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**ASUS Introduces Authentic Beauty Exhibition at Milan Design Week 2013**

ASUS TAICHI™, PadFone™ Infinity and other incredible product designs
on show at Opificio 31, from 9th to 14th April

**Milan Design Week, April 9-14 2013 —** ASUS returns to Milan Design Week this year with its “Authentic Beauty” exhibition at the Arsenale in Opificio 31 courtyard, from 9th to 14th April. The exhibition features innovative and uniquely crafted products like ASUS TAICHI™ Ultrabook™ and PadFone™ Infinity, along with multi-touch notebooks, tablets, All-in-One PCs, monitors and accessories.

“Authentic Beauty can stir a range of emotions and it is something we constantly strive to achieve with the Design Thinking that drives our products," said Manuela Lavezzari, marketing manager at ASUS. "By striving for honesty in design, we hope to achieve some measure of perfection — and fulfill the ASUS promise of products that deliver the incredible.”

**Authentic Beauty**

The concept behind the Authentic Beauty exhibition is the beginning of beauty in all its forms and expressions. This year’s exhibition will be spread over two levels, and will include product design videos and 3D video-map projections.

Key products showcased at the exhibition include PadFone™ Infinity, the innovative dual-screen ASUS TAICHI™ Ultrabook™ and the Transformer Book Ultrabook™ with detachable tablet display. Also on show are the ASUS Transformer AiO all-in-one desktop PC and VivoTab™ Smart Windows 8 tablet.

**ASUS Design Thinking**

The ASUS "Design Thinking — Start with People" philosophy is based on the idea that technology must adapt to users’ ever-changing lifestyles, and not the other way around. ASUS Design studies and listens to users as it searches for new solutions that conform to varying needs. This approach was rewarded with nine iF Design Awards in 2013, as well as accolades from Good Design, Red Dot and G Mark.

ASUS Happiness 2.0 stresses the importance of several key ideas that elevate the user experience to new heights. These include the crystal-clear images delivered by IPS displays, high-quality audio from ASUS proprietary SonicMaster technology and multi-touch touchpads with ‘Smart Gesture’ support. Milan Design Week is a platform that brings people close to these products and the stories behind their designs.

**ASUS at Milan Design Week 2013**

The ASUS Authentic Beauty exhibition will be held at the courtyard of Opificio 31 (Via Tortona 31) from 9th to 14th April, from 10am to 9pm. Press previews will be held on 8th April 8, from 4pm to 9pm.

ASUS is the main sponsor of Fuorisalone.it and Brera Design District at Milan Design Week 2013 and a valued partner of the Temporary Museum for New Design by Superstudio Group.

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**NOTES TO EDITORS**

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

ASUS will be holding the Authentic Beauty exhibition from 9th to 14th April as part of Milan Design Week 2013, and will feature key products like PadFone™ Infinity and ASUS TAICHI™ Ultrabook™.

**60-word summary**

ASUS will be holding the Authentic Beauty exhibition from 9th to 14th April as part of Milan Design Week 2013. Held at Opificio 31 in Milan, the concept behind the exhibition is the beginning of beauty in all its forms and expressions. The exhibition will feature key ASUS products like PadFone™ Infinity, the ASUS TAICHI™ Ultrabook™ and others.

**100-word summary**

ASUS will be holding the Authentic Beauty exhibition from 9th to 14th April as part of Milan Design Week 2013. Held at Opificio 31 in Milan, the concept behind the exhibition is the beginning of beauty in all its forms and expressions. Key products that will be showcased at the exhibition include PadFone™ Infinity, the ASUS TAICHI™ and Transformer Book Ultrabooks™, the ASUS Transformer AiO all-in-one desktop PC and the VivoTab™ Smart tablet. The exhibition will feature gallery-style product displays, 3D video mapping projections, as well as other ASUS product and design videos to express the elements that make ASUS designs unique.

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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 2012 was approximately US$14 billion.