



**DELL**  
**ON CALL**

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**HERE TO HELP**

**COMPUTERS  
DIRECT**

**SYSTEM SALES & SERVICE CENTRE**



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**DELL**

**LOCAL STOCKIST**

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**HERE TO HELP**  
**SERVICE GUIDE & PRICE LIST**



Local Stockist

## COMPUTERS DIRECT SYSTEM SALES & SERVICE CENTRE

64 Beckhampton Road , Oldfield Park  
Telephone 0871 8550591  
enquiries@computersdirect.org  
www.computersdirect.org

### WHY BUY DELL?

For a quality system with all elements designed to work together efficiently. Most 'cheap systems' use components sourced from a number of manufacturers that are put together to make a system. DELL systems are manufactured as a unit and fully tested to ensure compatibility, performance and reliability. This was confirmed in several Which magazine reports that found DELL to be the most reliable of all IBM compatible PC desktops.

### WHY BUY DELL HERE?

For the extra service and support that only a local supplier can provide both before and after delivery of your system. Our prices include pre-delivery update of OS and antivirus, delivery, home installation, email and internet set up and our support in addition to the manufacturers warranty. If you have ever tried to get help from an overseas call centre you will know how worthwhile local IT support can be and that is the main reason why people chose to buy from us.



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### Terms & Conditions

All offers are subject to availability and change. We reserve the right to substitute and vary specification. Manufacturers sole warranty applies. Monitors/printers/scanners & accessories include both Dell & other selected makes. Lifetime support is telephone based and excludes hardware, home callout or virus removal. Home installation includes up to one hour of engineers time inc travel. Internet connection and networking is subject to suitability of BT line and equipment. Wireless signals are variable. Where additional time is required for networking or data transfer this is charged at £60 per hour plus vat. \*provided your hard drive is intact and files are compatible with OS. We are not responsible for Windows incompatibility issues. Older software may not run on a new OS. Software, virus attack, accidental damage, power surge, liquid spillage and damage caused by user error are not covered under warranty. In the event of a genuine hardware fault developing after purchase but prior to the expiry of the warranty period we will offer a repair or replacement at our discretion. All goods are supplied tested and demonstrated as working at the time of purchase and are therefore free from apparent defect at that time. New systems are sold with a 12 month hardware warranty. Notebook batteries power adapters excluded. Second user systems are sold with a 90 day hardware warranty. Retention of title applies until cleared payment. If any provision of these Terms and Conditions is found to be invalid by any court having competent jurisdiction, the invalidity of that provision will not affect the validity of the remaining provisions of these Terms and Conditions, which shall remain in full force and effect. Your purchase of any equipment or services from this brochure indicates your acceptance of these terms and conditions. These terms & conditions do not affect your statutory rights.



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We keep popular systems in stock for immediate delivery and installation. In addition to the stock systems we can supply any DELL computer to your specification and delivery is typically within 7-10 days from confirmed order. Simply come in and discuss your requirements and we will confirm the cost and estimated lead time. We can also supply a full range of accessories and consumables all at competitive prices.



Please note that all our new systems have a DELL warranty for minimum 12 months, which can be upgraded up to 4 years on most items. As well as the Dell warranty we are available to assist with any problem or queries that may occur after delivery/installation.



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You can buy a new system here -  
or have any make of PC repaired.  
**However you can also do more:-**

### Try before you buy

Not sure which system is the right one for you? Specific software that you wish to run or just unsure? We have demonstration models that you can use without obligation. (N.B. A small hourly charge is made for this facility and refunded upon purchase)

### Repairs and Servicing

We have trained engineers able to offer hardware and software repairs to all makes of PC or notebook. Low diagnostic charges and competitive rates.

### Virus Removal and Protection

We specialise in the removal of viruses, spy ware, Trojans and browser hijacks. After removal we provide easy to use virus protection at no additional charge.

