

ASUS Showcases Zen-Inspired Products at Milan Design Week 2015

KEY POINTS

- ASUS Design Center is presenting its Zensation exhibition at Milan Design Week 2015, featuring an engaging product-experience area
- Exhibition showcases wide range of ASUS products including ZenFone 2, Transformer Book Chi Series, ZenBook UX305, and more
- ASUS VivoWatch, the first ASUS wearable designed with a focus on fitness and wellness, makes its debut at Milan Design Week 2015

Milan, Italy (13th April, 2015) — ASUS Design Center, the award-winning design studio within ASUS, is presenting its Zensation exhibition at Milan Design Week 2015 from April 14–19, 2015 at Milano Via Tortona 20. This exhibition showcases the design team's Zen-inspired philosophy of incorporating diverse elements to produce balanced, harmonious creations that provide incredible experiences and accessible beauty to users.

The Zensation exhibition contains an engaging product-experience area featuring a 15-meter-long interactive projection showcasing three flagship, Zen-inspired products — ZenFone 2, Transformer Book T300 Chi, and ZenBook UX305. A wide range of other ASUS products from the Smartphone, Thin and Light Laptop, 4K Notebook, Tablet, Wearable, Ultra-Compact Desktop PC, Monitor and Projector, and Networking categories are also on display.

Visitors to Milan Design Week are invited to visit the Zensation exhibition and experience firsthand how ASUS products embody an incredible harmony of empowering functionality and gorgeous design.

Smartphones

ZenFone 2 (ZE551ML) is the new flagship smartphone in the ZenFone family, featuring a gorgeous, all-new design that employs iconic Zen design elements, such as a sleek, brushed-metal finish and concentric-circle detailing, and introduces new refinements, including a graceful curved case that tapers to an incredibly-thin 3.9mm at the edges. The case provides a comfortable, secure grip, and features an intuitively-placed volume control key on the rear of the phone within easy reach of the user's index finger.

The 5.5-inch Full HD IPS screen has a narrow bezel that reduces ZenFone 2's overall size yet provides a maximized viewing experience.

With a 64-bit Intel® Atom™ Z3580 processor and up to 4GB RAM, ZenFone 2 delivers uncompromising performance. An Intel LTE modem provides ultra-fast and reliable 4G/LTE connectivity, while the 3000mAh battery provides more than a full day of power and features BoostMaster fast-charging technology for dramatically-reduced recharge times.

ZenFone 2 comes equipped with a 13MP PixelMaster camera with an f/2.0 wide-aperture lens to let users quickly and easily capture beautiful, high-resolution photos with zero shutter lag. Camera features including Low Light mode, Backlight (Super HDR) mode, and the Real Tone flash ensure incredible photos in any lighting situation. ZenFone 2 is also equipped with a 5MP front-facing camera with a wide, 85-degree field of view perfectly engineered for taking selfies with real-time beautification. For those wanting to capture a group of friends, or include scenery in their selfie, ZenUI Selfie Panorama mode captures panoramic selfies with up to a 140-degree field of view.

The brand-new ZenUI offers a simpler and smarter user experience, with a stylish new layout that expands white space for a cleaner design, placing the information users need front and center. It's brighter, smarter, simpler and even more beautiful!

Thin and Light Laptops

Transformer Book Chi Series is a family of razor-thin 2-in-1 Windows detachable tablets that transform seamlessly into laptops. A winner of a 2015 iF Design Award, Transformer Book Chi offers users sophisticated and elegant mobile computing with its beautiful, precision-crafted all-aluminum case with brilliant diamond-cut highlights, gorgeous up to WQHD display, and powerful up to Intel Core™ M processors. A key element of the clever Chi design is the smart magnetic hinge, which is designed for reliable, easy and fuss-free attachment of the Bluetooth keyboard.

Transformer Book Chi is available in two sizes to cover every user's needs. The flagship T300 Chi has a 12.5-inch screen, with an ultra-slim tablet that is just 7.6mm thin, and features the fast and power-efficient Intel Core M processor. The compact 10.1-inch T100 Chi has a wafer-thin 7.2mm tablet and all-day battery life.

EeeBook X205 is an affordable, chic and compact 11.6-inch laptop that weighs less than 1kg and is designed for on-the-go students and young professionals. Powered by Windows 8.1 with Bing — for maximum application compatibility — EeeBook X205 offers users a convenient smartphone-like experience, thanks to its use of Connected Standby technology. Connected Standby enables almost-instant resume from sleep mode and gives users an enhanced internet experience, as they are always

connected to all their social apps and email — even when X205 is in standby mode. Available in four distinctive colors — black, white, gold and red — EeeBook X205 is designed with smooth curves and tactile surfaces to make it the ideal take-anywhere laptop.

