

Date

May 18, 2011 (Wednesday)

Time

11:00am – 1.00pm

Venue

Gold Class Hall 1, GSC Signature, The Gardens

ASUS Malaysia Launches the Eee Pad Transformer

The first tablet with an expandable keyboard dock on Android 3.0

ASUS today announced the official release of the Eee Pad Transformer in Malaysia which has been highly anticipated as the perfect tablet solution for both media consumption and mobile productivity.

During a press release conference in Kuala Lumpur, ASUS System Country Manager, Stanley Chen called the launch the most historical moment since the debut of the industry changing Eee PC. Echoing the slogan of “**My Multiple Lifestyle, I decide**”, ASUS Eee Pad Transformer is the best tablet choice for users looking for both media consumption and mobile productivity. “The Eee Pad Transformer is much more than another tablet. It is a new milestone for the Android device for the market. We are offering superior features with competitive pricing,” said Stanley who also demonstrated some of the key features on the Eee Pad Transformer.

“We are extremely thrilled as the distributor in Malaysia to bring the Eee Pad Transformer to our end users. I strongly believe it is a-must-have tablet and will perform very well in Malaysia”, said JH Soong, Executive Director of ECS Astar.

Transform to notebook mode with longest hours of battery life

The innovative Eee Pad Transformer sets itself apart from other tablets on the market by featuring a QWERTY keyboard docking station which offers two USB slots, SD card reader and extends battery life up to 16 hours, turning the tablet Transformer into a full-fledged notebook. It also boasts an IPS panel made from a durable, scratch-resistant glass viewable at angles up to 178°, and produces a crisper and more accurate color range by up to 50% when compared to other tablets in the market.

Powered by Google’s Android Honeycomb, a revolutionary operating system specially designed and optimized for tablets, the Transformer enables users a full web experience for on-the-go web browsing, communicating and casual computing. Supporting Adobe® Flash® 10.2*2 and the ever growing Android Market, entertainment is a finger swipe away.

Preloaded on the Transformer is Polaris® Office 3.0, a professional mobile office Solution which enables users to edit various types of office documents including documents (.doc), spreadsheets (.xls) and presentation (.ppt) files, making the Transformer very attractive for professional use. In addition, the ultra-convenient ASUS Webstorage with one year of unlimited storage provides worry-free cloud computing.

Powerful mini-cinema entertainment on-the-go

One of the very first tablets to reach the market with NVIDIA® Tegra™ 2 dual-core processor, the Transformer browses the web at blazing speeds, providing a snappier response time and better performance when multi-tasking. Sporting a HDMI 1.3a port, the Transformer can connect to a HDTV and 5.1 surround sound system, delivering cutting edge graphics and an enhanced multimedia experience we have never seen before.

A 5MP rear- and 1.2MP front-facing camera can shoot and record HD video, which can be played back in stunning 1080p. Output to HD video on HDTVs is also available via a mini HDMI output port, making it a true mobile entertainment device.

Suggest user price = RM1,798 9mkThe Eee Pad Transformer is available for pre-order in Malaysia today until May 25, 2011. Consumers will be able to receive their dream gadget from ASUS concept store at S-090, 2nd floor, MidValley Megamall on May 28, 2011.

Eee Pad Transformer (TF101) specifications:

Dimension	171 x 276.8 x 12.98mm
LCD	10.1" IPS panel
Resolution	1280 x 800
Multi touch	10 fingers
Operating System	Android 3.0 Honeycomb
Processor	Cortex-A9 NVIDIA® Tegra™ 2 (1GHz dual-core)
RAM	1G
Built-in Flash ROM	16GB
Front Camera	1.2 megapixel
Rear Camera	5 megapixel, 720p video
Wireless Connectivity	802.11 b/g/n, Bluetooth 2.1 + EDR
I/O	Mimi HDMI/ Micro SD/ Docking connector
GPS	Yes
Battery Life	Pad only 9.5 hr Pad + Docking16 hrs*
Weight	680g (Pad only)

About ASUS

ASUS, the world's top 3 consumer notebook vendor and the maker of the world's bestselling and most award winning motherboards, is a leading enterprise in the new digital era. ASUS designs and manufactures products that perfectly meet the needs of today's digital home, office and person, with a broad portfolio that includes motherboards, graphics cards, displays, desktop PCs, notebooks, netbooks, servers, multimedia, wireless solutions, networking devices and mobile phones. Driven by innovation and committed to quality, ASUS won 3,398 awards in 2010, and is widely credited with revolutionizing the PC industry with the Eee PC™. With a global staff of more than ten thousand people and a world-class R&D team of 3,000 engineers, the company's revenue for 2010 was around US\$10 billion.

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