Alza enters the fray with cheapest Sony PS4 Pro -1TB pre-sales price in the UK!

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With retailers queuing up to stock the latest in a series of releases, much of the online gaming community have been keeping a close eye on who is going to be offering the best deals online. Pre-launch offer wars are already in full swing with popular stores such as Amazon, Argos and others looking to capitalise on what is expected to bring in a flurry of pre-sales orders.

Prices vary for the different models within the PS4 range for instance the **Sony PlayStation 4 Pro - 1TB**, due to be released on the 10th of November has a predictive sales price of £349.99 incl. VAT in stores like Amazon & Game online.

So, what's the fuss all about? The new PlayStation Pro promises to be 4 x more powerful than its predecessors and offers four times the *resolution* of traditional HD displays. That's enough to get even the most jaded 'gamers' salivating at the thought.

The PlayStation 4 Pro has a **new graphics card based on the AMD Polaris architecture** and a faster processor. This means new gaming experiences in 4K resolution, HDR image processing, and enhanced VR games.

New games will be developed to accommodate the console's significantly higher performance, but the key factor about the latest PS4 models is that the **graphics boost will enhance even the games that are already out** such as the Deus Ex: Mankind Divided, Uncharted 4 and a number of other titles.

Jiri Maly, Head of International Marketing for Alza is quoted as saying "We decided to offer the lowest possible entry price for the product as a way of introducing our brand to new audiences in the UK and to reward our existing customer base at the same time."

The UK is seen as an important part of this iconic brand's growth plans and the company offer of £344.90 for the PS4 Pro is their lowest yet, but savvy consumers will also be able to take advantage of a further **£5** saving off the product launch price by signing up to the company special offers newsletter, making it the cheapest offer available online at £340 inclusive.

Alza uniquely, also offer a 2 year warranty as standard making it an even more attractive proposition for consumers looking to extend the life value of the product.

Besides gaming, Alza offers a variety of products spanning over 50,000 items in Mobile Phones, PC's & Laptops, Health & Beauty, Home Appliances and more.

Full details can be found on their website or alternatively please contact customer care on 0203 514 4411 for further information.

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