

COMPUTEX 2009, Taipei, Taiwan; June 02, 2009

## **ASUS Unveils New Innovations and New Seamless Design Philosophy at COMPUTEX 2009**

Chairman Jonney Shih Maps Out Vision and Strategy to Deliver Upon ASUS' Promise of "Inspiring Innovation · Persistent Perfection"

ASUSTeK Computer Inc. Chairman Jonney Shih today drew the rapt attention of worldwide media with his in-depth exposition of the company's new corporate slogan "Inspiring Innovation · Persistent Perfection" during an international press conference at COMPUTEX 2009. He also outlined his strategy for delivering upon the company's promise of innovation and quality across ASUS' extensive product portfolio, citing the ASUS UX30 notebook, Eee PC™ Seashell and the ultra-slim MS Series display as prime examples of how ASUS' dedication to its new slogan has yielded truly innovative results. Mr. Shih also unveiled a 'Seamless Experience' philosophy that will govern the design of future ASUS products, a conceptual approach that will enable users to lead effortless, convenient and always-connected digital lives. Sean Maloney, Executive Vice President and Chief Sales and Marketing Officer of Intel Corporation, and Steven Guggenheimer, Corporate Vice President of Microsoft's OEM division, closed the press conference by underlining Intel and Microsoft's commitment to ASUS as key partners.



ASUS UX30



Eee PC™ Seashell



MS Series Display

### **"Inspiring Innovation · Persistent Perfection"**

Over the past two decades, ASUS has developed a reputation for bringing truly innovative and high quality products to the consumer and commercial markets—a reputation built on many world's firsts such as developing the world's first ultra-mobile Internet device, the Eee PC™,

producing the world's first notebook capable of surviving the harsh conditions of the peak of Mount Everest, and setting the all-time record score in RESCUECOM's Computer Reliability Report. Its new corporate slogan, "Inspiring Innovation • Persistent Perfection" encapsulates and pays tribute to these values, and restates more strongly than ever before that ASUS is committed to delivering innovative and reliable products for the new digital era.



ASUS UX30



Eee PC™ Seashell



MS Series Display

### **A Showcase of Innovation at COMPUTEX 2009**

At COMPUTEX 2009, ASUS has once again proved itself to be a beacon of innovation with a showcase of products that epitomize innovation and quality. Foremost of these are the ASUS UX30 notebook, the Eee PC™ Seashell and the ultra-slim MS Series display. The ASUS UX30, which is based on Intel's consumer ultra low voltage (CULV) processor, offers the perfect balance of thinness, light weight and power. The Eee PC™ Seashell is an engineering marvel, a tangible testament to ASUS' R&D capabilities. Featuring a tiny, custom-designed PCB, the Eee PC™ Seashell is easily the most compact and portable 10" ultra-mobile Internet device on the market. The ultra-slim MS Series display boasts a cutting-edge design with a slim 19mm profile. Its alluring piano-black glossy front bezel and gleaming white rear bezel speaks its name as a digital art piece. The uniquely designed ring stand with Ergo-Fit Technology enables easy angle adjustment with just a single finger while maintaining perfect stability. The MS Series display features a highly power efficient LCD panel that yields greater power savings and utilizes less mercury, a realization of ASUS' commitment to green computing.

### **Seamless Design for a Seamless Digital Life**

ASUS' vision of digital life is one that is seamlessly connected through the continuous, intelligent and transparent syncing of devices. Devices conforming to these new 'Seamless Experience' specifications would have the ability to detect the environment around the user

and automatically make suitable changes to cater to the situation. This new 'Seamless Experience' concept is showcased at ASUS' COMPUTEX 2009 booth: Booth no. M509A, Taipei World Trade Center Nangang Exhibition Hall 4F.

### **Long-time Partners Intel and Microsoft Reaffirm Commitment to ASUS**

Sean Maloney, Executive Vice President and Chief Sales and Marketing Officer of Intel Corporation, and Steven Guggenheimer, Corporate Vice President of Microsoft's OEM division closed the press conference by underlining Intel and Microsoft's commitment to ASUS as key partners.

Mr. Maloney, who acknowledged ASUS as one of the most innovative and fastest-growing companies in the industry, spoke about how Intel and ASUS' close collaboration led to the use of Intel® Atom™ processors in the landmark Eee PC™, resulting in the creation of a new market segment and sparking a new worldwide phenomenon. He also introduced the media to the new ASUS U Series notebooks which are based on Intel's cutting-edge ultra low voltage processors, and shared details on the Intel-ASUS WePC project which collected millions of innovative ideas from end-users around the globe. He noted that ASUS is one of the few companies capable of turning these ideas into reality, and reaffirmed Intel's commitment to ASUS as a key partner—a partnership that would continue to inspire consumers worldwide with innovative products.

Mr. Guggenheimer spoke about Microsoft's long partnership with ASUS, and paid tribute to ASUS as a strong R&D partner that has had a substantive impact on the design of new Microsoft platforms. He cited ASUS' intimate involvement with the development of Windows Vista® and now with Windows® 7. He noted ASUS' impressive record of being first-to-market with solutions based on Microsoft platforms, not just with system products but also in the component domain. An example of the latter is the awarding of the world's first 32-bit Windows® 7 WHQL certification to ASUS' motherboards.

Specifications are subject to change without prior notice. Please visit [www.asus.com](http://www.asus.com) for more details.

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### **ASUS at COMPUTEX TAIPEI 2009**

To find out more about these showcased products and technologies, please visit us at Booth no. M509A, Taipei World Trade Center Nangang Exhibition Hall 4F from June 2–6.

### **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:

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[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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