



Rock Solid · Heart Touching

Presented by
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Eee PC

ASUS Company Profile

How to Pronounce ASUS

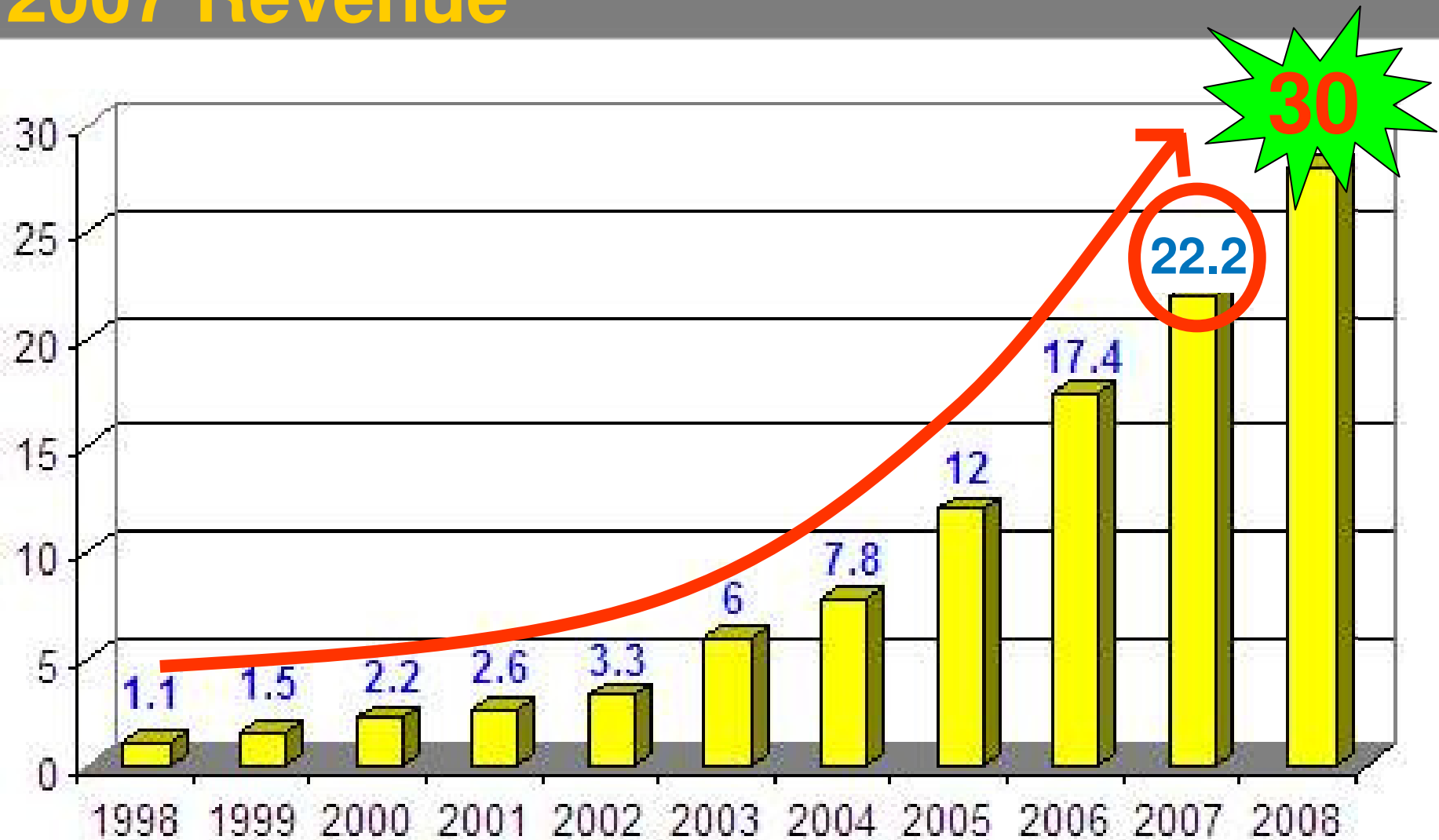
Not....



- “Ahhh – chooo!”

