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**ASUS Announces Transformer Book Notebook with Detachable Tablet**

Fully featured dock with hard drive and self-contained tablet deliver an
incredible combination of notebook PC and tablet

**Milan Design Week, 9-14 April 2013** — ASUS today announced the ASUS Transformer Book TX300, a Windows 8 ultraportable that combines the performance and features of a fully featured notebook with the easy mobility of a tablet. At first glance, ASUS Transformer Book is a compact and powerful Windows 8 notebook with a 3rd generation Intel® Core™ processor and high-capacity hard drive. Detach the 13.3-inch Full HD display from the notebook dock, however, and ASUS Transformer Book seamlessly transforms into a standalone Windows 8 tablet with its own 128GB SSD storage.

**Perfect for productivity**

ASUS Transformer Book is the perfect choice for anyone who wants both a full featured notebook for work and a tablet for play. ASUS Transformer Book features a powerful 3rd generation Intel® Core™ i5 or i7 processor for outstanding multi-tasking performance, together with a backlit keyboard and large multi-touch touchpad for comfortable productivity use and content creation. ASUS Transformer Book has a 13.3-inch display with scratch-resistant Corning® Concore™ glass, and 10-point multi-touch for intuitive fingertip control with Windows 8 in both notebook and tablet modes.

With separate batteries in both the notebook dock and tablet, ASUS Transformer Book has up to five hours’ battery life in full notebook mode and up to eight hours in tablet mode. Notebook mode battery life can also be increased to up to eight hours by disabling the dock’s hard drive and ports, leaving the keyboard and touchpad active. Up to two weeks’ standby time and two-second ‘instant-on’ means ASUS Transformer Book is always ready for action, too.

**Ideal for entertainment**

When it comes to entertainment, ASUS Transformer Book’s 13.3” 1080p Full HD display renders movies, photos and games with exquisite clarity. IPS display technology ensures vivid and accurate color reproduction, with 178-degree wide viewing angles that keep the image bright and clear, even when seen from the side.

ASUS Transformer Book also delivers rich and immersive sound for all kinds of listening, thanks to high-quality stereo speakers in both notebook dock and tablet. Sound quality is further enhanced by ASUS SonicMaster audio technology, co-developed with Bang & Olufsen ICEpower®, and MaxxAudio sound processing from Waves, recipient of a Technical GRAMMY Award®. ASUS Transformer Book features a front HD camera and an array microphone that are perfectly suited to video chat, plus an optional 5-megapixel rear camera with 720p HD video recording.

**High-Speed Bridge technology for high-performance storage**

ASUS Transformer Book features dedicated storage for both notebook and tablet modes for ‘best-of-both-worlds’ mobile flexibility. A choice of 320GB or 500GB hard drives offer ample capacity for industry-standard software and personal data in notebook mode, while a 128GB SSD gives blisteringly fast storage for apps, movies, music and games in tablet mode. With the main PC components housed in the tablet, and the hard drive and expansion ports in the notebook dock, exclusive ASUS High-Speed Bridge technology ensures maximum performance in notebook mode, with a high-bandwidth connection between dock and tablet that’s faster even than USB 3.0.

**AVAILABILITY & PRICING**

ASUS Transformer Book TX300 will be available in January 2013 in selected markets, from authorized ASUS resellers. Please contact your local ASUS representative for further information.

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**NOTES TO EDITORS**

**• 30-word** **summary**

ASUS Transformer Book TX300 is an innovative ultraportable combination of fully featured notebook with 3rd generation Intel® Core™ processor and Windows 8 tablet with a Full HD multi-touch display.

**• 60-word summary**

ASUS Transformer Book TX300 is an innovative ultraportable that combines a powerful notebook PC with the flexibility of a Windows 8 tablet. ASUS Transformer Book comprises a 13.3-inch tablet with 3rd generation Intel® Core™ processor and 128GB SSD storage. When docked, ASUS Transformer Book becomes a fully featured notebook with dedicated high-capacity hard drive and extended battery.

**• 100-word** **summary**

ASUS Transformer Book TX300 is an innovative ultraportable that combines the performance of a fully featured notebook PC with the mobile flexibility of a Windows 8 tablet. ASUS Transformer Book comprises a 13.3-inch tablet with Full HD multi-touch display, powerful 3rd generation Intel® Core™ processor and 128GB SSD storage. When docked, ASUS Transformer Book instantly becomes a fully featured notebook with dedicated high-capacity hard drive, extended battery and a comprehensive array of ports. ASUS Transformer Book also features exclusive High-Speed Bridge technology for a high-bandwidth connection between dock and tablet, ensuring maximum performance in notebook mode.

**SPECIFICATIONS 1**

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| **ASUS Transformer Book TX300**  |
| * Windows 8 / Windows 8 Professional
* Intel® Core™ i5 or i7 processor
* 13.3-inch Full HD multi-touch display with IPS technology
* 320GB/500GB HDD (notebook dock) & 128GB SSD (tablet)
* 4GB DDR3 dual-channel (1600MHz) RAM
* Front HD camera & optional 5MP rear camera
* Tablet: 213 x 340 x 4~11mm / 950g
* Dock: 219 x 340 x 3~12.9mm / 900g
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 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.

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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.