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"See What You're Missing": AOC Shows Latest Widescreen LCD Monitors, Televisions and Digital Photo Frames at CeBIT

Sydney, Australia (4 June 2008) – AOC took the wraps off some all-new widescreen LCD monitors at Sydney's annual CeBIT computer expo in May, showing off novel technical features and striking design innovations, and introducing AOC LCD Televisions and Digital Photo Frames to the ANZ market for the first time.

Perhaps the standout new product, visually, was the "Zifas" 22-inch widescreen LCD monitor, that evokes the flair of Apple Computer or Porsche Design with its sleek aluminium chassis, solid aluminium and zinc stand, and soft-touch controls backlit with orange illumination. The flexible Z-shaped stand is able to fold almost completely flat and can also be used as an extensible wall mount. The smooth-contoured glossy screen can be pivoted to portrait orientation. With VGA and HDMI inputs, Zifas may soon find itself doing double duty as a sophisticated PC monitor and chic HD video display in trendy homes and offices.

The "Rivio" 22-inch widescreen LCD monitor has a unique design facet – it's clad in black aluminium bodywork embossed with a "diamond cut" texture that gives it a look (and feel) more usually associated with luxury goods. Under its skin, Rivio has an integral media player so users can play videos, music and slideshows even when their PC is powered off or disconnected.

All of the latest AOC models feature high-gloss "piano black" finishes that take them beyond the office equipment styling of the past. Now that the typical PC screen is bigger and wider than ever, appealing design has assumed a larger dimension and AOC apparently has access to competent and creative industrial design talent.

Fresh design goes more than skin deep, with most models now showing the on-screen control menus in vivid multicolour – and about time too, monochrome menus have always been a bit dull considering the full colour panels displaying them. Menu navigation also gets a makeover, with some models having a shiny multidirectional "Navi Ring" instead of the traditional row of buttons.

Coming from the world's largest manufacturer of computer monitors for many years, it is no surprise to see AOC finally plunging into the consumer electronics end of the LCD market – both ends, in fact, with large-screen LCD Televisions and small-screen Digital Photo Frames.

These items have yet to hit the shelves of local resellers, but should provide stiff price competition for more established brands, without sacrificing technical specifications: the AOC 42-inch LCD TV has Full HD 1920 x 1080p resolution, a built-in HDTV tuner and virtual surround sound.

AOC Digital Photo Frames come with a wide selection of interchangeable frame designs, so you can update the whole look and not just your photo selection.

AOC is a registered trademark exclusively owned by TPV group, currently the world's largest manufacturer of computer monitors and LCD screens. To find out more, please visit www.aoc.com

For more information about the AOC exhibit at CeBIT, or to arrange supply of high resolution product images, please contact:

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