

DELL GIVES AUSTRALIANS CHOICE AND FREEDOM TO TALK, WATCH, SURF, AND CONNECT WITH NEW 5-INCH TABLET

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SYDNEY, Australia

NEWS:

- The Dell Streak will be available in Australia on 1 Oct from Optus for \$0 upfront on an AUD\$59 Cap† or AUD\$649 standalone.

HITTING A SWEET SPOT

The Dell Streak, a carbon black Android-based tablet with a 5-inch display, is designed to provide an excellent on-the-go entertainment, social connection, and navigation experience. The spacious 5-inch screen is ideal for experiencing thousands of Android Market widgets, games and applications, all without squinting or compromising portability. Built-in Wi-Fi, Bluetooth capability and available mobile broadband brings easy access for downloading and listening to music, updating social networking status on the go, and staying connected to friends and family through e-mail, text, IM, and voice calls.

On-the-go students, mobile professionals, and active families will find Streak's web-browsing capabilities as natural as a laptop. The 5-inch screen is large enough to present Web pages in their natural form, create a comfortable viewing experience, and make turn-by-turn navigation simple. The Dell Streak is powered by Qualcomm's Snapdragon solution with integrated 1GHz processor to combine basic functionality and benefits of a laptop in a pocket friendly size.

The Dell Streak was designed with the future in mind to support future software, application and platform upgrades.

QUOTES:

"Dell has found a way to fit Australians' whole world in a 5-inch screen. Dell Streak's unique size will help people down under discover new ways to enjoy the web, connect with friends, and navigate their lives." - Ron Garriques, president, Dell Communication Solutions.

"We're very excited about the Dell Streak coming to Optus and providing such a unique device to our customer base. The Optus Open Network is the perfect medium for people to experience the full functionality of a tablet, such as the Dell Streak," said Austin R. Bryan, director, Optus Digital Mobile.

Matt Telfer, Dell Australia's general manager for Indirect and Telecommunications Channels said, "Dell believes its entry into the mobility market in Australia will be best leveraged by the Dell Streak. It is not only the first Android-based tablet to be launched in Australia, but it is also a unique size and capable of delivering both a rich multimedia and voice experience on an Android platform."

According to recent independent research conducted in September 2010 by telecoms and media analyst firm Telsyte, tablet computing is set to explode in Australia. Foad Fadaghi, research director at Telsyte said, "We are seeing strong interest from consumers in tablet computing devices, with 28 per cent indicating a desire to acquire a tablet device, which is incredible for such a new form factor."+

When it comes to businesses' interest, Fadaghi said, "Thirty per cent of ICT business decision makers indicated they intend to adopt tablet computing within the next three years, while this figure grows to 40 per cent in larger enterprises."++

DELL STREAK FEATURES:

- Integrated Google Maps, street and satellite views
- A full screen browsing experience with a 5-inch capacitive multi-touch WVGA display
- Easily integrated social media apps: Twitter, [Facebook](#), [YouTube](#)
- High resolution 5 MP camera, VGA front facing camera, removable battery, built-in Wi-Fi, mobile broadband and Bluetooth connectivity options
- 2GB[^] of internal storage provides plenty of space to access and download Google Android Market's many options
- [Packaged](#) with cushions made from 100 percent sustainable, compostable bamboo

DELL STREAK SPECIFICATIONS:

- Android platform complete with Android Market and Dell user interface enhancements
- Powered by Qualcomm's Snapdragon solution with integrated 1GHz processor
- 3G + Wi-Fi + Bluetooth
- UMTS / GPRS / EDGE class 12 GSM radio with link speeds of up to 7.2 Mbps#
- 5 MP Autofocus camera with dual LED flash. Easily point, shoot, and upload to [YouTube](#), [Flickr](#), [Facebook](#) and more
- User accessible Micro SD expandable memory 16G card included in sales pack, which will store up to 20 movies* or 15,000 photos*, or 8,000 songs* . The Streak can be expanded to 32G Micro SD as an after sales option

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Key Links:

Dell Streak: [Additional Product Information](#); www.dell.com.au/streak

Dell Facebook: Join the [Conversation](#)

About Dell:

Dell (NASDAQ: DELL) listens to its customers and uses that insight to make technology simpler and create innovative solutions that simplify daily activities and help people stay entertained, connected and in touch. Learn more at www.dell.com.au.

Notes:

† Minimum total cost \$1416.00 over 24 months Optus Mobile Fair Go™ Policy applies to all unlimited offers and 'yes' for 5. Optus 3G (2100MHz) handset can provide access to 3G services in the Optus 3G coverage area. Requires dual band (2100/900MHz) handset in Optus Dual Band coverage area. Outside these areas, service will fall back to our Optus GSM/GPRS network. For full coverage information, go to optus.com.au/coverage.

#Link Speeds: For comparative purposes only. Actual speed varies and will be less

*Media Storage Capacity: Number of songs, images and hours that can be stored varies depending on file size, OS and loaded software applications.

[^]Micro SD Card: MB means 1 million bytes and GB means 1 billion bytes; total accessible capacity varies depending on operating environment

+Telsyte Digital Consumer Study 2010 - Independent multiclient study of 1000 Australian consumers in September 2010.

++Telsyte Business Decision Maker Survey July 2010 - Independent multi client study of 600 Australian businesses in July 2010.

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