

Tech in

# style

MILANO  
DESIGN WEEK

BRINGING INNOVATIONS TO LIFE

ISSUE 23 [WWW.TECHINSTYLE.TV](http://WWW.TECHINSTYLE.TV)



## AUTHENTIC BEAUTY

Join ASUS on an incredible journey  
at Milano Design Week 2013

## EDITOR'S NOTE

So here we are once again in Milan, one of the world's fashion capitals, for Milan Design Week. This year, ASUS promises "an incredible journey to experience uniquely crafted products that deliver simple, intuitive, and authentic designs into our ever-changing lifestyles."

The PadFone™ Infinity, the ASUS Taichi™, the ASUS VivoTab™ Smart, the ASUS Transformer AiO, and the ASUS Transformer Book TX300 will be on display at their Authentic Beauty exhibition and you can read more about them in the pages that follow.

I've never really thought about what goes on behind the scenes in terms of product development until I got the chance to speak to the ASUS Design team during a visit to ASUS HQ sometime last year.

The ASUS Design HQ based out of Taipei consists of over 100 designers from all over the world. They are split into nine teams, with each team given its own task like materials development, mechanical or industrial design, just to name a few.

During a brief tour of their facility, I spoke with some of the design members from the notebook and display teams. In the brief five-or-so minutes I spent at each product station, I could sense the designers' enthusiasm and belief behind each product. From the explanation of why this material was chosen, to what the angular-shaped stand of the monitor hopes to achieve – each insight proved to be an eye opener.

We often take these things for granted, but it's good to know that someone out there cares how the slightest curvature of the edges of PadFone™ Infinity makes a difference to how comfortable the phone feels in the palm of one's hand.



**Joseph Yadao**  
Editor

## About ASUS

ASUS is a worldwide top-three consumer notebook vendor and makes the best motherboards in the world. ASUS designs and manufactures a diverse range of products that perfectly meet today's digital needs, including desktop PCs, displays, graphics cards, netbooks, networking devices, servers, smartphones and tablets. Driven by innovation and a commitment to quality, ASUS revolutionized the PC industry with its Eee PC™ and its products won 4,168 awards in 2012. ASUS has more than 12,500 employees around the world and a leading R&D team with over 3,800 engineers. Company revenue for 2012 was approximately US\$14 billion.

Tech in style

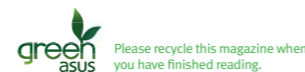
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# CONTENTS

ISSUE 23 MILAN DESIGN WEEK

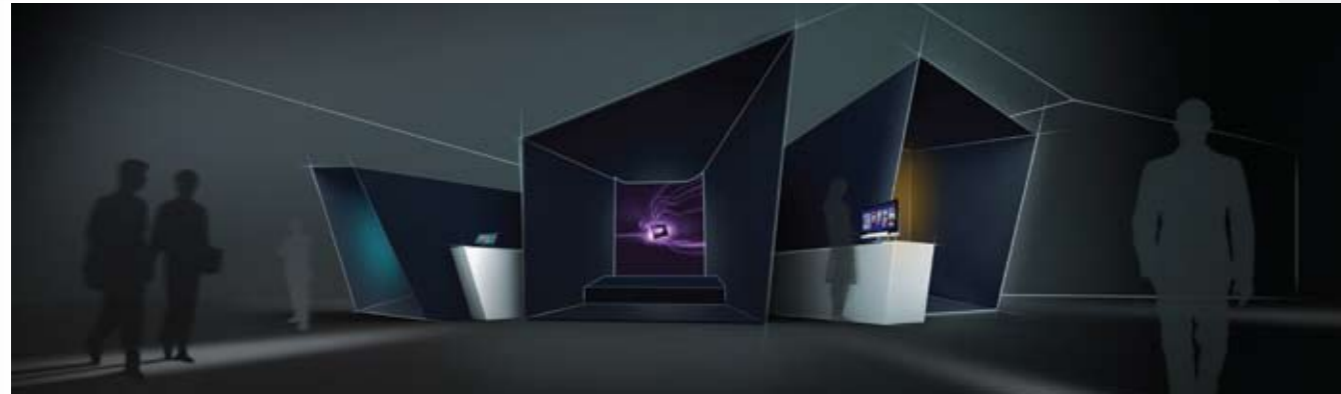


- 04 **In the eye of the beholder**  
Experience Authentic Beauty with ASUS at Milan Design Week 2013
- 06 **Hat-trick hero**  
ASUS Design scores big with the PadFone™ Infinity
- 08 **The notebook transformed**  
Windows 8 tablet or notebook – ASUS Design decides to give us both
- 10 **Two to go**  
One device, two displays, that's the ASUS Taichi™
- 12 **Get smart**  
When it comes to Windows 8 tablets, ASUS VivoTab™ fits the bill perfectly
- 14 **All rolled into one**  
It's a Windows 8 desktop PC. It's an Android tablet. It's the ASUS Transformer AiO

