

Dell buys Alienware

Dell has bought gaming PC maker Alienware for an undisclosed sum

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Despite denying the rumours, Dell has announced that it has bought gaming PC maker Alienware for an undisclosed sum. The manufacturer famous for its UFO-themed laptops and computers is to be owned by the world's largest computer maker. Dell said Alienware will operate as a wholly-owned subsidiary following completion of the transaction and will maintain its own product development, product marketing, sales, technical support and other operations as well as brand. The management and founders of Alienware will continue to operate the company as a standalone unit of Dell. The sale was first rumoured on the web at the beginning of the month, however executives on both sides of the story heavily denied any merger or buyout. "Alienware's products are an excellent complement to Dell's own line of high-performance computers designed for gaming, enthusiast and media content customers. In addition to offering high-quality, high-performance products, Alienware has tremendous brand appeal with consumers and creative business professionals", said Michael Dell, chairman. "Alienware has a legacy of success designing the highest-performance PCs using bleeding-edge technologies and innovative industrial design", said Nelson Gonzalez, CEO of Alienware. "We believe that Alienware will realize significant advantages from Dell's world-class supply chain and operational efficiencies. They will allow us to continue to satisfy our core customers with the most innovative and highest-performing PCs, and ultimately extend the reach and appeal of the Alienware brand." The move also means that Dell will theoretically be selling AMD chip-based machines, something which it has never previously offered.

