

"These newest additions to the Alienware lineup represent the culmination of months of hard work, bringing together two world-class teams to create a family of world-class products," said Arthur Lewis, general manager of Dell's Gaming Group. "With the release of an all new fleet of Alienware systems and peripherals, Alienware continues to lead the industry as the world's premier brand of PC gaming computers and accessories."

"Alienware systems are, and always have been, the benchmark for PC gaming performance," said Michael Tatelman, vice president of sales and marketing for Dell's consumer business. "Through the Alienware brand, Dell is committed to offering gamers the most advanced equipment, with the latest technology and convention-shattering designs."

"The new Intel® Core™ i7 mobile processor redefines expectations for performance, flexibility and extreme gaming on mobile platforms," said Mooly Eden, vice president and general manager of the Mobile Platforms Group at Intel. "Combined with Alienware's legacy of pioneering the mobile gaming field, this makes the M15x laptop and the Intel® Core™ i7 920Xm processor an ideal match."

“As the first-ever DirectX® 11-capable graphics card, the ATI Radeon HD 5780 is the pinnacle of PC graphics performance,” said XXXXXX, ATI rep. “By pairing the awesome power of this card with Alienware’s reputation for industry-leading technology, gamers can expect an unmatched gaming experience.”

Links:

www.dell.com

www.alienware.com

About Dell

People worldwide can buy Dell [online](#), by phone and in nearly 43,000 stores. Alienware, Dell’s premiere high-performance PC gaming brand, offers unique and award-winning computers that incorporate innovative engineering and are designed with state-of-the-art components. Credited as being one of the first PC gaming hardware manufacturers, Alienware remains committed to creating industry-leading trends in the high-performance gaming arena. Alienware manufactures a diverse selection of customizable, high-performance desktops, notebooks and gaming peripherals that attract a broad range of customers who demand world-class performance and design.

Media Contacts:

Winnie Wong

Alienware

786-897-9158

winnie_wong@dell.com

Clint Bagley

Enfatico

415-365-8591

clint.bagley@enfatico.com