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**ASUS Announces 7-inch** **Fonepad™ with 3G Mobile Data and Voice-Calling**

Built-in 3G for fast mobile data and full telephony support give two-in-one
flexibility at a competitive price

**Milan Design Week, 9-14 April 2013 —** ASUS today announced Fonepad™, a competitively priced handheld with 3G voice and mobile data for all the features of a smartphone, with the versatility of a 7-inch tablet. Powered by the new Intel® Atom™ Z2420 processor with Android 4.1, Fonepad™ features a vibrant HD display with IPS technology for wide viewing angles and outstanding clarity.

“It is ideal to have a larger screen with entertainment, social media and other online activities now playing an increasingly important part in our mobile lifestyles,” said Jonney Shih, ASUS Chairman. “The incorporation of 3G mobile data with full telephony support, makes the Fonepad™ the perfect combination of a tablet and phone in one single device.”

“Extending our long history of collaboration, including most recently on the Ultrabook™ and Intel®-based tablets, we are very excited to be partnering with ASUS again,” said Hermann Eul, Intel® vice president and co-general manager of the Mobile and Communications Group. “Intel’s new Atom™ Z2420 processor delivers the power, performance and flexibility required to accommodate a range of devices and market needs. We think the ASUS Fonepad™ is a very innovative device in an emerging category of 3G tablets with telephony features.”

**Beautiful metallic design with Intel® Atom™ performance**

ASUS Fonepad™ is ideal for people who value both the voice communication features of a smartphone and the entertainment opportunities afforded by a tablet, but prefer the convenience of carrying just one device. Fonepad™ is a sleek and compact tablet with a metallic design that can be held comfortably in one hand, thanks to its light 340g weight and slim 10.4mm profile. Powered by the latest Intel® Atom™ Z2420 processor with full Android compatibility, Fonepad™ features a perfect balance of performance and energy efficiency, with hardware-accelerated 1080p Full HD video decoding and up to nine hours of battery life.

The 7-inch screen features 10-point multi-touch, and a crisp 1280 x 800 HD resolution for crisp, readable web page text and incredibly detailed photos. IPS technology ensures vibrant color with 178-degree wide viewing angles, and images that are clear and bright, even outdoors.

**Built-in 3G for mobile data and voice calls**

Built-in 3G with HSPA+ mobile data means ASUS Fonepad™ is an always-connected mobile device for seamless web browsing, fast downloads from Google Play Store, and smooth streaming of audio and video. Thanks to its full 3G telephony support, Fonepad™ can also be used for voice calls using the built-in noise-cancelling digital microphone or an optional Bluetooth headset. With just one mobile data plan to pay for, running costs are also much lower than those of a separate smartphone and 3G tablet.

Fonepad™ is available in 8GB and 16GB capacities, and has an SD card slot for up to 32GB of additional storage. All models feature a front 1.2-megapixel camera for easy video chat and an optional rear 3-megapixel autofocus camera with 720p HD video recording. ASUS SonicMaster audio technology with MaxxAudio 3 processing by Waves ensures clear, well-rounded sound quality.

**Exclusive ASUS apps and accessories enhance productivity**

ASUS Fonepad™ comes with a number of exclusive ASUS productivity apps: Floating App for easy management of running apps and multi-tasking; SuperNote lite for handwritten notes and drawing; and WebStorage Office Online for Microsoft Office-compatible document editing on the move. Fonepad™ users also get 5GB of free lifetime ASUS WebStorage for syncing and sharing data with other devices.

Two new optional accessories are also available for Fonepad™. Available in four snazzy colors, VersaSleeve 7 is a wraparound cover with a folding design that both protects Fonepad™, and props up the screen in two different positions for typing and watching video. Turn Case is a lightweight hardshell case for Fonepad™ that features a soft interior that keeps the screen clean and a built-in stand that puts the screen at the perfect angle for watching video.

