



P R E S S E I N F O R M A T I O N

PRODUKTNEWS

ASUS Transformer Book, Taichi, Zenbook Touch and VivoBook Showcased at CES 2013

Comprehensive range of notebooks and Ultrabooks™ on show with powerful performance, multi-touch displays and full support for Windows 8

Consumer Electronics Show, Las Vegas, USA (7 January, 2013) - the ASUS CES 2013 Media Suite opens today at the Trump International Hotel to showcase a comprehensive range of ASUS notebooks featuring multi-touch displays for complete Windows 8 support. Models on show include the ASUS Transformer Book with a detachable 13-inch display that doubles as a standalone tablet, the unique ASUS Taichi with back-to-back dual-screen design and the ultra-light, ultra-stylish ASUS Zenbook™ Touch Ultrabooks. Defining features common to the entire range of ASUS multi-touch notebooks include thin and lightweight designs, powerful 3rd generation Intel® Core™ processors and class-leading sound quality, courtesy of ASUS SonicMaster audio technology.

ASUS Transformer Book — the fully featured notebook with detachable tablet

ASUS Transformer Book is a powerful Windows 8 ultraportable that's both tablet and notebook, thanks to its versatile dockable design. When portability is paramount, ASUS Transformer Book is a thin and lightweight 13.3-inch tablet with 3rd generation Intel® Core™ i5 or i7 processor. Its 128GB SSD provides ample storage for Windows 8 apps and data, while the Full HD multi-touch display features IPS technology for brilliant colors and wide viewing angles. When extra productivity is needed, ASUS Transformer Book quickly connects to its supplied dock to become a compact and fully featured notebook with backlit keyboard, large touchpad and separate hard drive with up to 500GB capacity. The dock also features its own battery for extended mobile use and a comprehensive array of ports, including USB 3.0.

ASUS Taichi — a flexible fusion of notebook and tablet

ASUS Taichi is a sleek Ultrabook™ with a unique dual-screen design that combines the best features of both notebook and tablet for the ultimate in mobile flexibility. Powered by a 3rd generation Intel® Core™ processor with high-speed SSD storage, ASUS Taichi features a choice of 11.6-inch or 13.3-inch back-to-back Full HD displays with IPS technology for brilliant colors and wide viewing angles.



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Lid open, ASUS Taichi is a powerful Ultrabook™ with backlit keyboard and large multi-touch touchpad for making light work of demanding productivity tasks. Lid closed, ASUS Taichi becomes a lightweight tablet with a responsive multi-touch display and pinpoint-accurate stylus for easy and intuitive use on the move.

ASUS Taichi's two displays can also be used at the same time to share information in ways never before possible with an ultraportable. Dual-screen mode treats ASUS Taichi's two displays as separate screens, so a presentation can be shown on the outer screen and presenter notes on the inner, for example. Mirror mode displays the same image on both screen for easy sharing of content and software demos with small groups of people, removing the need for a bulky projector or clumsy external monitor.

ASUS Zenbook™ Touch — the perfectly balanced Ultrabook™

ASUS Zenbook™ Touch is the most advanced Ultrabook available. Both the 13.3-inch UX31A and the 15.6-inch U500VZ combine outstanding performance with a stunning spun-metal finish, and feature Full HD multi-touch displays with IPS technology for brilliant color and wide viewing angles. With a slender profile that tapers to just 3mm and a low 1.3kg weight, the ASUS Zenbook™ Touch UX31A is available with 3rd generation Intel® Core™ i5 or i7 processors, up to 8GB memory and 256GB SSD storage. The Zenbook™ Touch U500VZ features a powerful 3rd generation Intel® Core™ i7 quad-core processor, 8GB memory and NVIDIA® GeForce® GT650M graphics for incredible performance with demanding professional applications. With a sleek design that weighs just 2kg and measures a mere 6mm at its thinnest point, the U500VZ also features dual 256GB SSD storage in a RAID 0 configuration and an external subwoofer with rich, cinematic sound quality.

ASUS VivoBook — affordable all-round performance

ASUS VivoBook is a capable all-round notebook for mainstream users who want the most from Windows 8 at an affordable price. Available with screen sizes ranging from 11.6-inch to 15.6-inch, ASUS VivoBook features a sleek, low-profile design with a choice of 3rd generation Intel® Core™ i3, i5 and i7 processors, and powerful NVIDIA® graphics on select models. Multi-touch displays and generously proportioned touchpads with Smart Gesture technology are standard across the range, as are high-quality ASUS SonicMaster audio and two-second 'instant-on'. Each ASUS VivoBook also comes with 32GB ASUS WebStorage free for three years.

SPECIFICATIONS, AVAILABILITY & PRICING

Product specifications, availability and pricing are all subject to change without notice and may differ from country to country. Please contact your ASUS representative for further information.



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ASUS MEDIA SUITE

The ASUS Media Suite is located on Floor 62 of the Trump International Hotel, 2000 Fashion Show Drive, Las Vegas, NV. The Media Suite is open from 9:00am to 6:00pm, from Monday 7th to Thursday 10th January, 2013.

NOTES TO EDITORS

- 30-word

ASUS has a wide range of Windows 8 notebooks on show at CES 2013. 3rd generation Intel® Core™ processors, multi-touch displays and ASUS SonicMaster audio technology are standard across all models.

- 60-word

ASUS has a range of multi-touch Windows 8 notebooks on show at CES 2013. Models include the ASUS Transformer Book convertible ultraportable, ASUS Taichi with back-to-back dual displays, the ultra-stylish ASUS Zenbook™ Touch Ultrabook and the ASUS VivoBook range of mainstream notebooks. Powerful 3rd generation Intel® Core™ processors and SonicMaster audio technology are standard across all models.

- 100-word

ASUS has a wide range of multi-touch Windows 8 notebooks on show at CES 2013. Models include the ASUS Transformer Book with a detachable 13-inch display that doubles as a standalone tablet and the ASUS Taichi with unique back-to-back dual-screen design. Also on show are the ultra-light, ultra-stylish ASUS Zenbook™ Touch Ultrabook and the ASUS VivoBook range of mainstream notebooks. Stylish, lightweight. designs and powerful 3rd generation Intel® Core™ processors are standard across the entire range of ASUS multi-touch notebooks, as is class-leading sound quality, courtesy of ASUS SonicMaster audio technology.

About ASUS

ASUS is a worldwide top-three consumer notebook vendor and maker of the world's best-selling, most award-winning, motherboards. A leading enterprise in the new digital era, ASUS designs and manufactures products that perfectly meet the needs of today's digital home and office, with a broad portfolio that includes motherboards, graphics cards, optical drives, displays, desktop and all-in-one PCs, notebooks, netbooks, servers, multimedia devices, wireless solutions, networking devices, tablets and smartphones. Driven by innovation and committed to quality, ASUS won 4,168 awards in 2012 and is widely credited with revolutionizing the PC industry with its Eee PC™. ASUS has more than 12,500 employees around the globe with a world-class R&D team of 3,800 engineers. Company revenue for 2011 was approximately US\$11.9 billion.



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