

## England Fans Guaranteed Power During World Cup

**83% of the UK plan to watch the World Cup on TV this summer\*; and with the traditional surge in half-time demand combined with the increasing use of air conditioning units, the resulting drain on the mains supply may well see an increase in damaging power disruptions. To ensure England fans catch every minute of the action, Riello UPS has introduced the new iPlug 600-800VA range of uninterruptible power supplies; specifically designed for domestic and small home office use.**

Aside from sudden power cuts at key moments of a match, other issues such as surges, sags, transients and spikes can cause critical damage to increasingly sophisticated TV, IT and other AV equipment. So if you're one of the many people who have bought new home cinema systems to watch the big games - there's never been a better time to think about power protection!

Riello UPS supply a range of uninterruptible power supplies (UPS) ideal for protecting IT and AV equipment including TVs, Digiboxes, DVD players, Games Consoles, PCs, Scanners, Printers, Modems, Hi-fis, Phones and Fax machines in domestic and small home-office environments.

The latest edition to the product range, **iPlug**, offers cost-effective and reliable power protection for home use. A part of the Riello UPS **ECO Line** of energy efficient UPS, the **iPlug** is a compact, versatile, and user-friendly 'plug and play' UPS; providing surge protection and up to 5 minutes of battery backup time to enable safe shut down of equipment.

"The iPlug is ideal for the home and home office because it really is so easy to install", comments Robin Koffler, General Manager of Riello UPS. "The iPlug offers energy efficient, reliable protection for nearly all the equipment found in these environments, and is a welcome addition to our ever increasing product range".

The **iPlug** is packed with end-user features including an LED status panel, user-replaceable batteries, a built-in cable-tidy, and is also compatible with Riello UPS

**Powershield<sup>3</sup>** monitoring and control software (available as a free download).

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Available in 600VA and 800VA models, the new **iPlug** costs is available to buy online at [www.uninterruptible-power-supply.co.uk](http://www.uninterruptible-power-supply.co.uk). Prices start at £71 plus delivery and VAT. For more information on uninterruptible power supplies for the home and small office, visit the main Riello UPS website [www.riello-ups.co.uk](http://www.riello-ups.co.uk)

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**This press release is available with pictures and text for download from our publicity website at [www.riello-upspr.co.uk](http://www.riello-upspr.co.uk)**

*\*Nielsen/Marketing Week April 2010*



*The iPlug from Riello UPS offers compact and versatile power protection*

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### **About Riello UPS Ltd**

Riello UPS is the UK subsidiary of Riello UPS (RPS S.p.A), Europe's leading manufacturer of uninterruptible power supplies (UPS) and standby power systems from 350VA to 6MVA. The company is part of the Riello Elettronica group and has subsidiary companies and support offices across the world. Riello UPS is an official sponsor of the Ducati Corse Superbike team.

Riello UPS operates from two research and manufacturing facilities in Italy - Legnago (near Verona) and Milan. The head office is based at the Legnago facility which is also responsible for UPS design and manufacture up to 80kVA. The Milan facility is responsible for the larger UPS range up to 800KVA. Many of the UK's high-profile computer systems and industrial installations are protected by Riello solutions. Customers include Cable & Wireless, University of Edinburgh Super Computer, Grattan logistics, ING Direct, Lotus, Cumberland Building Society and Tyne Tunnel. Across the group, high-profile international customers include Frankfurt Airport, Audi, Volvo and Beijing Airport.