

# ASUS appoints distributor Dove Electronics in New Zealand

ASUS appoints distributor Dove Electronics in New Zealand Sydney, Australia, October 25, 2013 – ASUS, a global leader in the new digital era, has appointed Dove Electronics as an official distributor of ASUS Motherboard and Graphics Card products in New Zealand.

A leading wholesale distributor of IT components and peripherals, Dove Electronics carries a full product range from base components such as I/O cards and RAM through to Industrial Automation solutions and communications equipment.

Mia Tsai, Managing Director of ASUS Australia, said, “ASUS is pleased to partner with Dove Electronics for distribution of Motherboards and Graphics Card products. Dove is a highly competent distributor that provides a personal knowledgeable service, and we are confident that they will meet the unique requirements of ASUS resellers in New Zealand.”

For further information on ordering processes and product ranges, visit [www.asus.com/au/](http://www.asus.com/au/) or call the ASUS Hotline on 1300 278 788.

## About ASUS

ASUS, the world's top 3 consumer notebook vendor 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, 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 the Eee PC™. ASUS has more than 12,500 globally with a world-class R&D team of 3,800 engineers and the company's revenue for 2011 was approximately US\$11.9 billion.

## About Dove Electronics

Dove Electronics is a leading wholesale distributor of IT products. Established in 1984, proudly New Zealand owned and focussed on meeting the unique requirements of New Zealand resellers. We distribute leading brands covering Computer, Peripherals, Components, AV, Industrial Automation and Point of Sale. We provide personal knowledgeable service and excellent stock availability through our three locations. For more information, visit [www.dove.co.nz](http://www.dove.co.nz).