**AVAILABILITY & PRICING**

ASUS Fonepad™ and accessories will be available globally from March 2013. Fonepad™ prices start from US$249 (MSRP) for 8GB storage with three-megapixel rear camera in APEC markets and from €219 (MSRP) for 16GB storage with no rear camera in Europe. VersaSleeve costs €19.99 and Turn Case €39.99 (both MSRP). Please contact your local ASUS representative for further information.

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| **PRESS CONTACTS** |  |
| Galip\_FuProduct MarketingGalip\_Fu@asus.com | JasonMJ\_HuangProduct MarketingJasonMJ\_Huang@asus.com |

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| **SPECIFICATIONS 1** |
| **Operating system** | Android 4.1 Jelly Bean |
| **Processor** | Intel® Atom™ Z2420 (1.2GHz) with PowerVR SGX540 GPU |
| **Modem** | IMC XMM6265 |
| **Display** | 7-inch HD (1280 x 800) LED-backlit with IPS technology10-point multi-touch |
| **Cameras** | Front: 1.2MP Rear: 3MP auto-focus with 720p HD video recording (selected models only) |
| **Memory & storage** | 1GB RAM 8GB/16GB storage with microSD card slot (up to 32GB) |
| **Networks**  | WCDMA 850, 900, 1900, 2100MHz GSM/EDGE 850, 900, 1800, 1900MHzHSPA+ (21Mbit/s download, 5.76Mbit/s upload) |
| **Wireless** | 802.11b/g/n Wi-Fi, Bluetooth 3.0 |
| **Connectivity** | Micro-USB port, 3.5mm headphone socket |
| **Sensors** | GPS with GLONASS, accelerometer, proximity, ambient light, e-compass |
| **Other**  | Noise-cancelling digital microphone, speaker, Micro-SIM slot |
| **Battery** | Li-polymer 16Wh (4270mAh) for up to 9 hours2 use |
| **Colors** | Titanium Gray / Champagne Gold |
| **Size** | 196.4 x 120.1 x 10.4mm |
| **Weight** | 340g |

 Specifications, content, prices 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.

**2** Measured with 720p HD video playback, 100 nits brightness, with Wi-Fi and 3G enabled.

**NOTES TO EDITORS**

**30-word** **summary**

ASUS Fonepad™ is a 7-inch handheld with 3G voice and mobile data for all the features of an Android smartphone, with the added convenience of a larger tablet display.

**60-word summary**

ASUS Fonepad™ is a 7-inch handheld with 3G voice and mobile data for all the telephony features of an Android smartphone, with the added convenience of a larger tablet display. Fonepad™ features a sleek metallic design with a vibrant HD IPS display, a microSD card slot for up to 32GB additional storage and up to nine hours of battery life.

**100-word summary**

ASUS Fonepad™ is a competitively priced 7-inch handheld with 3G voice and mobile data for all the telephony features of an Android 4.1 smartphone, with the added convenience of a larger tablet display. Powered by the new Intel® Atom™ Z2420 processor, Fonepad™ features a sleek metallic design that can be held comfortably in one hand, and a vibrant HD IPS display with wide viewing angles and outstanding clarity. Fonepad™ is available from March 2013 in 8GB or 16GB capacities and all models feature a microSD slot for up to 32GB additional storage, and up to nine hours battery life.

**WHERE TO FIND ASUS AT MWC**

**Location:** ASUS MWC Product Showroom
ASUS Business Suite, Hall 2, 2C70,
Fira Gran Via
Av. Joan Carles I, 64 08908
L’Hospitalet de Llobregat,
Barcelona, Spain

**Opening hours:** 25th February, 3pm to 7pm
26th to 27th February, 7.30am to 7pm
28th February, 7.30am to 4pm

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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 4,168 awards in 2012 and is widely credited with revolutionizing the PC industry with its Eee PC™. ASUS has more than 12,500 employees around the globe with a world-class R&D team of 3,800 engineers. Company revenue for 2011 was approximately US$11.9 billion.