“Ah-SUS”

2007 Revenue



(In Billions of Dollars - USD)

Roaring Growth Rates



Motherboards



Wireless



Handhelds



C+P



LCD

**Over 31%
Growth!**

ASUS Product Breakdown

ASUS Product Breakdown (2007) - OBM

Others

Motherboard

Notebook
PC

51%

25%

7%
3%
4%
2%
2%

- NB
- MB
- VGA
- HH
- LCD-M
- ODD
- DT
- WLAN
- Eee
- Server
- White Box
- C+P
- Network
- Others

Notebook Trends



Business

- E2, E6, L4,
- E7 Series



Digital Home

- A5, A7, F7, W1, W2 Series



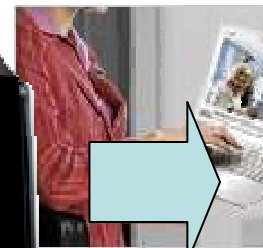
New Concept

- R2, S6, VX1, VX2 Series



Portability

- A9, C9, F3, F8, I9,
- M9, X51, X55 Series



Superior Mobility

- F9, M5, S2, S3, S5,
- U5, U6, W5, W6, W7, W8 Series



By Display

- 7" & under, 11.1", 12.1",
- 13.3", 14", 14.9", 15", 15.5",
- 17.1"



