

20th November 2009

Quick as a Flash

ASUS deliver unprecedented netbook performance with the Eee PC 1201N multimedia netbook featuring dedicated NVIDIA® ION™ graphics

ASUS have announced the Eee PC 1201N netbook which is set to break the boundaries of what is possible on the netbook platform, owed to the dual core processor and dedicated NVIDIA® ION™ graphics chip.

The two technologies combine to bring the user the fastest netbook performance currently available, and high definition media support both at home and on the move.

Rene Haas, general manager for notebook GPUs at NVIDIA said, "The ASUS Eee PC 1201N delivers exceptional performance for a netbook. This ION-powered Eee PC is ideal for anyone who wants a netbook with the ability to watch HD video, share and edit photos, play casual games, and convert video to a portable media player. With the upcoming Flash Player 10.1 from Adobe, it will soon handle streaming HD video as well as a high-end desktop PC."

The Eee PC 1201N will be available in the UK around mid January with an SRP of £399 Inc VAT.

Key Features and Benefits

- ❑ 12.1" high definition display for stunning visual clarity
- ❑ Intel® Atom™ 330 Dual Core Processor
- ❑ NVIDIA® ION™ dedicated graphics for full HD media support
- ❑ 750GB hybrid storage (250GB hard drive and 500GB online Eee storage – easy to save all your favourite media)
- ❑ Wi-Fi 802.11b/g/n and Bluetooth 2.1 for seamless connectivity
- ❑ Up to 5 hours battery life for endless entertainment
- ❑ Built in web-cam for easy video calls to friends and family
- ❑ HDMI port to play media on larger external HDTV screens
- ❑ Built in card reader for easy data transfers
- ❑ Available in black or silver
- ❑ Windows 7 operating system
- ❑ Priced at £399 SRP inc. VAT.



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A dual core processor makes this the fastest netbook yet:

Before now, users have had to choose between a high performance notebook (that's a little larger to carry) or a highly portable netbook (that's not quite as powerful as its bigger brothers).

As the first netbook to integrate both the Intel® Atom™ 330 dual core processor and the NVIDIA® ION™ graphics, the Eee PC 1201N shatters previous single-core netbook constraints and delivers the best of both worlds to users seeking mobility and multimedia performance.

Dedicated graphics bring full HD media functionality to netbooks:

The four most popular uses of the Internet are Search, Social Media, Video and E-mail. An increasing number of websites (such as the BBC with their iPlayer Platform and now YouTube with 1080P HD videos) have recognised this trend and now offer High Definition media via Adobe Flash for increased user enjoyment.

Adobe Flash was previously handled entirely by a device's CPU, but Adobe and NVIDIA have developed Flash 10.1 technology to be handled by the Graphics chip instead. The result is that the 1201N, with dedicated NVIDIA® ION™ graphics, can now handle streaming HD video as proficiently as a high-end desktop PC.

Versatility for viewing HD content both away and at home:

This fantastic visual performance is boosted by the preinstalled ArcSoft SimHD technology which takes standard definition content and scales it up to a high definition quality – dramatically enhancing the quality of images across a wide range of file formats.

The Eee PC 1201N gives users total flexibility for how and where they enjoy video content. On the move, the 12.1" high definition display provides a smooth and portable platform for viewing videos in stunning clarity, whilst at home the HDMI output makes it a breeze to play video on a larger HDTV screen to experience full 1080p HD video and true-fidelity 7.1 audio.

Huge 750GB hybrid storage solves the dilemma of where to save large digital media files:

A tiny size by nature means many netbooks must compromise on what technology is included - with storage being one of the common sacrifices.

The Eee PC 1201N eliminates the need for users to worry about whether they will have enough room to save their HD content files. With a whopping 250GB of HDD storage and 500GB of WebStorage, there is ample space for all the high quality family favourite pictures, music and movies – plenty to keep the kids quiet on long journeys (or Dad on the 12 hour business flight!).

ASUS WebStorage not only makes it easy for users to share media with friends and family, but also offers a simple drag-and-drop interface for downloading free content such as games, wallpapers and software.

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Specifications:

Eee PC™ 1201N		
Display	12.1" LED-backlit WXGA screen (1366 x 768)	
Operating System	Genuine Windows® 7	
CPU	Intel® Atom™ 330 Dual Core processor NVIDIA® ION™ Graphics	
Default Memory	DDR2 SO-DIMM 2GB/3GB**	
Storage	250GB HDD/320GB + 500GB* ASUS WebStorage	
Wireless Data Network	802.11b/g/n @2.4GHz, Bluetooth 2.1 + EDR**	
Battery Life	5hrs*, 6-Cell 63Wh Li-ion Battery	
Multimedia	Camera	0.3M Pixels** (with digital zoom function)
	Audio Codec	Hi-Definition Audio CODEC
	Speakers	Stereo Speakers
	Built-in Mic	High Quality Mic
Interface	1 x VGA Port (D-sub 15-pin for external monitor), 1 x HDMI, 3 x USB 2.0, 1 x LAN RJ-45, 2 x Audio Jack (Head Phone / Mic-in), Card Reader: MMC/ SD(SDHC)	
Physical	Dimensions	296mm (W) x 208mm (D) x 27.3~33.3mm (H)
	Weight	1.46kg (3.22lbs)
Colors	Black, Silver	

* Operation lifetime subject to product model, normal usage conditions and configurations. For more information, please visit <http://eeeepc.asus.com/global/computing.html>. The estimated maximum battery life in Windows® 7 is measured with MobileMark® 2.

** Availability is dependent on selected model, country or operator support. Check with your local ASUS website for more details.

*** Complimentary one-year 500GB ASUS WebStorage trial. Please visit www.asuswebstorage.com for more details.

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

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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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