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**Corporate profile**

**About ASUS**

ASUS started out as a small consultancy services firm in a Taipei apartment in 1989, helping motherboard manufacturers in the fledgling Taiwanese PC components industry.

Today, it is a leading enterprise in the new digital era. ASUS is the world’s top 3 consumer notebook vendor and the maker of the world’s best-selling and most award winning motherboards. ASUS designs and manufactures products that perfectly meet the needs of today’s digital home, office and person, with a broad portfolio that includes motherboards, graphics cards, optical drives, displays, desktops, Eee Box and all-in-one PCs, notebooks, netbooks, tablet devices, servers, multimedia and wireless solutions, networking devices, and mobile phones.

Driven by innovation and committed to quality, ASUS won 3,886 awards in 2011, and is widely credited with revolutionizing the PC industry with the Eee PC™. With a global staff of more than 11,000 and a world-class R&D team of 3,100 engineers, the company’s revenue for 2011 was around US$11.9 billion.

ASUS has a strong global presence, with offices in Asia, Australia and New Zealand, Europe, the Americas, and South Africa.

**Origin of the name “ASUS”**

Pegasus, the winged horse in Greek mythology represents inspiration and knowledge. These facets are not lost in ASUS, which is named after it. The company embodies the strength, purity, and creative spirit of this mythical creature, and soars to new heights with each product it produces.

Through the years, ASUS’ visionary approach has seen it become a major proponent in consumer technology, bringing quality innovation and design into consumers’ lives.

[www.asus.com](http://www.asus.com) and [www.experiencetheinfinity.it](http://www.experiencetheinfinity.it)