Tailor-made

- C90 Series

Eee PC Vision

Learn



Work



Play



K-12



College



Home



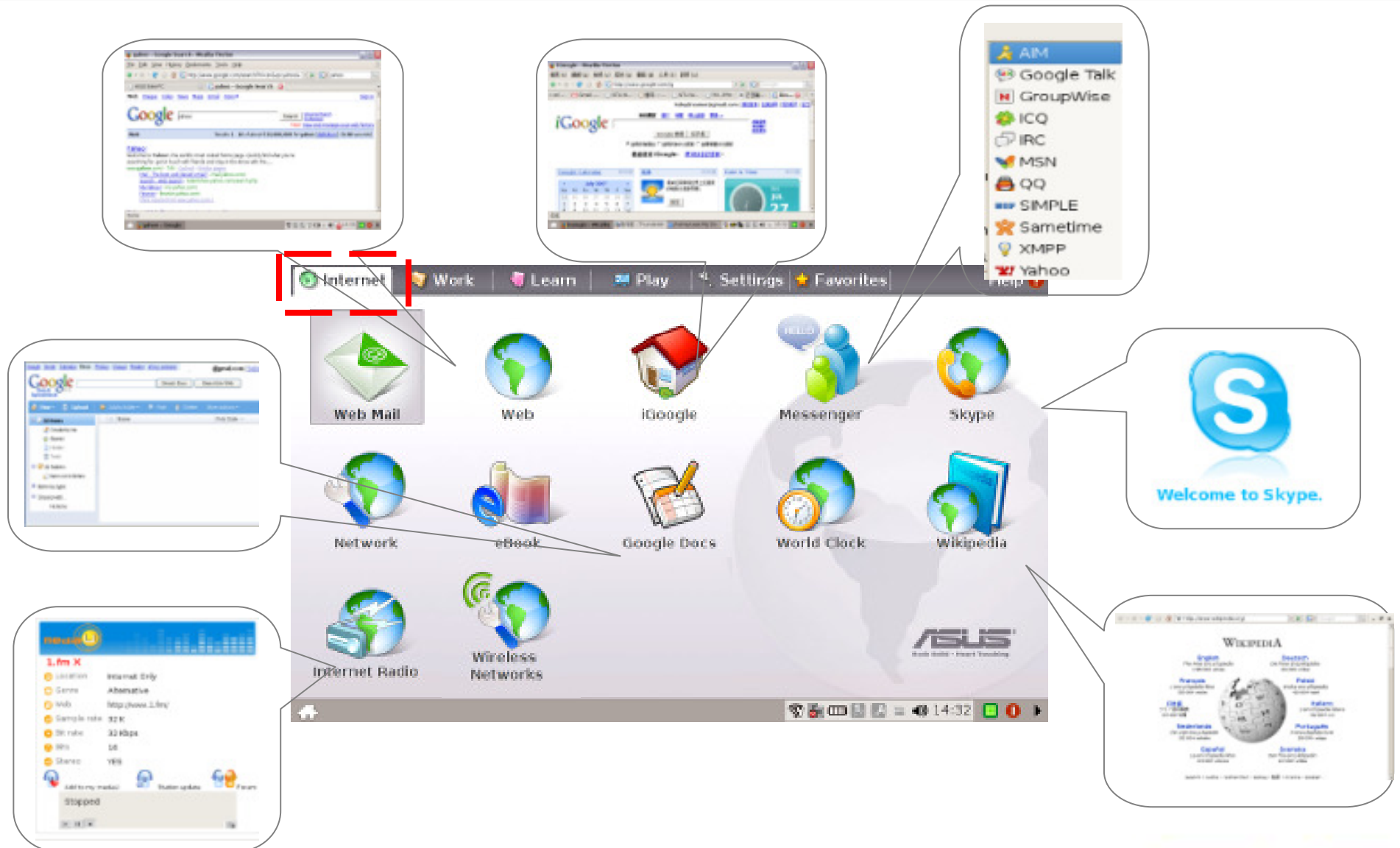
Cafe



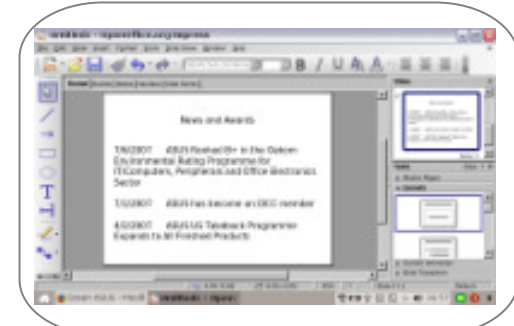
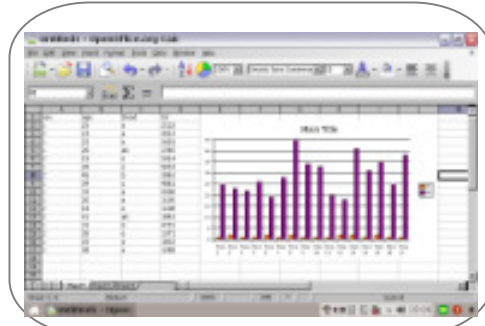
On the go



