

2<sup>nd</sup> March 2010

## ASUS Showcase Green Designs and Audio Innovations at CeBIT 2010

ASUS are exhibiting at CeBIT 2010 this week and at a press event this morning have announced a range of fantastic new products designed to be the focus for consumers seeking stylish and environmentally-friendly computing solutions, showcased within the exclusive 'Green Product Design Zone' on stand 16, located in Hall 17.

The must-see range includes the latest Eee products and the stylish and ultra-eco-friendly U Series Bamboo Collection notebook.

In addition, ASUS have revealed the new range of N and NX Series notebooks, featuring the innovative new SonicMaster technology designed to match notebook audio performance to the high video quality it accompanies.

Finally, the Republic of Gamers have showcased the latest products for gamers of all genres – including the mind-blowing G51JX 3D notebook (the world's first with NVIDIA GeForce 3D Vision technology) and eye-popping HD screen displays.

For more details on products please visit: [www.techinstyle.tv](http://www.techinstyle.tv)

### Green from the Inside Out – The Green Product Design Zone:

The ASUS stand features a special 'Green Design Product Zone' – aiming to showcase the latest and greatest green innovations designed to empower consumers seeking the most environmentally friendly computing solutions without compromising on productivity or style.

With an 'inside out' green ethos applied to the design, development and production of ASUS' range of products, the company has unsurprisingly led the market by receiving a deserving number of eco-accreditations – such as being the first notebook manufacturer to claim the Environmental Product Declaration (EPD), Carbon Footprint and EU Flower certifications. Recent greener manufacturing processes across lines will soon lead to the delivery of halogen-free products.



#### 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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\* A single EPU motherboard is able to save 33 kWh of electricity annually, the equivalent of 21kg in CO<sub>2</sub> emissions. (Electricity emission factor 0.636 kgCO<sub>2</sub>-e / kWh; source: Taiwan Power Company, 2008). In one year, an average tree takes in 12kg of CO<sub>2</sub> (source: Planet billion tree, UNEP, 2006).

## Green Products: The U Series Bamboo Collection notebooks

The extent of ASUS' green philosophy does not finish with the technical components. Following the company's 'Green Material Innovation' initiative, the U Series Bamboo notebooks take advantage of the resilient and regenerative qualities of bamboo – a material which takes just 3-5 years to grow and mature.

The chassis design demonstrates that the external finish can be equally appealing and eco-friendly by creating a stunning lid and palm rest which reduces plastic usage by 20% whilst providing a warm, organic appeal that exudes elegance.

Even the box is green - made from 100% recyclable packaging, bamboo is used as a themed substitute for paper and reduces the packaging volume by 10% compared to similar products.

## Green Products: The Eee PC 1005PE netbook

The Eee PC 1005PE features a mercury-free LED-backlit panel and Super Hybrid Engine technology. Not only does this make the netbook hugely energy efficient (it uses 45% energy than the Energy Star V5.0 requirement) but provides a practical solution for users seeking all-day computing by delivering up to a whopping 14 hours of battery life. It's outer packaging is 11% smaller than average and made from up to 80% recyclable materials.

## Green Products: The Eee Box 1501 desktop PC

The EU Flower and EPEAT certified Eee Box 1501 is not only space-saving at 1.5L in volume, but is a green desktop solution too – it uses 70% less power than a conventional desktop PC. With a maximum power supply of 65-watts, its energy consumption figure is 56% less than Energy Star V5.0 requirements, and is well below the 250-watt ratings of most computers today.

## Green Products: Protect 3.0 motherboards

ASUS have developed a new standard in motherboard protection with Protect 3.0. The Energy Processing Unit (EPU) automatically monitors and adjusts power requirements for maximum eco-efficiency. Studies have shown that 10 million EPU-enabled motherboards can reduce annual CO<sub>2</sub> emissions by 210,000 tons - the equivalent of saving 17.5 million trees annually.\* What's more – Protect 3.0's EMI and Anti-Surge features reduce radiation exposure by up to 50% and preventing electrical surges from damaging the system.



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## Green Products: MS Series 'Designo' monitors

The MS Series 'Designo' monitors (MS248H, MS238H, MS228, MS208N) feature mercury-free LED-backlit panels that are 45% more energy efficient than conventional LCD monitors and reduce CO2 emissions by 30% - figures well within the requirements set by Energy Star V5.0 standards.



## The Weapon of Choice for Gamers – new ROG range:

ASUS recognise the diverse range of gamers and aim to fulfil their specific needs with a huge portfolio of products ranging from Eee PC netbooks (for more casual web-based game players) to the hardcore Republic of Gamers (ROG) line-up of notebooks, graphics cards and multi-GPU ready motherboards components targeted at serious gaming fanatics. The ROG have unchallenged dominance in power, overclocking and tweaking, making it the top choice for gaming and overclocking champions across the world.



