



Inspiring Innovation • Persistent Perfection

4th May 2010

Technology in the Classroom comes alive with ASUS and The Guardian

On 04 May, ASUS in association with the Guardian is launching a new educational website that will be dedicated to exploring how technology is being used in the classroom today, and how this will evolve in the future.

The site can be found at www.guardian.co.uk/classroom-innovation

With the growing emphasis on Information and Communication Technologies within the Education environment *"now is the perfect time to open up to explore how the rapid advances in technology can complement, enable and be adapted to the practical realities of teaching in the classroom"* says John Swatton, of Asus UK.

Colin Hughes, Director, Business and Professional, Guardian News & Media, said *"this new website offers users an extension of our education pages and enables them to open up a further dialogue with professionals in all fields of education."*

Classroom Innovation will open the school gates on 04 May and the content, refreshed on a regular basis, will include features exploring sustainability in schools and how to offset costs in light of looming budget cuts, the use of mobile and handheld devices in the classroom and just what are the implications of cloud computing for the education sector.

The Assembly will be a teacher's blog that gives teachers a space to express their opinion outside the restraints of the classroom and the staff room. The first month's blog focuses on issues of e-safety and the importance of teaching how to be discerning on the web.

In addition, each month Asus will be offering some great competition prizes to be won.

In May this will be one of five of the very distinctive and fun Asus Eee PC 1001PQ's that are the ideal netbook for computing safely for kids on the go.

The site will carry Asus sponsorship credit on each page and will be promoted via a combination of in-paper and online advertising.

So, join us in the classroom of the present and come along to wonder at expectations of the future in Classroom Innovation at guardian.co.uk.

Contact Information:

Press enquiries:

Guardian Press Office
t: +44 (0) 3353 2000

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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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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