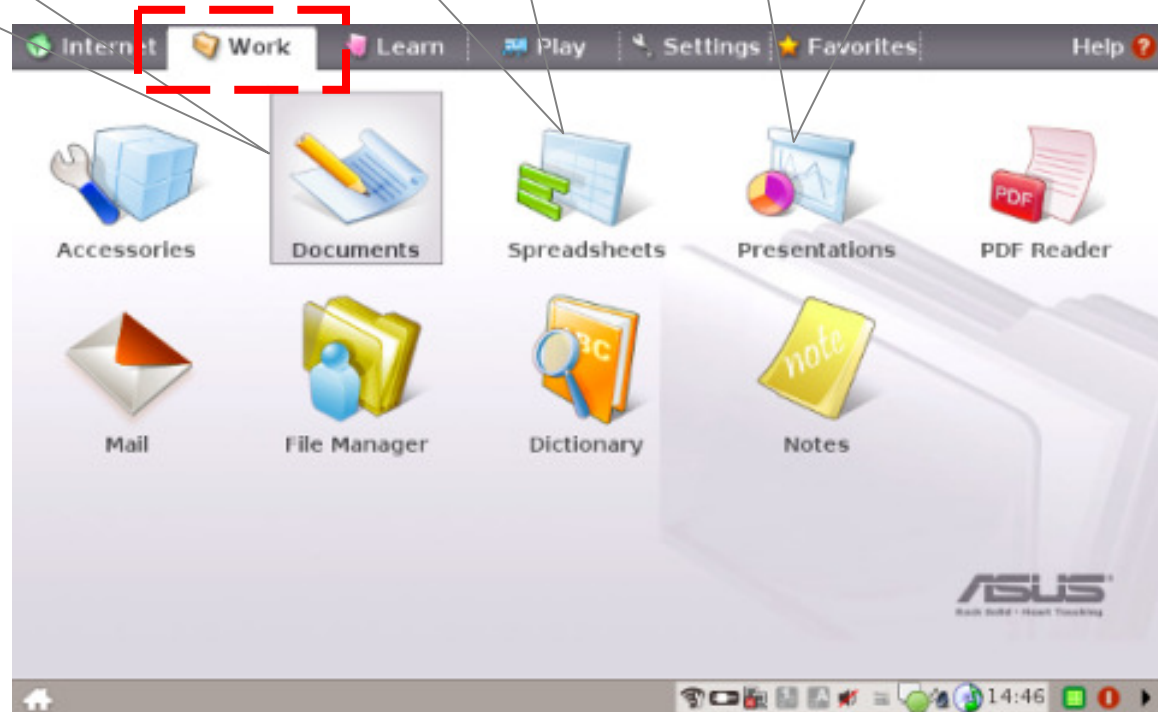
Onboard applications: Internet



Onboard applications: Productivity

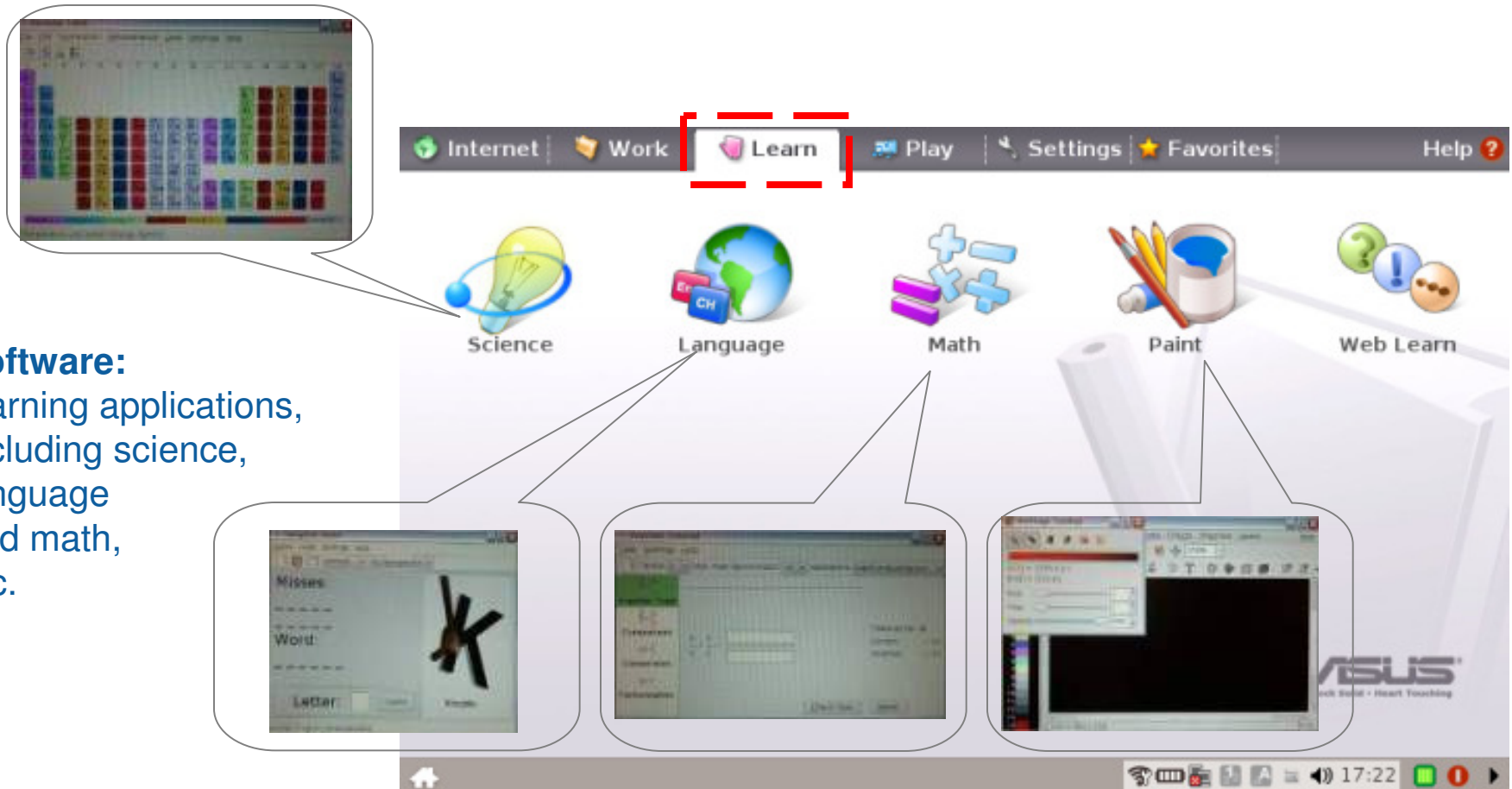


Software:
preloaded Open office
(word processing and
spreadsheet software)

