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PRODUCT ROUNDUPS

SHOPPERS' CHOICE AWARDS 2004

- ▶ Introduction
- ▶ Best Computer Systems
- ▶ Best Components and Peripherals
- ▶ Best Software/Online Services
- ▶ Best Places to Buy

Best Places to Buy

BEST PLACE TO BUY DESKTOPS

Dell

When shopping for a desktop, consumers have lots of choices, but our readers overwhelmingly chose Dell as the best place to go. With a huge variety of options, entry-level users and savvy techies can find a system that suits them. With its new gaming rig, the Dimension XPS, even gamers can configure a system to please. Plus, frequent specials and rebates mean there's always a good deal to be found on the Dell site.

▶ www.dell.com

Runner-Up:

▶ Newegg.com

BEST PLACE TO BUY NOTEBOOKS

Dell

Notebook buyers know that one size definitely does not fit all. Like a good tailor, Dell has a line of notebooks to fit you, and that's why you overwhelmingly chose the Texas-based giant as the best place to buy a notebook. From its consumer-friendly Inspiron line to the business-oriented Latitudes, Dell has a size, a configuration, and a price that will fit you like a custom-made suit.

▶ www.dell.com

Runner-Up:

▶ Newegg.com

CORE COMPONENTS

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- ▶ One In-Box For All Your E-Mail
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- ▶ Midrange PCs
- ▶ Desktop-Replacement Notebooks



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Newegg.com

Whether you're building a system from the ground up or simply tweaking an old clunker, Newegg.com can probably help you. Our readers relished this mod market's huge inventory because the staples—processors, memory, hard drives, and graphics cards—are all here. The selection of other essentials, including motherboards, cases, and power supplies, is also impressive. If you can't find it at Newegg, you may not need it.

▶ www.newegg.com

Runner-Up:

Best Buy

▶ www.bestbuy.com



PERIPHERALS

Best Buy

When it comes to buying devices to complement their PC—such as a printer or a new monitor—our readers go straight to Best Buy. Online or in the store, Best Buy offers a good selection, as well as extended service and support and a lenient return policy.

▶ www.bestbuy.com

Runner-Up:

▶ NewEgg.com



BEST PLACE TO BUY SOFTWARE

Newegg.com

The largest retail stores don't have shelves large enough to display all the software anyone could ever need. But Newegg has no shelves, so the company can supply you with a huge list of PC games and applications, from the most popular to the most obscure.

▶ www.newegg.com

Runner-Up:

Best Buy

▶ www.bestbuy.com



DIGITAL GEAR

Newegg.com

What a difference a year makes. Newegg.com, which wasn't even a runner-up in this category last year, has apparently made a big impression on our readers. With a comprehensive offering of the latest gear, the online retailer leapfrogged Circuit City, CompUSA, and last year's winner, Best Buy, to lay claim to the market for digital gear.

▶ www.newegg.com

Runner-Up:

Best Buy

▶ www.bestbuy.com



BEST PLACE TO BUY RETAIL

Best Buy

With its huge inventory and competitive prices, Best Buy has become a fixture for tech shoppers. Our readers like the store's selection, which, in addition to hardware, software, CDs, and DVDs, now includes some of the latest modding parts. With over 780 stores in the United States and Canada, and providing the ability to place an order online and pick it up at the closest store, Best Buy connected our readers with the gear they needed.

▶ www.bestbuy.com

Runner-Up:

CompUSA

▶ www.compusa.com

OVERALL BEST PLACE TO BUY ONLINE

Newegg.com

Newegg.com offsets its lack of stores with an inventory that rivals, and in





many cases outdoes, the biggest retailers'. As evidenced by the other results of our poll, Newegg is one of the first sites our readers turn to find the hottest devices, components, and software.
 ▶ www.newegg.com

Runner-Up:
 ▶ Amazon.com

BEST SERVICE AND SUPPORT



Dell

You bought it, and it broke. It happens. But for many of our readers, Dell was there to help pick up the pieces. In addition to offering affordable extended warranties on its products, Dell also includes several online services—product-specific community forums, a live-chat option, and virus warnings and updates—designed to help customers with common problems.

▶ www.dell.com

Runner-Up:
 Hewlett-Packard
 ▶ www.hp.com

MOST INNOVATIVE PRODUCT AND SERVICE



Apple iPod and iTunes

Not only does Apple offer the best place to buy music online, but the best way to organize and play it, too. Our readers agreed, nominating the iPod and iTunes as the Most Innovative Product and Service. Individually, each dominates its playing field, but when used together, iPod and iTunes are the ultimate one-two punch. We expect them to become only more ubiquitous in the coming year.

▶ www.apple.com

Runner-Up:
 ▶ Netflix.com

- ▶ Introduction
- ▶ Best Computer Systems
- ▶ Best Components and Peripherals
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