ZenBook UX305 is a beautifully crafted all-aluminum Ultrabook™ that measures just 12.3mm thin, making it the world's slimmest 13.3-inch QHD+ laptop. Its subtle and refined shape incorporates the DNA of the classic ZenBook, featuring an elegantly-tapered wedge design that has smooth and comfortable edges with diamond-cut metallic highlights.

Continuing the long-established ZenBook tradition of combining performance with luxury, this gorgeous ultraportable — which weighs only 1.2kg — is powered by the new Intel® Core™ M processor for seamless multitasking, and features a lightning-fast up to 256GB solid-state drive (SSD). The crisp, vibrant and stunningly-detailed 13.3-inch display has an up to QHD+ resolution of 3200 x 1800 pixels. Available in a sophisticated new Obsidian Stone color with ZenBook's signature spun-metal finish, or a silky-smooth Ceramic Alloy shade, ZenBook UX305 is the ultimate ultraportable laptop for discerning users.

4K Notebooks

ZenBook Pro UX501 is an ultra-high-performance laptop aimed at users demanding ultimate performance and ultimate style. Featuring a timeless and classic design, ZenBook Pro UX501 incorporates the elegance and style that is the hallmark of the ZenBook family. Its slim and compact chassis is just 20.6mm thin for easy portability, and is clad in beautiful aluminum featuring the iconic ASUS spun-metal finish. Brushed metal surfaces and diamond-cut chamfers on the edges add brilliant highlights, and the keyboard surround is enhanced with a stylish laser-engraved ripple-effect pattern.

ZenBook Pro UX501 has a 15.6-inch VisualMaster multi-touch display with a pin-sharp 4K/UHD 3860 x 2160 resolution — four times higher than Full HD — and an incredible pixel density of 282PPI for stunningly-detailed and lifelike images. IPS technology with wide 178-degree viewing angles ensures that colors and contrast are not degraded from any viewing position.

ZenBook Pro UX501 is packed with high-performance components including a powerful quad-core Intel Core i7 processor, gaming-grade NVIDIA® GeForce® GTX™ 960M graphics and the world's fastest 512GB PCI Express® (PCIe®) x4 SSD. Despite its breathtaking performance, ZenBook Pro UX501 offers users an outstanding battery life of more than six hours¹ from its high-capacity 96Wh lithium-polymer battery.

¹ UX501's battery lasted for six hours in office-productivity mode, measured with MobileMark 2012; and 6.2 hours in web-browsing mode.

Republic of Gamers (ROG) G501 is an ultraportable laptop designed for gaming on the go. One of the thinnest laptops in its class, G501 is just 20.6mm tall and, with its lightweight aluminum construction, weighs just 2.06kg in the non-touchscreen version. The modern, elegant design sports red bezel accents and gaming features like a red-backlit keyboard with 1.6mm of key travel for a responsive feel, a numeric keypad, and marked WASD cursor keys.

ROG G501 is powered by the 4th-generation Intel Core i7 processor and the new NVIDIA GeForce GTX 960M graphics for an unrivalled gaming experience. This impressive power is supported by ASUS-exclusive Hyper Cool technology, an advanced cooling system that employs dual fans and copper heatsinks to remove heat efficiently with minimal fan noise. Both the processor (CPU) and graphics-processing unit (GPU) are cooled independently based on each component's demands to ensure maximum efficiency — delivering extremely cool gaming experiences that are both whisper-quiet and silky-smooth.

In addition, ROG G501 has a 15.6-inch 4K/UHD (ultra-high definition) display with 8.2 million pixels to treat users to incredibly detailed visuals and lifelike colors. This in-plane switching (IPS) display has wide 178-degree viewing angles, and gives improved contrast and color consistency even when viewed from extreme positions in both the horizontal and vertical planes.

Tablets

MeMO Pad 8 (ME581CL) delivers outstanding performance in a remarkably thin and stylish package that fits comfortably in one hand. Weighing just 299g and only 7.45mm thick, MeMO Pad 8 is small and light enough to take anywhere. Premium design elements such as the multi-layer coating and brilliant metallic edge created using Non-Conductive Vacuum Metallization (NCVM) technology give MeMO Pad 8 an elegant look.