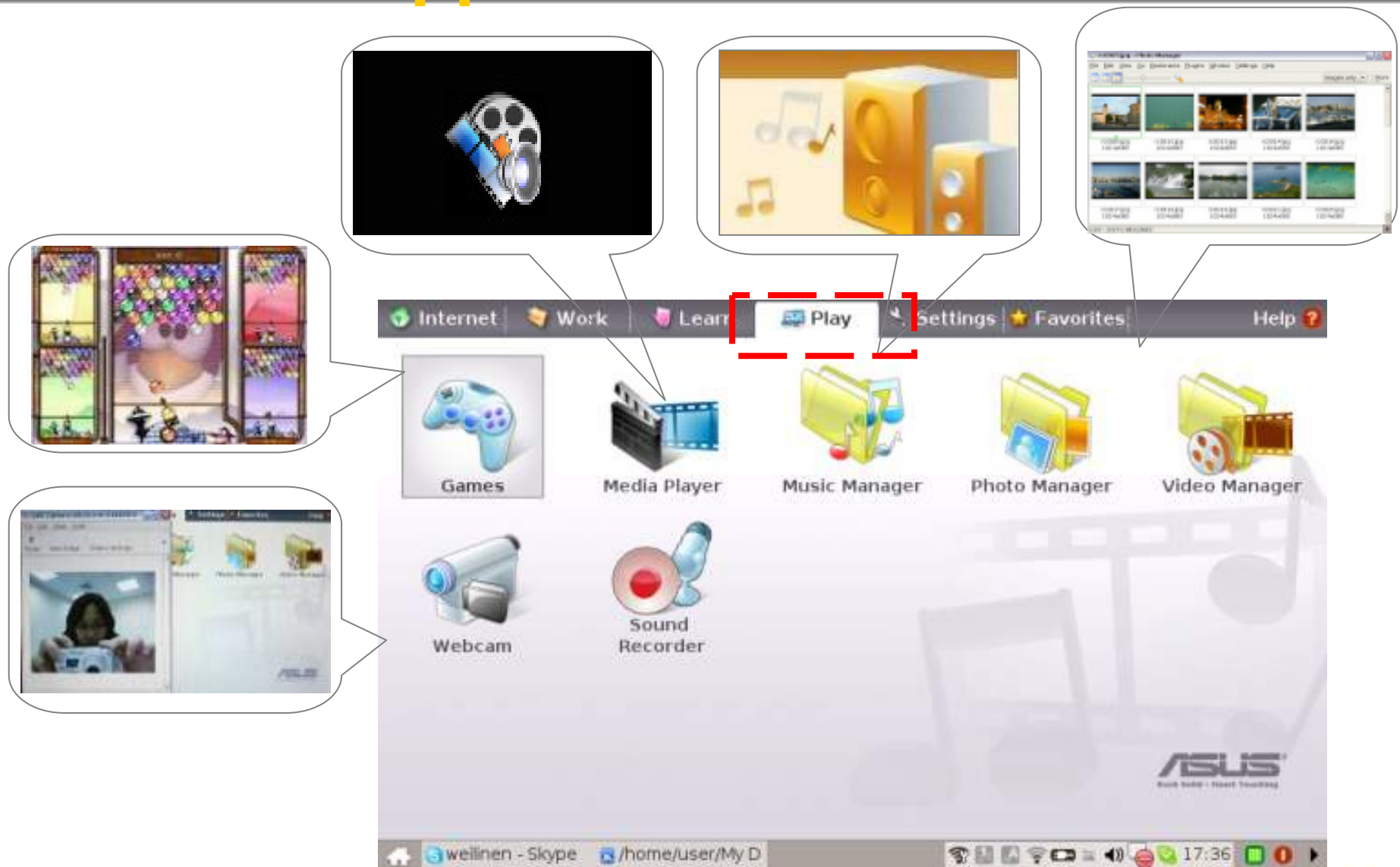


Onboard applications: Learn

Software:
learning applications,
including science,
language
and math,
etc.

