

2nd June 2010

The Guardian's Classroom Innovation - in association with Asus

The Story Continues

From the opening of its doors in May this year, The Guardian's Classroom Innovation, in association with Asus, has already generated traffic, comment and activity not just across the site but also into the social networking environments, notably Twitter.

Engaging with teachers and parents alike, the site has asked a host of questions, generated a number of responses and been on top of breaking news within the education and ICT sector.

Eco considerations and cost saving tips have been aired, the demise of Becta and the questions that this currently leaves unanswered have been asked alongside tips on revision and the potency of mobile learning.

During a time of change, the Classroom Innovation survey asks the question "Save Our Technology – What to Cut and What to Keep in Schools?" - watch out later this month for the results of the survey to be announced. Of real currency is the present stat from the survey where teachers, who have participated in the poll, have voted Becta as the most valuable organisation among a list of six national bodies.

In addition, this week will see the introduction of a new competition to win a stunning and slick ASUS Eee Top ET2010 multi-touch all-in-one PC and, as importantly, the winners of the first competition will be announced this Friday afternoon (4th June).

Join in and engage with a new blog from Tristan Ashman exploring issues around the education environment's perceived over-reliance on technology... is this really the case or is it more a question of effective usage of and understanding of the potency of the technology.

To learn more, log onto: www.guardian.co.uk/classroom-innovation

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™.



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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 an interview 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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