**ASUS®**  
IN SEARCH OF INCREDIBLE

# In the eye of the beholder

Experience Authentic Beauty with ASUS at Milan Design Week 2013



AUTHENTIC BEAUTY CAN STIR A RANGE OF EMOTIONS, IT IS SOMETHING WE CONSTANTLY STRIVE TO ACHIEVE WITH THE DESIGN THINKING THAT DRIVES OUR PRODUCTS

**Manuela Lavezzari**  
Marketing Manager (ASUSTeK Italy)



**A**fter the successes of the Senses Remix and Experience the Infinity exhibitions at previous years' Milan Design Week, ASUS returns in 2013 by introducing us to Authentic Beauty.

Held at the Arsenale in Opificio 31 (via Tortona 31) courtyard from April 9 – 14 2013, this exhibition showcases innovative ASUS products like the PadFone™ Infinity, ASUS TAICHI™ and Transformer Book Ultrabook™, ASUS Transformer AiO all-in-one desktop, and VivoTab™ Smart tablet.

The exhibition will be spread out over two levels, with the first showcasing key products and the second having gallery-style displays of other ASUS products. Product design videos, 3D video-map projections and intricate lighting help highlight each product's unique elements.

"Authentic Beauty can stir a range of emotions, it is something we constantly strive to achieve with the Design Thinking that drives our products," says Manuela Lavezzari, marketing manager of ASUS Italy. "By striving for honesty in design, we hope to achieve some measure

ASUS'S "DESIGN THINKING – START WITH PEOPLE" PHILOSOPHY AND STARTS WITH THE IDEA THAT TECHNOLOGY MUST BE ABLE TO ADAPT TO USERS' EVER-CHANGING LIFESTYLES, AND NOT THE OTHER WAY AROUND.

of perfection — and fulfill the ASUS promise of products that deliver the incredible."

ASUS's "Design Thinking – Start with People" philosophy and starts with the idea that technology must be able to adapt to users' ever-changing lifestyles, and not the other way around.

With that in mind, it's not hard to imagine a time when we're all using mobile devices or notebooks with roll-out screens or holographic displays, but until technology catches up with our imaginations, we need other solutions to meet our diverse needs. That's the challenge ASUS designers face with every product proposal, sketch and mock up.

"Start with People begins with understanding what our users are thinking, feeling, and doing – what they value. By focusing on understanding the needs of people, we will design ideal experiences that inspire and compel," says ASUS Design spokesperson Jen Chuang. It's an approach that works, with ASUS winning nine iF Design Awards in 2013, as well as other accolades from Good Design, Red Dot, and G Mark.

At the end of the day, it is more than just penning beautiful products. It also must have the technology to deliver compelling user experiences – the ASUS Happiness 2.0 strategy gives users crystal-clear images on IPS displays, immersive SonicMaster audio, multi-touch Smart Gesture track pads.

"Whatever the product, consumer experience is paramount. Good design is ultimately about putting products into people's hands; a successful product is simply one that everyone loves to use," adds Jen.



ASUS PadFone™ Infinity

# Hat-trick Hero

ASUS Design scores big with PadFone™ Infinity

**P**adFone™ Infinity, like its predecessors, is an evolution of the mobile device as we know it. PadFone™ Infinity, together with its PadFone™ Infinity Station dock, gives users the cost-saving benefits of having both a cutting-edge Android smartphone and a tablet in one device under a single data plan. All the processing power is housed within the PadFone™ Infinity, so it does away with tedious sync times between smartphone and tablet.

The wonders of Dynamic Display Switch ensures data and settings on PadFone™ Infinity are available instantly on PadFone™ Infinity Station upon docking; while running apps smoothly transition to fit the larger 10.1-inch Full HD display.

ASUS designers created several mock-ups as they sought to find a slot-in design that would make the union of smartphone and tablet second nature to users. They took inspiration from bicycle brakes, and yielded a simple design that secures the smartphone into the tablet dock.

“Thin” and “Light” are mobile device buzzwords. PadFone™ Infinity has a unibody frame milled out of aerospace-grade aluminium which, if our trusty pair of vernier calipers are to be believed, measures a mere 6.3mm at its thinnest point. The use of lightweight fiberglass reinforced plastic provides additional structural integrity, with PadFone™ Infinity tipping the scales

around 145g. The phone exudes quality, with a brushed aluminum finish and twice-anodized diamond cut edges; and ergonomic touches like precisely-calibrated buttons and curved edges.

Under the hood, PadFone™ Infinity packs a 1.7GHz Qualcomm® Snapdragon™ 600 quad-core processor to compete with the most powerful smartphones in the market; while the latest mobile standards like 4G LTE deliver super-fast web connections. The PadFone™ Infinity's Li-ion battery is good for up to 19 hours of 3G talk time, and this is doubled to 40 hours when docked with the PadFone™ Infinity Station. With a built-in battery of its own, the tablet dock can also charge the PadFone™ Infinity.