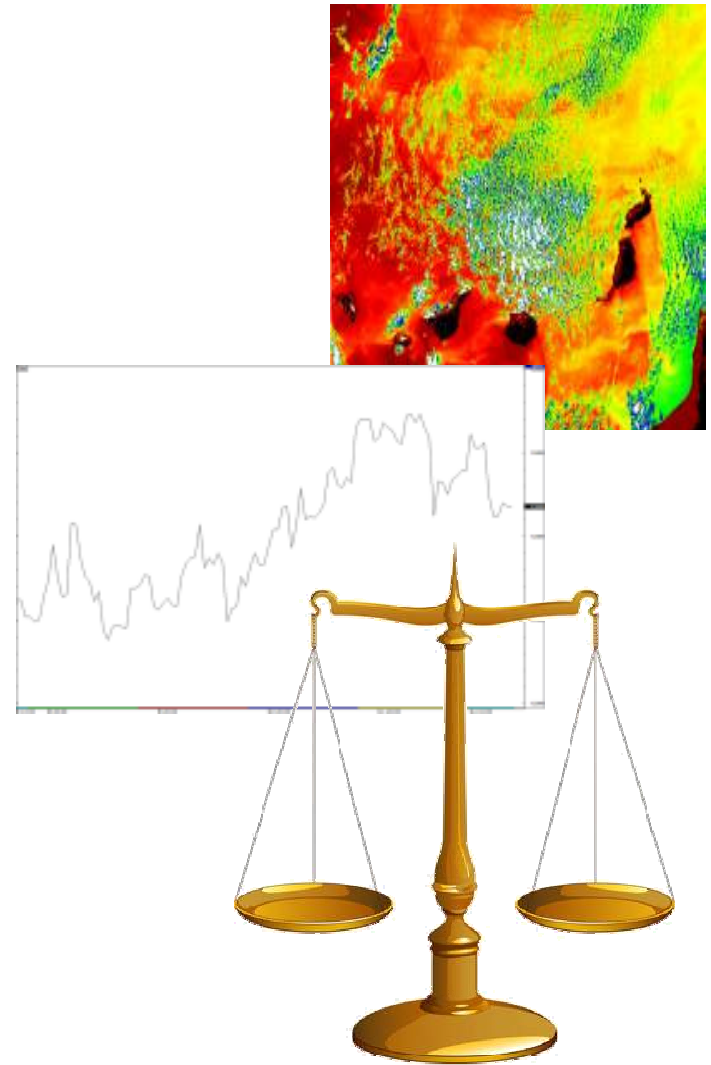


Onboard applications: Multimedia

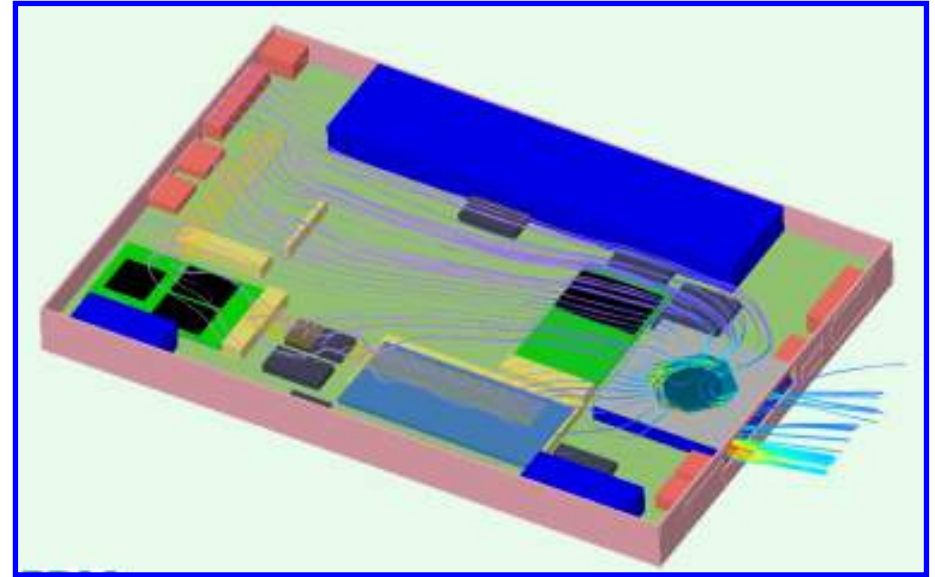
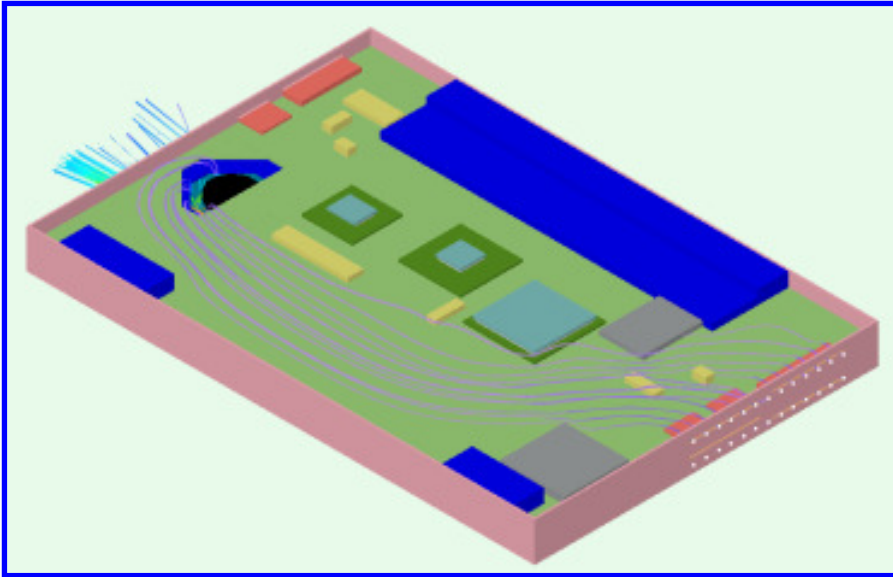


