

ASUS Displays Full Range of Innovative Business Solutions at CeBIT 2009

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New Commercial Solutions Deliver Ease in Setup, High-quality Performance and Flexible Expansion

ASUS, a leading company in the new digital era, highlighted several innovative commercial solutions aimed at consumers in the business and SOHO market. In this year's CeBIT exhibition, ASUS' has highlighted a new range of commercial electronic products from networking, server and mobile computing solutions to help empower higher business efficiency, secure networking and easy network setup.

Easily Setup and Perform Web Tasks with new ASUS EZ UI

Setting up networks or connections to the Internet have become quick and easy with ASUS' newly designed user interface. The user-friendly interface, dubbed EZ UI, brings together six key features: Quick Internet Setup (QIS), Network Map, Dr. Surf, AiDisk, EZQoS and EZ All-in-One Printer Sharing, all controlled and managed under a single, easy-to-use user interface.

The EZ UI includes the following features:

Breeze Through Lengthy Setup Procedures with QIS

- ASUS QIS automates setup procedures for network devices by intelligently detecting the type of Internet connection each individual user has.
- Foolproof, easy-to-follow setup guide takes users through entire setup process in just two clean steps.

Get the Big Picture with Network Map

- Provides users with a complete overview of the network device map and network status.
- Displays useful information such as WAN/LAN connection status, SSID and encryption level, number of wired and wireless devices connected and even the number of USB devices connected.

Real-time Diagnostics with Dr. Surf

- Automatically detects type of Internet connection and offers real-time diagnostics.
- Displays a comprehensive device map displaying connected devices and simple settings for encryption and WPS for helpful troubleshooting.
- Instead of just showing an error page on the IE browser, Dr. Surf aids in connecting to the Internet

by helping users complete their WAN settings.

EZQoS – Bandwidth-On-Demand for Prioritized Bandwidth Usage

- Prioritizes Internet bandwidth according to user needs.
- A single click to prioritize bandwidth for online gaming, FTP, or video and audio streaming.

Share Resources More Effectively with EZ All-in-One Printer Sharing

- “Auto switching function” enables multiple users to utilize multifunctional printers without a PC or server turned on 24 hours a day.
- User-friendly setup utility to allow users to start printing and scanning wirelessly by just few steps, totally manual free!

Easy and Hassle-free File Sharing with ASUS AiDisk

- 3 steps to provide file sharing with users anywhere and anytime!
- Allows users to utilize the format of ftp://yourname.asuscomm.com to register unique hostnames instead of hard-to-remember IP addresses or URLs.
- Creates a mini FTP server for easy file sharing; and achieve easy remote backups of important files with the ability to remotely logging onto the AiDisk via notebooks, PDA or smart phones when out and about.

EZ UI application is now featured in the ASUS WL-500gPv2 and WL-520GU wireless routers

Trusted Performance and Productivity for SMBs

Targeted at SMBs, the ASUS P30 and P80 notebooks—part of ASUS’ latest P Series commercial lineup, help deliver a total solution for secure and trusted mobile computing. The P30 and P80 feature outstanding power efficiency—providing more than 12 hours in battery life; while the ASUS Xpress Charge feature can speedily recharge the notebooks in just 90 minutes. The P30 and P80 also deliver secure data protection that encompasses: the HDD ShockShield Protection to help prevent hard drive data loss by absorbing shocks caused due to movement, accidental drops or collisions; the ASUS AI Pre-Boot Finger Logon for added security; the AI Secure Delete function; as well as an Anti-theft technology that helps locate the notebook in case of theft. Furthermore, the P Series comes equipped with an Extended Global Service, which provides 3 years of global service warranty*; as well as the innovative ASUS Smart Assist feature, which provides timely support for users in connecting to their local service centers for prompt troubleshooting via instant messaging, emailing and phone calls. The P Series also delivers outstanding reliability with adherence to high quality standards and guidelines. Furthermore, with a sturdy design based on a Magnesium Skeleton, users can rest assured that these notebooks will be able to withstand the rigors of mobile computing.

