

ASUS Sets CeBIT 2009 Showfloor Abuzz with Award-winning Eee Innovations

Submitted by: Tru PR
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Inventive Eee Keyboard PC, Eee PC™ T91 Tablet and Eee PC™ 1008HA Enrapture Visitors

ASUS today dazzled the CeBIT 2009 showfloor with its groundbreaking Eee Keyboard PC and two new exciting Eee PC™ models—the Eee PC™ T91 and Eee PC™ 1008HA. For their bold innovation and exceptional product design, the buzz-generating Eee Keyboard PC and Eee PC™ T91 were awarded the first and second places in the CeBIT-PreView Awards respectively, based on the votes from a community of over 300 German media.

Eee Keyboard PC: A Fully Functional PC in an Ultra Slim Keyboard

Easily the most innovative and exciting computer available today, the space-saving and supremely portable Eee Keyboard PC offers the complete functionality of a desktop PC in a slim and stylish keyboard that weighs under 1kg. It easily turns any big-screen TV or LCD monitor into a fully functional PC and multimedia entertainment center via its Ultra Wide Band Wireless connectivity—making it suitable for any modern home. A 5-inch touch panel provides users with an interactive and intuitive means of controlling the screen cursor. For its visionary innovation and cutting-edge aesthetics, the Eee Keyboard PC was awarded first place in the CeBIT-PreView Awards.

Eee PC™ T91: Fun at Your Fingertips

The Eee PC™ T91 tablet puts the fun and creativity back into computing with its 8.9" touchscreen. To maximize the user's touch experience, the Eee PC™ T91 comes with a sensational collection of touch-optimized software collectively dubbed TouchSuite.

The programs of particular note include:

IE ToolBar: Embeds a convenient toolbar in Internet Explorer that enables users to easily zoom in and out of web pages by manipulating a slider with their fingers. It also simplifies and speeds up switching between open web pages.

FotoFun: Allows users to flip through, organize, edit and upload their photos with just a flick of their fingers.

Memos: Allows users to jot down handwritten notes which can then be 'stuck' on the desktop or even sent to other Eee PCs™.

3Doorway: Offers a quick and interactive means to switch between different user interfaces on the fly. Users can choose between XP, Widget and Touch modes.

These constitute just a fraction of the programs specially designed to add a touch of convenience to computing.

The Eee PC™ T91 weighs just 0.96kg and offers 5 hours*** of battery life. It is equipped with 802.11b/g/n and Bluetooth, 3G plus (HSUPA)** connectivity, as well as a built-in GPS** and TV tuner**. The Eee PC™ T91 was awarded second place in the CeBIT-PreView Awards.

Eee PC™ 1008HA: Style. Take It Everywhere.

A mere 1" slim and 1.1kg light, the über-stylish Eee PC™ 1008HA is the embodiment of refined mobile computing. Dressed in a luxe pearlescent casing that gives off a captivating sheen, it features a desktop application bar called Eee Docking that provides one-click access to a full suite of exclusive software including:

Eee Sharing: Makes it easy to synchronize Eee PCs™ with other computers and share messages and documents with other Eee PC™ users—even without Internet access.

Eee Arena: Offers easy access to thousands of songs, videos, radio stations, games, magazines and more.

The Eee PC™ 1008HA offers great user comfort and convenience with its 92%-scaled keyboard, multi-touch touchpad, instant key (for quick access to Wi-Fi and the touchpad lock), Digital Array Mic, 1.3 megapixel camera, and comprehensive wireless connectivity options (802.11b/g/n, Bluetooth, 3.75G** and WiMAX**).

It is also equipped with SRS Premium Sound technology for pristine audio playback quality.

* Specifications are subject to change without prior notice. Please visit www.asus.com for more details.

** Available as an option.

*** Operation lifetime subject to product model, normal usage conditions and configurations.

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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:

If you would like a product review, we have a limited number of samples available upon request for the production products, concept products to follow in due course (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

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