Eee PC Challenges

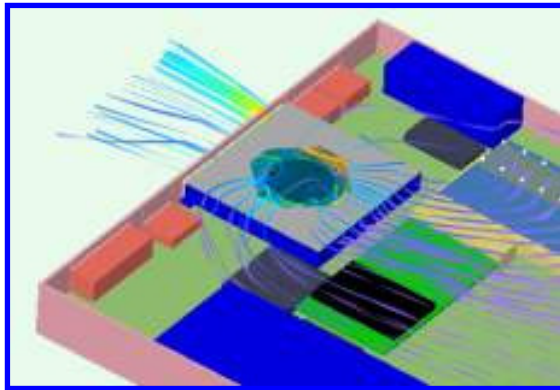
- Thermal
 - Overheating
 - End User
- Balanced Performance
 - Cost Performance Ratio
 - Applications
- Weight
 - Max Portability



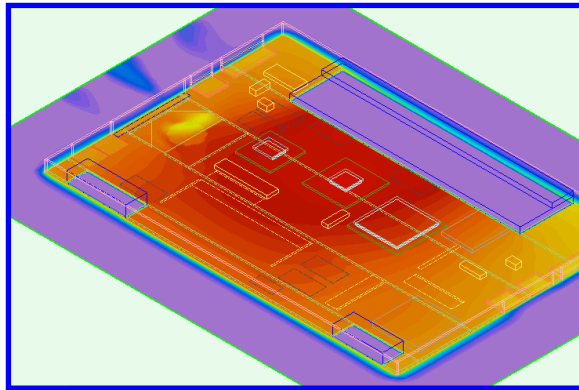
Thermal - Simulation Tools



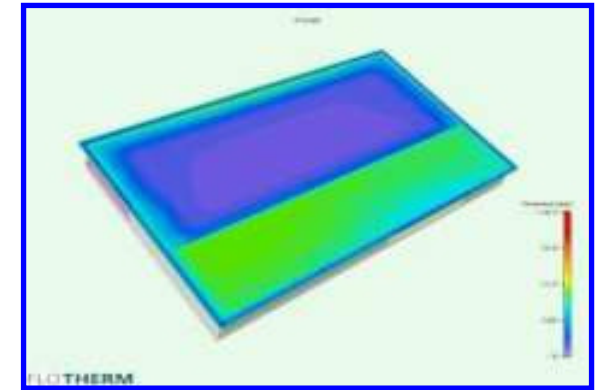
System structure



Air flow distribution

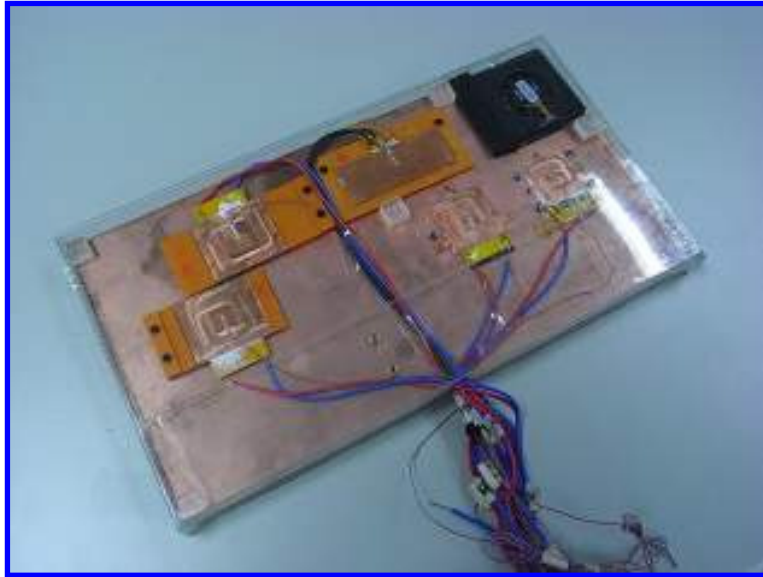


System temp. distribution

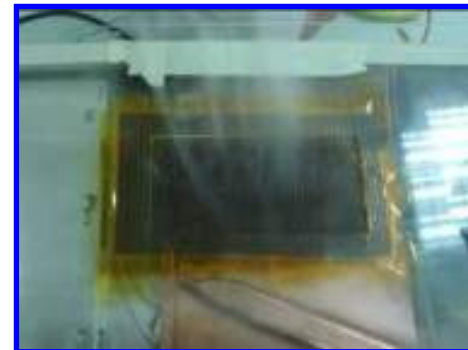


Skin temp. distribution

Thermal - Dummy System

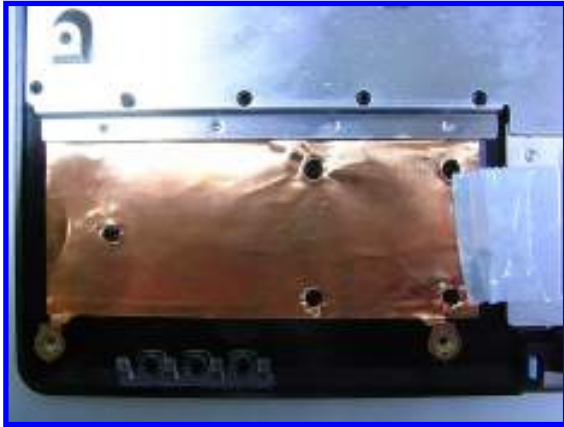


Dummy system



