****

**ASUS Announces MeMO Pad™ Smart 10.1-inch Tablet**

Powerful NVIDIA® Tegra® 3 quad-core performance, a brilliant HD display and
Android 4.1 with a US$299 MSRP

**Milan Design Week, 9-14 April 2013 —** ASUS today announced MeMO Pad™ Smart, a 10.1-inch Android 4.1 tablet with an NVIDIA® Tegra® 3 quad-core processor with an MSRP of just US$299. Designed for mobile entertainment, MeMO Pad Smart is the first 10.1-inch tablet in the new ASUS MeMO Pad range and joins the recently launched 7-inch MeMO Pad. ASUS also announced the Folio Key, an optional wrap-around protective cover for the MeMO Pad Smart that incorporates a Bluetooth keyboard for enhanced productivity.

**Brilliant HD display and incredible sound quality**

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. MeMO Pad Smart features a 10.1-inch display with crisp 1280 x 800 HD resolution and 10-point multi-touch for easy interaction with Android apps. IPS technology gives a brilliant image with 170-degree wide viewing angles and, thanks to its 350 nits brightness, the display is always bright and clear, even under direct sunlight.

MeMO Pad Smart’s mobile entertainment credentials are further cemented by ASUS SonicMaster technology. This combines high-quality audio hardware, including large resonance chambers and stereo speakers with 25x12mm metallic drivers, with sophisticated audio processing to give the best sound quality of any tablet this size. Just 9.9mm thick and weighing 580g, MeMO Pad Smart features the powerful NVIDIA® Tegra® 3 quad-core processor for smooth and responsive performance with Android 4.1, and has up to 8.5 hours’ battery life measured under power saving mode, playing 720p video, with a brightness of 60nits and default volume with headphones.

16GB of onboard storage can be expanded via the SDHC card slot to give ample capacity for apps, movies and music, while the rear 5-megapixel and front 1.2-megapixel cameras mean MeMO Pad Smart is ideal for video chat with family and friends.

**Android 4.1 with exclusive ASUS apps**

ASUS MeMO Pad™ Smart is powered by Android 4.1 and comes with a number of exclusive ASUS apps. With SuperNote Lite, users can read, type, and scribble anytime and anywhere; while WebStorage Office makes it easy to view, edit and create Microsoft Office-compatible documents. Apps can also be password-protected with App Locker and App Backup creates back-ups of installed ups on internal storage or an SD card.

**Folio Key optional accessory for enhanced productivity**

Folio Key, an optional accessory, is a wrap-around protective cover for MeMO Pad™ Smart with an integral Bluetooth keyboard for easy productivity, at home or on the move. Made from lightweight microfiber materials with instant magnetic attachment, Folio Key also incorporates a tabletop stand that holds the display at a comfortable angle for watching movies and typing. The keyboard is powered from its own internal battery and can be used for up to one month on a single charge.

**AVAILABILITY & PRICING**

ASUS MeMO Pad™ Smart is available in three colors, Midnight Blue, Fuchsia Pink and Crystal White, with an MSRP of US$299.

|  |  |
| --- | --- |
| **PRESS CONTACTS** |  |
| Leslie Lin Product MarketerLeslie\_lin@asus.com | Wally YangProduct Marketerwally\_yang@asus.com |

**NOTES TO EDITORS**

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

ASUS today announced MeMO Pad™ Smart, a 10.1-inch Android 4.1 tablet with an NVIDIA® Tegra® 3 quad-core processor with an MSRP of just US$299. ASUS also announced the Folio Key.

**60-word summary**

ASUS today announced MeMO Pad™ Smart, a 10.1-inch Android 4.1 tablet with an NVIDIA® Tegra® 3 quad-core processor with an MSRP of just US$299. MeMO Pad Smart is the first 10.1-inch tablet in the new ASUS MeMO Pad range. ASUS also announced the Folio Key, an optional wrap-around protective cover for the MeMO Pad Smart that incorporates a Bluetooth keyboard for enhanced productivity.

**100-word summary**

ASUS today announced MeMO Pad™ Smart, a 10.1-inch Android 4.1 tablet with an NVIDIA® Tegra® 3 quad-core processor with an MSRP of just US$299. Designed for mobile entertainment, MeMO Pad Smart is the first 10.1-inch tablet in the new ASUS MeMO Pad range and joins the recently launched 7-inch MeMO Pad. ASUS also announced the Folio Key, an optional wrap-around protective cover for the MeMO Pad Smart that incorporates a Bluetooth keyboard for enhanced productivity.

**SPECIFICATIONS 1**

|  |  |
| --- | --- |
| **Processor** | NVIDIA® Tegra® 3 T30L Quad-core 1.2Ghz12-Core NVIDIA® GPU with support for 3D stereo (special part) |
| **Operating system** | Android 4.1 Jelly Bean |
| **Display** | 10.1" WXGA (1280 X 800) LED Backlight screen, 10 fingers multi-touch, IPS panel |
| **Cameras** | 1.2 MP Front Camera, 5 MP Rear Camera |
| **Memory & storage** | 1GB RAM EMMC 16GB+5GB lifetime free ASUS WebStorage (2) |
| **Wireless** | WLAN 802.11a/b/g/n(3)  Bluetooth v3.0 EDR+A2DP |
| **Connectivity** | 1 x Micro USB;1 x Micro HDMI; 1 Head phone / Mic-in; 1 x Micro SD (support MicroSDHC and MicroSDXC) |
| **Sensors** | G-Sensor, Gyroscope, E-compass, Ambient Light Sensor, GPS |
| **Applications**  | ASUS launcher ; MyLibrary Lite ; ASUS WebStorage ; File manager ; ASUS sync ; SuperNote Lite; App Locker; App Backup; TegraZone; PinPal; ASUS Studio; Buddy Buzz; Audio Wizard (Maxx Audio) |
| **Audio**  | SonicMaster Audio technology, Dual Stereo Speakers, High Quality Mic |
| **Battery** | 8.5 hours; 19Wh Li-polymer Battery (4) |
| **Colors** | Crystal White, Fuchsia Pink, Midnight Blue |
| **Size** | 263(W)x180.8(D)x 9.9(H)mm |
| **Weight** | 580g |

(1): 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.

(2): Please visit www.asuswebstorage.com for more details.

(3): May vary by SKU and country.

(4): Battery life is measured under power saving mode, playing 720p, video playback, brightness: 60nits, default volume with headphones.

###

**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.