

ASUS Announces Transformer Book Chi Series

KEY POINTS

- Stunningly-beautiful 2-in-1 detachables that seamlessly transform from razor-thin laptops to the world's thinnest Windows tablets.
- Luxurious, chic all-aluminum unibody construction, with 3 models from 8.9in to 12.5in featuring gorgeous up to WQHD IPS displays.
- Powered by up to Intel Core M processors, with advanced fanless design for silent operation and class-leading performance.

Las Vegas, USA (5th January, 2015) — ASUS today announced Transformer Book Chi Series, a family of beautifully-engineered, razor-thin 2-in-1 Windows detachables, offering the unrivalled convenience of a powerful laptop that transforms seamlessly into a handy tablet whenever needed. Transformer Book Chi is fast but silent, featuring a fanless design powered by up to Intel Core M processors, for amazing performance that gives users the freedom to work and play with effortless mobility — anywhere, anytime.

Featuring some of the world's slimmest tablets, and with a gorgeous precision-crafted all-aluminum design, the Transformer Book Chi Series offers unprecedented sophistication and elegance in a 2-in-1. The Chi range comprises three models, headed by the flagship 12.5-inch T300 Chi — recipient of a 2015 CES Innovation Award — that is powered by the all-new Intel Core M processor for outstanding performance and power efficiency. T100 Chi is a compact 10.1-inch model with all-day battery life, and T90 is an incredibly-light 8.9-inch powerhouse for on-the-go productivity. All models have a bright, crisp and clear IPS display with up to WQHD 2560 x 1440 resolution for detailed and vivid visuals.

The flexibility and power of Transformer Book Chi means that users can now work and play more efficiently, with no need to carry multiple bulky devices — Chi can do anything you need, whenever you need it.

Inner power, outer beauty

All Chi models are distinguished by their razor-thin profiles and quiet performance, made possible by the fanless design. T100 Chi has the world's thinnest Windows tablet at an incredible 7.2mm, T90 Chi has

the world's thinnest 8.9-inch tablet at a mere 7.5mm, and T300 Chi measures just 1.65cm when docked, which is even thinner than an Apple® Macbook Air®.

As well as being amazingly slim, Transformer Book Chi has a luxurious and sophisticated feel, with precision craftsmanship and engineering expertise combined to realize the seamless all-aluminum unibody design. The edges of Chi are enhanced with diamond-cut chamfering, adding brilliant highlights to the elegant metallic body.

Chi's instant, seamless transformation between handy tablet and powerful laptop is made possible by the uniquely-designed magnetic hinge mechanism, which uses powerful neodymium — the world's most powerful magnetic material — precisely arranged to ensure secure, reliable and fuss-free docking, every time. The comfortable, highly-ergonomic keyboard is connected via Bluetooth, with a working range of up to 20m.

Beautiful high-resolution displays

Transformer Book Chi Series uses in-plane switching (IPS) displays enhanced with ASUS TruVivid technology, giving wide viewing angles with amazing clarity and brightness. And with up to WQHD (2560 x 1440) resolution and a class-leading pixel density of 235ppi in the T300 Chi — even higher than MacBook Air's 127ppi — users will enjoy incredibly crisp and detailed visuals.

Chi's displays also have an sRGB color gamut — 20% wider than the gamut of standard displays — that gives richer, more vivid and more accurate color reproduction. Colors are enhanced even more with ASUS Splendid technology, which optimizes display settings for a variety of different usage modes.

Rich, clear and powerful stereo sound

ASUS SonicMaster audio technology gives Transformer Book Chi Series the edge over the competition when it comes to sound quality. The superior engineering and cleverly-designed software delivers immersive sound that is rich, powerful and distortion-free, with clear vocals and a full-range frequency response.

Incredible performance for quiet and effortless mobility

Powered by an up to Intel Core M processor in the T300 Chi, Transformer Book Chi Series delivers smooth performance for all daily activities, whether for work or entertainment. The incredibly power-efficient Intel processors allow Chi users to enjoy up to all-day battery life with no performance compromises. This superb power-efficiency, combined with an advanced thermal management design from the ASUS engineering team, means that Chi needs no fans to keep cool. The clever fanless design

enables Chi to run silently, while still delivering better performance than other currently-available Intel Core M-powered devices.

Ultra-fast, responsive all-solid-state storage is used in all Chi models — giving performance that's up to nine times faster than traditional hard disks — so users will spend less time waiting and more time being productive or having fun.

Transformer Book Chi features convenient, fast USB 3.0 connectivity — via a Type B USB port — for data transfers that are up to ten times faster than USB 2.0.

Luxurious and practical accessories

To complement the sophistication and elegance of Transformer Book Chi, a special range of beautiful yet practical accessories is available.

The Active Stylus Pen allows users to write, draw or annotate items anywhere on the screen, and features a pencil-like feel and palm rejection that allows the user's hand to touch the screen. With a rechargeable battery that lasts up to two months battery life on a single charge, it's the perfect on-the-go productivity companion for Chi.

Chi TriCover is a luxurious magnetically-secured cover that provides full protection for Chi, and also has a built-in multi-position stand that props up Chi at the perfect angle for typing or entertainment. There's also a handy pen holder on the cover.

Chi Case is an ingenious two-piece cover that gives full all-round protection for Chi's tablet and keyboard, while also allowing the two to be detached. Made from wonderfully-tactile materials and featuring openings for all ports and connectors, Chi Case maintains the sleek lines of Chi while offering stylish protection.

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NOTES TO EDITORS

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ASUS Global Facebook: <http://www.facebook.com/ASUS>

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SPECIFICATIONS¹

ASUS Transformer Book T300 Chi

- Windows 8.1 32-bit
- 12.5in WQHD 2560 x 1440 / Full HD IPS display
- Intel® Core™ M 5Y10/5Y71 processor
- 128GB iSSD
- 317.8 x 191.6 x 7.6/16.5mm (tablet/docked)
- 0.72kg (tablet) 1.42kg (docked)

ASUS Transformer Book T100 Chi

- Windows 8.1 32-bit
- 10.1in WUXGA 1920 x 1200 IPS display
- Quad-core Intel® Atom™ Z3775 processor
- 32/64GB eMMC
- 265 x 174.5 x 7.2/13.2mm (tablet/docked)
- 0.57kg (tablet) 1.06kg (docked)

¹ Specifications, content and product availability are all subject to change without notice and may differ from country to country. Actual performance may vary depending on applications, usage, environment and other factors.

Full specifications are available at www.asus.com

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About ASUS

ASUS is a worldwide top-three consumer notebook vendor and maker of the world's best-selling, most award-winning motherboards. 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, with a broad portfolio that includes motherboards, graphics cards, optical drives, displays, desktop and all-in-one PCs, notebooks, netbooks, servers, multimedia devices, wireless solutions, networking devices, tablets and smartphones. Driven by innovation and committed to quality, ASUS won 4,256 awards in 2013 and is widely credited with revolutionizing the PC industry with its Eee PC™. ASUS has more than 13,600 employees around the globe with a world-class R&D team of 4,500 engineers. Company revenue for 2013 was approximately US\$14 billion.