Super IPS display technology and 400 nits brightness gives you wide-viewing angles and vibrant images in 1920 × 1080 (PadFone™ Infinity) or 1920 × 1200 (PadFone™ Infinity Station) even in glaring conditions. When it comes to audio, both feature SonicMaster-enhanced audio; PadFone™ Infinity Station has 18mm diameter built-in speakers, comparative to what is found in most laptops.

PadFone™ Infinity's 13-megapixel main camera has an f/2.0 five-element lens that captures incredible images. It shoots up to 100 continuous photos at 8 frames-per-second (FPS), while simultaneously recording 1080p Full HD video at 30 FPS, or 720p HD video at 60 FPS.



ASUS Transformer Book TX300

# The notebook transformed

Windows 8 tablet or notebook? ASUS Design decides to give us both

**W**hen ASUS Design received the product brief for the Transformer Book, three main points stood out: The resulting product had to be an elegant, high performance notebook and tablet; it had to integrate new technologies that shared data between its keyboard dock and tablet; and it had to be suitable for both work and play.

As one designer put it, “Modern life moves quickly and we need to adapt constantly to our environment and tasks. That’s why we need devices that can intuitively and seamlessly switch from one mode to the other.”

Enter the ASUS Transformer Book TX300 – the world’s first fully convertible notebook. Effectively two portable computers in one, the TX300 is a slim and lightweight ultraportable PC with a backlit keyboard and 500GB hard drive for work; it is also a 13.3-inch Full HD multi-touch tablet with a 128GB solid state drive for play.

ASUS Transformer Book TX300 can handle whatever the working world can throw at it thanks to its powerful 3rd generation Intel® Core™ i7 processor that has more than enough processing power for a multitude of tasks on Windows 8. If not, there’s Intel® Turbo Boost Technology for added oomph.

This transformation from tablet to notebook happens through a keyboard dock that houses the hard drive, additional battery, four speakers, as well as USB 3.0, and other I/O ports. A high speed bridge ensures ultra-fast transfer rates between the dock and the tablet. Whether used as a tablet or notebook, the TX300 turns heads thanks to its slim profile and unique spun metal finish.

ASUS Transformer Book TX300 has a 13.3-inch 10-point touch display with an ultra-wide viewing angle for stunning visuals in Full HD 1080p. The TX300 provides a finger-friendly Windows 8 experience whether you’re using the touchscreen or the large smart gesture trackpad. Nothing is further than a tap, swipe or two-finger pinch away. When you add ASUS SonicMaster enhanced audio and MaxxAudio sound processing by Waves, recipient of a Technical GRAMMY Award®, to the equation – you get one impressive multimedia platform.

From where we’re standing, it looks like it ticks all the right boxes.



ASUS Taichi™

# Two to go

One device, two displays, that's the ASUS Taichi™

**A**t first glance, ASUS Taichi™ appears to be a slim and stylish Ultrabook™ with ASUS Zenbook™ looks, but look closer and it's clear that what would be the lid on any normal notebook is actually nothing of the sort — it's a second screen.

“Most of the information we need is digital and available through the cloud. We often equip ourselves with two or more mobile devices to access this information,” said the lead designer of the ASUS Taichi™ project, “Our concern lies in the flexibility of a computing device that addresses various situations; one that does not require us to change user behavior.”

ASUS Design's Start with People philosophy begins with understanding what users are thinking, feeling and doing. In essence, ASUS wanted a device that adapted to the user, and not the other way around. The design team tinkered with several designs before settling on the ASUS Taichi™'s double-sided display form factor. It was simple to use — open it up like a normal notebook, or close it to use as a tablet.

While squeezing two back-to-back screens into an ultraportable is impressive, even more remarkable is the way it changes how we work. Like a standard notebook hooked up to a secondary display, the ASUS Taichi™'s outer screen can operate in Mirror or Dual Screen mode. This makes it ideal for demonstrations, where the audience needs to see what the user is doing, and for presentations, where the speaker's notes can be kept out of sight.

The 10-point multi-touch outer screen can be used independently of the inner screen, which means two people can sit face-to-face and use Windows 8 at the same time. With the lid closed, the ASUS Taichi™ acts as a Windows 8 tablet, albeit one that can be converted into a full ultraportable PC at a moment's notice through the Taichi hotkey.

With a sleek profile that tapers from 17.4mm to a mere 3mm, ASUS Taichi™ doesn't stray far from its Ultrabook™ roots, the top of the line model sports an Intel® Core™ i7 and two 13.3-inch Full HD 1920 × 1080 displays. Keeping in line with ASUS' Happiness 2.0 efforts, features like SonicMaster-enhanced audio and a backlit keyboard add that little bit extra to the user experience.

