

HARDWARE ZONE CELEBRATES X'MAS WITH CROSSOVER CONTESTS

Singapore- 28th December 2004 – The annual Hardware Zone X'mas Affairs held over the 16th- 19th of December brought the spirit of the Christmas season right into Sim Lim Square and into the hearts and minds of IT consumers. Consisting of great deals for consumers seeking the latest IT gear, ingenious IT competitions for the Hardware Zone's community to take part in and exclusive luck draws, the 4-day event attracted a total visitorship of 50,000 patrons.

The 18th of December saw Hardware Zone X'Mas Affairs play host to the annual Abit Overclocking Competition and the grand opportunity to win well over SGD\$5,000 in cash and prizes. Generating an overwhelming response of entrants, the competition saw some of the best IT enthusiast compete in a test of technical know-how and elaborate set-ups to push the capacity of their processors to the very limits. A total of 4 winners were then awarded prizes by Miss Maggie Lin, Marketing Manager of Abit Computer Corporation who flew in from Taiwan to grace and witness the entire event.

The following day was another first for Hardware Zone with its very own "Plug and Play" competition as 8 teams comprising of a DIY expert and a hardcore gamer contend for over SGD\$3,500 worth of prizes. The competition took place in 2 phases; the first was the task to assemble their respective computer with a range of the latest components then hand-over to their teammate to compete in a multiplayer session of "Dawn of War", a popular RTS game. Points were then awarded by editors from www.hardwarezone.com® based on the speed and accuracy of the computer set-up and added with the total of the scores for the multiplayer competition to determine the winner.

Each event attracted a horde of supporters and curious onlookers over the weekend and was full of revelry and celebration with free popcorn and cotton candy for all along with a delightful Christmas Carol performance.

"The great success of the Abit Overclocking Competition along with Plug and Play at this year's X'Mas Affairs event is definitely a gratifying round-up to 2004," said Germaine Lee, Hardware Zone Events Manager. "We're thankful for all the support from our sponsors and our community and will definitely speed up the momentum in 2005."

Pictures to Hardware Zone X'Mas Affairs 2004 can be found at:

X'Mas Affairs 2004: <http://www.photoi.org/gallery/showgallery.php?cat=587>

ABIT OCC 2004: <http://www.photoi.org/gallery/showgallery.php?cat=588>

HWZ P&P 2004: <http://www.photoi.org/gallery/showgallery.php?cat=589>

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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