



Power provision

If there were a list of technologies that are overlooked then sadly near the top of it would be the humble power supply unit.

The manufacturers of PSUs would never claim the products are sexy, but with more concern about protecting systems around than ever before, it is a basic building block that has to be right.

For anyone who wants to build a PC, the power supply is one of the most important choices, and the Antec Neo HE would make a good product to pick.

This PSU is designed with those users that want to take a system to the max in mind. A hint of that is the compatibility of the device with dual graphics cards by delivering a promised 20 per cent improvement in

power efficiency and a power unit that is both quiet and can reduce heat in the PC.

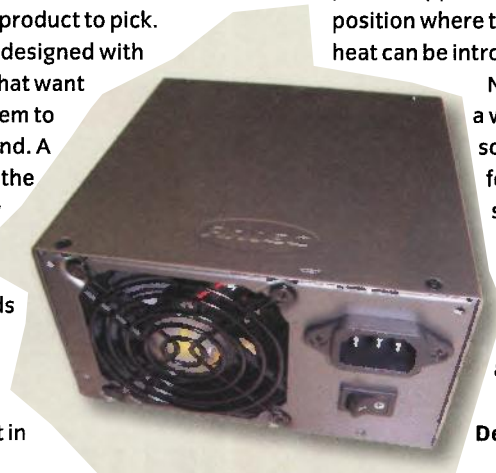
Antec knows a fair bit about this sort of market as well because it has experience in cases as well as PSUs, so it knows what it takes to keep heat down and can promise, with some credibility, a quiet system.

The challenge for a reseller is to steer the subject of conversation round to power supplies and then get into a position where talk of efficiency, noise and heat can be introduced to the customer.

No one wants to make a wrong decision with something that is one of the foundations of a desktop system so the best thing to do is push a product made by the experts.

The Pitch: An efficient and quiet PSU

Details: www.antec.com



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