

6th January 2010

ASUS Unveil Design Concepts and New Products at CES 2010

ASUS are announcing a range of exciting and stylish design concepts and new products at CES 2010 this week.

The range includes both the artfully inspired such as the Karim Rashid Eee PC Seashell Collection or the NX90 notebook featuring audio designed by Bang & Olufsen ICEpower and David Lewis as well as the serious performers such as the G73Jh Gamers Notebook.

Winners of CES 2010 Innovations Design and Engineering awards

Five existing products have managed to take the title of winners of the CES 2010 Innovations Design and Engineering awards:

- ❑ ASUS Matrix GTX285/HTDI/1GD3 Graphics Card
- ❑ Disney Netpal by ASUS (Eee PCMK90H)
- ❑ ASUS Ultra-slim Designo MS246H LCD Monitor
- ❑ ASUS RT-N16 Wireless Router
- ❑ ASUS Videophone Touch AiGuru SV1T

The Next Generation Eee PC Seashell

World-renowned industrial designer Karim Rashid's touch is evident in the techno-chic Eee PC Seashell 1008P which is designed to appeal to all 5 senses. Available in either glossy Hot Pink or matte Coffee Brown finish it brings together function and fashion in a simple, practical and affordable package.

The Eee PC Seashell 1005PE integrates the new Intel Atom N450 processor with Windows 7, Express Gate and Super Hybrid Engine. This winning combination helps optimise energy efficiency and deliver up to a whopping 14 hours of battery life -giving users long lasting functionality when and where they need it most.

ASUS NX90 Bang & Olufsen ICEpower Notebook

Designed by award winning B&O designer David Lewis, the NX90 features a polished exterior and palm rest complementing a matte-black keyboard and dual touchpads which work together with Rotation Desktop software to give users an intuitive DJ-like control.



Karim Rashid Eee PC Seashell 1008P



NX90 Bang & Olufsen

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* Selected models only and depending on usage
** Specifications are subject to change without prior notice

ICEpower technology is integrated into the two speakers which are enhanced by Sonic Focus technology for flawless audio – a combination which makes the NX90 stunning inside and out.

ASUS U Series Bamboo Collection

The U Series Bamboo Collection brings a touch of nature and eco-friendliness to computing. With bamboo materials, the exterior is elegant, tactile and refreshing and sure to turn heads. Inside the performance is equally cutting edge, with the latest Intel Core i7, i5 and i3 processors, Windows 7 and Blu-ray* and up to 500GB of storage space.

ASUS Republic of Gamers G73Jh

The Gamers' Notebook, the G73Jh, boasts a massive list of super-efficient technology with the Intel Core i7 processor, Direct X 11-capable ATI Radeon HD5870 graphics, 8GB of DDR3 memory, 8-channel HD audio with EAX 4.0 compatibility and 1 terabyte of storage. Topped with on-the-fly overclocking for performance boosts mid-game and ambient lighting for maximum visual comfort without breaking the pace, the G73Jh provides breathtaking gaming and multitasking ability.

Waveface Concept Products

ASUS are showcasing three concept Waveface products at CES 2010, each which represent ASUS's context-based vision of the digital life; that every element in the users environment even down to the user's own physiology and emotional state can be sources of data to help deliver the right information and services at the right time.

1. **Waveface Casa** – a large widescreen display which doubles as both an entertainment center and internet portal. When not in use, a flexible, decorative cover obscures most of the screen only exposing small areas to display contextually-relevant information.
2. **Waveface Light** – An interface to the cloud that features a touch-sensitive screen and backed by a soft, flexible material it can be used in a conventional screen-keyboard configuration or as a flat single-screen tablet.
3. **Waveface Ultra** - A highly portable device that can be strapped to the wrist – it provides access to information and services anywhere, anytime.



U Series Bamboo



Waveface Ultra Concept



Waveface Light

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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 over 3,000 awards in 2008 – an average of 8 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

ASUS will be at CES 7-10th January 2010 in South Hall 4, Upper Level – Booth #30368.

More details on products mentioned in this summary are available in their respective full releases; please contact the press release to request these documents.

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

Videos of new products can be found at the following link:
<http://www.youtube.com/asus>

You can follow ASUS on Twitter:
<http://www.twitter.com/asusuk>

Detailed stockist information can be found on the following link:
http://uk.asus.com/wheretobuy_new.aspx?sltLanguage=en_GB&country=1339

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