

## APC launches 600VA Back-UPS

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Agency: **Vaishnavi Corporate Communications**

Bangalore, 31st August 2010 – APC by Schneider Electric, a global leader in critical power and cooling services, today launched BR600CI-IN – a high performance, value-for-money 600VA PC UPS, perfect for the home and SOHO environments and harsh Indian power conditions.

The new BR600CI-IN UPS specifically addresses uninterrupted computing needs of Indian PC users. According to a recent IMRB survey one in every four urban households today owns a PC .

Numerous studies also indicate that on an average, users spend a minimum of 2-4 hours daily on their personal computer working on documents, surfing, e-mailing, networking, sharing digital photos, blogging, downloading music/videos from the internet and enjoying conveniences of online trading, banking and bill payments.

However power cuts continue to be an expensive interruption to this increased dependence on the PC. Every major city in the country is today seriously challenged when it comes to continuous power supply. Harmful power fluctuations also result in critical data loss, burnt motherboard, hard disk crash, monitor failure or keyboard lock ups.

The new BR600CI-IN UPS guarantees peace of mind by protecting sensitive electronics of a PC from extreme voltage fluctuation through its ‘Automatic Voltage Regulation’ feature.

It also enables customers to enjoy 21 minutes of reliable backup time due to superior best-in-class battery, so that they can continue to surf, chat, email and download even through power cuts.

Additional Product Benefits:

- Superior 7.5Ah battery for better backup time
- Fastest battery recharge time of 8-10 hrs
- Generator set compatibility to ensure the UPS continues to power your PC even during extended power cuts
- Intelligent ‘staged battery charging’ - Frequent power cuts lead to incomplete charging of battery and therefore reduced runtime. New BR600CI-IN’s ‘float and boost charger’ completely recharges battery even through frequent power cuts, and delivers perfectly on committed backup time.
- 3 ‘battery backup & surge protected’ outlets to run multiple devices
- 2-year peace of mind warranty, covering both electronics and battery
- Excellent power efficiency
- Automatic Voltage Regulation (AVR) to correct voltage irregularities and protect your PC
- Only UPS in the market with Thermal Run-Away prevention (prevents unsafe temperatures leading to fire)
- RoHS compliant design (free of restricted and hazardous materials)
- Automatic diagnostic testing to notify of any problems in internal components
- Push button Circuit Breaker enabling quick recovery from overload
- Visual and audible alarms to notify you of overloads, shutdown etc

“The new BR600CI-IN fits perfectly into the new age digital lifestyles of our customers through its sleek design, technology excellence and affordable price point. Desktop PC sales accounts for nearly two-thirds of total PC sales in India and is showing a significant YoY increase. We are seeing an increase in the PC-UPS attach ratio primarily due to the huge vagaries of power supply in the country.” Gaurav Burman, Director – Transaction Sales, APC commented.

“Consumers in metros, mini metros and towns are facing frustrating, frequent power cuts on one hand while increasingly getting exposed to a PC driven lifestyle of social networking sites, chatting, video streaming and self-expression blogging platforms etc on the other. The PC today is an integral part of everyone's lives and the need of customers for back up power has never been greater. We understand this well and support our customers with world class power back up solutions. The new BR600CI-IN is our latest innovative offering to help our customers stay connected and enjoy uninterrupted computing” said Sridhar Laxman, Director - Strategic Marketing, APC

Priced at an MRP of Rs. 2975 the new APC BR600CI-IN Back-UPS is available through more than 5000 channel partners across the country and is backed by APC’s strong

after-sales service. APC has always delivered on its promise of legendary reliability. Its consistent performance in the power protection category has won itself the trust of over 3 million customers in India and multiple 'Best UPS' awards in industry surveys.

To know more, customers can call APC's customer service team at - 1800 4254 877

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(Toll Free Numbers).

For editorial queries contact:

Gaurav Sharma

Manager PR

Schneider Electric in India

[sharma.gaurav@in.schneider-electric.com](mailto:sharma.gaurav@in.schneider-electric.com)

About APC

APC by Schneider Electric is a global leader in critical power and cooling services, providing industry leading product, software and systems for desktops to data centers.

APC is part of the €18.3 billion Schneider Group which is the recognized global leader in Electricity and Automation Management with operations in 100 countries and over 114,000 employees. .

Backed by the experience and wide network of Schneider Electric, APC delivers well planned, flawlessly installed and maintained solutions for industrial, enterprise, small and medium business, as well as home environments.

APC solutions include uninterruptible power supplies (UPS), precision cooling units, racks, physical security and design and management software, including APC's InfraStruXure® architecture, the industry's most comprehensive integrated power, cooling, and management solution.

In 2007, Schneider Electric acquired APC and combined it with MGE UPS Systems to form Schneider Electric's Critical Power & Cooling Services Business Unit, which recorded 2008 revenue of €2.6 billion (including APC-MGE sales of \$3.7 billion) and employed 12,000 people worldwide. For more information on APC, please visit [www.apc.com/in](http://www.apc.com/in).

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Unit No. 308/309/310/311, 3rd Floor,

Geneva House,

Cunningham Road,

Bangalore- 560 052

9686450753

[ramasasthri.j@vccpl.com](mailto:ramasasthri.j@vccpl.com)

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