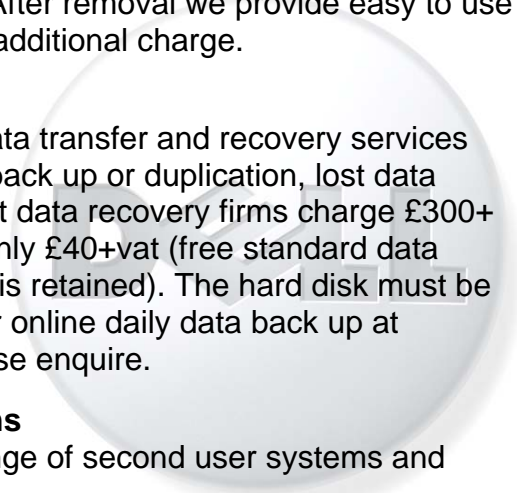
### Data Services

We offer a range of data transfer and recovery services from CD/DVD image back up or duplication, lost data recovery etc. etc. Most data recovery firms charge £300+ Our charges start at only £40+vat (free standard data backup where old PC is retained). The hard disk must be working. We also offer online daily data back up at reasonable cost. Please enquire.

### Second User Systems

We usually have a range of second user systems and notebooks from £99.

**FREE DELIVERY** (3 mile radius- minimum order value £300)





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### Inspiron 10" notebook

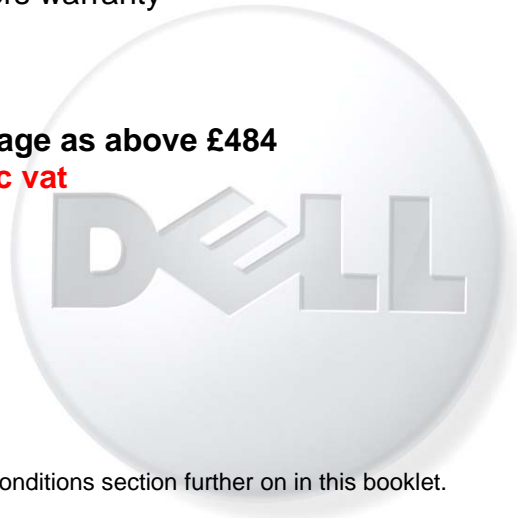
(minimum size ultra portable notebook with bluetooth)

Intel Atom 270 (1.6GHz,533MHz,512KB)  
160GB Serial ATA  
1024MB 800 MHz DDR2 ram  
10.1in Truelife Display  
Integral web cam  
Intergrated Intel Graphics accelerator  
Dell pro wireless 802.11b/g  
AC adapter and power cord  
Primary 4 cell battery  
Windows XP home SP3  
Microsoft Works 9.0  
Antivirus 1 year software (AVG)  
Preparation and updates  
One year manufacturers warranty  
Lifetime local support



**Recommended package as above £484**

**SALE PRICE £399 inc vat**



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### Reliability And Service

WHICH Magazine have compared computers in several issues over the past few years and found the following:

Dell desktops proved to be the most reliable of all IBM compatible PC manufacturers with a failure rate of 13% compared with between 17% - 25% for other makes including HP, Compaq, Packard Bell and Time.

For laptops dell were found to have a 15% failure rate. 60% of problems were sorted out by telephone, 9% by engineers visit and 8% returned for repair or exchange.

Independent shops were also rated the highest for best buying advice, and quick and friendly service. They scored highest overall with a minimum 41% satisfaction rating compared with John Lewis 24%, mail order/Internet 15%, Comet 9%, PC World 8%, Dixons 8% and Currys 5%.

The more recent Which report still rates Dell hardware as well as before but highlights the potential problems after sales service and support where mail order is used.



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### Virus, Spy ware and Browser Hijacking

Using the internet and email for even 5-10 minutes will expose your computer to attack. It is crucial therefore not only that anti-virus (and anti-spyware software required) is maintained but that this is updated every day or so to protect against new forms of malicious code.

We can provide suitable software (AVG from £20 a year) and show you how to use it for maximum protection. If your system has already been affected we can usually remove the virus and restore affected files. This costs between £40-60 +vat. Inless for £90+ vat we will wire and re-install windows if your computer is to heavily infected.

