

Tech in style

BRINGING
INNOVATIONS
TO LIFE

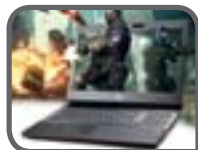
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WWW.TECHINSTYLE.TV

**ULTIMATE
GAMING
EXTRAS**

New ROG accessories
give gamers a new edge

**The future
is in hand**

Meet the incredible new
Eee Slate EP121 — the most
capable tablet computer around



FEEL THE FORCE

Brace yourself for the
unbelievable performance
of the ROG G74Sx



EVERY HOME SHOULD HAVE ONE

ASUS K Series satisfy your
every need.

This issue is brought to you by:



Tech in
style

Welcome



Hello and welcome to this special CeBIT edition of Tech in Style.

Technology with a more personal touch is the theme for this issue and we open with our most personal product to date — the Eee Slate EP121. This innovative tablet computer combines a number of new technologies in an exciting new form factor. The real difference, however, is that the EP121 is a fully fledged

Windows® 7 PC, so it offers the same capabilities as a traditional laptop with a fraction of the size.

We're also proud to introduce another first for PC users in this issue — the WAVI and Xtion entertainment system. These complementary devices let you wirelessly transfer content from a PC in one room to a TV in another, and interact with both games and applications using gestures rather than a physical controller.

Finally, you'll also find information on the latest in our range of high-end gaming laptops, the ROG G74Sx. Based on the new second-generation Intel® Core™ processor and 'Huron River' platform, this is our most powerful portable yet and it offers gamers astonishing levels of 3D graphics performance.

We hope you enjoy the issue!

Jonney Shih

Jonney Shih
Chairman, ASUSTek Computer Inc.

About ASUS

ASUS, the world's third biggest consumer notebook vendor and the maker of the world's best-selling and most award-winning motherboards, is a leading enterprise in the new digital era. ASUS designs and manufactures products that perfectly meet the needs of today's digital home and office user, with a broad portfolio that includes motherboards, graphics cards, displays, desktop PCs, notebooks, netbooks, servers, multimedia, wireless solutions, networking devices and mobile phones. Driven by innovation and committed to quality, ASUS won 3,398 awards in 2010, and is widely credited with revolutionising the PC industry with the Eee PC™. With a global staff of more than 10,000 people and a world-class R&D team of 3,000 engineers, the company's revenue for 2010 was around US\$10.1 billion.



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Credits



TECH IN STYLE

EDITORIAL

Editor **Helen Ling**
Creative Director **Quawn Hsu**
Production **Ebony Besagni**

MANAGEMENT

Managing Editor **James Kidder**

PRODUCTION

Production Manager **John Pudney**
Production Co-ordinator **Giulia Di Cesare**

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ASUS Eee Slate EP121

- Intel® Core™ i5 processor
- 12.1" (1280 x 800) capacitive touchscreen
- Wacom® digitiser with stylus
- Windows® 7



The GREATEST SLATE

▶ Eee Slate EP121

ASUS' new tablet PC combines power and portability for the ultimate in take-anywhere computing

People who spend their lives on the move need a mobile computer that not only lets them work whenever and wherever necessary, but that can keep them entertained when it's time to relax, too. That's the idea that led to the creation of the new Eee Slate EP121 from ASUS. It's a mobile computer that packs all the power of a traditional laptop, but its slim tablet design means it can go anywhere and be used everywhere, for work and entertainment.

The key to the Eee Slate's success is its no-compromise specification. With an Intel® Core™ i5 processor inside, it's the most capable tablet computer around and Windows® 7 Home Premium means it can run the same industry-standard productivity software as any laptop or desktop PC. Adobe Flash

support also gives the Eee Slate complete access to the full range of entertainment the web has to offer, and HD movies look fantastic on the vibrant 12.1" screen.

That big, bright screen is more than just a mere display, though — it's an innovative input device. The capacitive multi-touch sensor puts complete control of the Eee Slate under a fingertip, while Wacom digitiser technology provides pinpoint precision with the supplied digitiser pen, making the Eee Slate an incredibly versatile mobile computer.

It all comes down to a perfect balance of power and portability. Whether it's web browsing, word processing, photo editing or just sitting back to watch a movie, it's never been easier — or more entertaining — than with the Eee Slate EP121.



SLIM, STYLISH AND SUBTLE

The Eee Slate EP121 is just 16.95mm thick and weighs a mere 1.16kg, so you can slip it into a bag, stand it on a desk, or sit back with it on the sofa. It's easy to hold and use on the move, too, and the screen's ultra-wide viewing angle makes it a great way to share content with others.



