ASUS Company Profile
How to Pronounce ASUS

Not....

• “Ahhh – chooo!”

“Ah-SUS”
2007 Revenue

(In Billions of Dollars - USD)
Roaring Growth Rates

- Motherboards: 22%
- Wireless: 62%
- Handhelds: 14%
- C+P: 10%
- LCD: 213%

Over 31% Growth!
Notebook Trends

- Business
- A6, A7, F7, UH, U2 Series

- Digital Home
- A6, A7, F7, UH, U2 Series

- New Concept
- R2, S6, VX1, VX2 Series

- Portability
- A6, A7, F7, UH, U2 Series

- Superior Mobility
- A6, A7, F7, UH, U2 Series

- By Display

- Tailor-made
- C90 Series
Eee PC Vision

Learn

Work

Play

K-12

College

Home

Cafe

On the go

ASUS
Rock Solid · Heart Touching
Onboard applications: Internet
Software:
preloaded Open office
(word processing and spreadsheet software)
Onboard applications: Learn

Software: learning applications, including science, language and math, etc.
Onboard applications: Multimedia
Eee PC Challenges

• Thermal
  – Overheating
  – End User

• Balanced Performance
  – Cost Performance Ratio
  – Applications

• Weight
  – Max Portability
Thermal - Simulation Tools

System structure

Air flow distribution  System temp. distribution  Skin temp. distribution
Dummy system

Using dry ice to observe air flow distribution
Using Cu foil on C case , in order to reduce and balance the Palm rest skin temperature.

Using keyboard shielding to solve the chipset temperature , in order to obtain the optimum form factor.
Balanced Performance -

Durable, Shock-proof solid-state design

Move & shake without a worry!

With no mechanical parts, S.S.D. is higher reliability

Bumps and shocks are no longer issues.
With a dependable solid-state disk, you get unparalleled shock-protection and reliability.

<Click here for Test.>
Wherever you go, ASUS Eee PC with 7” compact size and weighing only 2 lbs keeps your lifestyle truly mobile.
Eee PC Eee-volving
Thank You