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**ASUS at Milan Design Week 2013**

Products featured in the ASUS Authentic Beauty Exhibition at Arsenale
in Opificio 31 courtyard from 9th to 14th April

**ASUS TAICHI**™

ASUS TAICHI™ is a sleek Ultrabook™ with a unique dual-screen design that combines the best features of both notebook and tablet for the ultimate in mobile flexibility. Powered by a 3rd generation Intel® Core™ processor with high-speed SSD storage, ASUS TAICHI™ features a choice of 11.6-inch back-to-back Full HD displays with IPS technology for brilliant colors and wide viewing angles.

Lid open, ASUS TAICHI is a powerful Ultrabook™ with backlit keyboard and large multi-touch touchpad for making light work of demanding productivity tasks. Lid closed, ASUS TAICHI becomes a lightweight tablet with a responsive multi-touch display, and a pinpoint-accurate stylus for easy and intuitive use on the move.

With two displays that can be used both simultaneously and independently, ASUS TAICHI™ can share information in ways never before possible with an ultraportable. Dual-screen mode treats each display separately, so a presentation can be shown on the outer screen and presenter notes on the inner, for example. Mirror mode displays the same image on both screen for easy sharing of content and software demos with small groups of people, removing the need for a bulky projector or clumsy external monitor.

**ASUS PadFone™ Infinity**

ASUS PadFone™ Infinity is a powerful LTE smartphone with a sleek metallic design and a 5-inch Full HD display that becomes a 10.1-inch tablet when docked to its companion PadFone™ Infinity Station. PadFone™ Infinity features Android 4.1 and groundbreaking mobile performance, thanks to its next-generation Qualcomm® Snapdragon™ 600 processor with quad-core CPU.

ASUS PadFone™ Infinity features a 1920 x 1080 Full HD resolution with an extraordinary 441 pixels-per-inch. The high-performance 13-megapixel camera with an f/2.0 five-element lens captures incredibly detailed images, while a dedicated image signal-processor enhances low-light image quality and captures up to 100 sequential photos at eight frames-per-second, while simultaneously recording 1080p Full HD video.

**ASUS Transformer Book**

ASUS Transformer Book is a powerful Windows 8 ultraportable that’s both a tablet and notebook, thanks to its versatile dockable design. When portability is paramount, ASUS Transformer Book is a thin and lightweight 13.3-inch tablet with 3rd generation Intel® Core™ i5 or i7 processor. Its 128GB SSD provides ample storage for Windows 8 apps and data, while the Full HD multi-touch display features IPS technology for brilliant colors and wide viewing angles.

When extra productivity is needed, ASUS Transformer Book quickly connects to its supplied dock to become a compact and fully featured notebook with backlit keyboard, large touchpad and separate hard drive with up to 500GB capacity. The dock also features its own battery for extended mobile use and a comprehensive array of ports, including USB 3.0.

**ASUS Transformer AiO**

Transformer AiO is the world’s first All-in-One PC with a detachable display that doubles as a standalone tablet for three distinct modes of use. Transformer AiO is a fully featured desktop PC with Windows 8, and is powered by a 3rd generation Intel® Core™ processor with NVIDIA® GT 730M graphics for outstanding multi-tasking and entertainment performance. The 18.4-inch Full HD IPS display delivers brilliant images with 178-degree wide viewing angles for easy enjoyment with friends and family, while ASUS SonicMaster audio technology ensures an immersive listening experience with music, movies and everything in between.

With its display detached from the desktop PC Station, Transformer AiO instantly becomes a king-size tablet with two different operating systems to suit different tablet needs. Wireless Remote Desktop technology maintains a high-speed wireless connection to the PC Station for complete remote control of Windows 8 using the multi-touch display. Alternatively, Transformer AiO seamlessly switches into a self-contained Android 4.1 tablet with an NVIDIA® Tegra® 3 quad-core processor at the touch of a button. The integral handle makes it easy to carry the tablet from room to room and a built-in stand keeps the display at the perfect angle for tabletop use.

**ASUS VivoTab™ Smart**

VivoTab™ Smart tablet is the new tablet with 10.1-inch HD display and full Windows 8 experience. Thin and light, VivoTab™ Smart features an Intel® Atom™ dual-core processor for full compatibility with new and existing Windows 8 software. ASUS VivoTab™ Smart has a 10.1-inch LED-backlit display with a crisp 1366 x 768 HD resolution. IPS display technology delivers 178-degree wide viewing angles and ensures clear and bright images, even when seen from the side. VivoTab™ Smart also features 5-point multi-touch for fluid fingertip control with Windows 8.

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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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**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.