The incredible ET2700XVT 27" desktop PC unveiled

A cross-over between East & West.

Meet the incredible new Eee Pad MeMO 3D with 7" glassless 3D display

BRINGING INNOVATIONS TO LIFE

REACH OUT TO A NEW DIMENSION
A cross-over between East & West

Jay Chou, superstar and design inspiration, has co-created this special edition with ASUS, a personally tailored notebook for his work and for his fans. It is a masterpiece of creativity, beautiful design and state-of-the-art technology.

Unfaltering Power

All N Series notebooks come equipped with a 2nd generation Intel® Core™ processor that redefines performance, providing superb efficiency and a smooth user experience. You can also enjoy ultra-fast transfer speeds with the USB 3.0, ten times faster than its predecessor, USB 2.0.

Multimedia Centre

Video Magic technology is used to ensure every image is enhanced to high definition, bright, clear and free from unwanted noise. Combine this with our SonicMaster sound technology and you have an entirely new multimedia experience on a notebook PC.

Exceptional sound

Our pioneering SonicMaster technology ensures you get the best audio quality through the notebook’s superior speakers, large acoustic chambers and powerful amplifier. Perfect for listening to Jay’s handpicked songs, already pre-loaded onto the computer.

Cultural roots

Jay’s design draws inspiration from his history, his culture and his interests. His everyday surroundings and constant strive for perfection culminate in the N Series. And this parallels his signature song style - a fusion of Chinese sound with more international styles and covering contentious social issues.

Uniquely Jay

The special edition notebook seamlessly brings together Jay’s love of music, martial arts and typography. He has even designed special features for it, including a soft-touch keyboard that feels like a set of piano keys and a unique ‘J’ button in calligraphy style. It also has a powerful, economical processor that allows you to work for longer - perhaps audio editing and screening, like Jay himself.

N43SL

- Genuine Windows® 7 Home Premium
- Intel® Core™ i5-2410M processor
- NVIDIA® GeForce® GT 540M with 2GB dedicated VRAM
- 14" LED-backlit screen
Tablet computers are a perfect way to consume content, whether it’s at home or on the move. Thin, light and with a long battery life, their big screens make everything from movies to websites look great. Not everyone wants to use an on-screen virtual keyboard for typing, though — but the eee pad transformer TF101 has got this problem cracked.

The eee pad transformer TF101 is a slim and stylish tablet with a 10.1” screen that’s made from tough Corning® Gorilla® glass, so there’s no need to worry about it getting damaged when used on the move. The IPS screen’s wide viewing angle and widescreen HD resolution make the Transformer perfect for sitting back to watch a movie too, but flip it into portrait mode and the screen is the perfect way to read long pages of text on a website or in an ebook.

The Android 3.1 ‘Honeycomb’ operating system (upgradeable Fota) elevates the transformer to new levels of productivity. The new and improved web browser, for example, has a tabbed interface and full support for Adobe® Flash®, and can import settings and bookmarks from a desktop or laptop PC.

Unlimited ASUS Webstorage also gives access to data from anywhere with a Wi-Fi internet connection for the perfect combination of flexibility and data security.

Rounding off both tablets is a comprehensive suite of ASUS services, including MyLibrary for access to ebooks and other publications, MyCloud wireless media streaming between two devices and ASUS Sync for easy data synchronisation between devices. If you’re wondering what makes this terrific-looking tablet stand out for people who need to type, though, here it is — the eee station. This optional dock clips to the transformer in landscape mode and effectively turns it into an ultraportable laptop, with the same full QWERTY keyboard found on the 10” Eee PC netbook. There’s a well-proportioned trackpad, and a built-in battery that boosts mains-free use to up to 16 hours*. Providing you with expandability options are a SD card reader, 2 USB ports and a Mini HDMI port. Better still, with the Eee Station in place, the Transformer even folds up like a laptop, so there’s no need to carry a clumsy separate accessory around.

*Battery life test: keyboard dock and tablet; 720p video playback, Flight mode enabled, 60nits display brightness (SPWG spec).
Since one type of tablet isn’t suitable for everyone, ASUS is introducing a third option to sit alongside its 10.1” Eee Pad Transformer and Slider models. It’s called the Eee Pad MeMO ME-173 and, with its 7” display, it’s the perfect size for mobile users who like to travel light.