The P30 also serves as the ultimate in mobility, being less than 1 inch in thickness and only 3.3lbs in weight; while the P80 provides multi-configuration flexibility without compromises with its Hot-Swap Module Bay.

*Only available in TWN, China, Germany, Italy, France, Australia, New Zealand

High-Performance and Energy-Efficient Super Computer on Workstation Board

The P6T6 and P6T7 WS motherboards are the ideal foundation for a powerful workstation or Super Computer. They are complemented with 6-7 Gen2 PCI-E x16 slots to deliver unparalleled I/O scalability for the most demanding tasks and upgrades in the future. These motherboards can support both SLI™ and CrossFireX™ technologies on the same motherboard—allowing users the flexibility of utilizing either TRUE x16 3-way/2way SLI™ technology or CrossFireX™. Additionally, these two motherboards will achieve outstanding and dependable performance in the role of a Personal Supercomputer when working in tangent with discrete CUDA technology—providing unprecedented return on investment. Furthermore, both motherboards are also equipped with two built-in SAS connectors varied choices in multiple storage solutions—allowing for faster, more reliable and stable data transfer. They also feature the ASUS EPU for system-wide power efficiency, and the unique Diag. LED helps users to easily troubleshoot errors found during bootup.

ASUS Z8 Series Server Motherboards: Performance Driven for Mission Critical Applications

The ASUS Z8 Series of server motherboards can cater to the most demanding tasks and upgrades in the future. Providing an ideal foundation for powerful and reliable performance, the Z8 Series includes features like: the ASUS Flex-E Technology that automatically transforms the motherboard into a dual-use serverboard for the advantages of both server and workstation modes; the optional ASUS PIKE that delivers flexible storage options and direct SAS RAID upgrades—without sacrificing expansion capability; and an optional ASMB4-iKVM upgrade kit that enables remote real-time full control access to the system by keyboard, video monitor and mouse (KVM over Ethernet) from any local computer anywhere, anytime. Furthermore, the Z8 Series utilizes all Japan-made ultra long life conductive polymer capacitors (sustainable for 57 years at 65°C) for improved durability, lifespan, and enhanced thermal capacity; while the ASUS EPU technology delivers system-wide power efficiency.

ASUS Server Systems: Delivering High Performance and Maximum Reliability

The following ASUS Server systems all utilize several common innovations to help business consumers increase work efficiency and storage flexibility. These features include: the ASUS optional PIKE, which delivers slim-sized and flexible storage options, as well as direct SAS RAID upgrades—without sacrificing expansion capability; the ASUS EPU technology, which provides total system power efficiency by automatically detecting current loadings and moderating power in real-time. Furthermore, these servers are certified to support Virtualization through a third party vendor software (like VMWare) to allow businesses to run multiple virtual machines on a single physical machine and share resources of that computer across multiple environments. This will help consolidate IT resources by increasing server utilization and flexibility, reducing the total cost of ownership, lowering power and cooling costs, and simplifying management.

Each of these next-generation server systems also incorporate different specifications and features to better cater to user-specific needs. The ASUS RS700D-E6/PS8 delivers high performance through double computing density, and utilizes two independent power supplies to eliminate the risk of dual systems sharing a single power supply—making it easy to maintain and enhancing system availability. For the ASUS RS700-E6/RS4, a professional Cable-less Design is utilized for enhanced system cooling; while its flexible 3+1 I/O expansion slots provide great expandability in 1U environments. The ASUS RS500-E6/PS4 provides users with superb performance, great expandability options in a 1U setting—all the while maintaining superb cost-effectiveness—making it ideally suited for the High Performance Computing (HPC) market segment. Last but not least, the ASUS RS520-E6/RS8's mass storage capacity and complete RAID solution provides users with flexible choices for data mirroring and storage; and the flexible I/O expansion with a versatile riser kit gives users options for versatile expansion possibilities.

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

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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

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