

## Hipstreet Delivers Innovation and Mobility to the Masses with Two New Intel®-Powered, Windows® 10-Based Products

New Hipstreet W14 notebook and PC2GO PC-on-a-Stick bring advanced design, powerful computing, and superb mobility to consumers.

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Hipstreet continues to be at the forefront of innovative consumer electronics solutions, today announcing its new W14 notebook and innovative PC2GO PC-on-a-Stick. Both products are powered by Intel® Atom™ Z8300 and Microsoft Windows® 10 Operating System, ensuring a smooth and reliable computing experience at home or on the go.

The sleek and powerful Hipstreet W14 notebook brings a thin and light design without compromising performance. Designed with the latest Intel® Atom™ Quad Core processor, 2GB DDR3L and a vibrant 14" screen, the W14 is the ultimate, affordable notebook for productivity and entertainment. The W14 runs on Windows® 10, delivering a superior computing experience with features like Cortana and the new Windows Store featuring hundreds of thousands of apps and games.

The PC2GO gives you the performance of a full size PC in the palm of your hand, bringing the full Windows® 10 computing experience to your TV. Sampling now, Hipstreet expects the PC2GO to be the first product of its class in market powered by the latest Intel® Atom™ Z8300 Processor. Easy to set up, the PC2GO also comes with a wireless, compact keyboard, ergonomically designed with a built in trackball and scroll wheel for easy navigation. Download apps, games and more from the Windows store and create your own powerful entertainment and productivity system.

"The new W14 and PC2GO products are perfect representations of what Hipstreet is all about", said Moe Kirpalani, President and CEO. "They bring unmatched innovation, mobility and performance to consumers at affordable prices."

### Hipstreet W14 Notebook Specifications:

|                           |   |
|---------------------------|---|
| CPU                       | Intel® Atom™ 1.44GHz Z8300                |
| OS                        | Microsoft Windows® 10 Operating System    |
| System Memory (RAM)       | 2GB DDR3L                                 |
| Built-in Storage Capacity | 32GB                                      |
| Storage Expansion         | Supports up to 128GB MicroSD Card         |
| Screen Size               | 14"                                       |
| Native Screen Resolution  | 1366x768                                  |
| Display Output(s)         | HDMI output port (1080p)                  |
| USB Ports                 | 2x USB 2.0 ports                          |
| Audio                     | Built-in speaker (2 x 0.8W)               |
| Camera                    | Front Camera (0.3MP)                      |
| Wireless Connectivity     | 802.11 b/g/n Wi-Fi module + Bluetooth 4.0 |



## Hipstreet PC2GO Specifications:

|                           |  |
|---------------------------|--|
| CPU                       | Intel® Atom™ 1.44GHz Z8300                 |
| OS                        | Microsoft Windows® 10 Operating System     |
| System Memory (RAM)       | 2GB DDR3L                                  |
| Built-in Storage Capacity | 32 and 64GB options                        |
| Storage Expansion         | Supports up to 128GB MicroSD Card          |
| Peripherals               | Bluetooth wireless keyboard with trackball |
| Display Output(s)         | HDMI output port (1080p)                   |
| USB Ports                 | 1 USB 2.0 port + 1 Micro USB 2.0 port      |
| Wireless Connectivity     | 802.11 b/g/n Wi-Fi module + Bluetooth 4.0  |
| Additional components     | MicroUSB cable, OTG cable, HDMI extension  |

The SRP of the Hipstreet W14 notebook will be \$249.99 USD, while the Hipstreet PC2GO will launch with a \$199.99 SRP. Both products are planned to be available in stores and at participating retailers in early 2016.

## Supporting Resources

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## About Hipstreet

Hipstreet is a growing global company specializing in Consumer Electronics and accessories. Established in 2002 with their first location (Corporate Headquarters) in Ontario, Canada, they have gradually and strategically expanded their bases of operation to include offices in the USA, China and Singapore, the UK and the Philippines. Their products are currently sold through a wide range of channels, ranging from mass merchandisers, electronics superstores, office superstores, online retailers, TV based home shopping networks, major distributors and independent retailers. For more information, visit [www.hipstreet.com](http://www.hipstreet.com).

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