For maximum security and protection against virus's, hackers, chat room predators etc. we stock the new Xgate hardware protection. Cost only £99.99 (£50 optional home installation + annual subscription) Where a system has been badly affected and the virus cannot be removed a full system re-installation is required at a cost of £90 +vat. If this is required saved files may be lost. Important data should always be backed up before the PC is bought in for repair. We can make back ups for you if required (from only £30 + vat and £10 per CD/£20 per DVD)



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### Vostro 15.6" notebook

(good for general purpose home or college use)

Genuine Intel Processor (2.2 Ghz)  
160GB hard drive  
DVD-RW drive  
2GB RAM  
15.6" widescreen  
Intel graphics accelerator  
10/100 Ethernet  
802.11b/g wireless  
AC adapter and power cord  
LI-ION Primary battery  
Windows 7  
Microsoft Works  
DVD and CDRW software  
Antivirus 1 year software (AVG)  
Preparation and updates  
One year collect and return manufacturers warranty  
Lifetime local support  
Carry case



**Recommended package as above £699**

**SALE PRICE £599 inc vat**

#### Accessories/Options

Home installation £50

Upgrade to 3GB ram £50

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### Vostro 17" notebook

(large screen model suitable for multimedia)

Intel core 2 Duo T5470 1.8GHZ

250GB hard drive

DVDRW

2GB DDR2 RAM

17" TFT widescreen

Intel graphics accelerator

2.0 mega pixel integral web cam

10/100 Ethernet

802.11b/g wireless

AC adapter and power cord

LI-ION Primary battery

Windows 7

Microsoft Works

DVD and CDRW software

1 year Antivirus software (AVG)

Preparation and updates

One year collect and return manufacturers warranty

Lifetime local support

Carry case



**Recommended package above £919**

**SALE PRICE £799 inc vat**

#### Accessories/Options

Home installation £50

Upgrade to 3GB ram £50

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### The Internet

Until a few years ago 'pay as you go' or monthly subscription dial internet access was the norm for most UK households, with broadband being an expensive option. Competition has now driven prices down to a level where broadband is now the most popular choice for people purchasing a new PC. Tiscali have been instrumental in the price reductions and offer much the most competitive package of any ISP (Internet Service Provider).

We can help you sign up for a Tiscali or Virgin broadband package as part of our comprehensive service to customers purchasing their PC from us. It takes just a few minutes for us to test your telephone line for suitability and to submit your online application and usually within 15 days your broadband service will be activated and ready to install.

Virgin broadband is delivered to your property via an underground fibre optic cable and is the best form of broadband if you are able to get it. Tiscali (and all other telephone based broadband) works by splitting your telephone signal and using part for voice calls and the remainder for your internet access. It enables you to access the internet and download images and files quickly and easily while still being able to make and receive telephone calls. For most households this is therefore now the most suitable method of internet access. For people who live in an area where BT cannot provide suitable telephone lines for broadband or for those who only require occasional internet access (less than 3 hours per week) we can still set up a pay as you go dial up account. A dial up modem will be required since this is no longer standard within a new PC.

For most people, once broadband has been enabled and the software installed, the service will work straight away. However, in a small number of cases it does not and where this occurs Tiscali technical support will run diagnostics for you on request. Usually the problem relates either to the BT line to the property or internal wiring or telephone equipment incompatibility and with patience and persistence can be resolved. Unfortunately we are unable to assist with broadband incompatibility Issues since these relate to the Tiscali/BT service and not the PC. As a guide there should be no more than three extensions in the property or 10m internal cabling before the PC. \*offers subject to change. Virgin/Tiscali terms and conditions apply.



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### Website Design And Hosting

We can design and produce both home and business websites for you from your choice of text and images.

#### Design

2 page simple website and up to ten images £299  
Per additional page including links £100  
Commercial sites available from only £799

#### Hosting

We can FTP your new website to your selected host or we can arrange hosting for you. Our hosting and support package includes domain name registration and renewal charges, annual maintenance and support including up to four text and image changes within the existing layout

Standard annual charge (up to 10MB) £100  
(other sizes quoted on request)

Please call in to discuss your ideas and look at some of the sites we have done for other people. All we need is the information that you would like to show on the web and some idea of the style that you are looking for.

