

IceCool, Dependable and Entertaining

Introducing the ASUS K Series Domino Collection for No-frills Computing

For the practical and pragmatic these no-frills notebooks are designed to provide multimedia performance and computing versatility without any extra fuss or additional cost.

The K Series delivers in key areas of performance; boasting the multimedia muscle to provide great cinematic audio and visual enjoyment via a high definition LCD display (with 16:9 aspect ratio), SRS[®] Premium Sound[™] and Altec Lansing speakers.

Users can also enjoy longer operating hours through the ASUS Super Hybrid Engine for unplugged freedom up to 5 continuous hours*. What's more the clever ASUS IceCool design ensures the temperature at the palm rest area is kept to a minimum, even after long computing hours.

These features can be found on a notebook that is scratch-resistant and subtly iridescent; courtesy of the innovative ASUS Infusion technology which provides the ASUS K Series Domino Collection with its 'Domino' motif, lending a refreshing, minimalist approach to their design.

High Definition Multimedia Entertainment On-the-go

The ASUS K Series sports Altec Lansing[®] speakers with SRS[®] Premium Sound[™] for high definition audio reproduction, as well as a high definition LCD panel of up to 17.3" with a 16:9 golden aspect ratio, high contrast rate and color saturation. It is further complemented by graphics solutions from either NVIDIA[®] or Intel[®] for a truly entertaining visual experience.

The K70IO and K50IN are equipped with the NVIDIA[®] GeForce[®] G102M, which uses 512MB of dedicated graphics memory to accelerate high quality video playback, photo and video editing, video transcoding, and casual gaming. The GeForce[®] G102M uses 30%, or 8 watts, less power when running graphically extensive applications compared to other dedicated notebook graphics processors, resulting in longer battery life per charge.

Enjoy Hours of Entertainment with Extended Battery Life

The ASUS K Series is equipped with the ASUS Super Hybrid Engine (SHE), which features the Power4 Gear Hybrid application for efficient energy conservation. Power4 Gear Hybrid facilitates the deployment and usage of power according to the users' preferences in relation to the specific tasks that they need to perform. By intelligently optimizing both system performance and power efficiency, users can enjoy extended computing hours while out and about without plugging in.



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Comfortable Computing Experience with ASUS IceCool Design

Designed to provide users with a comfortable mobile computing experience, the ASUS K Series features the IceCool design. Cleverly designed and positioned vents keep the palm rest cooler than the average human body temperature by 25%, delivering effective heat dissipation even after long hours of use.

Specifications

ASUS K Series 'Domino Collection' with Intel® Processor		
Model	ASUS K50IN	ASUS K50IJ
Processor and Cache Memory	Intel® Core™2 Duo processor T6500 Intel® Pentium® Duo Core Processor T4200	Intel® Core™2 Duo processor T6500 Intel® Pentium® Duo Core Processor T4200
Operating System	<ul style="list-style-type: none"> Genuine Windows Vista® Home Basic Genuine Windows Vista® Home Premium 	<ul style="list-style-type: none"> Genuine Windows Vista® Home Basic Genuine Windows Vista® Home Premium
Main Memory	DDR2 800MHz up to 4096MB	DDR2 800MHz up to 4096MB
Graphics Card	NVIDIA® GeForce™ G102M with 512MB DDR2 VRAM	Intel GMA 4500 (UMA)
Display	15.6" HD LED-backlit LCD	15.6" HD LED-backlight LCD
Hard Disk Drive	SATA / 250GB / 320GB	SATA / 250GB / 320GB
Optical Drive	DVD Super Multi	DVD Super Multi
Video Camera * (optional)	Built-in 1.3 Megapixel webcam	Built-in 1.3 Megapixel webcam
Fax/Modem / LAN/WLAN	802.11b/g/n	802.11b/g/n

Model	ASUS K70IO/IJ
Processor and Cache Memory	Intel® Core™2 Duo processor T6500 Intel® Pentium® Duo Core Processor T4200
Operating System	<ul style="list-style-type: none"> Genuine Windows Vista® Home Basic Genuine Windows Vista® Home Premium
Main Memory	DDR2 800MHz up to 4096MB
Graphics Card	NVIDIA® GeForce™ GT120M with 1024MB DDR2 VRAM or Embedded Intel® GMA X4500
Display	17.3"HD LED backlight LCD display
Hard Disk Drive	SATA 250GB / 320GB
Optical Drive	DVD Super Multi
Video Camera * (optional)	Built-in 1.3 Megapixel webcam
Fax/Modem / LAN/WLAN	802.11n

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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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