INTUITIVE INPUT OPTIONS

The capacitive multi-touch screen responds to the lightest of touches, but Wacom® digitiser technology adds a new dimension. Grab the digitiser pen and the Eee Slate becomes anything from an electronic notepad with sophisticated handwriting recognition, to a digital canvas for aspiring artists.



VERSATILE TYPING

Typing on the Eee Slate screen is a breeze. Coming Gorilla Glass means it's super-strong and feels great under a fingertip, while the capacitive multi-touch sensor is ultra-accurate. Reach for the supplied Bluetooth Qwerty keyboard and you can sit down for a solid writing session, too.

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► K Series

Every home should have one

Whatever your family's laptop needs, from gaming to homework, the ASUS K Series has it covered

Finding a laptop that suits the whole family has never been easy, but the new ASUS K Series takes the guesswork out of getting it right. The secret lies in a solid specification that means each model can take on any task, whether it's mobile working on the daily commute, helping the kids with their homework, or just relaxing with a movie or game.

Value laptops often skimp on performance, but not the ASUS K Series. The new Intel® 'Huron River' mobile platform with 2nd generation Intel® Core™ dual- and quad-core processors delivers better-than-ever performance with low energy consumption — just the thing for families with a wide range of laptop needs. Onboard Intel® HD Graphics 3000 offer enhanced

multimedia capabilities, while more demanding graphical needs are well-met by optional NVIDIA® GeForce GT 520M/540M graphics.

A choice of screen sizes means there's a K Series model to suit all circumstances, while the sleek new design is better-looking than ever — and 15% slimmer than before. The K Series also comes in a choice of stylish colours and thoughtful touches abound, from the generously proportioned multi-touch trackpad that suits fingers of all sizes, to IceCool thermal technology that keeps the palm-rest cool to the touch. So, if you need a good all-round laptop that everyone will enjoy, the new ASUS K Series is just what you're looking for.

ASUS K Series laptops at a glance

- Sleek, stylish design with tough aluminium keyboard surround and a choice of eight eye-catching colours.
- Second-generation dual- and quad-core Intel® Core™ processors deliver new levels of mobile performance and intelligent power management.
- Available with optional NVIDIA® GeForce GT 520M/540M DirectX 11 graphics with Optimus technology for incredible energy efficiency.
- Choose from 14", 15", 17" and 19" LED-backlit screens with textured, smudge-resistant lids.
- Battery life is 20% better than previous K Series models, giving up to 5.35 hours on the ASUS K53.
- iF Design Award-winning chiclet keyboard, large multi-touch trackpad and IceCool palm-rest make even long laptop sessions cool and comfortable.



ASUS K Series laptops

- Intel® Core™ processor
- Genuine Windows® 7 Home Premium
- Up to 8GB DDR3 RAM
- Onboard or NVIDIA GeForce GT 520M/540M graphics
- Choice of 14", 15", 17" and 19" LED-backlit screens

Tech in
style

▶ U46 ultraportable

Little

TREASURE

The best things come in small packages, like the sleek and stylish new ASUS U46 business ultraportable

The definitive ASUS ultraportable just got even more portable — meet the new U46. On the outside, there's a gorgeously sleek design and a brushed aluminium lid that's not only built to shrug off the knocks of a life spent on the move, but stunning to behold, too. On the inside, the U46 still crams an expansive 14" screen on and a standard-voltage 2nd generation Intel® Core™ processor, plus a battery that lasts for up to 10 hours. Weighing in at under 2kg, it won't cause backache however long you spend travelling with it.

The small footprint doesn't mean that the ASUS U46 skimps on other features, though. There's a full-size chiclet keyboard and internal DVD writer, not to mention USB 3.0 for connection to the latest high-speed accessories.

Best of all, there's a clever screen hinge that sits further forward than usual, which means the U46's screen can open at a more comfortable angle when it's squeezed into the tight space of a passenger jet or train seat. Why can't all ultraportables be so well designed?

The advanced mechanical design of the U46E has the thinnest 14" panel available in a compact frame for superior ultra-portability.



ASUS U46 ultraportable

- Intel® Core™ processor
- Genuine Windows® 7 Home Premium
- Up to 4GB DDR3 RAM
- 14" (1366x768) LED-backlit screen
- 333 x 245 x 24.6-26.2mm
- Under 2kg

Stunningly light, Powerfully beautiful.
Slim, light and powerful.

Distinguish yourself with the Asus U Series and the smart performance of Intel Core i5 processor.

Tech in
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▶ ROG G74Sx laptop

Can you feel the force?

