

Affordable Computers come to Winnipeg...

Buying a computer these days is about as easy and fun as making an eight-course meal... blindfolded. But everyone needs one. How many times a day, do you hear someone say, "I'll email you", or "I made a CD on my computer"? 12 years ago, most people thought that the Internet was a bug that lived in the Amazon Rainforests. Now it's everywhere you look. Pure and simple, computers just make life easier. Chores such as going to the bank to pay bills, or writing a school paper or report out by hand (with a bottle of liquid paper close by), have been replaced by a simple point and click. What once took hours now takes minutes. If you already have one, then you're probably nodding your head in agreement with me right now.

Nowadays, the decision isn't whether or not you want to buy one, but rather, where you're going to buy it. Cause let's face it, even though computers have come down in price from the three or four thousand dollar "don't touch it, you might break something", piece of technology to now less than a thousand dollars, it's still a fair chunk of change.

Winnipeg's latest computer store, Computer Trends Canada, on Pembina Highway, has come and taken all the worries and hassles out of buying a computer. Although they may be new to Winnipeg, Computer Trends has been in business for over ten years with eight locations across western Canada, including Calgary, Edmonton, Red Deer, Saskatoon and Regina. 10 years in the computer industry is considered more than a lifetime. It's close to two. So, how has this Canadian Company been able to be open so long competing against larger retail chains? Well, if you were to go into the store, you would understand.

How many times has a salesperson asked you, "What's your budget?" or "how much were you looking to spend?" and then made it their mission to spend every cent of it. Not at Computer Trends. The first thing they do when you walk into their fun and friendly environment is ask you, "Have you been down to the store before?" Here's the scary part... they actually sound interested and enthused talking to you. It's like they actually want to help you. If you answer "No", they proceed to explain to you a little about Computer Trends history and what sets them apart from a lot of other computer stores. They tell you how they specialize in excess new, refurbished and previously enjoyed computer systems and notebooks - all at discounted prices.

So I thought to myself, "Why should I buy a refurbished computer?" Well, they explained to me that computers are the fastest depreciating category of any consumer products. 25% to 50% of the value of your new computer will be depreciated within the first 6 months because of new technology that will enter the market in less than a year. Why buy new and waste your investment in depreciation when you can buy products of the same quality and save hundreds.

After informing me a little about the company and how they operate, I was

asked something very few sales people care to do - "What sorts of things do you wish to do with the computer?" I thought to myself, "Finally, a place that cares more about me than my wallet!"

Walking around Computer Trends, there's no question why the sales people show so much confidence and enthusiasm in everything they sell. They're backed by the knowledge that Computer Trends belongs to an exclusive North American wide buying group, which help pass savings from volume purchases on to the consumer. Where their competitors offer two to three different brand names with ten different models, Computer Trends had up to ten different brand names with up to twenty different models to choose from, including IBM, Toshiba, Compaq, HP, Gateway and many, many more. And

Computer Trends' Customer Service Plan with up to three years coverage backs every computer sold. Sure, everyone offers warranty, but what sets Computer Trends apart is that they offer an exclusive "Fix It or Replace it," guarantee. This isn't a manufacturers guarantee, but a value-added service that, should you have any concerns, the "In-House" A+ Certified Technicians at Computer Trends will do any necessary servicing in-store. And because they're in-house service department only service Computer Trends Customers, their repair turnaround time is one of the fastest in the industry - quite often the same day.

With a computer or notebook to meet any need, from the simple Internet home computer to the "do everything and anything... really, really fast, super

computer", Computer Trends has it and everything in between.

"Best Selection, Best Service, Best Prices", is a motto that they not only preach, but also have practiced successfully for the past ten years in each and every one of their locations.

So, if you're wanting to buy a computer, thinking of buying a computer, not wanting a computer, wanting to trade-in a computer, in need of a notebook, a printer or some handy accessories, go down to Computer Trends. Trust me, you'll be glad you did. Located at 1295 Pembina Highway, their fun, friendly and knowledgeable staff will make your next computer experience an enjoyable one. Computer Trends... and you thought the Internet made life easy!

