

## Intel & Acer say 'IF YOU'VE GOT IT FLAUNT IT' - The Technology Leaders Announce The Smart Workplace Awards-

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The time has arrived to clear out those desks, tighten those ties and make way for a 'smarter' office as Intel and Acer announce the 'Smart Workplace Awards ' for those employee friendly organizations.

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Acer is proud to sponsor the Acer-Intel Smart Workplace Awards' said W.S. Mukund, Managing Director, Acer India. 'These awards recognize companies that empower their employees with technology keeping in pace with Acer's mission of breaking barriers between people and technology by empowering them with the latest in technology and design innovation. We wish all the companies the best and may the Smartest Workplace win'

The Awards are targeted at organizations across Delhi (NCR), Chandigarh, Mumbai, Pune and Ahmedabad, Bangalore, Chennai, Coimbatore, Hyderabad and Cochin, Kolkata. Evaluation criteria is broadly based upon Technology infrastructure, Security & Mobility, Office infrastructure and Employee engagement.

'Using the right technology is one of the surest ways to boost productivity at work. Through the Smart Workplace Awards we hope to increase awareness and usage of the latest and most efficient technologies. We are pleased to partner with Acer in this initiative.' said R Ravichandran, Director - Sales, Intel South Asia.

The Smart Workplace Awards will be given to a company that provides a holistic working environment for its employees. Winning an award of this caliber will not only increase product sales but will surely attract the best talent in the country.

Entries for the awards are categorized based on six verticals- financial services, industrial markets, consumer markets, infrastructure, information-communication-entertainment and other services. They are further divided according to the number of employees in the organization. While the focus is on the use of technology, the awards recognizes that an office doesn't just comprise smart gadgets and gizmos. An office being a second home is made by its people and it is also this 'human interest' that they would like to factor into their decision making. How technology actually increases the productivity of employees and in fact facilitates their work is also an area of focus.

To participate and register for the Smart Workplace Awards, log on to [www.smartworkplaceawards.com](http://www.smartworkplaceawards.com). The selection will be done an eminent panel of jury appointed by Acer and Intel. The short listed companies based on their submissions will then be visited by the jury and the final winners will be declared at a glittering ceremony in July. Price Waterhouse Coopers will be evaluating the process of selection. National recognition for smart offices is now just a step away.

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### **About Acer India (Private) Limited**

Since its founding in 1976, Acer has constantly pursued the goal of breaking the barriers between people and technology. Focused on marketing its brand-name IT products around the globe, Acer ranks as the world's No. 3 vendor for total PCs and No. 2 for notebooks, with the fastest growth among the top-five players. Estimated revenue for 2007 is US\$14.06 billion.

In order to effectively cater to its customers, Acer India has established a vast network of customer service centers in more than 100 cities. Headquartered at Bangalore, Acer India also has its branch offices setup at *New Delhi, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad, Ahmedabad, Pune, Nagpur, Cochin, Guwahati, and Chandigarh*. Acer India helps achieve the Group's goal of making computer technology easier to use and affordable to varied segment and for varied needs.

### **About Intel Technology India (Private) Limited**

Intel, a US based multinational corporation, is a leading manufacturer of microprocessors and specialised integrated circuits. Intel's platform definition centre in Bangalore was established with an aim to define locally relevant computing solutions based on Intel technology. Intel is also associated to socially relevant causes like The Intel® Teach Program which is a worldwide initiative to help classroom teachers learn how best to use technology to improve teaching and learning. In India, the Program was launched in February 2000 and has spread to more than 35 cities nationwide. A total of 7, 26, 964 teachers have been trained under this program so far.

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