

**NEWS RELEASE**  
**For Immediate Release**

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**ABLERE X PREMIERES UPS FOR GAMERS AT WORLD CYBER GAMES 2005 SINGAPORE CHAMPIONSHIP**

*Official equipment sponsor to power continuous gameplay through its new **Blade***

Singapore, 6<sup>th</sup> September 2005 – **AblereX**, the leading brand of uninterruptible power supplies (UPS) will premiere **Blade**, its new UPS designed to give gamers the power to keep playing at the World Cyber Games (WCG) 2005 Singapore Championship. As the official equipment sponsor of the WCG, **AblereX** will attach **Blade** to every PC and game console, at the National Finals which will be held from 8<sup>th</sup> to 11<sup>th</sup> September 2005 at Suntec Convention Hall 401.

**Blade** is the first UPS in the world that is designed to be an ultimate defensive weapon both in terms of design and function.

Incorporating cutting edge technologies, **Blade** protects gamers from power failures and defends their machines from power surges. With **Blade**, gamers can be assured of 100% connectivity to power 24/7 and enhanced performance of game consoles by up to 90%.

**Blade** provides users with 15 to 30 minutes of back up power, audible alarm and automatic system. This means that critical data is always protected and participants can focus their whole minds on fighting their opponents without having to worry that they will lose their hard won progress through power failure or surges.

**Blade**'s sleek form and cutting lines resemble the blades of a sword and it has been even given a logo in the form of a noble seal. These design elements mirror **Blade**'s functions – to act as a weapon to help gamers wield off power problems and maximize their gameplay advantage.

"Every moment counts in work, life and perhaps especially so in gameplay. Gamers who have spent several hours on their games would be devastated if a power failure or power surge wipe out their progress before the points are saved," said Mr Sam Tan, Managing Director, UIS Ablere Electronics (S) Pte Ltd. "Through **AblereX**'s new innovation for gamers, **Blade**, we will fulfill a critical need for gamers, and raise the professional gaming standard in Singapore. This sponsorship underpins **AblereX**'s commitment to ensure power continuity and consistency in various aspects of our lives."

“We are very pleased to have the Blade on board at the WCG 2005 Singapore Championship events. We are confident that the Blade will be able to support and contribute greatly at the WCG 2005 Singapore Championship.” Said Mr Herman Ng, organiser of WCG 2005 Singapore Championship.

The WCG 2005 Singapore Championship is the largest computer and video game festival in Singapore, showcasing a variety of exhibitions, game conferences and intense game matches. It is an excellent opportunity for the best gaming talents to represent Singapore in the World Cyber Games 2005 Grand Final Championship.

For more information on the WCG 2005 Singapore Championship, please visit <http://sg.worldcybergames.com>

#### **About Ablerex**

Ablerex is a brand of uninterruptible power supplies (UPS) produced and marketed by UIS Abler Electronics, a company carrying a quality line of UPS and power quality devices (PQD). The company is certified with ISO 9001 Quality Assurance (QA) System, has offices in Singapore, Malaysia, Hong Kong, Philippines, Vietnam, Thailand, Indonesia, China, Taiwan, USA and Europe and the manufacturing plants in China and Taiwan. For more information on Ablerex, please visit [www.ablerex-ups.com.sg](http://www.ablerex-ups.com.sg).