

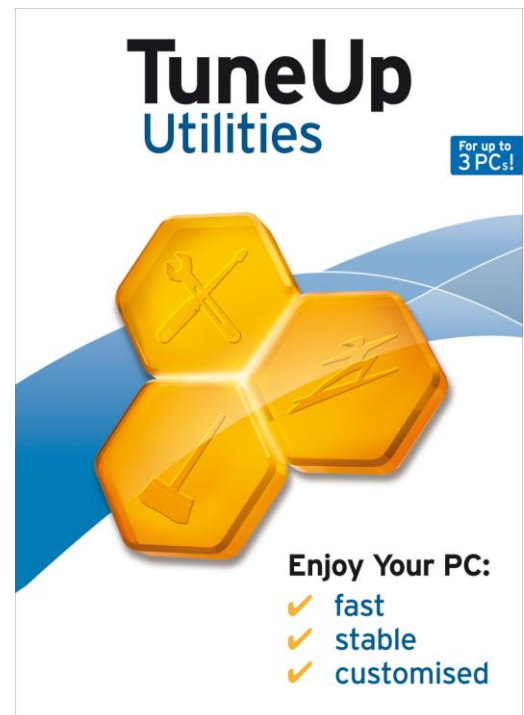


TuneUp Utilities 2010 to feature Turbo Mode and Live Optimization

TuneUp Utilities latest version of its award-winning Windows optimisation software suite now boasts two powerful features, TuneUp Turbo Mode and TuneUp Live Optimization along with a host of improvements to its trusted tools. With TuneUp Utilities 2010, Windows XP, Vista, or Windows 7 PC users can make their computers run faster and more stable and even customise or style them. The new Turbo Mode, Live Optimization and Automatic Maintenance features developed by TuneUp solve frequently occurring PC problems fast and provide users with full performance for work and play at the PC.

TuneUp has integrated a wide range of features that make optimising Windows PCs and using the software suite even easier. The clearly laid out and intuitive Start Center shows the user right away if there are any problems or bottlenecks with Windows and which optimisation tasks are pending. Instead of the usual

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TuneUp Utilities 2010: simple and convenient for PC newbies and pros.

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seven categories, there are now four fields which users have fast and direct access to: "Maintain system", "Increase performance", "Fix problems", and "Customize Windows".

Better Performance for programs and games

TuneUp Turbo Mode and TuneUp Live Optimization ensure programs run faster and increase the frames per second (FPS) for games. Turbo Mode temporarily disables a number of background processes and programs in Windows that are not needed for work and play at the click of a button. These include, Windows maintenance tools, connections to external devices such as digital cameras, scanners, or printers and even visual effects. Users can configure those features not needed individually and activate the Turbo Mode whenever programs and games that are being run need more system performance. Of course, the software never recommends disabling security settings. Live Optimization monitors background processes and lowers their priority automatically by hindering background programs from using up too much of the PC's resources. In this way, the feature helps to get rid of



bottlenecks, improves response times, and accelerates program startups even if the computer is running at full capacity.

Automatic Maintenance without Performance Drains

With the trusted TuneUp 1-Click Maintenance feature, which can be manually started by users, and regular system optimisation with the new Automatic Maintenance, frequently occurring problems and performances drains can be quickly fixed. The Automatic Maintenance feature has been developed to start only when the PC is not being actively used. Regardless of whether you are working or have just started a game, programs are not slowed down or interrupted. To save the battery on laptops and netbooks, and also increase battery life, the Automatic Maintenance does not even start if the device is being run on battery power.

TuneUp Utilities Gadget and Information at a Glance

The new gadget included in the latest version of TuneUp Utilities keeps users informed about the PC's health at all times with a small "icon" located on the desktop. The user is able to directly access those features needed to fix



problems or increase PC performance. The gadget is available for Windows 7 and Vista. So that users can see which optimisation steps the software has performed and which problems have been fixed, the new version of TuneUp Utilities creates a clear and concise Optimization Report. This displays a record of all measures carried out in the past 7 days, 30 days, or even since installation of TuneUp Utilities version 2010. In developing the new version, TuneUp has taken care not to confuse the user with complicated technical jargon. The individual optimisation steps have been given descriptions that are easy to follow and the functions have been given easy-to-understand names. Even PC beginners can use the software without having to look up everything in a computer encyclopedia. TuneUp has not only upgraded the program help, it has also made the user manual available online.

Price and Availability

The new version of TuneUp Utilities supports Windows XP, Vista, and Windows 7, and can be run on the 32-bit as well as 64-bit versions. The new version is now available via download at www.tuneup-software.co.uk, and is also



in retail outlets. The software can be purchased at the recommended retail price of £29.99. Users of a previous version can upgrade to the latest version of TuneUp Utilities for only £17.99. Users can also take advantage of a fully functional free 30-day trial version available as a download.

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About TuneUp

TuneUp Software GmbH, based in Darmstadt, makes it possible for Windows users to fine-tune their PCs for optimum performance. PCs that are maintained using TuneUp Utilities are less cluttered and are proven to work faster and be more stable.

The success story began twelve years ago when TuneUp founders Tibor Schiemann and Christoph Laumann developed the first complete package for the optimisation of Windows PCs. The program was called "TuneUp 97 – the intelligent tuning tool". The TuneUp founders considered "intelligent tuning" to be the effective optimisation of PCs that takes care of as many of the necessary steps as possible for the user.

Since 2003, TuneUp has been expanding internationally: TuneUp Utilities is currently used by 13 million people worldwide and is now available in English, German, French, Dutch, Spanish, Italian and Polish. End users can find TuneUp Utilities directly on the company's home page (www.tuneup-software.co.uk).