

**Hannover, Germany; March 02, 2009**

## **ASUS Showcases Innovative and Stylishly Designed Computing Solutions at CeBIT 2009**

**A Wide Range of Notebooks and Design Concepts Aimed to Deliver a Truly Unique User Experience**

ASUS, a worldwide leader in notebook design and manufacturing, has unveiled an extensive lineup of mobile computing solutions at the annual CeBIT 2009. These notebooks represent the pinnacle of ASUS research and development, as well as impassioned industrial design to provide users with not only a functional notebook, but also one that allows them to compute in style while on the move.

The highlights to be unveiled during CeBIT 2009 include the exclusive partnership between ASUS and Automobili Lamborghini in the ASUS-LAMBORGHINI VX5, a notebook sporting an exterior chassis inspired by the highly regarded and limited edition Lamborghini Reventón; and the ASUS M90Gf notebook, an entertainment powerhouse packed with a wide array of innovative multimedia-oriented specifications and features that allow users to enjoy high definition audio and visual excitement anytime, anywhere. CeBIT 2009 will also witness the launch of the new ASUS K Series, a smart choice of notebooks designed to provide users with 'no-frills' day-to-day computing and steadfast reliability.

### **ASUS-LAMBORGHINI VX5:**

#### **Impassioned Power and Luxury**

The ASUS-LAMBORGHINI VX5 sports a futuristic chassis, with its design inspired by the revered LAMBORGHINI Reventón. The VX5 is equipped with currently the world's largest density Solid State Drive standing at 1TB.



Similar to its vehicular counterpart, the VX5 also features technological advancements that provide users with impressive performance. Powered by an Intel® Core™2 Quad processor and 4GB memory, it features a TwinTurbo mode that users can utilize to accelerate CPU and GPU performance via a speed key. A 16-inch full high definition display provides more-than-ample viewing space for documents, pictures or movies. Images are displayed in visual vibrancy and clarity, thanks to a dedicated NVIDIA® GeForce™ GT 130M graphics card with GDDR3 1GB VRAM. A newly-adopted illuminated 'chiclet' keyboard automatically lights up in low light conditions, while a Blu-ray disc combo optical drive completes this comprehensive package of panache and power.

### **ASUS K Series: Computing Comfort On-the-go**

The new ASUS K Series is designed for computing comfort, steadfast reliability and multimedia enjoyment. Equipped with the proprietary ASUS Super Hybrid Engine (SHE), the ASUS K Series delivers up to 5\* hours of non-stop computing on a 6-cell battery, while providing a choice between performance and power conservation modes.

Users are also treated to a sensory feast of surreal entertainment on the move with Altec Lansing speakers, true SRS surround sound and a 16:9 golden aspect ratio LCD display. For a truly comfortable computing experience, the ASUS K Series features a clever internal design with strategically placed heat vents that maintain a low palm rest temperature at an average between 27.7\* and 27.6\* degrees, even after long hours of use.

### **N Series Make-over: New N Series with NCVM for Style and Resilience**

As a pioneer in the production of aesthetically beautiful yet functional notebooks, ASUS is proud to announce the utilization of Non-conductive Vacuum Metallization (NCVM) films on the ASUS N81, N51, N60 and the N70 series of notebooks.



Closeup of the N Series



N Series

NCVM is a vapor metallization film that provides a decorative sheen to the notebook and, being of non-conductive nature, can also avoid the interference of radio frequency (RF) signals such as Wi-Fi compared to other metallization methods such as aluminum. It also protects the notebook as NCVM is not only corrosion resistant, it also stands up to the knocks and bumps of day-to-day computing while on the move. As a result, users can enjoy worry-free computing, while enjoying a notebook that provides style and sophistication through natural NCVM colors such as bright aluminum, darkened chrome or a brushed metal effect.

### **ASUS M90Gf: World's Largest Memory of Up to 16GB for Maximum Performance**

The ASUS M90Gf is a notebook dedicated to users who enjoy massive high definition on the move. Equipped with an advanced NVIDIA® MCP79MH chipset that supports a maximum of 4 SODIMM, the ASUS M90F boasts the world's largest memory of up to 16GB, with 4GB dual rank, 26-bit SODIMMS for extensive multitasking and multimedia capabilities while on the move.

### **"Community Designed PC" Concept: Realizing Your Dream PC and Dual Panel Concept**

As a leading manufacturer in innovative mobile computing products, ASUS is constantly seeking feedback and listening to the demands of end-users. This year at CeBIT 2009, ASUS has unveiled a revolutionary dual panel concept notebook that is the result of the ideas contributed from users from around the world. As part of the "Community Designed PC" project initiated by ASUS and Intel®, the concept is still a work-in-progress which requires continued feedback. ASUS is thus taking the opportunity to encourage users to participate in the development of this concept notebook. Additional information regarding this concept can be found at [WePC.com](http://WePC.com).



The dual panel concept is just one of the top ideas discussed at [WePC.com](http://WePC.com). The dual panel offers a flexible working space in which users can adapt to suit their prevailing usage scenarios, for example adjusting the size of the virtual touchpad and keyboard. Through hand gestures,

handwriting recognition and multi-touch, users are presented with a control surface that is both flexible and intuitive. Users can use the dual panel concept in a myriad of usage scenarios, for example as a conventional notebook with multi-touch screens, a virtual keyboard and touchpad; a multimedia hub, in which both dual panels could combine to form a larger display for widescreen entertainment; or an E-book mode in which users can hold the dual panel concept notebook just like they would a conventional book while flipping pages through intuitive gestures or by touch. These concepts aim to bring convenience to the user through technological innovations and user-centric design.

\* Subject to system configuration and prevailing usage.

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

### **ASUS at CeBIT 2009**

For more details about our highlighted products, please come visit us at Hall 26, Stand D39 from March 3rd to 8th, 2009.

### **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.

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.

ASUS is the world's leading enterprise of new digital era. ASUS has been ranked in Business Week InfoTech 100 for 10 straight years, and 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.

ASUS some facts and figures:

- ❑ Employs over 130,000 people worldwide
- ❑ Revenue in 2007 exceeded £11billion
- ❑ Shipped over 60 million PC motherboards that equals one in three desktop PCs shipped during 2007 was powered by an ASUS motherboard
- ❑ Ranked in the top four worldwide notebook manufacturers.
- ❑ Listed in the world's top 100 IT companies by the Business week USA for the tenth year
- ❑ Ranked among the world's top 500 corporations by Fortune magazine USA

### **Notes to Editors**

We have separate press releases and samples available for each of the six notebooks to be blogged. Please contact the press office for more details on any of these.

If you would like a product review for your organisation, we have a limited number of samples available upon request (see sample request form on the press assets pages).

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)

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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