

Touch the Light Fantastic: ASUS Launch U Series notebooks with Light-in-Motion Technology and Intel® CULV Processor

Submitted by: Tru PR
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ASUS have today announced the launch of their new thin and light range of notebooks which combine Intel's latest notebook processor technology with a stylish and light-inspired design.

Encompassing more than 10 years of ASUS notebook innovation, the U Series combines their most elegant design yet with the most advanced notebook technology for the thin and light platform, setting new benchmarks for overall performance, functionality and design.

Key Features: model dependent, please see specifications

- * LED Backlit displays from 12.1" to 15.6" (frameless HD on UX)
- * Range of processors inc Intel® CULV (Consumer Ultra Low Voltage)
- * Light-in-motion: ambient light sensors auto-adjust screen brightness
- * Illuminated MosaicGlow chiclet keyboard
- * HDMI Output, Altec Lansing stereo speakers & SRS Surround Sound
- * High performance graphics options
- * 4GB RAM memory and Up to 500GB HDD
- * Wi-Fi (802.11 a/b/g/n), Gigabit Ethernet and Bluetooth 2.1
- * Express Gate V2
- * Genuine Windows Vista® Home Premium & support for Windows 7®
- * Global 2-year Collect & Return warranty
- * From £799 and £999 SRP

For the first time, ASUS have uploaded a video demonstration of the U Series notebook onto the ASUS YouTube channel:

<http://www.youtube.com/user/asus>

POWER

Key power-saving features offer a greener and more cost effective computing solution for users, without compromising performance:

Processor: The U20 and UX50 models integrate the latest and innovative Intel® CULV (Consumer Ultra Low Voltage) processor, designed specifically for high performance within a slim-casing whilst retaining power efficiency.

LED: The backlit LED display not only offers 50% less power consumption compared with traditional LCD panels, but are free from mercury and eco-friendly.

Battery: Combined with the above features the robust Li-Ion Battery pack provides users up to 12 hours of continuous operation*.

COMFORT

Users can enjoy greater levels of comfort and ease of working in different environments with innovative light sensor features:

Ambient screen: The Light-in-Motion technology automatically adjusts the screen brightness according to the ambient light. In brighter environments the screen brightness will increase to improve visibility whilst in lower light conditions (such as whilst travelling by plane) the screen will dim in order to reduce the glare on the users eyes to provide excellent usability and safety.

Backlit Keyboard: The MosaicGlow chiclet keyboard features a discreet backlight function where keys are subtly highlighted in low light environments, making it easy for users to see what they are typing without having to strain and adding a stylish 'glow' to the notebook whilst working.

PERFORMANCE

At home or on-the-move, users can enjoy immersive and top performance multimedia whatever the need - for movies, gaming or music:

Top performance graphics: The U50 and UX50 deliver NVIDIA® GeForce® G105M graphics, offering full HD 1080p playback, with 5x the performance of mainstream graphics and 8 powerful CUDA™ cores to accelerate performance.

Versatile graphics options: In addition the UX50 allows users to switch between discreet and onboard graphics without rebooting, offering higher control and performance across tasks.

HD playback: All U and UX series notebooks feature HDMI outputs allowing High Definition playback for a superb visual image.

Surround sound : Each notebook integrates Altec Lansing speakers with SRS surround sound to deliver crystal clear, high quality audio.

SPEED

Seamless quick connectivity keeps users productive anywhere they go:

Multiple connectivity options: Whilst delivering high performance and style, the U and UX series is still equipped with a host of features to enable users to stay connected and productive though day to day tasks, including Wi-Fi (802.11 a/b/g/n) and Bluetooth 2.1.

Fast connection: Express Gate V2 offers boot up in around 8 seconds (depending on system usage) in order for users to speedily access commonly used applications such as the Internet, Instant Messenger, Skype and Music.

DESIGN

A unique, slim and innovative design ensures users can feel stylish and reassured they are using a robust and reliable device:

The U and UX series notebooks are truly chic in appearance with a thin exterior blended with a high gloss 'piano finish'.

The ASUS innovative design and manufacturing processes ensure the U and UX series notebooks are not just pretty on the outside, but are also well-thought out in their planning for a robust and efficient result. Despite the incredibly slim size they are able to dissipate heat efficiently and extremely quietly, ensuring users are not disrupted by noise.

Consumers experience a computing solution that is high quality, stylish, fast, power-saving and packed with great features yet still affordable:

PRICING & AVAILABILITY

Prices for the U/UX series will start from £799 for the U20 and £999 for the U50/UX50. All three models will be available from early July 2009.

Pricing and availability for the U80 to be confirmed.

SPECIFICATION:

A specification table can be found in the PDF release online at:
www.tru-pr.co.uk/press/clients/asus/ASUSUSeriesPRFinal.pdf

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. ASUS 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.

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.

Notes to Editors

If you would like a product review please contact the press office or see sample request form on the press assets pages if you wish to be placed on the waiting list.

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

A video about the new U series can be found on the following link:

<http://www.youtube.com/asus>

Detailed stockist information can be found on the following link:

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

*depending on model and usage

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