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4th May 2010

A Touching Choice in Home Entertainment

ASUS Launch Next Generation Eee Top PC ET2010

ASUS have today announced the UK launch of the Eee Top PC ET2010 series – a superior all-in-one PC which brings everyday computing and outstanding multimedia performance together inside a minimalist and stylish package.

With a super-slim 1" profile, multi-touch 20" screen and impressive multimedia capabilities thanks to the latest processor and graphics technology, the ET2010 is the ideal solution for home users seeking the best of the computer and home entertainment worlds.

The ET2010 is available now from a range of retailers and e-tailers at a price of £619.99 SRP (inc VAT).

For more information on ASUS products visit: www.techinstyle.tv

Next generation technology for a dazzling multimedia experience:

With the latest processors and graphics card technology, coupled with DirectX 11 for outstanding video playback, the new ET2010 series delivers flawless visuals to users.

"The ASUS Eee Top ET2010 delivers a rich multimedia and entertainment experience thanks to NVIDIA ION graphics*. Whether you're watching HD videos online, tagging and sharing family photos or playing your favourite PC games, this system will do it all in style" said David Ragonas, Director of ION and GeForce Product Marketing at NVIDIA.

The ET2010's 20" wide-screen high definition plus (1200 x 600) display, HDMI compatibility and SRS virtual 5.1 surround sound allows users to enjoy mind-blowing multimedia either on the Eee Top or via a larger external television. Gone are the days where the model movie set-up required three or four separate devices – the ET2010 really is an all-in-one solution making it the perfect yet affordable contender as a home entertainment system.

Instant switch between PC and Monitor mode for optimum viewing:

Users can easily switch between PC mode or monitor mode with the ability to multi-task between the two environments – so you can be watching the latest movie in full screen HD quality whilst searching for files in the background – no more fuss trying to manage multiple windows at once.



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*Selected models only.

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

Multi-touch offers users an easier way to navigate their computer:

The ET2010PNT and ET2010AGT models feature an optical 20" multi-touch screen – far more sensitive than alternative screens available today (such as resistive and capacitive). The result is easier and more accurate input when working with the fingertips.

With the multi-touch screen, users can easily pinch, zoom or rotate images with just two fingers – or, scroll effortlessly through web-pages or text. Such an intuitive style of navigating data means the whole family – even younger children – can take part and enjoy the fun.

1" Slim design blends seamlessly into any home – big or small:

With a curvy 1" profile, the ET2010 is incredibly slim and lightweight compared with traditional desktop PCs. With the ability to wall-mount*, users with even the smallest living room can still enjoy computing in style without negating on precious space.

Designed to be tough – a scratch and damage-resistant option:

The ET2010 series is incredibly hardwearing to give users full peace of mind. The U-Bar can withstand a 30Kg pull, whilst the stand can handle up to 4Kg in push pressure without falling down. The 9H screen is reassuringly hard and scratch-resistant – so no matter how frantic things get in the household, you won't need to worry about the Eee Top.

Tiny carbon footprint for an eco-friendly home:

Accredited by Energy Star 5.0, the ET2010 bears testament that superior multimedia performance does not have to mean a compromise on being green. With a power consumption almost as low as an energy-saving light bulb (19.96Wh) it helps save the environment as well as the pennies. The packaging is made from 100% recycled materials, and there are no more paper-heavy manuals included – a simple DVD is provided instead.

Eee Docking platform delivers content straight from the desktop:

The Eee Top PC comes with the exclusive ASUS Eee Docking platform – a one-stop solution offering users a range of useful services and content to enrich their day to day computing life. The Eee Docking platform includes Eee Amuse, Eee Sharing, Eee Xperience and Eee Tools.

What's more, the ET2010 allows users to connect to ASUS cloud computing services such as:

- ❑ ASUS @Vibe – a portal to a variety of content including music, games, magazines, e-books, e-learning materials and live TV.
- ❑ ASUS WebStorage – users can access their files anytime, from anywhere. A simple drag and drop interface facilitates sharing with friends and family and backing-up data for safekeeping. Users have a 1-year free trial – visit www.asuswebstorage.com for more details.

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Specifications – ET2010PNT

Model Name:	ET2010PNT-B024E	ET2010PNT-B038E
ScreenSize	20" 1400 x 900	
Touch Screen	Multi Touch Panel	
OS	Microsoft Windows® 7 Home Premium	
CPU	Intel ATOM Dual Core D510 1.66Ghz	
Memory	2GB (DDR3 1066 / 2x Slot SO-DIMM / 4GB Max)	
Storage	500GB SATA II 7200rpm 3.5"	
Graphics	NVIDIA® ION2010™	
ODD	Tray-in Super Multi DVD	
Webcam	1.3 Mega Pixel	
Mirophone	Digital Array Microphone	
Communication	10/100/1000 Mbps Ethernet	
WLAN	WiFi 802.11b/g/n	
Chipset	MN10	MN11
Audio Chips	2 x 2W with SRS Premium Sound	3 x 2W with SRS Premium Sound
IO ports	Side: - Memory card slot 3-in-1 (SD, SDHC, MMC) - USB ports*2	
	Rear: - Audio Ports *3 (Microphone, Line in & Line Out) - USB ports*4 - Gigabit LAN port - HDMI in-put	
Keyboard + mouse	Wireless Keyboard & Mouse	
AC Power	90W power adaptor	
Dimensions	496.8(W) x 373.7(H) x 20.3 ~ 54.3(D)	
Net Weight	<6Kg	
Wall Mountable	No	Yes
Colour	Black	
SRP incl. VAT	£619.99	
Warranty	1 Year UK Collect & Return Warranty	

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Specifications – ET2010AGT

Model Name:	ET2010AGT-B015E	ET2010AGT-B027E
ScreenSize	20" 1400 x 900	
Touch Screen	Multi Touch Panel	
OS	Microsoft Windows® 7 Home Premium	
CPU	AMD Athlon II X2 Dual Core 250u 1.6Ghz	
Memory	2GB (DDR3 1066 / 2x Slot SO-DIMM / 8GB Max)	
Storage	500GB SATA II 7200rpm 3.5"	
ODD	Tray-in Super Multi DVD	
Webcam	1.3 Mega Pixel	
Mirophone	Digital Array Microphone	
Communication	10/100/1000 Mbps Ethernet	
WLAN	WiFi 802.11b/g/n	
Chipset	RX780	RX781
Graphics	ATI Radeon HD5470	ATI Radeon HD5471
Audio Chips	2 x 2W with SRS Premium Sound	3 x 2W with SRS Premium Sound
IO ports	Side: - Memory card slot 3-in-1 (SD, SDHC, MMC) - USB ports*2	
	Rear: - Audio Ports *3 (Microphone, Line in & Line Out) - USB ports*4 - Gigabit LAN port - HDMI in-put	
Wall Mountable	No	Yes
AC Power	90W power adaptor	
Dimensions	496.8(W) x 373.7(H) x 20.3 ~ 54.3(D)	
Net Weight	<6Kg	
Keyboard + mouse	Wireless Keyboard & Mouse	
Colour	Black	
SRP incl. VAT	£629.99	
Warranty	1 Year UK Collect & Return Warranty	

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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

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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