ASUS Design believes the ASUS Taichi™ represents the future. “The Taichi maintains a sleek profile despite having two displays. This incredible fusion of notebook and tablet is an intuitive form factor and will be the basis for the next generation of notebook computers.”



ASUS VivoTab™ Smart

# Get smart

When it comes to Windows 8 tablets, ASUS VivoTab™ Smart fits the bill perfectly

**S**ince its launch, Windows 8 has offered a completely new mobile computing experience to the tablet community. ASUS VivoTab™ Smart, a forerunner in its category thanks to its lightweight, ultra-slim profile, is the ideal work or play tablet for those constantly on-the-go.

The 10.1-inch ASUS VivoTab™ Smart weighs in at just 580g, is a shade under 1cm thick, and comes in Ceramic White, Diamond Blue, or Poppy Red. “We gave it a sleek, metallic design with ergonomic, rounded edges. Nano molding technology gives it a tactile finish that makes it comfortable to hold,” said a VivoTab designer.

ASUS VivoTab™ Smart is powered by a 1.8GHz Intel® Atom™ Z2760 processor and has a battery life of up to 9.5 hours for all-day use. It has a bright 10-point touch, 1366 × 768 resolution display with IPS technology to deliver stunning images and wide viewing angles of up to 178 degrees. ASUS VivoTab™ Smart also features an LED flash-equipped 8 megapixel rear-facing camera along with 2 megapixel front camera for video conferencing.

And being on Windows 8, ASUS VivoTab™ Smart opens you up to an enormous world of possibilities thanks to the thousands of apps available at the Windows Store; it even supports Windows desktop applications.

As far as expansions go, there’s an optional TranSleeve Keyboard that is both a tablet protector and

wireless keyboard in one. Made up of two parts, the TranSleeve Keyboard is a combination of the TranSleeve Vivo and the TransBoard. The former is an intricate origami-inspired cover which can be folded to prop up the ASUS VivoTab™ Smart at angles ideal for typing or watching videos; the latter is a 200g, 5mm-thin Bluetooth keyboard that magnetically attaches to the TranSleeve Vivo.

“We adopted a modular design for the VivoTab Smart and its accessories. Magnets are used to combine the tablet, the TranSleeve Vivo, and the keyboard together. This gives users the flexibility to select which accessory to bring out with them,” added the product design lead. With that kind of attention to detail, it looks like they’ve thought of everything.





# All rolled into one

It's a Windows 8 desktop PC. It's an Android tablet.  
It's the ASUS Transformer AiO

**T**he unique, innovative nature of the ASUS Transformer AiO left the Tech in Style team hard-pressed to fully-explain what it is; they had to get one of the designers to iron out what it can do.

“The ASUS Transformer AiO is an innovative device that can seamlessly switch from an All-in-One PC to a tablet, and features dual operating systems giving users the option of switching between Windows and Android depending on the situation.”

To be precise, ASUS Transformer AiO is a fully-featured Windows 8 all-in-one PC with a detachable 18.4-inch Full HD 10-point multi-touch display, and packs a 3rd generation Intel® Core™ processor in its base PC Station.

The display can be removed from the PC Station, and thanks to the wireless wonders of remote desktop computing, you can use it as a large multi-touch Windows 8 tablet for the home. The display has its own an NVIDIA® Tegra® quad-core processor that allows it to be a standalone tablet that can easily switch between Android 4.1 Jelly Bean and Windows 8 operating systems at a press of a button.

The 18.4-inch, 1920 × 1080 LED-backlit display delivers life-like images which you can easily share with family and friends thanks to the ultra-wide view angles afforded by IPS display technology. Those visuals are complemented with SonicMaster-enhanced sound for quality audio for a cinematic multimedia experience.

The ASUS Transformer AiO's hybrid qualities let you use it as a powerful Windows 8 workstation capable of graphic-intensive tasks like design and photo editing. Needless to say, with that kind of computing power under its belt, it can easily handle any multi-task computing challenges easily. As an Android tablet, it is an ideal family entertainment platform for both games and movies.

The display can be removed from the PC Station, and thanks to the wireless wonders of remote desktop computing, you can use it as a large multi-touch Windows 8 tablet for the home.





DESIGNO SERIES MX279H / MX239H

# BEAUTY BEYOND BOUNDARIES

- Edge-to-edge Brilliance** : Full HD AH-IPS LED display with 178° wide-view angle in frameless design
- Premium Immersive Audio** : ASUS SonicMaster Technology, co-developed with Bang & Olufsen ICEpower®
- Robust Connectivity** : Featuring dual HDMI ports for multi device connections
- Good Design Award Winner** : Ultra-slim, ergonomic design with sturdy sundial-inspired stand