At CeBIT 2010, ASUS and the ROG are proud to unveil some of the most powerful offerings to date:

- ❑ The dual Radeon HD5870-sporting ARES – the fastest graphics card in the world
- ❑ The G73 gaming notebook inspired by stealth fighters and boasting a cutting edge design and specification
- ❑ The G51JX 3D notebook – the world's first to feature NVIDIA® GeForce® 3D Vision™ for flawlessly realistic 3D graphics.
- ❑ The VG236H and PG276H – full HD 3D displays set to blow gamers away with visuals previously exclusive to cinema.



## ASUS SonicMaster: Makes notebook audio worth hearing:

With an increasing interest in notebooks as media centres for films, movies and gaming, consumers are placing higher demands on quality. Whilst graphic capabilities have improved dramatically, audio performance has always been an area of difficulty due to their sonic capabilities – often resulting in tinny sounds which are far behind the video clarity they accompany.

ASUS are proud to be the first manufacturer to successfully bridge this gap with ASUS SonicMaster technology - debuting at CeBIT 2010 within a range of new N Series notebooks (N43, N63 and N73) and high-end NX Series notebook NX90.

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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 SonicMaster is the result of co-development between ASUS and Bang & Olufsen ICEPower and provides striking audio for users demanding uncompromised quality within an affordable package – one set to replace existing home entertainment hubs.

The resulting sound quality is far ahead of anything else in the notebook market today – and behind this revolution sit the ASUS 'Golden Ear' team, who have used their acute aural awareness to address the previous downfalls of notebook audio: oversized resonance chambers and specially-placed speakers eliminate vibration and distortion, while the software engine boosts finesse, ensuring consumers hear amazing vocals and surround elements as though in a live environment.

Both N Series and NX Series notebooks feature Intel Core processors (i3/i5/i7) and USB 3.0 technology – 10 times the speed of USB2.0 - a perfect combination for users needing fast access to large media collections.

#### **ASUS NX90 – style and sound in perfect harmony:**

The luxurious NX90 notebook has been co-developed with renowned designer David Lewis and features ASUS SonicMaster Premium. Style is parallel to audio quality, with tower speakers flanking the screen to deliver crisp notes directly to the ears and a sleek, mirror-finish aluminium exterior to delight the fashion savvy.

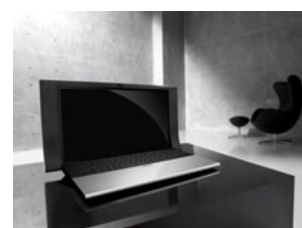
The NX Series also offers an innovative interaction experience which will excite serious music fanatics – the unique Rotation Desktop and Dual Touchpad design allow two-handed DJ-style precision and fast media file management.

#### **Fourth Generation Eee PCs and Cloud products:**

Since launching the first Eee PC in 2007, ASUS have consistently led the market in products which enable users to access and host cloud services, as well as seamlessly share between devices – with a massively diverse product portfolio from the Eee PC netbooks, Eee Top PCs, Eee Keyboard PC and O!Play HD2 media player to the TS Mini Server, NAS-M25 network-attached storage server and RT-N76U router.

At CeBIT 2010, ASUS reveal the fourth generation Eee PC range – a bold new collection that encompass design and features tailored to specific user groups from the socialite to the business professional, or from the everyday mobile Internet user to the high-tech fashionistas. Amongst this stunning new collection is an exciting first for the Eee PC range - a premium netbook crafted from highly stylish aluminium.

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Also on show is the hugely hyped DR-900 e-reader – featuring a slim 9" display, a profile no thicker than a pencil, and Wi-Fi or optional 3G connectivity. With an incredibly long battery life, users can enjoy reading around 10,000 pages or twenty 400-page novels on a single charge and with no compromise on quality – the DR-900 displays crisp, paper-like pages for a clear and ergonomic reading experience.

## About ASUS

ASUS is a leading company in the new digital era, with a broad product portfolio that includes notebooks, netbooks, motherboards, graphics cards, displays, desktop PCs, servers, wireless solutions, mobile phones and networking devices.

Driven by innovation and committed to quality, ASUS designs and manufactures products that perfectly meet the needs of today's home and office users.

ASUS won 3,268 awards in 2009, and is widely credited with revolutionizing the PC industry with the Eee PC™. With a global staff of more than 10,000 and a world-class R&D design team, the company's revenue for 2009 was US\$7.5 billion. ASUS ranks among BusinessWeek's InfoTech 100, and has been on the listing for 12 consecutive years.

## Notes to Editors

ASUS will be at CeBIT between 2<sup>nd</sup> and 6<sup>th</sup> March 2010, in Hall 17, Stand H16.

Please visit the Tech in Style website for more information on ASUS at CeBIT and new ASUS products: [www.techinstyle.tv](http://www.techinstyle.tv)

More details on products mentioned in this summary are available in their respective 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](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>

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](http://uk.asus.com/wheretobuy_new.aspx?sltLanguage=en_GB&country=1339)



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