

1st June 2010

ASUS Kickstart Computex 2010 with Cloud-computing and Gaming Showcases

ASUS are exhibiting at Computex 2010 this week, showcasing the latest innovations and products across five major categories – cloud computing, gaming, enthusiast PC components, green computing and multimedia.

As leaders in cloud-computing solutions, ASUS offer a superior mix of devices, rich in quality and performance, to users who demand real-time connectivity and multimedia sharing – including the brand new Eee Pad and Eee Tablet aimed at the mobile user and 4th generation Eee PC models which bring function and fashion closer together.

ASUS ROG products have been the choice of gaming champions since the brand's inception in 2006. Through close contact with players around the world, the ROG maintains unwavering dedication to meeting the needs of the gaming community. The latest 3D innovations in the G73Jw, G53 and G51 3D demonstrate how real life and gaming are closer than ever before, and extreme solutions in motherboard and graphic card designs ensure optimum stability and performance for serious enthusiasts.

ASUS will be at Computex between 1st and 5th June 2010 – exhibiting at the Taipei International Convention Center, Booths TF1B and 1F11.

For information about ASUS at Computex 2010 please visit:
<http://event.asus.com/2010/Computex/Press>

For more details on products please visit: www.techinstyle.tv

Eee Tablet – Taking notes has never been this easy:

The groundbreaking Eee Tablet amalgamates the best assets from both the notebook and e-reader formats and boasts an 8" Passive TFT-LCD touchscreen and a huge 10-hour battery life, to deliver students and mobile business users all of the function they need to stay productive throughout the day as well as a portable media player.

Sporting a 2450 dpi touch resolution screen, the Eee Tablet is one of the world's most accurate and sensitive digital note taking devices. With the handy built-in notepad templates, users can store, sort, tag, organise and browse through their notes and make text annotations on-the-fly. For even faster information capture users can take advantage of the 2 megapixel camera to take detail images of presentation slides – then add their notes.



Eee Tablet



Eee Pad EP101TC

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Once back at home or in the office, the Eee Tablet can be synced easily with a PC or notebook via USB or Micro SD, ensuring content and calendars are always up-to-date.

The Eee Tablet also facilitates easy and comfortable reading even over long periods, with lag-free text file page turns taking just 0.1 seconds—9 times faster than those of traditional e-readers.

Eee Pad – Pocket-sized computing at its best:

The ultra-slim Eee Pad has been designed for tech-savvy individuals who are always on the go. Acting as a supplementary Windows-based portable tablet PC, it allows users to keep everything they need – social networking, movies, video-conferencing – at their fingertips.

The 12" Eee Pad EP121 is a fully featured slate computer that serves as a multimedia player, e-reader, compact PC and Internet device in one slim package. Powered by a CULV Intel® Core™ 2 Duo processor and the Windows® 7 Home Premium operating system, it handles multitasking effortlessly, enabling users to check their email and calendars, engage in video conferencing, and process Microsoft Word and Excel documents all at the same time. Offering two convenient modes of character input - an embedded virtual keyboard and a special docking-station-keyboard – the Eee Pad EP121 delivers more than 10 hours of smooth, continuous computing.

For those demanding even more mobility, the 10" Eee Pad EP101TC fits the bill at a pocket-friendly 12.1mm and feather-light 675g. Users can quickly access their favourite applications by adding them to the main desktop. The Eee Pad EP101TC runs on Windows Embedded Compact 7 - a complete toolkit with the latest Windows 7-based technologies and tools that create engaging user experiences and delivers connectivity to the Windows world.

Fourth Generation Eee PC's - Combine style and cloud-connectivity:

The next generation Eee PC range facilitate quick, easy and on-the-move access to cloud services, with a range of features including fast USB 3.0 technology, 500GB online storage and desktop synchronisation.

With up to a whopping 14 hours of battery life (thanks to the eco-friendly Super Hybrid Engine technology) mobile computer users can enjoy an enriched experience in all day entertainment and productivity.

The bold new Eee PC collection 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.

Included within this stunning new series is the ultra-slim Eee PC 1018P, the colourful Eee PC Seashell 1015 range and the Eee PC 1016P, a premium netbook crafted from highly stylish aluminium - an exciting first for the ultra-lightweight and razor-thin Eee PC series

ASUS is also the first OEM worldwide to launch its own store; the ASUS App Store, which is powered by the Intel® AppUpSM Center. This store delivers quick downloads to users of useful applications whenever they connect

*Actual overclocked performance may vary by individual components and configurations used.

**Subject to system configuration and specification. Availability by country may vary.

Specifications may change without notice.



ASUS App Store



Eee PC 1018P



Eee Top ET2400

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online. This service will be preinstalled in all ASUS Eee PC models with the Intel® Atom™ processor.

24" Eee Top series – The world's first one-touch performance boost:

The USB 3.0 Eee Top PC ET2400 series is the first all-in-one PC that allows the user to enhance performance with a simple touch of an icon – just one click and the ASUS Super Hybrid Engine boosts CPU performance by up to 15 percent**.

