

Taipei, Taiwan; June 04, 2009

**ASUS Pioneers New Notebook Finishes that Increase Product Strength and Enhance Performance while Adding Breathtaking Beauty**

Satin-brushed Aluminum and NeoWood Finishes Prove that Beauty is Much More than Skin Deep

ASUS, which reshaped the notebook industry with innovations such as the use of genuine Moso bamboo paneling on notebooks, today showcased two new finishes that do much more than just beautify its products: Satin-brushed Aluminum and NeoWood. The Satin-brushed Aluminum finish, produced through Non-conductive Vapor Metallization (NCVM) technology, not only infuses treated surfaces with an elegant satin-brushed pattern, it provides scratch resistance, enhances the structural strength of the notebook, and improved wireless and Bluetooth performance.

The NeoWood finishing technique, which produces a high-strength wood grain veneer that looks and feels like real wood, is a first for the consumer electronics industry. It delivers all the benefits of real wood, including premium looks and natural tactility, while maintaining a level of resilience that far surpasses that of regular wood.

ASUS notebooks featuring the Satin-brushed Aluminum finish include the N81Vf, N60Sf and N51Vn, while the NeoWood finish can be enjoyed on the N60Sf\*.



### **Satin-brushed Aluminum**

The result of an innovative application of Non-conductive Vapor Metallization (NCVM) technology, ASUS' Satin-brushed Aluminum finish is a perfect example of form meeting function. It preserves the elegant coloration, luster and satin-brushed pattern of real brushed aluminum, yet offers vastly improved scratch resistance and strength. Another benefit of the Satin-brushed Aluminum finish is that it eliminates the interference of RF signals, which other metalized finishes such as aluminum cannot do. As a result, notebooks boasting the Satin-brushed Aluminum finish enjoy substantially improved 3D antenna efficiency and therefore greatly enhanced Wi-Fi and Bluetooth performance. ASUS notebooks featuring the Satin-brushed Aluminum finish include the N81Vf, N60Sf and N51Vn.



## **NeoWood**

ASUS' NeoWood finish combines the familiarity and comfortable tactility of natural wood with the high tensile strength of modern synthetics. It looks and feels exactly like the wood used in high-end furniture, yet has much-improved hardness, friction resistance and abrasion resistance properties than regular wood. Notebooks that feature the NeoWood finish, such as the ASUS N60Sf, not only look breathtaking, they are structurally stronger as well.

\*The ASUS N60Sf is available in both Satin-brushed Aluminum and NeoWood finishes.

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:

[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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