Brace yourself, because you'll be blown away by the extreme performance of the new ROG G74Sx gaming laptop

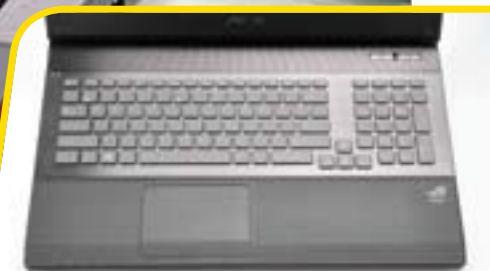
ROG G Series laptops have long been the laptop of choice for gamers who want all the power of a high-end desktop PC in a portable package, but surely no laptop can be that powerful? Don't you believe it — just take a look at the new ASUS ROG G74Sx.

Powered by an Intel® Core™ i5 or i7 'Huron River' processor and NVIDIA® graphics, the ROG G74Sx offers extreme levels of gaming performance, racking up an astonishing 3DMark Vantage score of over 10,000. Blistering speed doesn't mean blistering temperatures, though, and an innovative internal thermal-management system keeps the ROG G74Sx comfortably cool to the touch even with the hottest on-screen action.

Thoughtful, gamer-friendly touches also abound. The backlit keyboard has a separate numeric keypad and distinct cursor-key cluster, while the 17" screen sits on a solid, wobble-free hinge. The ROG G74Sx is designed for easy internal upgrades, with dual hard-drive bays and support for up to 16GB RAM. Wrap the whole thing up in a sleek matte black case and you get the ROG G74Sx — the gamer's ultimate secret weapon.

ASUS ROG G74Sx laptop

- Intel® Core™ i5 or i7 processor
- Genuine Windows® 7 Home Premium
- Up to 16GB DDR3 RAM
- NVIDIA® graphics
- 17" LED-backlit screen



The Choice of Champions. Outperform. Out play. Outlast.
Conquer the competition with the ASUS G-series powered by the 2nd generation Intel Core i7 processor.

Eee PC 1015PW

MAKING WAVES

Evoke your geometrical instinct with the All New ASUS Eee PC 1015PW. Stylishly designed, this Eee PC not only fits into the category of fashion accessories, it packs a punch with the Dual Core Intel Atom N550, delivering all-day-computing of up to 10 Hours*.

Available in powerful Purple Rain, glamorous Gold Dust or warm Angel Skin, the sleek Seashell design of the new Eee PC 1015PW is further enhanced by a unique, embossed elegant 'wave' finish both inside and out. At a slim size, this Eee PC 1015PW fits neatly into any of the ladies handbags. For guys, dazzle your buddies with the stylish & sophisticated ASUS Eee PC 1015PW in glamorous Gold Dust!

ASUS Eee PC 1015PW

- Intel® Atom™ N570 processor
- Genuine Windows® 7 Starter
- 10.1" screen
- Up to 8 hours of battery life*



ASUS[®]
Inspiring Innovation • Persistent Perfection

ASUS recommends Windows[®] 7.



U36

Stunningly Light, Powerfully Beautiful

The world's thinnest 19mm notebook with standard voltage CPU

Don't let your notebook drag you down — take off with the all-new ASUS U36 equipped a standard voltage Intel[®] Core[™] i5 processor. Weighing less than 1.44kg and just 19mm thick, the U36 is the world thinnest notebook. With Windows[®] 7 Home Premium and over 10 hours of battery life thanks to Super Hybrid Engine technology, it has more than enough mobile performance for anywhere you go, all day long.

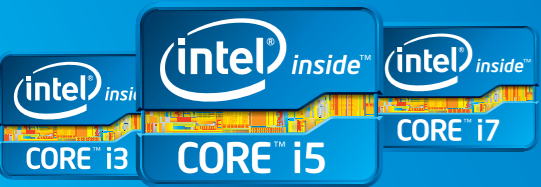
NEW

Amazing Performance. Stunning Visuals.



The 2nd generation Intel[®] Core[™] processors. A seamless blend of speed and visuals for visibly smart performance.

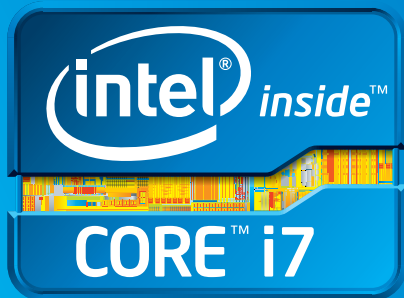
See the difference with Intel Inside.[®]



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NEW



Speed between shifting gears and sharing memories.

The 2nd generation Intel® Core™ i7 processor with Intel® Turbo Boost Technology 2.0¹ injects speed on demand so you can switch between 3D gaming, HD media, and more. It's visibly smart performance at its best.

See the difference with Intel Inside.®