

## Work and Play in High Definition

### *You ain't seen nothin' yet*

#### ASUS Launch T1 - TV / Monitor Screen Series

Perfect for entertainment and for work the versatile, feature-packed T1 screen range provides the benefits of both a crystal clear High Definition LCD TV combined with high quality desktop monitor performance technology all in one gorgeous package.

Inside the delicate, gold-accented, contemporary and curvaceous exterior the T1's are packed with fantastic technology all designed to enhance your viewing experience and include:

Video Intelligence technology that adjusts the display settings to optimise the viewing colours with four preset modes (Standard, Game, Night View, and Scenery).

Smart Contrast Ratio (ASCR) that bumps up the contrast ratio to an astounding 20000:1 for more realistic pictures.

What's more the T1 series sports two integrated 7W speakers capable of delivering surround sound for a cinematic experience, and with four audio presets (Vocal, Rock, Soft and Boom) users can choose the best settings to suit their surrounding entertainment choices.

Available now, the T1 series is priced at approx £279.

A video demonstration of the T1 series monitor and other products is available on the ASUS YouTube channel: [www.youtube.com/asus](http://www.youtube.com/asus)

#### Key Features:

- ❑ Available in display sizes 22", 24" and 27"
- ❑ Full 1080p HD support (1920x1080)
- ❑ 2 x HDMI ports for high definition playback
- ❑ Hybrid TV Tuner for Digital & Analogue television signals
- ❑ ASUS Splendid Video Intelligence technology for perfect pictures
- ❑ Dual 7W surround sound speakers for cinematic sound
- ❑ Vast array of input/output ports for tidy and easy cabling
- ❑ Stunning curvaceous profile
- ❑ Priced approx £279
- ❑ Available now
- ❑ 3-Year Collect & Return Warranty



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### **Hybrid TV Tuner for fully functional television entertainment:**

The T1 series comes equipped with a TV tuner capable of receiving both digital (DVB-T) and analogue (PAL/SECAM) signals. Supporting all common TV functions within Europe, the T1 series offers users a highly efficient, high definition television experience - fully geared up for the UK digital switchover next year.

### **A Versatile and stylish solution for the home or office:**

The T1 series is available in 22", 24" and 27" display sizes, providing a range of options to suit different living room or desk spaces that allow a comfortable and clear viewing platform for both movies and computing productivity.

With a shapely profile, delicate gold accents and a floral-patterned speaker mesh, the T1 is accessorised by a stylish high-gloss stand to ensure a seamless blend with any contemporary decor.

### **Packed full of quality visual technology for a crystal clear image:**

Delivering full 1080p HD (1920x1080) and a full 16:9 widescreen format, users can experience mind-blowing picture quality whether they are enjoying the latest Blu-ray movie or must-see program from a HD-television provider.

The T1 series boasts top notch quality comparable to a large-sized standalone television, through the integration of technologies such as 2D/3D comb-filter, noise reduction, 3D de-interlace, 2:2/3:2 pull down and tint adjustment.

Furthermore, the TV monitor features the exclusive ASUS Splendid™ Video Intelligence technology, which adjusts the display settings to optimise the viewing colours with four preset modes (Standard, Game, Night View, and Scenery). Smart Contrast Ratio (ASCR) bumps up the contrast ratio to an astounding 20000:1 for more realistic pictures whether it's the latest family movie or an action-packed game on screen.

### **Dual 7W speakers for a cinematic surround sound experience:**

The T1 series integrates two 7W speakers capable of delivering surround sound for a cinematic experience, and with four audio presets (Vocal, Rock, Soft and Boom) users can choose the best settings to suit their surrounding entertainment choices.

### **Attaching multiple devices is hassle-free and tidy with an extended range of input/output ports:**

With such a vast number of set-top boxes, games consoles, media centres, DVD and Blu-ray players, computers and other audio-visual equipment, it can often be a bewildering task to find a simple way of connecting everything to the television set without the need to plug and unplug different boxes at different times – not to mention the hair-pulling task of untangling the loose cables quickly enough to hit record on your favourite program.

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The T1 series boasts a massive list of connection ports including HDMI, Scart, D-Sub, Composite, Component, S-Video, audio-in jack, S/PDIF out, audio out, earphone out and CI slot – allowing a no-fuss solution for users to be able to connect everything they need easily and without the need for constant swapping.

**Technical Specifications:**

Model	22T1E	24T1E	27T1E (Est. MP: B/Nov)
Panel Size	21.5" widescreen	23.6" widescreen	27" widescreen
True Resolution	Full HD 1920x1080		
Display Colors	16.7 million		
Contrast Ratio	20,000:1 (ASCR)		
Brightness	300cd/m2		
Viewing Angle (CR ≥ 10)	Horizontal: 170° / Vertical: 160°		
Response Time	5ms		
Splendid™ Video Intelligence Technology	Yes		
TV Broadcast System	Digital (DVB-T) and Analog (PAL/ SECAM)		
Built-in Speakers	7W (RMS) stereo speakers x 2		
Inputs	IEC (TV), D-sub (PC), HDMI 1.3 x2, Component (Y/Pb/Pr), Composite, S-Video, SCART1 (RGB & CVBS), SCART2 (Y/C & S-Video)		
Outputs	RCA R+L audio-out, optical S/PDIF out, 3.5mm headphone mini-jack		
Dimensions (WxHxD) and Weight (kg)	540.6mm x 438.5mm x 191.2mm Net weight: 6.2kg	589.6mm x 465.2mm x 191.2mm Net weight: 7.0kg	TBD
Accessories	D-sub cable, audio cable, power cord, remote control, AAA batteries x2, quick start guide, support CD		

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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](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>

Press can follow ASUS UK on Twitter:

[www.twitter.com/asusuk](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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