With ASUS Sonic Master technology**, the ET2400 delivers clear and distinct audio previously unheard from an all-in-one PC. It also enhances bass and produces a virtual 5.1-channel surround sound experience to deliver theatre-quality audio from the ET2400's built-in speakers.

The top-of-the-line ET2400 3D** takes all-in-one entertainment to the next level by immersing the user in a true-to-life 3D world of movies, games, and images. No extra equipment is needed – mind blowing visuals can be experienced directly through the integrated 23.6" widescreen display.

The new ASUS-Lamborghini series - Satisfy the need for speed:

The ASUS-Lamborghini VX6 (12.1") and VX7 (15.6") are the latest wonders in the stunning range of machines co-branded with the distinguished Automobili Lamborghini.

Offering incredible visuals with the NVIDIA ION graphics platform and 512MB VRAM, and outstanding audio designed by Bang & Olufsen ICEpower, the VX6 exudes a level of performance and quality only matched by its superior design, reminiscent of the sleek styling of the supercar icon.

Home Server TS Mini – Share content anytime, anywhere:

The ASUS Home Server TS Mini is the ultimate choice for home users seeking a powerhouse in security, data storage and security. With automatic backups from up to 10 home computers and an extra 500GB storage space online, the ASUS Home Server TS Mini allows access for multiple home and remote users to a range of multimedia including music, photos and surveillance footage – with the additional peace of mind of error details via email to support remote troubleshooting.

G51 3D, G53 and G73 Notebooks – Notably superior gaming:

The ASUS G73Jh has proven to be an international sensation with a distinctive F117 stealth fighter design, ergonomic cooling and an illuminated keyboard. The newest model, G73Jw, extends this success as one of the most powerful gaming machines available.

As the worldwide premiere for NVIDIA's new generation mobile GPU platform on a 1080p 3D-ready notebook, the 17.3" G73Jw brings full 3D support and exceptional graphics power to the G73 range. Together with the G51 3D, the G73Jw sets the standard for 3D entertainment at home and on the move.

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ASUS-Lamborghini
VX6



TS Mini



G53 Notebook

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The brand new G53 is the world's first 15.6" gaming notebook with NVIDIA's 3D Vision-enabled next-generation GPU – providing a lighter option with full support for 3D visuals and the new HDMI 1.4 revision for spectacular action.



CG8490 Desktop

ROG CG8490 Desktop - Dominate the Gaming Battlefield:

The new Republic of Gamers (ROG) CG8490 desktop gaming station is the latest and greatest gaming rig to enter into the fray, combining a tradition of winning performance with uncompromising reliability.

Encased within an armour-styled chassis built to withstand punishment and resist degradation, the CG8490 boasts an all-new Intel® Core™ i7-980X six-core CPU, 12GB of DDR3 memory and dual Radeon HD5870 graphics cards powering superlative DX11 graphics across three-display Eyefinity. For added punch, the CG8490 unleashes over 20% balanced overclocking capability* compared to reference.



Rampage III Extreme

Immensity concept – Bridging the gap between graphics cards:

ASUS ROG leads the market for both Intel and AMD gamers with motherboard solutions that bring out the best in hardcore performance. New Immensity is a concept-stage super-motherboard and the first in the world to pair an onboard GPU with Lucid - a technology that makes it possible to bridge at least two graphics cards regardless of chipset or vendor. Such forward thinking innovation guarantees unrivalled performance and flexibility for serious gaming enthusiasts.



ARES

Rampage III Extreme – Optimum Motherboard technology:

The Rampage III Extreme features Intel's X58/ICH10R chipset, plus exclusive overclocking tools such as ROG Connect, OC Kit, RC Bluetooth and all-new iPhone-based overclocking control. Such outstanding features have made it an official benchmarking record-breaker, while the Extreme Engine Digi+ thermal design ensures stability even under extreme stress for safe and reliable overclocking.

The Crosshair IV Formula brings optimum gaming and tuning enjoyment to AMD builds, including the world's first dual-channel 2000MHz DDR3 for AMD, adding the benefit of Core Unlocker to the mix – users can tap hidden cores on new AMD CPUs. Turbo Key II makes for complete overclocking control, while GameFirst guarantees better performance in online gaming.

MATRIX5870 and ARES cards – Unstoppable graphics:

On the path to photo-realistic immersion, ASUS ROG shows the way with better implementation of graphics card technology. The MATRIX5870 takes AMD's design and bolsters it with added features such as iTracker 2, ProbeIt and the Super Hybrid Engine, garnering superlative overclocking potential balanced with excellent power efficiency.

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The mammoth ARES super-card is one of the world's most powerful desktop graphics card solutions, with gaming muscle in the form of twin Radeon 5870 cores, 4GB GDDR5 and massive cooling technique.

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.



Matrix 5870

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

Information about new products can be seen at:

<http://www.techinstyle.tv>

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/ContentPage.aspx?Content_Type=staticwebpage&Content_Id=253

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