

newsworthy trends

Computer Color Schemes

(NAPSA)—It used to be that shiny metallic objects conjured images of doctors' offices, industrial equipment or UFOs. But today, combining light metallic colors with dark neutral colors, such as black, is growing in popularity for household products and décor.



As evidenced at this year's Consumer Electronics Show, everything from kitchen appliances and living room furniture to hair care products—even computers—is adopting the sleek, sophisticated combination of bright metallic and contrasting dark colors.

According to Kathryn McEntee, a color designer and member of the Color Marketing Group (CMG), an international association of color designers, the automotive industry first popularized the use of metal finishes and high-contrast. With the introduction of the Audi TT, consumers were familiarized with the combination of warm, deep neutrals and metals.

And now, computer systems are being designed to coordinate with this new fashion in home décor. For example, Compaq Computer Corporation's new line of Presario digital entertainment desktop and notebook PCs, monitors, keyboards and printers capture both color trends with a stylish carbon and silver design.

Compaq was the first to introduce the silver with chrome accent color scheme to technology products—which is now common for consumer electronics products like VCRs and portable audio players—and the rest of the computer industry is now moving in this direction.

“It's more than a break from the old ‘beige box.’ This combination of carbon and silver with chrome accents personifies ‘cutting edge,’” said McEntee. “You can tell at first glance that the product is new, and still it maintains a sophistication and elegance appropriate for advanced technology.”

For more information about the new Compaq line of Presario PCs, visit www.athome.compaq.com.