

Dell, Alienware bullish on PC entertainment

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Dell's acquisition of high-performance computer maker Alienware appears to be a signal that the PC isn't surrendering its turf to wireless handhelds.

Dell announced on Wednesday it was adding Miami-based Alienware to its fold in order to satisfy consumer demand for high-powered machines that can handle multimedia content and cutting-edge games.

"Alienware's products are an excellent complement to Dell's own line of high-performance computers designed for gaming, enthusiast and media content customers," said Dell Chairman Michael Dell, who added in a

statement that Alienware "has tremendous brand appeal with consumers and creative business professionals."

Alienware Chief Executive Officer Nelson Gonzales said his company would realize the advantages of Dell's global supply chain and indicated that the PC would not be elbowed out of the consumer market despite a rapid trend toward smaller wireless broadband devices.

"Alienware and Dell have tremendous optimism in the future of the PC platform as the center of the digital home from an entertainment and digital content management perspective," he said in a message to his employees that was reported by PC World.

Terms of the transaction were not announced; however, Alienware will operate as a Dell subsidiary under its current management.

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