The key to your savings



ENTRY LEVEL STARTER SYSTEM

-  Intel 366 MHz*
- 32MB of Memory
- **Upgrade to 64MB for \$1**
- 3.2GB of Hard Drive for Massive Storage
- 24x CD-ROM
- Ultra Fast 56K Fax Modem
- 2 USB Ports for easy add-ons
- Stereo Speakers, Keyboard & Mouse
- 2 Months FREE SHAW@home High Speed Internet
- **FREE One Year Customer Protection Plan (\$99 Value)**

\$399

AFFORDABLE CD/MUSIC CREATOR

-  Intel 700 MHz*
- 64MB of Memory (upgradeable to 512MB)
- **Upgrade to 128MB for \$1**
- 20GB of Hard Drive for Massive Storage
- CD Burner - create your own Music CDs
- Ultra Fast 56K Fax Modem
- Network Card for High Speed Internet
- 2 USB Ports for easy add-ons
- Stereo Speakers, Keyboard & Mouse
- Windows included, MS Works, MS Money & much more
- 3 Months FREE SHAW@home High Speed Internet
- **FREE One Year Customer Protection Plan (\$99 Value)**

\$699

FAMILY DREAM MACHINE

-  Intel 800 MHz*
- 128MB of Memory
- **Upgrade to 256MB for \$1**
- 30GB of Hard Drive for Massive Storage
- CD Burner - create your own Music CDs
- DVD (watch DVD movies on your computer)
- Ultra Fast 56K Fax Modem
- Network Card for High Speed Internet
- 4 USB Ports for easy add-ons
- 16MB AGP 3D Graphics Card (plays the latest games)
- Stereo Speakers, Keyboard, Mouse
- Windows included, MS Works, MS Money & much more
- 3 Months FREE SHAW@home High Speed Internet
- **FREE One Year Customer Protection Plan (\$99 Value)**

\$999

HIGH PERFORMANCE POWER MACHINE

-  Athlon 1 GHz*
- 128MB of Memory
- **Upgrade to 256MB for \$1**
- 40GB of Hard Drive for Massive Storage
- CD Burner - create your own Music CDs
- DVD (watch DVD movies on your computer)
- Ultra Fast 56K Fax Modem
- Network Card for High Speed Internet
- 4 USB Ports for easy add-ons
- 16MB AGP 3D Graphics Card (plays the latest games)
- Internet Keyboard & Mouse
- Windows Millennium, MS Works & MS Money
- 3 Months FREE SHAW@home High Speed Internet
- Stereo Sound with Speakers
- **FREE One Year Customer Protection Plan (\$99 Value)**

\$1199

Dell P166 MHz*

- 64MB RAM
- 2.1GB Hard Drive
- 16X CD ROM
- PCMCIA Slots
- Fax Modem
- 12.1" TFT Screen



\$699

IBM PII 300 MHz*

- 96MB RAM
- 3.2GB Hard Drive
- 24X CD ROM
- 56K Fax Modem
- PCMCIA Slots
- 13.3" TFT Screen



\$999

Compaq 600 MHz*

- 64MB RAM
- 6.4GB Hard Drive
- 24X CD ROM
- 56K Fax Modem
- Network Card
- PCMCIA Slots
- Windows 98
- 13.3" Colour Display



\$1299

Gateway 650 MHz*

- 128MB RAM
- 6GB Hard Drive
- 24X CD ROM
- 56K Fax Modem
- USB Port
- PCMCIA Slots
- Windows ME
- Norton Anti-Virus
- 14.1" TFT Screen



\$1699

Visit One of Our 8 Locations Or Shop Online! WWW.COMPUTERTRENDS.COM

computer TIRENIDIS

CANADA

1295 PEMBINA HIGHWAY 269-6200

HOURS: MONDAY-FRIDAY 9:30AM-6:00PM

SATURDAY: 9:30AM - 5:00PM

SUNDAY - CLOSED



Calgary • Edmonton • Lethbridge • Red Deer • Grande Prairie • Regina • Saskatoon • Winnipeg

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