

ASUS & ASUS Design Center

ASUS, the world's top 3 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. Driven by innovation and committed to quality, ASUS is widely credited with revolutionizing the PC industry with its Eee PC™ in 2007. Over the years, ASUS has become a trendsetter in consumer technology as a result of its visionary approach of harmonizing innovation and incredible design with consumer's lives. Today, this design approach is exemplified by the Zen series of products, which includes ZenBook, ZenFone, and ZenWatch.

ASUS has more than 13,600 employees around the globe, including a world-class R&D team of 4,500 engineers. ASUS Design Center, the multi-disciplinary and award-winning design team within ASUS, consists of a group of designers, engineers, and dreamers who, together, craft incredible experiences. Since 2001, ASUS Design Center has received over 289 awards, including the International Design Excellence Award (IDEA), iF Design Award, Good Design Award (G Mark), Red Dot Award, and other prestigious international design accolades.

ASUS employs a "Start with People" approach to product design that ensures a focus on creating value for users. By understanding the needs of people, ASUS empowers users with meaningful and charming experiences. ASUS designers believe that as technology becomes more personal, devices should strive to provide an intuitive user experience. Products should stand out by balancing purity in design expression and execution. Looking ahead, ASUS designers envision products that balance humanity and technology, and are seamlessly integrated into our everyday lives.

VISITOR INFORMATION

Press Preview: April 13, 2015, 4:00 - 8:00 pm

Public Exhibition: April 14 - 19, 2015, 10:00 am - 9:00 pm

Venue: Via Tortona 20, Milan, Italy

PRESS CONTACT

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NOTES TO EDITORS

Official Hashtag: #zensation

ASUS Global Press Room: <http://press.asus.com>

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

ASUS Global Twitter: <http://www.twitter.com/ASUS>

ASUS Zensation Event Site: www.asus.com/event/MDW/2015