



media release

TR Vidcom predict Apples' bite into the traditional laptop market

TR Vidcom is proud to announce its arrival into the thinnovation! The latest technology in laptops, MacBook Air's arrival has been surrounded by hype and it promises to become one of the most in-demand IT tools for business and industry.

TR Vidcom Brand Manager; Con Zoumboukos, has received inquiries from non-traditional Mac users and predicted that "Apple are really going to bite into the traditional market with this product".

Ultrathin, ultraportable and unlike anything else, the MacBook Air weighs just 3.0 pounds and is suitable for those working from home, in the office, onsite or constantly travelling, with its minimum weight and maximum screen usage.

The glossy 13.3-inch, widescreen LED combined with the 1280-by-800 resolution, gives you a full screen performance, vibrant images and rich colours at full brightness the moment you open MacBook Air.

With 2GB of RAM and an 80GB hard drive there is ample memory and storage space to make it useful for office, graphics and high end applications. The addition of an iSight camera and microphone makes it suitable for net meetings and other interactive tasks, adding also to its use on the road.

Australia's largest corporate IT rental company, TR Vidcom expects high interest from both existing and new clients Australia-wide in the MacBook Air and has released a number of tailored long term rental plans from as low as \$19.95 a week*.

With this expectation, TR Vidcom has specifically updated their website to include the latest product information on the Apple range. For more information on TR Vidcom and their apple offers, refer to their website www.trvidcom.com.au

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About TR Vidcom

TR Vidcom is the business and audiovisual rental equipment division of TR Corporation; a diverse group of companies offering specialised solutions to commercial and government customers across the Asia Pacific.

With 30 years experience, a strong team of 300 staff and more than 20 branches in all states and New Zealand, TR Vidcom provides its customers with a huge inventory, national support and timely delivery of equipment. They provide solutions for all industries and occasions including:

- Education
- Training & Conferences
- Events

- Boardroom & Corporate
- Retail Stocktaking

TR Vidcom delivers leading audiovisual and computer rental equipment to event and business managers. Their customer database includes some of the major corporate companies around Australia and event managers around the nation.

*conditions apply