

ASUS & Mobile Computing Launch Online User Blogging Competition

Submitted by: Tru PR
Friday, 27 February 2009

Partnering up with Mobile Computer, ASUS is offering readers the opportunity to get involved with an exciting new blogging project, and be in the running to win a fantastic ASUS notebook.

ASUS have fast become a household name in the technology industry after their pioneering development and definition of the netbook genre following the launch of the Eee PC 701 in 2007.

The last 12 months have not only seen ASUS launch a range of subsequent netbook hits (including the delicious S101 fashion netbook) and ranges of other notebooks including eco beauties such as the Bamboo and N Series, but ASUS have also scooped an array of awards highlighting their true commitment to technological advancements and environmental credentials.

ASUS realise that none of their continued success would be possible without the support of the end users and owners of ASUS products, who have not only generated fantastic recommendations amongst friends and family, but also have inspired new models and features through working out new ways of using existing products – and ASUS want to take this feedback and maximise it further to involve the end users as well as learning about existing and new products.

The ASUS User Blog

ASUS will be providing six bloggers with an ASUS computer. For 4 weeks, the users will use their product and write about their experiences to a dedicated blog on the Mobile Computing website (a minimum of three 200 word+ posts per week). ASUS are seeking users who will give as much feedback as possible, but all responsibility for blog content will be held with the blogger and Mobile Computing.

At the end of the period, ASUS will give each blogger an Eee PC 901 as a special thank you for their time – except the owner of the blog which attracts the highest number of readers, who will be able to keep the notebook they have been writing about.

The 6 blogs will be focused on each of the following:

- * ASUS G71V quad-core gaming notebook
- * ASUS M50 multimedia notebook
- * ASUS N80V business notebook
- * ASUS Bamboo U6V eco-friendly notebook
- * ASUS Eee PC S101 fashion netbook
- * ASUS Eee Top All-in-One PC

ASUS and Mobile Computing are inviting users to apply to take part by completing an application on the Mobile Computing website no later than the 15th March 2009.

ASUS Blogging Project: www.mobilecomputermag.co.uk/200902131310/blog-for-asus-and-win-a-laptop.html

The blogs will commence from the 30th March 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

Detailed stockist information can be found on the following link:

http://uk.asus.com/wheretobuy_new.aspx?sltLanguage=en_GB&country=1339

Contact Information:

Sales enquiries:

ASUS Sales Team

t: +44 (0) 1442 202720

<http://uk.asus.com>

Press enquiries:

Danielle Schofield, Tru PR

t: +44 (0) 845 833 8292

e: asus@tru-pr.co.uk

www.tru-pr.co.uk