



**ECS COMPUTERS (ASIA) PTE LTD**

Blk 19 Kallang Avenue #06-151 Singapore 339410 TEL (65) 6299 9433 FAX (65) 6291 3912 www.ecs.com.sg

## NEWS RELEASE

### **ECS COMPUTERS TO SHOWCASE THE LATEST DIGITAL CONVERGENCE PRODUCTS AT THE PC SHOW 2005**

Tie-ups with Paraplegics to Drive Traffic to ECS Booth

**SINGAPORE - 2 June, 2005** - ECS Computers (Asia) Pte Ltd, a leading Information and Communications Technology (ICT) products and services provider will showcase the latest digital convergence products in this year's PC Show at the Singapore Expo from 2 to 5 June 2005.

ECS Computers is an established IT distributor representing more than 20 leading IT brands, including global consumer electronics brands. Some of the most popular and world-class digital consumer electronic products from Apple, Fuji-Xerox, Lexmark and Hewlett-Packard will be made available for consumers at ECS' booth (7011). ECS, which recently has been in the news for being first to bring in the latest innovative products to Asia, will also showcase the new Everex Explora CE PC and Tapwave Zodiac. The Everex CE PC, the first truly convergence multimedia CE PC that runs on Windows XP Media Center, has been well received since it was introduced to the Singapore market last year. The Tapwave Zodiac, an award-winning Palm-powered multimedia handheld device, recently made headwave among the consumers when it was first launch outside of USA in Singapore.

"The convergence of the digital world of computers and analogue consumer electronics is a defining trend that will impinge on both consumers and IT industry players alike", said Mr Foong Kam Tho, President, ECS Computers (Asia) Pte Ltd. "ECS Computers has already gained a foothold in this emerging market with its exclusive distribution of the Everex Explora CE PC and Zodiac. We see opportunities in this market space and will expand our portfolio of innovative products like LCD TVs, smartphones and gaming consoles", he added. Showcasing these innovative

products at consumer IT shows is a reinforcement of ECS' marketing efforts and outreach initiatives to build brand awareness and visibility.

As an incentive to the consumers during PC Show 2005, ECS is giving away an Aprilla scrambler for the lucky buyer of its products. Every \$50 spent at the ECS' booth entitles the visitor a chance to win this scrambler in an exclusive lucky draw to be drawn on the last day of the show.

### **ECS' Commitment to Less Privileged at PC Show 2005**

ECS also announced that Paraplegics will provide support to ECS at the PC Show 2005. It is ECS' commitment to the less privileged and as a corporate citizen to reach out to the less fortunate members of society by giving them meaningful work and an avenue to earn additional income. These paraplegics will be on hand to distribute promotional flyers for ECS throughout the show.

"We have already seen a lot of effort in the IT industry to help the less privileged to benefit from using IT products. People with disabilities yearn to become active participants in and contributors to their communities—they just need the right tools and the support," said Mr Tay Eng Hoe, Group CEO for ECS Holdings Ltd. "It is our interest to get the Paraplegics more involved in the IT industry and the PC Show 2005 gives an opportunity for us to work with them."

###

### **About ECS Computers (Asia) Pte Ltd**

Established in 1985, ECS Computers (Asia) Pte Ltd is a wholly owned subsidiary of ECS Holdings Ltd, a mainboard listed company of the SGX with a regional presence in Singapore, China, Malaysia, Thailand and Indonesia. As a leading Information & Communications Technology (ICT) provider, ECS Computers provides a comprehensive range of ICT services and products through its three core businesses: Enterprise Systems, IT Services and Distribution. ECS Computers provides integrated solution offerings from industry leading ICT vendors to customers through its wide and established channels.

To find out more about ECS, please visit <http://www.ecs.com.sg> or call 65-62999433.

For further information, please contact:  
Paul Chong  
Marketing Manager, ECS Computers (Asia) Pte Ltd  
Tel:(65) 63934447; Fax:(65) 62913912  
Email: [paul.chong@ecs.com.sg](mailto:paul.chong@ecs.com.sg)