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## PC.com Fact sheet

### What is PC.com?

PC.com is an online destination to explore, learn and ask questions about PC technology and purchasing options – geared to the consumer who may find the world of personal computers overwhelming. PC.com answers consumers' questions in simplified language that's easy to understand. PC.com provides basic tips and insights that make purchasing and using a PC as easy as possible. Plus, it has content that both entertains and educates, including Celebrity Techover segments and the PC Matchmaker function to make the site more interactive and enjoyable to use. (More on those below.) PC.com makes it easy to research, learn and shop for computers.

### Any milestones during CES?

Yes. PC.com, which went live July 8 after a 4-month beta test, is on target to reach 1.4 million hits during CES.

### How can PC.com help me?

Whether buying a computer for the first or 10th time, learning to upload files or find new and unique ways to get the most of your PC, PC.com has information for everyone. If looking to make a purchase, the buying guide helps decipher what PC would be best based on personality. Continuously updated with seasonal and customized content for consumers, the site has become a go-to resource for all things computer-related.

### What type of information does the site offer?

The site offers a number of different features to educate consumers on all things PC, and is divided into four sections:

- **Learn**  
Whether the visitor is deciphering what type of computer he or she needs or figuring out how to share files online, PC.com has an article to help consumers learn whatever they need to make the most of their PC. This section provides expert advice to help solve any computing questions that might arise before making the big purchase.
- **Watch**  
Want to learn even more? PC.com features videos on everything from PC 101 to expert advice on getting a new machine up and running quickly. They have also enlisted the help of several familiar faces, from Rob Lowe to Marcia Cross, to offer up their homes for a Celebrity Techover – individual video segments that bring the consumer into the lives of celebrities to showcase how they use technology.
- **Ask**  
The Ask section will answer just about any question regarding computers. Ask the community to help solve any technical, share tips with others or look through existing questions to see what other people might have to say.
- **Shop**  
Regardless of what a computer is used for, PC.com has a buying guide to help match consumers with their perfect PC. This section breaks down essential information into type of computer, important components and helpful extras. Once the research is complete and someone is ready to start shopping, the PC Matchmaker function asks a number of questions to match that person with a few PC options. From there they can make a final purchase, and put all of their new PC knowledge to good use.