

HARDWAREMAG® GOES DOMESTIC WITH DIGITAL LIVING

1st June 2004- Singapore- The term “Digital Living” has been a subject of profound interest of late with attention now being driven to upgrade the homes in anticipation of all the services synonymous with the turn of the century.

As take-up rates for appliances that will support Digital TV and Wireless Connectivity takes centre-stage for the consumer, it becomes an imminent task to empower their minds with the knowledge to prepare their homes for this defining moment.

HardwareMAG® (HWM) is pleased to announce the “Digital Living” supplementary guide launched along with its June issue. With content specifically catered to address the issue of the digital home, products such as media centres, HDTV, DVD Recorders amongst a slew of other trendy IT gear for the home are exclusively reviewed.

Inclusive to the Digital Living supplement are articles and tutorials that shed light on the progressive march of technological progression into the home along with interviews with various celebrities and personalities that indulge in technology, such as MTV VJ Denise Keller, FIRST Magazine CEO and Publisher Royston Loh and Courts Celebrity Spokesperson and Perfect 10 DJ Jamie Yeo.

“What we intended with this supplement is to bring sense to the hype of a digital lifestyle and push the impetus for this trend in technology to the home-user,” said Andrew Tan, Supervising Editor for HWM. “Ultimately, increasing the knowledge base of the consumer through this supplement will help foster a better adoption for some of these products and services that is actively anticipated.”

The Digital Living supplement will be given out complimentary to all HardwareMAG® subscribers in Singapore and will be made available at the newsstands for only SGD \$2.

About Hardware Zone Pte Ltd

As the leading integrated media company in Asia, Hardware Zone Pte Ltd is a prolific provider of marketing channels and services to the information communications, technology and gaming industry. Capitalizing on our editorial strength, Hardware Zone Pte Ltd offers to marketers multiple media solutions via our magazines, Internet products, research, direct marketing services, education and training, as well as event management.

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