

newsworthy trends

Computers Get “Personal” To Maximize Efficiency

(NAPSA)—Personalization can simplify and enhance people’s lives—especially when it comes to computers. Since everyone’s needs are different, having a computer created specifically for you can help you save time and get the job done more quickly.

The increasingly popular trend of personalizing or customizing a computer involves more than embroidering your initials on it, the way a monogrammed towel is personalized, or even having a site use a computer “cookie” to remember your shopping preferences.

Customization means the computer has been built according to your specifications and fine tuned to be the most efficient tool for your needs.

When you customize a computer, you start with the basic processor. Then you add the main control program known as the operating system.

You can choose a hard disk drive that holds all applications and files and choose from CD-ROM, DVD, CD-RW and Combo DVD-CDRW drives.

Other benefits of ordering a custom PC include choosing the amount of memory, the monitor, the speakers and other optional peripherals such as the printer and scanner.

One easy way to customize a computer is to do so online. At HP’s Web site, hpshopping.com, thousands have already pur-



By going online, a growing number of consumers are finding they can order a PC with the features they desire.

chased customized HP and Compaq notebook and desktop computers. Customers can choose from ready-to-ship PCs or customize their own.

The seemingly complicated procedure of putting together a computer can be simple. You just follow the easy instructions and order the PC customized to meet your needs.

To learn more, or to customize your own computer, visit the Web site at www.hpshopping.com.

The award-winning site has more than 600 HP and Compaq home and home office products and supplies, including exclusive, newly released and refurbished technology products. HP is a leading global provider of products, technologies, solutions and services to consumers and business.