

26th November 2009

Thinking Outside the Eee Box

ASUS Launch High Definition Eee Box 1501 Desktop PC

Unveiled recently at an ASUS event in London, the Eee Box 1501 gives everyone a reason to stay in on the cold winter nights by challenging what a traditional home entertainment system can bring.

Offering a versatile means of enjoying full 1080p high definition content on bigger screens, the 1.5L sized Eee Box 1501 is one of the world's smallest desktop PCs to feature a slot-load optical disc drive and a dedicated graphics chip. Bringing a neat solution to space-saving conundrums, it can stand elegantly in an upright 'diamond' form or be mounted on the back of a monitor.

With superb green credentials (up to 70% power reductions compared with traditional PCs) it is a substantially economic computing and media option for living rooms large and small – with a tiny price tag to match it's footprint at just £339 SRP inc. VAT from a range of retailers including amazon.co.uk and play.com

A video demonstration of the Eee Box 1501 Can be found here:

<http://www.youtube.com/profile?user=asus#p/u/4/-oBc81Gq1k>

Key Features:

- ❑ Tiny size – only 1.5L and 193 x 193 x 39mm
- ❑ 50% quieter than traditional desktops (26db)
- ❑ 70% less power consumption to traditional desktops
- ❑ HDMI Output for full 1080p high definition playback
- ❑ SimHD™ scales standard definition to high definition
- ❑ Intel® Atom™ 330 Dual Core processor
- ❑ NVIDIA® ION™ graphics platform
- ❑ 2GB memory (2 slots for maximum of 4GB)
- ❑ 250GB hard drive
- ❑ 5.1 Surround Sound speaker support
- ❑ Slot-load optical disc drive
- ❑ Elegant 'diamond' stand design
- ❑ Option for VESA mounting on back of monitor
- ❑ Easy to use Total Media Center software
- ❑ Remote Control for enhanced user comfort
- ❑ Built in IPTV player
- ❑ Wireless 802.11b/g/n and 10/100/1000 Ethernet
- ❑ Host of I/O ports for connectivity (including Kensington Security Slot)
- ❑ Windows 7 Home Premium Operating System
- ❑ £339 inc VAT SRP

* Depending upon usage.

** Selected models only

***Specifications are subject to change without prior notice.



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High Definition technology brings realistic multimedia to the screen

The Eee Box 1501 can deliver outstanding high definition 1080p visual performance, with HDMI outputs, an Intel® Atom™ 330 Dual Core processor and NVIDIA® ION™ graphics platform.

SimHD™ technology scales up standard definition DVD movies (720x576p) to HD quality (1280x720p or higher) and sharpens video quality, whilst visuals are enhanced by 5.1 surround sound support - enabling the Eee Box 1501 to deliver a winning combination of vivid colours, crisp graphics and impressive audio for a truly cinematic experience within the home.

What's more, the innovative ASUS thermal solutions enable effective heat dissipation, enabling the Eee Box 1501 to run quietly at just 26db – that's around 50% quieter than the average desktop – so you can rest assured that the "you can hear a pin drop" movie moments won't be interrupted.

User-friendly 'Total Media Center' interface offers easy navigation:

Unlike many home entertainment systems, which leave users frustrated with perplexing menus, ASUS have designed and pre-installed the 'Total Media Center' software onto the Eee Box 1501. The intuitive interface provides a fast and user-friendly way of browsing and playing media such as photos, videos and music, and supports a variety of different media and codec formats (see specifications for details).

Space saving, accessible design with robust slot-load disc drive:

The Eee Box 1501 has an incredibly compact design, with a volume of just 1.5L and dimensions 193 x 193 x 39mm – that's not much bigger than a book!

Such a tiny form makes it easy to squeeze into the smallest of living spaces, offering a fantastic solution for smaller homes and student rooms. What's more, the Eee Box 1501 can be mounted onto the back of an LCD monitor, saving even more space whilst creating an all-in-one PC effect.

The Eee Box 1501 boasts a slot-load optical disc drive which, unlike traditional 'tray-in' counterparts, has less moving parts. Combined with the elegant 'standing' design and upward-facing angle, the Eee Box 1501 offers users a truly robust and accessible way to insert and change discs.

Not just a media box – the Eee Box is a fully-featured computer too:

Despite the tiny size, the Eee Box 1501 crams enough hardware and features inside to rival its bigger counterparts. Not only does it offer a superb high definition experience for watching videos and a built-in IPTV player for watching TV shows with ease, but users can continue to surf the Internet, edit documents and perform other tasks simultaneously – just like a 'normal' desktop PC.

The Eee Box 1501 features a host of connectivity options including wireless (802.11b/g/n), 10/100/1000 Ethernet, HDMI and S/PDIF outputs, 6 USB ports and a card reader – ensuring users can share data and stay connected both inside and away from the home or office.

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A tiny carbon footprint offers a green computing solution:

Despite the versatile and powerful functionality, the Eee Box 1501 remains kind to the environment. Keeping in line with the ASUS Green Initiatives, users can expect up to 70% reduction in energy consumption compared with traditional PCs – that's the equivalent of around £80 per year.

Such fantastic green credentials are thanks to the Intel® Atom™ processor and the ASUS Super Hybrid Engine technology, which adjusts power consumption to suit the current usage.

Specifications:

Model Name	EB1501
Operating System	Genuine Windows® 7 Home Premium Edition
CPU	Intel® Atom™ 330 Dual Core (1M Cache, 1.6GHz, 533 MHz FSB)
Memory	2 x So-DIMM Slots, DDR2-800 2GB (UP to 4GB)
Storage	SATA 2.5" 250GB
Optical Drive	Slim Slot-in Super Multi DVD-RW
Chipset	NVIDIA® ION™
Graphics	NVIDIA® ION™
LAN	10/100/1000 Mbps
Wireless Networking	802.11b/g/n
Front I/O ports	<ul style="list-style-type: none">• Slot-in Super Multi DVD-RW• Card Reader x 1• USB 2.0 x 2• Headphone-out jack x 1• Mic x 1
Rear I/O ports	<ul style="list-style-type: none">• Wi-Fi antenna x 1 (built-in)• USB 2.0 x 4• D-Sub x 1• HDMI out x 1• eSATA x 1• Audio out (S/PDIF out) jack x 1• Giga Lan x 1
Power Supply	19Vdc, 3.42A, 65W Power Adaptor
Dimensions	1.5 L (193mm x 193mm x 39mm)
Weight	1.2kg
Accessories	<ul style="list-style-type: none">• Quick Start Guide• Power Adaptor(65W)+ Power Cord• Standing Mount• S/PDIF Adaptor• VESA-Mount Kit• Remote Controller• Wired keyboard and mouse
Colors	<ul style="list-style-type: none">• White• Black

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Pricing & Availability

Available now from e-tailers and retailers including amazon.co.uk and play.com at £339 inc VAT SRP.

1-year UK collect and return warranty.

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 over 3,000 awards in 2008 – an average of 8 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

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/wheretobuy_new.aspx?sltLanguage=en_GB&country=1339

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