Although it uses the same Android Honeycomb OS as the Transformer and Slider, the MeMO is designed to be used differently. Its 10-point multitouch screen still works brilliantly with fingertips, but the portrait orientation means it can be used like a notepad, too. So, just slip the stylus from the built-in holder and you can write on the MeMO’s screen using the custom suite of pen-driven software.

The MeMO is the perfect partner for entertainment, too. The dual-core Qualcomm Snapdragon processor plays HD video with silky smoothness and, when flipped into landscape mode, the screen switches to an innovative glassless 3D display that works even with 2D content and can be viewed without using special glasses. Add in quad-band HSPA+ support, up to eight hours’ battery life, 32GB of onboard storage and a complete array of digital sensors, and MeMO is the ideal compact tablet for travellers who need to work and play on the move.

Find out more at www.techinstyle.tv

ASUS recommends Windows® 7.
N Series

A laptop that’s music to your ears

With state-of-the-art SonicMaster technology, the N Series gives users the ultimate in audio pleasure. Oh, and it looks good, too!

The ASUS NX90 set a new audio benchmark for portable PCs in 2010, but ASUS appreciates that this premium 18.4” desktop replacement isn’t for everyone. Its SonicMaster technology, however, is now spreading across the rest of the new models in the N Series.

Developed in conjunction with internationally renowned industrial designer David Lewis, the N Series is the epitome of understated style. When closed, the slim, glossy black exterior calls to mind a slab of the purest polished onyx, framed by a discreet band of silver. Lift the lid and the same simple aesthetic is reflected on the interior, where the silver keyboard and speaker grille contrast sharply with the matte black finish.

That large speaker grille is where your superlative listening experience starts. Co-developed by ASUS and Bang & Olufsen ICEpower, SonicMaster is a new audio standard that combines several key audio ingredients, including larger-than-normal loudspeakers, a powerful audio amplifier and professional-grade sound-processing components. With the addition of a dedicated external subwoofer for deep bass extension that would otherwise be impossible on a notebook, the result is clean and authentic sound reproduction for all kinds of listening material.

ASUS Music Now! software is also music accessible within just eight seconds of switching on the notebook, without the need to boot the full operating system — two clicks is all it takes.

Of course the N Series delivers more than just unmatched audio quality. Powered by 2nd-generation Intel® Core™ mobile processors with Smart Performance enhancements and Turbo Boost Technology 2.0, this notebook really performs. ASUS Video Magic technology delivers the best possible image on the Full HD 1080p high-brightness display, while two USB 3.0 ports ensure ultra-fast data transfers with compatible devices and quick charging of peripherals, even when the notebook is switched off.
The new ASUS U31 and U41 are ultraportables for everyone who appreciates the finer things in life. Their low-profile design combines an elegant textured finish with a contemporary colour scheme that will appeal to any urban sophisticate, while the all-day battery life and award-winning chiclet keyboard cater for more practical considerations.

Slim, yes; stylish, certainly, but the 13.3" ASUS U31 and 14" U41 pack plenty of power too, thanks to 2nd-generation Intel® Core™ processors and NVIDIA® Fermi graphics with Optimus technology.

ASUS U31
- Intel® Core™ i5-2410M/ i3-2310M processor
- NVIDIA® GeForce® GT 520M graphics, 1G DDR3 VRAM
- 13.3" HD (1366 x 768) LED-backlit screen
- 328 x 232.8 x 25.4~28.5mm
- From 1.78kg

ASUS U41
- Intel® Core™ i5-2410M/ i3-2310M processor
- NVIDIA® GeForce® GT 540M graphics, 1G DDR3 VRAM
- 14" HD (1366 x 768) LED-backlit screen
- 338 x 250 x 25.4~27.6mm
- From 2kg

ASUS U46
- Intel® Core™ i5-2410M processor
- Intel® GMA HD3000 & NVIDIA GeForce GT 540M graphics
- 14.0" (1366 x 768) LED-backlit screen
- 333 x 245 x 24.6~26.2 mm
- From 2kg

Ultraportable but highly powerful, the ASUS U46 crams a host of impressive features into a package less than an inch thick.

The thinnest and lightest ultraportables usually sacrifice performance for the sake of portability, thanks to their need to use low-power processors in a small chassis with limited cooling capacity. That’s not the case with the new ASUS U46. Despite being less than one inch thick, this brushed aluminium beauty packs a standard-voltage 2nd-generation Intel® Core™ processor that provides incredible performance, along with unparalleled energy efficiency, for a battery life of up to ten hours.