Using dry ice to observe air flow distribution

Thermal - Alternatives



Using Cu foil on C case ,in order to reduce and balance the Palm rest skin temperature.



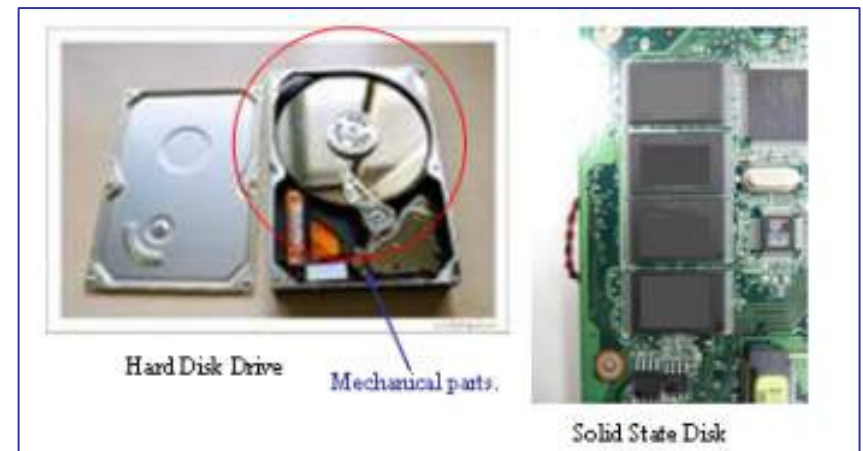
Using keyboard shielding to solve the chipset temperature ,in order to obtain the optimum form factor.

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.>

Weight Concerns

7" compact design and only 0.92kg(2.02lb)



Wherever you go, ASUS Eee PC with 7" compact size and weighing only 2 lbs keeps your lifestyle truly mobile.

Eee PC Eee-evolving



ASUS
Rock Solid · Heart Touching

Thank You

