

## MSI replicates love with the new netbook version

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While ASUS is working hard to bring users new, smaller and lighter EEE PC models, MSI also has some amazing products. One of them is the latest version of their very successful 10-inch Wind Netbook laptops. To celebrate this success, the manufacturer has launched the "MSI Wind Netbook Love Edition" version, a special Wind version decorated with hearts on the case. This is introduced as 'Special Charitable Version' and the profits will be put into the fund to support poor children in the world in rural and remote areas.

This MSI Wind 'love' version is priced at 559 USD. It uses a 3-cell battery, not 6 cells like regular notebooks.

This new version has no new technical features but in return it has noticeable designs. While the previous model has only 3 colors: white, black and pink, Love Edition adds' *heart-shaped, silver, golden and light brown veins that stand out on a white background giving users a soft feeling and lovely* '



This MSI netbook is designed to be donated to poor children with the aim of helping them improve their computer skills. MSI also announced Love Edition will be part of the global charity campaign ' *Love with the Wind* ' organized and supported by them. This campaign targets charitable activities in Taiwan, China, Poland, Ukraine, Turkey, Russia, Vietnam, Philippines, Indonesia, South Korea and India, helping poor children here have the opportunity contact with computer.

In addition to being a good marketing strategy, Love Edition will give children better computer experiences. MSI also believes that other manufacturers will follow in their footsteps, show interest and act together to change the world for the better.

The level of MSI's success in this campaign is difficult to predict, but one thing is for sure: this charity campaign will make consumers increasingly interested in 10-inch netbooks.

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