The clever design of the ASUS U46 also means that while it has the desktop footprint of a typical 13" notebook, it actually packs a 14" LED-backlit screen that’s just 5.5mm thick. Better yet, the screen sits forward on a hinge that’s designed for ease of use in tight spaces, making this one of the few laptops that can be used comfortably in the narrow confines of an aircraft seat.

The U46 doesn’t skimp on other standard notebook features, either — USB 3.0 is standard issue for speedy data transfers from compatible devices and the internal DVD writer means there’s no need to pack a separate external drive. Best of all, the whole thing weighs in at under 2kg, making the U46 the perfect travelling companion for the discerning mobile professional.

AsUS recommends Windows® 7.

Find out more at www.techinstyle.tv
It’s almost four years since ASUS brought new life to the notebook market with the original, groundbreaking Eee PC netbook. In 2011, ASUS is set to shake up the mobile world all over again with the innovative new Eee PC X101.

Available in two different configurations to suit different users’ needs, the Eee PC X101 is designed from the ground up to meet the requirements of the modern mobile user who lives, works and plays online. Less than 18mm thick and weighing less than 950g, the Eee PC X101 is small and light enough to slip into a bag and take anywhere, but this is no cut-down portable computer. Its frame may be slender, but it still packs a 10.1” screen, QWERTY keyboard and the latest Intel® Atom™ N455 processor. Connect to the internet with 802.11b/g/n Wi-Fi and the Eee PC X101 really comes into its own. The streamlined and easy-to-use Intel® MeeGo operating system has full support for a wide range of social-networking services and has a raft of productivity tools built in, making this a netbook that’s ready to roll the moment it’s taken from the box. The ASUS App store offers easy access to a wide range of additional software too, while ASUS @ vibe provides a cloud-based media store for one-stop shopping.

Designed for people who live, work and play online, the next generation of netbook has arrived — meet the innovative new Eee PC X101.

Eee PC 1025 Series
This year sees a new Eee PC join the ASUS lineup — the Eee PC 1025 Series, a redesign of the successful Eee PC Seashell 1005 and 1015 Series. The 10.1” Eee PC 1025 Series combines the new dual-core Intel® Atom™ processor with long battery life and an astonishing three weeks of standby time for incredible mains-free performance. Instant On technology means no waiting around for the operating system to load before you can get on with things too, while the streamlined case design with its gorgeous metallic finish means the Eee PC 1025 Series will turn heads wherever they go.

ASUS recommends Windows® 7.

Find out more at www.techinstyle.tv
If you don’t want a separate HD TV and desktop computer in your home, ASUS has the perfect solution. The ET2700XVT all-in-one offers the best of both worlds — a stunning 27” HD display combined with a powerful PC with the very latest technology.

The sleek, slimline design of the ET2700XVT blends into any room, whether it’s used on its integral desktop stand or wall-mounted. The brilliant HD screen has an ultra-wide 178-degree viewing angle that everyone will appreciate, plus HDMI in and out ports for the ultimate in display flexibility. Add in a digital TV tuner, ASUS SonicMaster audio technology with high-quality integrated speakers and an external subwoofer, and the result is the ultimate in self-contained luxury.

The ET2700XVT isn’t just about passive entertainment, of course. It’s also a full-power Windows® 7 PC, with USB 3.0, NVIDIA® 3D Vision and optional ten-point multitouch — home entertainment has never been so high-tech!
ASUS recommends Windows® 7.

Hear the Power
Feel the Power

ASUS N Series Jay Chou Special Edition
Co-created by Jay Chou, the ASUS N43 Jay Chou Special Edition is a masterpiece of creativity, beautiful design and state-of-the-art technology. Powered by a 2nd generation Intel® Core™ i5 processor, this special edition notebook delivers high-speed connectivity and energy-efficient performance.

Jay’s special edition is personally tailored for Jay’s work and for his fans. Our pioneering SonicMaster technology provides the best audio experience through the notebook’s superior speakers, large acoustic chambers and powerful amplifier. Perfect for listening to Jay’s handpicked songs, already pre-loaded onto the computer.

- Intel® Core™ i5-2410M (2.3GHz)
- Genuine Windows® 7 Home Premium
- 14.0” LED-Backlit (1366x768)
- NVIDIA® GeForce® GT 540M with 2GB dedicated VRAM
- 4GB DDR3 RAM & 640GB SATA HDD
- 2 Years International Warranty

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