

<http://www.pocket-lint.com/news/15696/dell-studio-brand-15-17>

Dell intros new "Studio" laptop brand for consumers

Colourful, customisable kit to go on sale in supermarkets

by Amy-Mae Elliott published on 26 June 2008

Dell has unveiled the new "Studio" brand aimed at consumers that it says offers a customised, tailored technology solution.

The first Studio products are two "chic" laptops, the Studio 15 and Studio 17. Claiming to combine sleek designs and striking visual elements, features include slot load drives, backlit keyboard and built-in webcam.

Offering either a 15.4- or 17-inch high-definition display, customers can pick one of six optional colour choices, including new plum purple and tangerine orange in addition to flamingo pink, midnight blue, ruby red, spring green and jet black.

Dell is also offering a graphite grey choice that can be customised with contrasting black, or a blue, pink or red edge trim around the display back.

Available from £379 (Studio 15) and £469 (Studio 17) including VAT and delivery, the laptops will also be sold at Tesco, Carrefour and DSGi stores in the UK, France, Spain, Norway, Sweden and Belgium.

In addition, Dell will offer optional colour-coordinated accessories and peripherals like backpacks, slip covers, mice and earbuds.