Driven by a blazingly fast state-of-the-art 64-bit quad-core 1.8GHz Intel Atom Z3560 processor, MeMO Pad 8 runs all the latest apps and games with ease. Ultra-fast 802.11ac Wi-Fi and LTE connectivity deliver speedy downloads of even the most demanding content, such as high-definition movies, and ensure smooth internet browsing.

MeMO Pad 8 features a Full HD IPS display for a vivid and sharp picture that makes videos and photos appear incredibly detailed and lifelike. The display is covered with Corning® Gorilla® Glass 3 for incredible scratch resistance and durability.

Fonepad 8 (FE380CG) is an 8-inch tablet with built-in 3G connectivity and phone functionality, designed for people who want one powerful device to keep them connected and entertained. It has an incredibly-narrow 5.06mm bezel, and its HD 1280 x 800 IPS display and 72.2% screen-to-body ratio provide the largest viewing area of any 8-inch phablet on the market.

Featuring the latest 64-bit quad-core 1.8GHz Intel Atom Z3560 processor, Fonepad 8 delivers powerful multi-tasking and graphical performance for the latest apps and games while still being energy-efficient. Dual front speakers and ASUS SonicMaster audio provide rich, immersive stereo sound that brings a new level of engagement to movies, music and games. Its 5MP rear-facing and 2MP front-facing cameras with PixelMaster technology make it easy to capture stunning, high-quality photos and videos.

Wearables

ASUS ZenWatch is an exquisitely-crafted watch that seamlessly pairs with an Android™ smartphone to extend its functionality and provide relevant, useful information when it is needed most. ASUS ZenWatch is also a personal wellness manager that tracks a variety of wellness stats, such as heart rate, step counts, and relaxation levels to help users keep their lives in balance and achieve personal fitness goals.

Winner of a 2015 iF Design Award, ASUS ZenWatch follows in the tradition of fine watchmaking with its stylish, detail-focused design and use of high-quality materials. Its curved glass and case that follows the contour of the wrist, combined with a premium, stitched-leather strap with unique clasp, results in a design that is both comfortable and elegant. ASUS ZenWatch comes with a wide selection of instantly-changeable watch faces to fit any style or mood.

ASUS VivoWatch is the first ASUS wearable designed with a focus on fitness and wellness. With built-in heart-rate monitoring, and sleep tracking, ASUS VivoWatch is a constant companion that helps wearers lead healthier, happier lives. Designed to be worn all day, every day, it has an elegant, stainless-steel design, 10-day battery life, and an IP67 water-resistant watch case suitable for wearing in the shower. ASUS VivoWatch works together with the accompanying ASUS HiVivo smartphone app and ASUS Healthcare website to encourage wearers to accomplish their personal fitness goals, and also lets them view fitness updates from family members and friends who wear ASUS VivoWatch.

Ultra-Compact Desktop PCs

ROG GR8 is a console-inspired gaming PC with an Intel Core i7 processor and NVIDIA GeForce GTX 750Ti graphics for Full HD gaming. It features up to 16GB DDR3L memory, a hard disk drive or high-speed solid state drive, built-in 802.11ac Wi-Fi, and comes preinstalled with Windows 8. ROG GR8 also

has a built-in Miracast receiver and special slide-off covers for easy access to the 2.5-inch drive expansion bay and SO-DIMM memory slots for quick upgrades.

A winner of a 2014 Good Design Award, ROG GR8 has a matte-black finish with Mayan-inspired detailing, and a pulsing illuminated ROG logo. Its sublime geometric design has two solid covers wrapped around the main body, and provides a highly efficient thermal system, easy storage upgradability, silent operation, and stunning aesthetics. ROG GR8 also includes the professional gamer-grade Gladius mouse and M801 mechanical keyboard for a complete gaming package.

VivoMini Pearl White Edition is an ultra-compact desktop that's meticulously crafted to blend in with any home environment. With clean, precise lines and a stunning, pearl-white case accented by a Zen-inspired concentric circle finish, VivoMini adds a touch of minimalist elegance to home computing. It measures just 131 x 131 x 42mm — a footprint smaller than a CD jewel case — yet gives users responsive and energy-efficient Intel Core processor performance for productive everyday computing and detailed 4K/UHD video playback.

Extensive connectivity and expansion options let VivoMini function as a digital hub to give users fast and easy access to stored data and media files. High-speed 802.11ac Wi-Fi, together with exclusive ASUS Wi-Fi GO! and Media Streamer apps, give users full media-streaming functions and remote access to VivoMini, making it an ideal addition to any media center or home theater set-up.

