



Back to the future with Pininfarina design for the brand new Acer AT58 TV LED series



type of multimedia content.

Turin, September 9, 2010 - A desire to enjoy and further enhance technology is what **Acer** and **Pininfarina** have in common: the desire to grant innovation an inimitable style that captivates, fascinates, and appeals to the user.

This mutual passion has now given rise to the collaboration between the two brands with a new range of products: the **AT58 series**.

The devices bearing the Pininfarina designer signature offer innovative design and vintage flair, surprising viewing technologies and useful and efficient functions that enable the user to enjoy any

Right angles and straight lines are softened to harmonise with their surroundings: the design of Acer AT58 TVs was especially **designed by Pininfarina** to attract and relax the user.

The slightly curved edges recall those of the first televisions, but the ultra-thin silhouette, the transparent frame with the logo designed by Pininfarina, and the glossy pedestal seduce and allude to the technological perfection that this TV has to offer.

The new Acer TVs are equipped with backlit LED panels that offer more vivid images while allowing energy saving of 68% over traditional LCD monitors. All technical features are available on www.acer.com.

The AT58 series design by Pininfarina counts 8 models in a number of display sizes - 20", 23", 27", 32" and 42" - to satisfy any usage needs. The 23" will be available in two colours: white or black.

The Acer series designed by Pininfarina is available in the shops – depending on the model – starting September 2010.