

Introducing the ASUS PadFone, to hit Australian shores August 2012

The innovative phone, tablet and netbook all in one device from ASUS

Sydney, Australia, July 31, 2012 – Top consumer technology brand ASUS, today announced the launch of the highly anticipated PadFone. Breaking new ground, the ASUS PadFone is an all-in-one Android device that acts as a smartphone, a tablet and can even be converted into a netbook. A 'triple threat', the 4.3-inch PadFone (smartphone), features a svelte 9.2 millimetre profile that fits neatly into the back of the 10.1-inch PadFone Station (tablet/pad), which can then be plugged into the optional keyboard dock to experience the ASUS PadFone as a fully functional netbook.

With 54% of smartphone owners also wanting but not owning a tablet device, ASUS devised the PadFone to eliminate irksome issues experienced by smartphone and tablet owners. A clever creation, the PadFone combines two of today's quintessential gadgets into one. A perfectly paired smartphone and tablet, the PadFone with its unique all-in-one functionality affords the benefits of possessing a single device, as well as value for money. Offering one-stop storage and shared 3G network access, the smartphone provides all the processing power and storage of the PadFone. Users no longer need to sync data between devices and only require one data plan, presenting affordability and eliminating the use for WiFi connectivity.

Equipped with the latest Android 4.0 (Ice Cream Sandwich) operating system and Qualcomm's fourth generation Snapdragon S4 8260A Dual-Core 1.5 GHz processor, the ASUS PadFone delivers super fast performance, even on the PadFone Station. The PadFone has a 4.3-inch Super AMOLED capacitive multi-touch panel with 540x960 screen resolution and pixel density of 256ppi, while the PadFone Station has a 10.1-inch WXGA 1280x800 TFT capacitive touchscreen. Both the PadFone and PadFone Station displays feature scratch resistant Corning Gorilla Glass with HCLR film. ASUS' exclusive DynamicDisplay technology ensures seamless transitions when switching between phone and pad modes, automatically adjusting display layout and instantly continuing content when the PadFone is placed in the PadFone Station.

The PadFone includes 32GB internal eMMC flash storage with an additional free 32GB ASUS Webstorage for three years. A microSD expansion slot also allows users to further the PadFone's memory, currently up to 32GB with a software update in the near future offering up to 64GB. Achieve more with the PadFone's 1520 mAh Lithium battery that supplies up to 63 hours of extended talk time. Charge the PadFone via the PadFone Station dock for expanded usage and up to 102 hours of extended talk time. Answering telephone calls in pad mode is made easier with the included nifty Bluetooth Stylus pen which doubles as a headset, complete with vibration and LED light indicator for incoming calls. The Bluetooth Stylus even has a reminder alarm that sounds when it is left behind, up to 10 metres away from the PadFone.

Furthermore, the PadFone is fitted with an 8 megapixel camera, back-illuminated CMOS sensor, large F2.2 aperture and 5-element lens for precise photography and HD 1080p video recording even under low light conditions. Tuned by ASUS audio specialists, the PadFone Station's sound output transmits awesome audio through its superior quality built-in speakers with the most precise processing protocols and codecs.

Cased in a shield of coffee coloured concentric circles, the design is derived from the concept of Zen – merging traditional thought and culture with the newest, most advanced technology that is the very essence of Zen. A smart sleeve houses the entire PadFone package – the PadFone, PadFone Station and Bluetooth Stylus, which includes a SIM card slot, a holder for the stylus pen and a cleverly hidden cleaning cloth in the sleeve. Additionally, the versatile sleeve can be tilted at a low angle for typing and a high angle for reading and viewing.

A truly innovative all-in-one device, the ASUS PadFone will be available at Harvey Norman from 14 August 2012. RRP: AU\$999 inc GST. Specifications available on request.

Package includes PadFone, PadFone Station, Bluetooth Stylus and PadFone Smart Sleeve. The keyboard dock is also available as an additional option.

The PadFone will be upgradeable to Android Jelly Bean operating system. Schedule to be confirmed pending official announcement from Google.

About ASUSASUS, one of the world's top 3 consumer notebook vendors and the maker of the world's best-selling 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, optical drives, displays, desktops, Eee Box and all-in-one PCs, notebooks, netbooks, tablet devices, servers, multimedia and 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 revolutionising the PC industry with the Eee PC™. With a global staff of more than 10,000 and a world-class R&D team of 3,000 engineers, the company's revenue for 2010 was around US\$10.1 billion.

Contacts

Christine Kardashian
+61 2 8084 0705
mailto: chris@dashpr.com.au