

24th May 2010

Daddy Cool: Top 5 Gifts for Father's Day

The best products to solve Dad's Dilemmas

Dad. He's a great guy – a lovable joker, master of grounded chats, taxi driver, banker and the one who deals with teenage tantrums. Isn't it time he had something to help him make those stress filled days a little easier?

With 5 bright gift ideas from ASUS, sons and daughters everywhere can really give a Dad a helping hand to his problems with some delectable gadgets – and of course, borrow them too...

Dad's Dilemma: "I want be fashionable too"

Answer: Stay cool and trendy with the Eee PC 1008P – £349

Dad doesn't need to stick to boring blacks – this unique 10" netbook offers a striking alternative. Designed by the renowned Karim Rashid, the luxurious coffee-brown exterior blends tailored materials for a 'waved' finish that is as pleasing to the touch as it is to the eye. With up to a whopping 10 hours battery life and range of productivity applications, it's first class from the inside out.

Simply put, the Eee PC 1008P Karim Rashid is the must-have fashion accessory for the modern man - offering style, function and practicality.

Dad's Dilemma: "I can't afford all of these computers and gadgets"

Answer: The Eee Top ET2010 offers an all-in-one solution - £619.99

It's an expensive world – so combining gadgets and cutting costs is an enchanting thought for Dads. The Eee Top ET2010 is an all-in-one desktop computer (no added costs for screens or keyboard) with a lightweight and slim profile so it can easily be moved around the home for everyone to share (no need to buy countless computers).

The multi-touch 20" screen is fun and intuitive to use even for younger children, but the best bit is to come – it even doubles as a home entertainment centre with the ability to play high definition movies on the HD screen or externally to a larger TV for the whole family to enjoy. With virtual surround sound and the option to 'switch' between computer and TV mode it really is a master of all trades – saving Dad's pocket for a day.



Contact Information:

Press enquiries:
Danielle Schofield, Tru PR
t: +44 (0) 845 833 8292
e: asus@tru-pr.co.uk
www.tru-pr.co.uk

Sales enquiries:
ASUS Sales Team
t: +44 (0) 1442 202720
www.asus.co.uk
www.youtube.com/asus
www.twitter.com/asusuk



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*Selected models only.

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

Dad's Dilemma: "I can't face another high energy bill"

Answer: Keep power consumption down with the N52JV - £899

Computers have become a necessary evil when it comes to using power - but the ASUS N52JV is a saving grace for Dad by providing him with the perfect balance to enjoy high performance without wasting energy.

The N52JV uses NVIDIA Optimus - a new and clever technology which monitors computer usage and automatically switches between high and low graphic performance, depending on which programs are being used. So when Dad is catching the latest episode of his favourite car show online, he can be sure of excellent video quality when he needs it - but when he is only checking emails, the computer smartly conserves power consumption - helping Dad to lower the carbon footprint and his bills.



Dad's Dilemma: "I'm always waiting around for the kids"

Fix: Ease boredom with the Eee PC Seashell 1005PE - £289

This ultra mobile 10" netbook boasts up to 14 hours battery life thanks to it's advanced processor technology. With super-fast wireless connectivity and a host of software applications and sharing features (including 500GB Web Storage) it's the perfect way to pass time at home, on the train, in the car or just about anywhere - and when the kid's finally turn up, there'll be enough battery left to keep them quiet on the journey home too!



Dad's Dilemma: "The kids always complain I'm a technophobe"

Answer: Keep one step ahead with the G51J 3D notebook - £1,699

The fascination of kids and teens with modern day technology means it's essential for Dad to be 'with it' when it comes to gadgets. Offering mind-blowing 3D graphics, the 15.6" G51J 3D notebook with NVIDIA 3D Vision is truly superior with no ghosting, interlacing and with a wide viewing angle (so no need for pushing and shoving for prime position).

The G51J 3D notebook is a fun-filled beast of a machine which presents an engaging alternative to movie nights. With over 400 compatible game titles it's the perfect way to capture the imagination of the whole family - and for Dad to prove that he's actually pretty cool after all.

Where to Buy:

The Father's Day gifts are available from a range of retailers and etailers including PC World, Comet, Argos, Amazon.co.uk, Play.com, ebuyer.com, dabs.com and laptopsdirect.co.uk.

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www.twitter.com/asusuk



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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

Contact Information:

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