

## Surf For Longer with the Eee PC™ Seashell

### ASUS Adds 1005HA and 1101HA models to Family

ASUS have today introduced two new models to the hugely popular Eee PC™ Seashell range - the 10.1" 1005HA and the 11.6" 1101HA.

Both models will join the existing 1008HA model, combining an elegant and lightweight design with the latest mobile technology for a perfect combination of style and portability.

A video demonstration of the Eee PC™ Seashell is available on the ASUS YouTube channel: [www.youtube.com/asus](http://www.youtube.com/asus)

#### Key Features: Eee PC™ 1005HA

- ❑ 10.1" LED backlit display
- ❑ Removable Li-Ion battery with up to 10.5\* hours lifetime
- ❑ 160GB HDD Storage + 10GB Eee Storage
- ❑ Wi-Fi 802.11n
- ❑ Bluetooth 2.1 (model dependent)
- ❑ 1.3 megapixel Web Cam (model dependent)
- ❑ 3 x USB ports
- ❑ Windows XP Home
- ❑ Available in Black or White

#### Key Features: Eee PC™ 1101HA

- ❑ 11.6" LED backlit display (1366 x768)
- ❑ Removable Li-Ion battery with up to 9.5\* hours lifetime
- ❑ 160GB HDD Storage + 10GB Eee Storage
- ❑ Wi-Fi 802.11n
- ❑ Bluetooth 2.1
- ❑ 1.3 megapixel Web Cam
- ❑ 3 x USB ports
- ❑ Windows XP Home
- ❑ Available in Black or White



#### Contact Information:

Press enquiries:  
Danielle Schofield, Tru PR  
t: +44 (0) 845 833 8292  
e: [asus@tru-pr.co.uk](mailto:asus@tru-pr.co.uk)  
[www.tru-pr.co.uk](http://www.tru-pr.co.uk)

Sales enquiries:  
ASUS Sales Team  
t: +44 (0) 1442 202720  
[www.asus.co.uk](http://www.asus.co.uk)  
[www.youtube.com/asus](http://www.youtube.com/asus)



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### **Up to 11 Hour-Life Swappable Battery for All-Day Computing:**

The 1005HA and 1101HA models can provide up to 10.5 and 9.5 hours of battery life respectively on a single charge.

Both models are the first Eee PC™ Seashell netbooks with a replaceable battery design. By carrying a second battery pack, users can continue to work away from power sources for even longer periods of time.

The Eee PC™ 1005HA and 1101HA models are the most energy-efficient models yet, with Intel® Atom processors and Super Hybrid Engine technology which optimises power settings for the best balance between performance and power conservation to optimise battery life.

### **Large Keyboard and Multi-touch Support for Comfortable Use:**

The Eee PC™ 1005HA and Eee PC™ 1101HA keyboards are designed towards user comfort. The large 92% keyboard sizing with full-size shift keys is enhanced with extra-wide palm rests to provide comfort and reduce fatigue over prolonged use.

The seamless touchpad integrates multi-touch support, allowing users to zoom and scroll images and documents with fingertips control.

### **Elegantly Slim Design for Stylish Portability:**

The Eee PC™ 1005HA and 1101HA feature the Seashell's familiar slim profile and razor-thin edges to offer optimum portability alongside a sleek and stunning finish.

The lightweight, slender design is made possible through the integration of the astonishing new ASUS motherboard that occupies minimal space inside the housing whilst providing incredible thermal management for unrivalled quality and reliability.

### **Easier Access to Content with New Eee Docking Software:**

The Eee PC™ 1005HA and 1101HA are the first Eee PC™ models to offer the new Eee Docking software, which provides a non invasive 'dock' on the top of the screen allowing one-stop access to the following:

**Eee@Vibe:** convenient access to music, videos, radio stations and more

**Eee Sharing:** allows sharing and syncing of messages and data with other Eee PC users and Desktop PCs, even without an Internet connection.

**Eee Xperience:** a suite of applications enhancing the visual and audio performance of the Eee PC

**Eee Tools:** a collection of useful tools including Parental Control.

#### **Contact Information:**

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Danielle Schofield, Tru PR  
t: +44 (0) 845 833 8292  
e: [asus@tru-pr.co.uk](mailto:asus@tru-pr.co.uk)  
[www.tru-pr.co.uk](http://www.tru-pr.co.uk)

Sales enquiries:  
ASUS Sales Team  
t: +44 (0) 1442 202720  
[www.asus.co.uk](http://www.asus.co.uk)  
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## About ASUS

ASUS is a leading company in the new digital era. With a global staff of more than ten thousand and a world-class R&D design team, the company's revenue for 2008 was 8.1 billion U.S. dollars. ASUS ranks among the top 10 IT companies in *BusinessWeek's* "InfoTech 100", and has been on the listing for 11 consecutive years. ASUS was rated No.1 in quality and service by the Wall Street Journal Asia.

With an unparalleled commitment to innovation and quality ASUS won 2568 awards in 2007 – an average of 7 awards for every day of the year.

Over a remarkably short period of time ASUS has become one of the top laptop manufacturers worldwide creating compelling computer experiences that have delighted consumers across the world. ASUS are the Fastest Growing Laptop Brand in Europe and ASUS sales are outstripping manufacturers who traditionally dominated the market.

ASUS notebooks have changed the face of the consumer electronics market place with the introduction of highly original and ground breaking notebooks like the Eee PC™ family and the Lamborghini range. ASUS's design excellence is renowned and it is always informed by the life-style needs of consumers creating laptops that are technologically advanced, sophisticated and refined yet ruggedly robust.

## Notes to Editors

If you would like a product review please contact the press office or see sample request form on the press assets pages if you wish to be placed on the waiting list.

In addition we are able to organise interviews with the Marketing Specialists for ASUS UK. Please contact the press office to request an appointment.

Scans, specs and further information can be found on the following link:

[www.tru-pr.co.uk/press/client.php?c=asusindex](http://www.tru-pr.co.uk/press/client.php?c=asusindex)

Videos of new products can be found at the following link:

<http://www.youtube.com/asus>

Detailed stockist information can be found on the following link:

[http://uk.asus.com/wheretobuy\\_new.aspx?sltLanguage=en\\_GB&country=1339](http://uk.asus.com/wheretobuy_new.aspx?sltLanguage=en_GB&country=1339)

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Danielle Schofield, Tru PR

t: +44 (0) 845 833 8292

e: [asus@tru-pr.co.uk](mailto:asus@tru-pr.co.uk)

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ASUS Sales Team

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