****

**ASUS Launches MeMO Pad 7-inch Android Tablet at Attractive Price**

Compact and stylish Android 4.1 tablet with high-resolution multi-touch display
and memory card slot available from US$149

**Milan Design Week, 9-14 April 2013 —** ASUS today launched the MeMO Pad™, a stylish and capable 7-inch Android tablet with an MSRP of US$149. ASUS MeMO Pad™ features a 350-nit brightness display with 10-point multi-touch and 1024 x 600 resolution, along with SD card expansion up to 32GB. It has a diamond-patterned finish and is available in three colors. Together with ASUS Transformer Pad™ Series, ASUS MeMO Pad™ completes the ASUS Android tablet line-up.

**Portability in three different colors**

Pronounced “meemo”, MeMO stands for "My Mobile. My Moment" and reflects the position of ASUS MeMO Pad™ as a tablet for people on-the-go. Measuring 196.2 x 119.2 x 11.2mm, MeMO Pad™ can be easily held in one hand. Available in three colors – Sugar White, Titanium Gray and Cherry Pink — MeMO Pad™ sports an elegant, non-slip diamond-patterned finish. The MeMO Pad™ is a tablet-only product and does not come with a dock.

**Created for both work and play**

ASUS MeMO Pad™ runs Android 4.1 Jelly Bean and is powered by a 1GHz VIA WM8950 CPU and a Mali-400 GPU for a smooth web browsing experience. It features a 10-point multi-touch LED-backlit display with 1024 x 600 (169 points-per-inch) resolution and 140-degree wide viewing angle, and its
350-nit brightness means images remain clear, even outdoors. MeMO Pad™ also features ASUS SonicMaster audio and MaxxAudio for high-quality sound.

ASUS MeMO Pad™ has up to 16GB internal storage, which can be supplemented by up to 32GB via the microSD card slot. A suite of ASUS applications are also pre-installed, including SuperNote Lite, BuddyBuzz, ASUS WebStorage, ASUS Studio and WebStorage Office for enhanced productivity.

**AVAILABILITY & PRICING**

ASUS MeMO Pad will be available from 14 January 2013 in selected markets from authorized ASUS resellers. Please contact your local ASUS representative for further information

**NOTES TO EDITORS**

**• 30-word summary**

ASUS today launched the MeMO Pad™, a stylish and capable 7-inch Android 4.1 tablet with an MSRP of US$149. MeMO Pad™ features a multi-touch display and microSD slot.

**• 60-word summary**

ASUS today launched the MeMO Pad™, a stylish and capable 7-inch Android 4.1 tablet with 16GB storage and an MSRP of US$149. MeMO Pad™ has a diamond-patterned finish and is available in three colors. It features a 350-nits brightness display with 10-point multi-touch and 1024 x 600 resolution, along with a microSD slot.

**• 100-word summary**

ASUS today launched the MeMO Pad™, a stylish and capable 7-inch Android 4.1 tablet with 16GB storage and an MSRP of US$149. MeMO Pad™ features a 350-nit brightness display with 10-point multi-touch and 1024 x 600 resolution, along with a microSD slot. MeMO Pad™ has a diamond-patterned finish and is available in three colors: Sugar White, Titanium Gray and Cherry Pink. ASUS MeMO Pad™ is a tablet-only product and does not come with a dock. Together with the ASUS Transformer Pad™ Series, MeMO Pad™ completes the ASUS Android tablet lineup.

|  |
| --- |
| **SPECIFICATIONS** 1 |
| **CPU / GPU** | VIA WM8950 (1GHz) / Mali-400 |
| **Operating system** | Android™ 4.1 Jelly Bean |
| **Display** | 7-inch (1024 x 600, 169PPI) LED-backlit 10-point multi-touch140-degree wide viewing angle350-nits brightness |
| **Front Camera** | 1MP back-illuminated sensor, f/2.0, with 720p HD video capture at 30fps |
| **Storage** | 1GB RAM8GB or 16GB storage with microSD card slot (up to 32GB)5GB free ASUS WebStorage |
| **Wireless** | 802.11b/g/n Wi-Fi  |
| **Connectivity** | 3.5mm headphone/micMicrophoneMicro-USB port  |
| **Sensors** | G-Sensor |
| **Pre-installed ASUS applications**  | SuperNote LiteASUS WebStorageASUS WebStorage Online OfficeASUS StudioBuddyBuzzMyPainterMyBitCast |
| **Battery** | 7 hours (16Wh Li-polymer, 4270mAh) |
| **Available colors** | Sugar White/Titanium Gray/Cherry Pink |
| **Size** | 196.2 x 119.2 x 11.2 mm |
| **Weight** | 358g |

###

**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.