#### Mail Boxes

Basic mail boxes are included with all web hosting. They are also available on their own from £30 p.a. (10MB) (plus one off domain name purchase and set up charge £20)

Larger boxes also available:



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### Vostro 13.3" note-

(lightweight high specification notebook)

Intel core 2 Duo T5670 1.8GHZ  
250GB hard drive  
DVDRW  
2GB DDR2 RAM  
13,3" TrueLife screen  
Intel graphics accelerator  
Integral web cam  
10/100 Ethernet  
802.11b/g wireless  
AC adapter and power cord  
LI-ION Primary battery  
Windows 7  
Microsoft Works  
DVD and CDRW software  
Antivirus 1 year software (AVG)  
Preparation and updates  
One year collect and return manufacturers warranty  
Lifetime local support  
Carry case

**Recommended package as above £934**

**SALE PRICE £799 inc vat**

#### Accessories/Options

Home installation £50



Upgrade to 3GB ram £50

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### DELL Vostro Home/Small Business System

#### (multipurpose system with built in upgradability)

Intel® Pentium® Processor (2.80GHz)

250GB hard drive

DVDRW Multiburner

2GB DDR3 ram

17" widescreen flat panel

USB optical scroll mouse

USB QWERTY keyboard

high def sound

10/100 Ethernet

Intel graphics accelerator

8 (9) USB ports

Windows 7

Microsoft Works

Antivirus 1 year software (AVG)

Preparation and updates

One year collect and return manufacturers warranty

Lifetime local support

Home installation



#### Recommended package as above £685

**SALE PRICE £599 inc vat**

#### Accessories/Options

Upgrade to 3GB ram	£50	Upgrade to 19" widescreen	£50
Add Wireless Dongle	£30	Upgrade to 22" widescreen	£100



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### PC WORLD PRICE COMPARISON

Buy from PC World today and talk to an overseas call centre tomorrow. Only Computers Direct provide genuine local support for all systems sold. You would therefore expect to pay more but that is not the case!

Notebook price comparison 12/11/2008

Vostro notebook from Computers Direct fully inclusive with local lifetime support.

£599.00

Inspiron notebook from PC World:

Base price	£479.99
Add preparation	£ 30.00
Add carry case	£ 30.00
Add antivirus	£ 20.00
Add support £8.95 month x 36 months	£322.20
	<hr/>
	£882.19

If the notebook is used for more than 36" months the PC World total cost increases still further and after five years the PC World price is double ours.

Don't be fooled by the lost leaders and hidden pricing techniques from the superstores. We have been here for over ten years and offer reliable Dell equipment with genuine local support.

## Price Comparison with mail order offers

In order to attract customers Mail Order companies advertise 'bare bones' or 'low spec' systems at apparently very low prices. They then rely on their call centre sales staff being able to sell 'add-ons' when a customer phones to place their order. Mail order offers

usually exclude some or all of the following:

Modem, floppy drive, delivery, vat, hardware warranty (beyond 90 days), installation with internet and email setup, data transfer from your old PC, peripheral installation (printer/ scanner/ camera etc.), comprehensive after-sales support, permanent anti virus protection etc. When making a price comparison therefore it is important to check that you have

included the above. Buying locally from stock rather than on the internet or mail order

usually justifies a higher price to reflect the costs of premises, staff and stock but when a true comparison is made the overall price can be surprisingly close between mail order or local purchase, depending on the current online offers. There is however little comparison in terms of the level of service and support with the local dealer providing a far better package and which justifies any cost differential for most people.

### Pre-sale assistance

Being able to see, touch and test a PC before purchasing is essential. It is the only way to be certain that what you want to do can be done properly with your proposed purchase. Ending up with too low or incorrect specification causes huge disappointment. Too high a specification and you are just throwing money away. Our 'try before you buy' service is invaluable for this.

### Installation

Online you get an average of 30 minutes which is barely enough to plug everything in and start the system up. We spend around two hours updating all software, setting up anti-virus and spy ware protection before spending up to a further hour onsite setting the system up.

### After-sales support

Online your only means of support is an overseas call centre where it takes ages simply to get through to the correct department. You then get to speak to one of thousands of staff with variable ability and attitude and who will only offer support (for the first 30 days) for hardware failure. Software problems and user error are not supported. With us you can phone or call in and speak to the same people each time and who will assist you with anything from suspected hardware problems, to issues with software, virus and user error. This support lasts for the life of the computer and not for a 90 day, 1, 2 or 3 year period as per mail order.

