

Dell targets creative types with colour, customisation

US - Dell on Thursday introduced a new, colorful laptop line aimed at artistic and creative consumers.

By [Katherine Noyes](#) 30 Jun 2008

Combining aesthetics and technology, the new Studio line launched with two distinctively styled laptops: the Dell Studio 15 and Dell Studio 17. Both offer sleek designs, striking visual colour elements and personalisation options with features such as standard built-in webcam, capacitive touch media control buttons, slot load drives, optional mercury-free LED displays and built-in mobile broadband.

The new laptops are both available now from Dell starting at US\$799 for the Studio 15 and \$999 for the Studio 17. They will also be available at Best Buy and Staples stores in the next few days, Dell said.

[Read the full article here.](#)

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