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**ASUS Introduces the Designo MX279H and MX239H AH-IPS Frameless Displays**

Experience vivid life-like visuals along with B&O ICEpower®-enhanced audio

**Milan Design Week, 9-14 April 2013** — ASUS, a global leader in the new digital era, today announces the launch of the MX279H and MX239H displays. These 27” and 23” displays feature a frameless design with a 178° wide-view angle Advanced-High Performance In-Plane Switching (AH-IPS) panel that provides stunning visuals while Bang & Olufsen ICEpower®-derived dual 3W stereo speakers along with ASUS SonicMaster technology provide a soundtrack to match. These simple but elegant displays provide an immersive home theater experience.

**A simple, elegant, and stylish design**

The ASUS Designo MX Series displays sport ultra-slim profiles — with the MX239H measuring just 14.5mm at its thinnest point; while the larger MX279H comes in at 17.5mm – thereby minimizing the desk space required. In addition, the MX Series’ edge-to-edge, frameless design has a bezel thickness of only 0.8mm. This simple but elegant design is further accentuated by a sundial-inspired stand which provides a sturdy base to rest on. The MX Series’ design also has garnered accolades at the 2012 Good Design Awards.

**Vivid, life-like visuals**

The Designo MX Series displays feature an LED-backlit AH-IPS panel with a 178° wide-view angle that minimizes color shift on both horizontal or vertical planes to ensure quality visuals from almost any viewing position. AH-IPS is the latest in IPS technology – delivering improved color accuracy along with increased energy efficiency. In addition, a 5ms response time also eliminates ghosting and tracers for more fluid visuals.

With the ASUS Smart Contrast Ratio (ASCR) of 80,000,000:1 and 250 cd/m² of brightness, the MX279H delivers life-like visuals by adjusting backlight luminance to achieve the darkest black and the brightest white shades. ASUS Splendid™ Video Intelligence Technology ensures vivid colors in every situation, with six modes (Standard/ sRGB/ Scenery/ Theater/ Game/ Night) easily activated via a designated sensor touch hotkey.

**Premium SonicMaster audio**

These Designo MX Series displays feature ASUS SonicMaster technology – which was co-developed by the ASUS Golden Ear team and Bang & Olufsen ICEpower®. This ASUS-exclusive audio technology combines advanced hardware and software to refine every acoustic detail in pristine quality to deliver crystal clear, true-to-life surround sound — reproducing richer and more distinct vocals at a wider frequency range and louder volumes. The Designo MX’s embedded ICEpower MobileSound 3 chip delivers incredible audio fidelity to ensure quality audio. ASUS SonicMaster technology, together with the built-in dual 3W stereo speakers, give these displays the capacity to deliver an immersive home theater audio experience.

**Multimedia Enjoyment**

The Designo MX Series supports Full HD 1920 x 1080 resolutions and has dual HDMI and D-sub (VGA) input ports to ensure compatibility with a variety of multimedia devices including Blu-ray disc players, game consoles, and digital cameras to enrich users’ entertainment experience.

**Notes to editors**

**30-word**

ASUS today launches the MX279H and MX239H displays. These displays feature an ergonomic, edge-to-edge frameless design with a 178° wide-view angle AH-IPS panel and ASUS SonicMaster Technology co-developed with Bang & Olufsen ICEpower®.

**60-word**

ASUS today launches the MX279H and MX239H displays. These displays feature an edge-to-edge frameless design with a 178° wide-view angle AH-IPS panel and ASUS SonicMaster Technology co-developed with Bang & Olufsen ICEpower®. Its ultra-slim, ergonomic design can be tilted for a comfortable viewing angle and features a sundial-inspired stand. Dual HDMI ports provide extensive connectivity options across various multimedia devices.

**90-word**

ASUS today launches the MX279H and MX239H displays. These displays feature an edge-to-edge frameless design with a 178° wide-view angle AH-IPS panel for stunning visuals; while ASUS SonicMaster Technology, co-developed with Bang & Olufsen ICEpower® provide a soundtrack to match. Its 2012 Good Design Award-winning, ultra-slim, ergonomic design can be tilted to provide users with the most comfortable viewing angle and features a sturdy sundial-inspired stand. Dual HDMI and D-sub (VGA) input ports provide extensive connectivity options to ensure compatibility across a multitude of multimedia devices.

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| **Specifications** | | |
|  | MX279H | MX239H |
| Panel Size | 27"(68.6cm) Wide Screen (16:9) | 23.0"(58.42cm) Wide Screen (16:9) |
| Panel Type | AH-IPS panel | AH-IPS panel |
| True Resolution | 1920 x 1080 | 1920 x 1080 |
| ASCR | 80,000,000:1 | 80,000,000:1 |
| Viewing Angle | 178°(H)/178°(V) | 178°(H)/178°(V) |
| Response Time | 5ms (Gray to Gray) | 5ms (Gray to Gray) |
| Video Feature | Trace Free Technology  SPLENDID Video Intelligence Technology  SPLENDID Video Preset Mode (Standard/ sRGB/ Scenery/ Theater/ Game/ Night)  HDCP support  Color Temperature Selection(9300K/7500K/6500K/User)  QuickFit (A4/ Letter/ Alignment Grid/ Photo) | Trace Free Technology  SPLENDID Video Intelligence Technology  SPLENDID Video Preset Mode (Standard/ sRGB/ Scenery/ Theater/ Game/ Night)  HDCP support  Color Temperature Selection(9300K/7500K/6500K/User)  QuickFit (Letter/ Alignment Grid/ Photo) |
| Input/Output | Signal Inputs (HDMI x 2, DVI-D <via HDMI-to-DVI cable> , D-Sub), PC Audio Input (3.5mm Mini-jack), AV Audio Input (HDMI), Earphone Jack (3.5mm Mini-jack) | Signal Inputs (HDMI x 2, DVI-D <via HDMI-to-DVI cable> , D-Sub), PC Audio Input (3.5mm Mini-jack), AV Audio Input (HDMI), Earphone Jack (3.5mm Mini-jack) |
| Audio Feature | 3Watt x 2 stereo speakers with Bang & Olufsen ICEpower® | 3Watt x 2 stereo speakers with Bang & Olufsen ICEpower® |
| Mechanical Design | Tilt : +20°~ -5° | Tilt : +20°~ -5° |
| Warranty | 3-year system warranty, 3-year panel warranty (in specific countries) | 3-year system warranty, 3-year panel warranty (in specific countries) |

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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 3,886 awards in 2011 and is widely credited with revolutionizing the PC industry with its Eee PC™. ASUS has more than 11,000 employees around the globe with a world-class R&D team of 3,100 engineers. Company revenue for 2011 was approximately US$11.9 billion.