

C O M P U T E R

NEWS AND NOTES

The Benefits of Buying Locally Grown Computers



(NAPSA)—Most of the time, you want to buy things from someone you know and trust. That's why more and more people are getting their computers locally—from techs they trust to work with them and create computer systems that meet their needs.

Computers are among the most customizable products on the market today. Cars, for example, can come in any of a number of sizes and colors but they're all used for traveling or commuting. A computer, however, can be used for any range of functions and capabilities. One person may do his or her household accounts on the computer, another may use it for games or music, and a third can keep in touch with friends all around the world.

In many households, one computer needs to be able to do all of these activities because everyone shares one system. With upgrades and software updates, all users can continue enjoying the benefits of the computer for years to come.

When you're buying a computer, you first need to decide what brand and model you want, and what fea-

tures you want the computer to have. If you're a graphic artist, you'll want photo editing and manipulation software, a high-end graphics card, and a good-quality, high-resolution monitor. Filmmakers and future filmmakers will find it useful to have film editing software. Almost everyone needs a Web browser and an e-mail program, but for chats with friends far and wide you'll want to also be sure to have an instant messaging program.

Price is an important consideration, but many times, you get no more than what you pay for. A low-cost computer may turn out to be unreliable, with tech support that's difficult or impossible to contact. It may not even be low cost in the long run—prices advertised often don't include a monitor, an operating system or other necessary elements.

Here are some advantages to working with local, independent system builders to purchase a PC outfitted with a Windows XP operating system:

- A computer configured to fit your particular needs and budget;
- Increased availability and responsiveness in supporting the system, provided by a local expert;
- A computer built with high-

quality components from the right combination of suppliers to allow you to get the most from your computer;

- A trusted IT advisor who can guide you through today's technology options;
- A technician who'll design and build a custom PC to meet your specific needs, so your system can handle your particular lifestyle;
- Personalized local service and support from someone who knows your computer;
- Buying local and validating through the Windows Genuine Advantage tool qualifies you for all the benefits that come from genuine software—including critical updates, training tools, software discounts and more.

In addition, a computer built to your needs does what you want. Gamers can have the hottest system in town. Your small business can get a network loaded with industry-specific software and access to someone with the expertise needed to keep it running.

To learn more about the Buy Local program, visit the computer shop or go to www.localPCbuilder.com.