

Tekserve Helps New Yorkers Find the Perfect Gifts for the Holidays

Offers Shoppers Hands On Demonstrations of the Coolest New Tech Gadgets Available

New York, NY / December X, 2010 - Tekserve, New York's largest independent Apple store and service facility, is turning gift giving into an art form this holiday season with the launch of several in-store demonstrations and the creation of inspiring holiday shopping guides.

Showcasing the coolest new tech gadgets hand selected by its head product manager Pete Isgrigg, Tekserve is aiming to please the most stylish, plugged-in tech enthusiast.

Isgrigg, who has worked at Tekserve for half a decade and has his finger on the pulse of what's new and hot, has personally tested and used every item in the showcase. These recommended gift-giving items include desktop speakers, iPhone accessories, briefcases, camcorders and more. Hot new items include:

- **Knomo Bayswater Sleeves**, fashionable, boardroom-ready laptop carriers for women
- **Bluetrek Metal Evolution for iPhone**, ultra-slim Bluetooth headset with best-in-class noise cancellation
- **Hard Candy Stylus**, elegant chrome implement with a stylus for screens and a pen for paper
- **tyPad Case for iPad**, with built-in stand and Bluetooth keyboard

At Tekserve's Holiday Gift Station, there are hands-on demos of the hottest tech gifts this season and tips on how to get the most out of them. Demos will take place throughout the day until Christmas Eve.

A sampling of these includes:

- How to organize photo albums in **iPhoto**, and display those photos on **iPods** and **iPads**
- How to make home movies with **Flip Video Cameras** and **iMovie**, and share those movies on **iPods** and **iPads**.
- How to create holiday songs in **Garage Band**
- How to stream **Netflix** instant movies and play songs and videos from **Macs** on the big screen with **Apple TV**
- Show customers how **iPod touch** and the **FaceTime** app work for video chatting between **iPod Touch, Mac and iPhones**.
- How **iPod Touch Game Center** works and the power of **HD video recording** options on the **iPod Touch**

Tekserve will also be giving all customers a special holiday gift this year in the form of its newly updated 10th Edition "Mac FAQ", great for their own use or to gift as a useful stocking stuffer. Shoppers can count on plenty of help in making their decisions, as Tekserve's knowledgeable sales consultants will be on hand to answer any questions.

"We know how hard it can be to find the perfect gift for your family, friend or co-worker," said Isgrigg. "Over the years we've developed an art form for gift giving that we want to pass on to our customers. We

take great pride in helping them make well-informed decisions whether its through our gift guide, expert counsel or in-store product demos.”

For more information about Tekserve’s ultimate holiday gift guide and in-store product demo events, visit tekserve.com.

About Tekserve

Tekserve is New York's largest independent Apple store and service facility, “For All Things Apple— Only in New York. Only on 23rd.” Tekserve has been serving the local New York City community for over 20 years, offering the newest family of Macs, iPods, the iPad, plus the City’s best selection of accessories, cases, bags, and gear. Tekserve also offers while-you-wait configuration, service and repairs, software, professional audio, video, and graphic solutions, rentals, seminars, training, data recovery, on-site service, and plain ol’ good advice. For more information, visit www.tekserve.com or call (212) 929-3645.