

COMPUTEX 2009, Taipei, Taiwan; June 03, 2009

ASUS Presents a Vision of Seamless Computing at COMPUTEX 2009

A Host of Cutting-edge Devices and Concepts Aimed to Provide Users with a Seamless Computing Experience Unveiled

ASUS, widely recognized as a company at the forefront of innovation, today introduced a myriad of mobile and home computing devices and concepts specifically designed to provide users with a truly seamless computing experience. COMPUTEX 2009 served as the perfect platform for ASUS to share its 'Seamless Experience' vision, one which seeks to realize a truly intuitive and effortless computing lifestyle with minimal human intervention. Also showcased was Eee Life, a constellation of Eee products that feature intuitive touch input as well as robust wireless capabilities and Internet connectivity. Products in the spotlight included the recently announced Eee PC™ Seashell Series, the Eee Videophone Touch SV1T, and the EeeTop PC ET20/22.



The 'Seamless Experience' Concept: Communication without Boundaries

The 'Seamless Experience' concept is the result of the collated feedback, suggestions and recommendations of users around the world submitted via WePC.com, a joint initiative between ASUS and Intel®. As a true innovator in the modern digital era, ASUS relentlessly

strives to design and build the 'dream PC', as well as simplify the way users communicate with one another and the devices that enable them to do so. ASUS is committed to the pursuit of providing users with a computing experience that is more flexible and intuitive—one which seamlessly melds effortless social communication and high performance.

The 'Seamless Experience' concept is a revolutionary, advanced research initiative that leads the way forward in the new digital era. It bridges the gap in communications between users, as well as devices and the differences between virtual and physical space. The concept introduces four key design thrusts that simplify the way users utilize their PCs, communicate and share data with one another. First, it introduces seamless communications between people and devices. For example, notebooks in close proximity could communicate with one another and files such as photographs can be automatically transferred from one notebook to another. Second, it combines information from several points of origin, or even from a piece of paper, and then transforms it into a digital file which can then be shared with friends and family on a large table interface. This provides users with seamless flexibility, in the knowledge that whatever format of data they bring to the table, it can be shared easily and intuitively.

The 'Seamless Experience' also allows users to maximize the potential of their devices by remotely leveraging on a super computer, allowing them to have always-on access to their multimedia files, important work or personal data without having to carry an otherwise heavy notebook. Finally, a seamless data flow allows users to sync their PDAs, mobile phones, PCs and notebooks, so users can work on a file and its edits can then be synchronized throughout all the devices. It is also capable of analyzing data from non-digital formats, such as information scribbled on a piece of paper, and the computer is able to discern its handwriting and store it into the system for future use.

With the 'Seamless Experience' concept, ASUS is forging a way toward a future of truly effortless intuitive computing, communications and data sharing.

Eee Life: A Suite of Easy-to-use Eee Products for a Seamless Lifestyle

Since its introduction in the last quarter of 2007, the Eee PC™—and subsequent Eee products—have grown from strength to strength with numerous accolades from the world's media. Eee products not only enable users to learn, but also communicate across boundaries and enjoy multimedia entertainment. More than that, the Eee family of products is designed to permeate through the very fabric of everyday life, making day to day computing, communications and entertainment that much more effortless and—most importantly—seamless.



EeeTop PC ET20/22 Series: A Comprehensive All-in-one Multimedia PC

The EeeTop PC ET20/22 Series is an example of a device that provides a seamless lifestyle. As an all-in-one PC, it places a smorgasbord of rich multimedia and connectivity capabilities at the tip of the finger. Extremely intuitive and easy to use, the EeeTop PC ET20/22 Series boasts features such as EeeCam, which allows users to take pictures of themselves or conduct video conferencing with their family or friends. Eee Memo allows users to leave digital notes for their friends and family members via handwriting recognition or conventional keyboard input. It also allows users to email and print notes, as well as record voice and video messages. FotoFun allows users to create personal albums in minutes, simply by arranging and previewing their photographs in the folder. What's more, they can also upload the photos to their blog in just a few simple clicks. Embedded speakers, augmented by SRS® Premium Sound, provide high fidelity audio reproduction, while a flushed full high definition display enhanced by Eee Splendid Video Intelligence Technology and a discrete graphics solution provide immersive visual entertainment. Blu-ray Disc playback capabilities, HDMI connectivity and S/PDIF connectivity round off a truly seamless and comprehensive PC—perfect for home use.



Eee Videophone Touch: Bridging Distances through Voice and Video at a Touch

As the technology that enables communications across distances evolve, the introduction of audio and visual communications has become increasingly popular. The Eee Videophone Touch AiGuru SV1T was developed to provide users with the convenience of conducting video conferences without the hassle of complicated operating procedures. As a standalone communications device equipped with 7-inch touchscreen and an easy-to-use icon-based interface, it allows users to make unlimited Skype® video calls to other users through a built-in webcam, speaker and microphone. These provide a seamless way in which users can communicate with one another, minus the hassles that come with conventional video conferencing devices.



Eee PC™ Seashell Series: Timelessly Elegant, Seamlessly Intuitive

The Eee PC™ Seashell Series is a range of beautifully crafted ultra-mobile Internet devices that draw their design cues from the equally beautiful seashell. The Eee PC™ Seashell Series feature opalescent glossy exteriors that are available in several different colors—created through In-Mold Roller technology—that not only turn heads wherever they go, but also serve as protective shells providing scratch resistance for day-to-day durability. Like the light sprinkling of fine sand on the exterior of a seashell, the lids are graced with tiny reflective specks which glisten in the light, adding the crowning touches to an already exquisite design.

There are currently three models available: the Eee PC™ 1008HA is equipped with a 10.1-inch display and an 18mm ultra-slim seamless design, the Eee PC™ 1005HA with a 10.1-inch display and extended battery life of up to 10.5 hours, and finally the Eee PC™ 1101HA, which features an 11.6-inch high definition widescreen LED-backlit display for multimedia enjoyment. These models all come equipped with 160GB of hard disk storage, as well as an additional 10GB of online Eee Storage, exclusive to Eee PC™ users. The Eee PC™ Seashell 1101HA features 11 hours* of unplugged computing time, with the rest of the range capable of running between 6 and 11 hours* on a single charge.

The Eee PC™ Seashell Series also come standard with 802.11n draft and Bluetooth® wireless connectivity, allowing users to seamlessly connect to a wide range of compatible devices. A 1.3 megapixel built-in webcam and digital microphone allow users to communicate through audio and video. The Eee PC™ Seashell Series also feature ASUS' exclusive Super Hybrid Engine, which intelligently monitors the prevailing usage of the user at any given moment and actively deploys just the right amount of energy required. Users can also choose from three preset power profiles, to better cater to individual usage requirements. A multi-touch touchpad allows users to scroll through websites intuitively, as well as view and manipulate images. With their rich complement of features, Eee PC™ Seashell Series ultra-mobile Internet devices are quite possibly the best all-day companions for users while on the go, everyday.

*Subject to system specifications and prevailing usage.

Specifications are subject to change without prior notice. Please visit www.asus.com for more information.

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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

A video about the new U series can be found on 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

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