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ASUS "INNOVATION BEYOND EXPECTATIONS" AT COMPUTEX 2011

Chairman Jonney Shih unveils the stunning Padfone device, a 3D tablet, ultra-thin and light notebooks and netbooks, plus the world's first PC motion sensing controller and a sleek 27" All-in-One HD desktop

ASUS Chairman Jonney Shih has unveiled the highly-anticipated Padfone along with the latest ASUS innovations, which include new UX Series notebooks, redesigned N Series notebooks with SonicMaster audio technology, the revolutionary and versatile Eee Pad Memo 3D, ultra-thin Eee PC X101 netbooks, and unique home entertainment devices such as the motion-sensing WAVI Xtion and the 27" All-in-One high-definition ET2700XVT desktop PC. With "Break the Rules, Innovation Beyond Expectations" as the dominant theme this year, Mr. Shih has reiterated the company's strength in cutting-edge designs and superior engineering skills to help bring users the devices of their dreams.

"Breaking the rules and changing the status quo are the keys to our success, and we strive to offer customers an experience that surpasses their expectations," said Mr. Shih.

Padfone elevates consumer choice to new levels

Innovation is at the heart of ASUS design and the new Padfone reveals exciting new possibilities for mobile computing and communication. This convergent device combines a smartphone and a tablet computer into one symbiotic gadget that allows consumers to choose the screen size that best fits their activities while seamlessly sharing data and 3G internet access.

UX Series ultraportables

ASUS is noted for its exquisite design, and nowhere else is this more evident than in the new UX Series, developed in close cooperation with Intel® to ensure the best products become available to consumers. These astonishingly thin ultraportables are made possible through the use of a strong but light aluminum alloy shell with a unique 'spun' finish on polished surfaces. The artistry of the series draws inspiration from luxury timepieces, displaying sharp edges, an oversized keyboard and smartphone-like touchpad for added comfort, as well as reinforced hinges for extended longevity. Measuring a mere 17mm at its thickest point, the needle-thin UX Series nonetheless packs impressive specifications, with the latest 2nd generation Intel® Core™ mobile processors up to the powerful i7, SATA 6Gb/s solid-state drives and the Instant On feature, which resumes the notebook in seconds.

N Series notebooks and All-in-One PC with SonicMaster

ASUS continues to innovate in PC audio. The same SonicMaster technology that ASUS first developed with Bang & Olufsen ICEpower® for the incredible NX90 can now be enjoyed on the new N Series, where stunning high-gloss designs meet the very latest mobile technology. This latest N Series, co-designed by ASUS and world renowned designer David Lewis, comes with the addition of a dedicated external subwoofer for deep bass extension that would otherwise be impossible to replicate on a notebook. Desktop PC users can also experience the same well-appointed luxury with the 27" HD All-in-One ET2700XVT desktop PC, which offers ultra-wide 178-degree viewing angles and optional 10-point multi-touch for smooth, fully consolidated computing.

Eee Pad MeMO 3D adds depth to tablet devices

Recognizing that no two users have quite the same needs when it comes to tablets, ASUS has introduced a fourth tablet to go alongside the recently announced Eee Pad Transformer, Eee Pad Slider and Eee Slate. Powered by the latest version of the Android operating system, the Eee Pad MeMO 3D has a 7" multi-touch screen that can also be used with the supplied stylus for note taking in portrait orientation, plus a unique glasses-free 3D display mode for entertainment on the go.

The Eee Pad MeMO 3D is designed to be an alternative take on the 10" tablet that is fast becoming a standard size. This portrait-oriented device uses a screen that can also be used more traditionally with all Android Honeycomb applications, should users choose to do so.

Eee PC evolved

ASUS evolves the Eee PC further with new models that take netbooks to ever-greater heights. The new Eee PC X101 has been designed from the start to be the perfect ultraportable for modern mobile users, with its Intel® MeeGo operating system incorporating full support for a wide range of social networking services. Eee

PC X101 Series netbooks are also offered with the Windows® 7 operating system, and models ship with both solid state and mechanical hard drive storage configurations.

Wireless home entertainment with WAVI Xtion

Drawing on its research and development foundations, ASUS has worked closely with PrimeSense, the leader in motion-sensing technology, in crafting the world's first and only open-source, controller-free gesture-based device for PC. WAVI Xtion offers limitless enjoyment for consumers, upscaling PC fun onto big screen TV. The technology represents total integration of multimedia, social networking and gaming. The Xtion Browser affords internet usage with hand and body movements for an interactive experience, expanding web content with larger fonts, icons and graphics for livelier navigation. The Xtion Portal acts as an app store where users can purchase new games and utilities designed for WAVI Xtion, while social networking becomes more intuitive with a controller-free interface and exciting gesture input, also using an attractive visual style. WAVI Xtion ships with a game bundle that includes MayaFit, Beat Booster, and DanceWall, all perfect for exercise and fun for the entire family. Better still, the Xtion Engine incorporates gesture-based controls into many existing PC games, so consumers can experience them in a completely new way.

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KURZPROFIL DER ASUS COMPUTER GMBH

ASUS ist einer der führenden Anbieter in der neuen digitalen Ära. Das umfangreiche Produktportfolio umfasst Mainboards, Grafikkarten, LCD-Displays, Desktop-PCs, Notebooks, Netbooks, Server, Multimedia, Wireless Produkte, Netzwerkkomponenten und Mobiltelefone. ASUS entwickelt und fertigt Produkte, die perfekt auf die Bedürfnisse des digitalen Zuhauses, für den privaten Gebrauch sowie geschäftlichen Einsatz abgestimmt sind. Im Fokus bei ASUS stehen Innovation und hohe Produktqualität. Im Jahr 2009 gewann ASUS 3.268 Auszeichnungen und hat in jüngster Zeit die Computerindustrie als Erfinder des Eee PC maßgeblich beeinflusst. Mit mehr als 10.000 Mitarbeitern weltweit und einer erstklassigen Forschungs- & Entwicklungsabteilung von 3.000 Ingenieuren hat das Unternehmen im Jahr 2009 einen Umsatz von 7,5 Mrd. US-Dollar erwirtschaftet.