

Get Surfing with the Seashell

ASUS launch Eee PC™ 1008HA Seashell in the UK

ASUS have today announced the UK launch of the new Eee PC™ Seashell netbook which presents a user-centric blend of timeless design and effortless mobility.

Nature has a way of creating elegance of out simplicity and ASUS has followed the same philosophy for its latest Eee PC™. Inspired by the sleek shape of the humble seashell, the Eee PC 1008HA Seashell combines a striking slimline design with the latest mobile technology.

The Seashell's slender case is less than 1in at its thickest point and artfully curves to a razor-thin edge. This stunning low profile is made possible by a new ASUS motherboard that takes up very little space, and the integral lithium-polymer cell removes the need for an unsightly, bulbous battery. The incredibly small, amazingly smart Intel® Atom™ N280 processor provides an unmatched combination of performance and power-efficiency. Furthermore, despite weighing just 1.1kg, the Seashell lasts for up to six* hours away from a plug socket.

ASUS is also giving one away per week during the launch period; please visit www.asus.co.uk/seashell for further details of the competition.

For further information about the product, please visit www.asus.co.uk/eeepc/1008HA

Key Features

- ❑ 1" thickness and 1.1kg weight
- ❑ 10" LED-backlit WSVGA glare-type display (1024x600)
- ❑ Fast Intel Atom N280 processor
- ❑ Polymer battery offers up to 6 hours of battery life*
- ❑ SRS Surround Sound audio
- ❑ Ergonomically designed keyboard with Multi-touch touchpad
- ❑ 170GB Hybrid Storage (160GB Internal plus Eee Storage)
- ❑ 802.11 b/g/n wireless and Bluetooth 2.1
- ❑ Super Hybrid Engine for intelligent energy management

Stylish, Slender and Scratch Resistant

Weighing only 1.1kg and measuring just 1 inch at the thickest part, the Eee PC™ Seashell is lightweight and offers optimum mobility.

Inspired by the contours of a seashell, the lid curves towards razor-thin edges and is dusted with reflective specks for a sleek and stunning finish.



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*Battery life depends on model and usage

In-Mold roller technology is used to create an opalescent glossy casing that provides scratch resistance for day to day durability.

6 Hour Battery Life* with Efficient Polymer Battery

An impressive 6 hours of battery life* offers hours of productivity away from home.

The polymer battery is smaller, higher capacity and poses less risk of breakdown or explosion – resulting in a safer, lighter and efficient device.

Excellent Power Conservation for a Greener Solution

The new Atom N280 processor provides a speedy 1.67GHz processor that uses a mere 2.5W of power – less than a 1/10 of a traditional desktop.

Super Hybrid Engine technology monitors task loading in order to deploy the best power level and offering the perfect balance between performance and energy conservation.

Ergonomic, Intuitive and Functional Design

A 10 inch LED-backlit glare-type display allows users to easily work and play without straining their eyes.

The ergonomically designed keyboard makes typing on-the-move a breeze and is only 8% smaller than a conventional keyboard.

The Multi-touch touchpad allows users to combine touch with motion for control; pinching to zoom in or out of images and sliding to scroll pages provides a simple, quicker and intuitive style of navigation.

Ample Data Storage & Versatile Access – Anytime, Anywhere

160GB hard disk drive for internal storage

10GB of Eee Storage (free for 18 months) provides online access

High Quality Audio for Entertainment and Communication

SRS Premium Sound™ increases the speaker volume up to 6dB and provides a virtual 5.1 surround sound experience.

The Digital Array Microphone reduces background noise for crystal clarity when using VoIP applications.

Superb Connectivity with Wireless, Bluetooth 2.1 and Eee Docking

Built-in wireless (802.11b/g/n) offers high speed connectivity for Internet.

Bluetooth 2.1 is integrated for improved data sharing and synchronisation.

Eee Docking facilitates access to songs, videos, radios, games, e-reading and Live TV through an intuitive desktop launch bar.

Affordable and Excellent Value

Available in stores from 15th May 2009, the Eee PC™ 1008HA Seashell is priced at an SRP of £379 inc VAT.

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Specifications:

Eee PC 1008HA		Hardware Specification
Display	LCD Screen	10" LED Backlight WSVGA screen (1024x600)
Operation System	O/S	Genuine Windows® XP Home
Platform	Processor	Intel® Atom™ N280 1.66GHz
Memory	System Memory	DDR2 SO-DIMM 1GB
Hybrid Storage	HDD	160GB HDD+10GB Eee Storage*
Wireless Data Network	WLAN	802.11 b/g/n
	Bluetooth®	Bluetooth® V2.1+EDR
Battery	Battery Pack	2900mAh Polymer
	Battery Life	6hrs**
Multi-media	Camera	1.3M Pixel
	Audio	Hi-Definition Audio
	Speaker	Stereo speaker
	Mic (internal)	Digital Array Mic
I/O Port	VGA	1 Mini Display Port
	USB 2.0	2
	LAN RJ-45	1
	Audio Jack	2 Head phone / Mic-in
	Card Reader	MMC/ SD(SDHC)
Physical	Dimension	262mm(W) x 178mm(D) x 25.7mm(H)
	Weight	1.1Kg (w/battery)
Color	Infusion	White (Glossy) Midnight Blue (Glossy) Burgundy (Glossy)
Warranty	UK	1 Year Global Warranty (EU Collect & Return)
Windows® XP		
▼ ASUS Exclusive Utility		
Eee Docking Eee Sharing (Data Sync; EzMessenger) Super Hybrid Engine SRS Eee FunGate Eee Storage Live Update		
		* Eee Storage service is complimentary for the first 18 months. ** Subject to system configuration and usage.

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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 2568 awards in 2007 – an average of 7 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

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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