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21<sup>st</sup> December 2009

## **ASUS Boosts Battery Life and Performance of Eee PC™ Seashell Netbooks through Use of New Intel® Atom™ Processor**

Exclusive Super Hybrid Engine Technology Works in Synergy with New Platform to Deliver Battery Life of Up to 14 Hours

ASUS today announced that its multi-award winning Eee PC™ Seashell Series of netbooks—which include the Eee PC™ Seashell 1005P, 1005PE and 1001P—is to feature Intel's second generation Atom™ platform. The new Intel® Atom™ processor N450—when used in concert with ASUS' exclusive Super Hybrid Engine technology—will substantially extend the battery lives of every model in the Seashell range, making them ideal travel companions and taking ASUS' promise of all-day computing a decisive step further.

### **Exceptional Energy Efficiency for All-day Computing**

Eee PC™ Seashell models equipped with the new Intel® Atom™ processor N450 will also feature ASUS' proprietary Super Hybrid Engine (SHE). SHE tailors the Eee PC™ Seashell's energy consumption patterns to suit any task at hand, optimizing energy efficiency and reducing power usage by up to 15%. Together, SHE and the Atom™ processor N450 enable the Eee PC™ Seashell to deliver up to 14 hours of battery life on a single charge.

"We're pleased to be working closely with ASUS, the Eee PC pioneers who helped drive this new category of computing, and are continuing to innovate with the second generation Intel Atom platform that delivers longer battery life and better performance," said Mooly Eden, Intel corporate vice-president and general manager of Intel's PC Client Group.

### **Excellent Features, Design and Ergonomics for an Unmatched User Experience**

The updated Eee PC™ Seashell will feature dual operating systems, enabling it to boot into Windows 7 or Express Gate. The latter boots up in just 8 seconds, allowing users to surf the web, browse their photos, as well as chat and play games online almost instantaneously. Using the Eee PC™ Seashell is as comfortable as it is breathtaking to behold. It sports a chiclet keyboard\*, which ensures user comfort all day long. For its superlative ergonomics, design quality, finish and innovation, the entire Eee PC™ Seashell Series was recently honored with a 2010 iF product design award—an award known the world over as a seal of outstanding design.



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\* Selected models only.

Specifications are subject to change without prior notice. Please visit [www.asus.co.uk](http://www.asus.co.uk) for more information.

## Going Beyond Hardware—Extending the Experience

The Eee PC™ Seashell experience is taken further with the ASUS Access service. Services such as the ASUS AP Bank, Game Park, ASUS @Vibe, ASUS Wi-Fi service, ASUS WebStorage, and ASUS Safeguard are readily accessible through the Access services shortcut preinstalled on all Eee PC™ Seashell netbooks. The extra 500GB\* of free ASUS WebStorage offers users drag-and-drop convenience when sharing files. It can also be configured to perform automatic back-ups, making computing easier than ever before.

### 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](http://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](http://uk.asus.com/wheretobuy_new.aspx?sltLanguage=en_GB&country=1339)

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