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 thelaunch of the highly anticipated PadFone. Breaking new ground, the ASUS PadFoneis an all-in-one Android device that acts as a smartphone, a tablet and caneven be converted into a netbook. A triple threat, the 4.3-inch PadFone(smartphone), features a svelte 9.2 millimetre profile that fits neatly intothe back of the 10.1-inch PadFone Station (tablet/pad), which can then beplugged into the optional keyboard dock to experience the ASUS PadFone as a fullyfunctional netbook.

With54% of smartphone owners also wanting but not owning a tablet device, ASUSdevised the PadFone to eliminate irksome issues experienced by smartphone andtablet owners. A clever creation, the PadFone combines two of todays quintessentialgadgets into one. A perfectly paired smartphone and tablet, the PadFone withits unique all-in-one functionality affords the benefits of possessing a singledevice, as well as value for money. Offering one-stop storage and shared 3Gnetwork access, the smartphone provides all the processing power and storage ofthe PadFone. Users no longer need to sync data between devices and only requireone data plan, presenting affordability and eliminating the use for WiFiconnectivity.

Equippedwith the latest Android 4.0 (Ice Cream Sandwich) operating system andQualcomms 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 with540x960 screen resolution and pixel density of 256ppi, while the PadFoneStation has a 10.1-inch WXGA 1280x800 TFT capacitive touchscreen. Both thePadFone and PadFone Station displays feature scratch resistant Corning GorillaGlass with HCLR film. ASUS exclusive DynamicDisplay technology ensuresseamless transitions when switching between phone and pad modes, automaticallyadjusting display layout and instantly continuing content when the PadFone isplaced in the PadFone Station.

ThePadFone includes 32GB internal eMMC flash storage with an additional free 32GBASUS Webstorage for three years. A microSD expansion slot also allows users tofurther the PadFones memory, currently up to 32GB with a software update inthe near future offering up to 64GB. Achieve more with the PadFones 1520 mAhLithium battery that supplies up to 63 hours of extended talk time. Charge thePadFone via the PadFone Station dock for expanded usage and up to 102 hours ofextended talk time. Answering telephone calls in pad mode is made easier withthe included nifty Bluetooth Stylus pen which doubles as a headset, completewith vibration and LED light indicator for incoming calls. The Bluetooth Styluseven has a reminder alarm that sounds when it is left behind, up to 10 metresaway 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 1080pvideo recording even under low light conditions. Tuned by ASUS audiospecialists, the PadFone Stations sound output transmits awesome audio throughits superior quality built-in speakers with the most precise processing protocolsand codecs.

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

Atruly innovative all-in-one device, the ASUS PadFone will be available atHarvey Norman from 14 August 2012. RRP: AU$999 inc GST. Specificationsavailable on request.

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

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

AboutASUSASUS,one of the worlds top 3 consumer notebook vendors and the maker of the worldsbest-selling and most award winning motherboards, is a leading enterprise inthe new digital era. ASUS designs and manufactures products that perfectly meetthe needs of today's digital home, office and person, with a broad portfoliothat 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 3,000engineers, the company's revenue for 2010 was around US$10.1 billion.

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