Monitors and Projectors

ASUS MX27AQ — winner of a 2015 iF Design Award — is a 27-inch monitor with an elegant, precision-crafted sundial-inspired metallic stand that echoes millennia of artistic legacy. Featuring an edge-to-edge frameless panel with a bezel thickness of just 0.1cm, and WQHD (2560 x 1440) resolution that provides 77% more screen area and 25%-sharper images than similarly sized Full HD displays, MX27A delivers stunning visuals. The die-cast aluminum stand accentuates the monitor's premium design and provides a stable, sturdy base.

MX27AQ features ASUS SonicMaster audio technology, incorporating ICEpower[®], Bang & Olufsen technology and ASUS AudioWizard sound optimization functionality to give users truly-immersive audio through a combination of advanced hardware and professional audio processing. ASUS MX27AQ also features ASUS Eye Care Flicker-Free and Low Blue Light technology to reduce eyestrain and fatigue caused by monitor use. MX27AQ is certified Flicker-Free and Low Blue Light by TÜV Rheinland laboratories, a global provider of technical, safety, and certification services.

ASUS P3B Battery-Powered Portable LED projector is a lightweight and compact short-throw projector that easily fits in a briefcase or bag. P3B features an LED light source with a 30,000-hour lifespan and provides crisp HD 1280 x 800 resolution projections at a maximum brightness of 700 lumens. A 0.8:1 short-throw lens lets the P3B project 58-inch diagonal images just one meter away from the projection surface.

P3B works with ASUS Wi-Fi Projection — an easy-to-use app that enables users to wirelessly project and stream content stored in their mobile devices through a Wi-Fi network. P3B lets users conduct presentations without a PC, with HDMI / MHL (Mobile High-Definition Link) video inputs, MicroSD card reader, and USB port for maximum flexibility with projection sources. P3B can also double as a 12,000mAh power bank to charge mobile devices.

Networking

ASUS RT-AC87U is the world's first AC2400-class dual-band 802.11ac wireless router with a four-transmit, four-receive (4x4) antenna configuration. This stunningly designed, easy-to-use router is also the first in the world to employ multi-user MIMO (MU-MIMO) technology. Combined with ASUS AiRadar universal beamforming, adaptive Quality-of-Service (QoS), plus AiProtection with exclusive Trend Micro security, RT-AC87U is expertly engineered for outstanding performance and coverage in today's multi-device households. Offering 5GHz speeds that are faster than wired Gigabit Ethernet, along with class-leading 2.4GHz speeds and reliable multi-floor coverage, RT-AC87U is the perfect choice for discerning users with busy multi-device home networks who need extreme coverage, lightning-fast performance, rock-solid stability, and total peace of mind.

ASUS RP-AC68 is a 3-in-1 range extender, access point, and media bridge with a 1900Mbit/s data rate for smooth 4K/UHD video streaming, ultra-fast large file transfers, and low-latency online gaming. The AC1900-class range extender boosts home Wi-Fi coverage with greater speed, while access point mode upgrades an existing wireless network to one with the world's fastest 5GHz Wi-Fi. With five Gigabit Ethernet ports and Media Bridge functionality, RP-AC68 adds wireless connectivity to wired network devices such as game consoles and smart TVs.

ASUS RP-AC68 has a design inspired by the ASUS ROG G Series gaming notebooks, featuring a striking dark case with a unique Mayan pattern and red LED illumination that exudes power and sophistication.

PRESS CONTACTS

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NOTES TO EDITORS

Product videos:

- **ZenFone 2:** <https://www.youtube.com/watch?v=5suYA6gqei4>
- **Transformer Book Chi:** <https://www.youtube.com/watch?v=TtJGew8xgKU>
- **EeeBook X205:** <https://www.youtube.com/watch?v=ztloym2cHs8>
- **ZenBook UX305:** <https://www.youtube.com/watch?v=KLsqK5k58nQ>
- **MeMO Pad 8:** <https://www.youtube.com/watch?v=m9IPMpASfPw>
- **ASUS ZenWatch:** <https://www.youtube.com/watch?v=NnxsuzNeLTw>
- **ROG GR8:** <https://www.youtube.com/watch?v=zIPWI02V4UI>
- **VivoMini:** <https://www.youtube.com/watch?v=KNegwmKEJhA>
- **MX 27AQ** <https://www.youtube.com/watch?v=vptvPJir50A>
- **ASUS RT-AC87U:** <https://www.youtube.com/watch?v=JP7wfMZHTfY>

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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, smartphones and wearables. Driven by innovation and committed to quality, ASUS won 4,326 awards in 2014 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 2014 was approximately US\$14.5 billion.