### Repair procedure

If, after spending time speaking to the call centre staff and going through online diagnostics, your computer is considered to require a repair or replacement you will be instructed to wait in all day for a carrier to collect your PC and to wait in all day some two weeks later for it to be returned to you. Where if you have bought through a local dealer you simply drop it in and it will be repaired at our premises or we will make all the arrangements for it to be diagnosed, returned and repaired at the factory for you.



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## DELL VOSTRO 400 range desktop

**(home/Business system with quad core processing and massive storage for workfiles, music, dvd etc)**

Intel Core 2 Quad Q8200 (2.33GHz,1333MHz,4MB)

500GB SATA 7200 rpm hard drive (2x250GB)

DVDRW Multiburner

2GB DDR RAM

Graphics : 256MB ATI Radeon HD

17" widescreen flat panel monitor

USB mouse

USB Dell Keyboard

High def sound

10/100 Ethernet

8 (9) USB ports

Windows 7

Microsoft Works

Antivirus 1 year software (AVG)

Preparation and updates

One year collect and return manufacturers warranty

Lifetime local support

Home installation



**Recommended package as above £885**

**SALE PRICE £799 inc vat**

### Accessories/options

Upgrade to 3GB ram	£50	Upgrade to 19" widescreen	£50
Add Wireless Dongle	£30	Upgrade to 22" widescreen	100

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### Servicing, Upgrades & Repairs

*Is your PC slower than it used to be?*

*Are you running short of memory?*

*Does it 'crash' unexpectedly?*

Within 2 years PC'S 'clog up' and need a service. We can remove old files and registry entries that are using up memory resources and restore performance. Free download software, tool bars, screen savers cause conflicts and slow the PC down and are best removed. We also update your operating system and antivirus software or can also install FREE Antivirus and Spy ware software sta. Book your PC for a full service only £60+ vat. Repairs and upgrades also undertaken to makes. Minimum repair/upgrade charge £30 + vat.

**PLEASE NOTE** Repairs and upgrades to older models (pre 600mhz) are not advised as the system will only run as fast as its slowest component. With new system prices now so low it is simply not viable to spend much money on obsolete equipment. You should make a back up of important data at regular intervals and always before bringing a system in for a service or repair. Operating systems that are badly corrupted will require a complete system re-installation at additional cost (from £90 + vat).



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### WHAT TO DO WITH YOUR OLD PC?

Under new EEC legislation effective 1st July 2007 changes have been introduced that affect the way old electrical equipment is handled. We are no longer allowed to take away or accept anything that is beyond viable repair. Manufacturers, importers, distributors and retailers are all under a duty to see that old equipment is recycled rather than becoming land fill. There are now three ways to dispose of old equipment:

1. if your old PC is still capable of use we can accept it here and will clean it up ready for re-use (subject to suitability/space/demand etc.)
2. If your old PC is broken or too old to be usable we cannot accept it here but Dell have paid a licence fee to enable you to take/send it to the local designated collection point.
3. If you have bought a new Dell they will collect your old PC. If you have not bought a new PC but your old PC is a Dell they will collect.

#### **Local collection point/further information**

Bath & North Somerset Council Recycling/transfer stations:  
Pixash BS31 1TP, Bath BA1 3AT, Old Welton BA3 2AA  
For collections and further information please contact

**Lisa Mansell.**

**Tel:** 01225 394041    **Email:** councilconnect@bathnes.gov.uk

#### **Compliance with Legislation**

Dell will meet its obligation to the WEEE Directive in the UK through membership of a Government approved Producer Compliance Scheme (registration number WEE/CE0092VV) and through providing private customers with its Consumer Recycling program for the collection, treatment, recovery and disposal of WEEE. To arrange collection follow the link [www.dell.com/html/emea/asset.html](http://www.dell.com/html/emea/asset.html)

BUY FROM YOUR LOCAL DELL DEALERSHIP AND BENEFIT FROM HELPFUL AND FRIENDLY ADVICE, HOME DELIVERY AND SETUP + DELL WARRANTY.