

PRESS RELEASE

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Refined design features a new Qualcomm Snapdragon 800 quad-core processor and PixelMaster camera technology for incredible low-light photography

Stockholm, Sweden (17th September, 2013) -

ASUS today announced the new PadFone A86 with a powerful Qualcomm® Snapdragon™ 800 quad-core processor and a new ASUS PixelMaster camera that dramatically improves low-light photos. The new PadFone A86 also features a micro SDXC card slot that gives the flexibility for expanding storage capacity as the need arises.

The PadFone A86 concept allows users to choose the optimal display size for their needs with effortless switching between smartphone and tablet. The user can decide which screen size best suits their usage scenario without having to transfer data between devices.



BLAZING PERFORMANCE, INCREDIBLE DISPLAYS

With an ultra-fast 2.2GHz Qualcomm Snapdragon 800 quad-core processor and 2GB of RAM, the new PadFone A86 is blisteringly fast and incredibly energy efficient. Apps are always smooth and responsive both in smartphone or tablet modes and, thanks to Cat4 LTE connectivity with download speeds up to 150Mbit/s, mobile web browsing webpages and downloads are faster than ever.

Both the new 5-inch PadFone A86 and its 10.1-inch PadFone A86 Station also feature gorgeous Full HD displays with IPS technology, so books, magazines, photos, videos and apps all look incredible, with bright, accurate colors, razor sharp text and wide viewing angles.

BRILLIANTLY SMART PIXELMASTER CAMERA

The new PadFone A86 features a new ASUS PixelMaster camera that adjusts the size of each image sensor pixel to ensure the best possible picture quality in any given scenario, making the PadFone A86 a must-have for enthusiastic photographers. For daylight photography, PixelMaster creates clear and vibrant 13-megapixel photos packed with detail. In sub-optimal lighting conditions, PixelMaster automatically detects the scenario and suggests enabling Hi-Light mode to the user. Once enabled, Hi-Light adjusts the sensor pixel size and uses an ASUS designed algorithm to increase light sensitivity by up to 400% for sharp images with brighter backgrounds and much less noise, without the need for the LED flash.

The f/2.0 five-element lens captures incredibly detailed images with no shutter lag, while a dedicated image signal processor enhances low-light image quality and captures up to 100 sequential photos at 12 frames-per-second (fps). An advanced Turbo Burst mode enables users to capture fast moving subjects at up to 30fps so that important moments are never missed. Moreover, the Smart Removal mode can intelligently remove moving objects to create the perfect picture. Last, All Smiles mode adjusts facial expressions so that everyone looks their best. The camera can also record 1080p Full HD video at 30fps and high-speed 720p HD video at 60fps. All of this ensures that the new Padfone A86 takes smartphone photography to another level.

ENHANCED ASUS ANDROID APPS

ASUS has worked hard to perfect the new PadFone A86 user experience, with subtle improvements to the user interface. The People and Gallery apps now include comprehensive social media features and Gallery photos can also be synced with online albums, giving easy access to images from any device with a web browser.

The new Email app has also been enhanced, with a threaded message view that expands conversations directly in the inbox, easy access to frequently used contacts and a new 'VIP' folder so that emails from important contacts are never missed.

The Clock and Weather apps have also been redesigned and now feature a clearer, more intuitive, use of screen space. The clock app is designed to make the experience as seamless as possible with a new world time view, allowing you to easily track the time across the world, as well as more intuitive visual alarm clock, stop watch and countdown timer.

Reading web pages on the move has never been easier, too. Browser's new Easy Reader mode makes reading webpages a breeze by removing unwanted elements from the webpage so you can focus on the content.

Readability is further improved when Easy Reader is combined with Reading Mode, a system-wide setting that can be enabled in user-selected apps to make for a more comfortable ambience. Easy Reader dims the backlight and adjusts the color temperature to reduce eye strain and improve comfort while reading — particularly in darker environments.

AVAILABILITY & PRICING

The new PadFone A86 16GB will be available in Titanium Black.

Price will be 4.999 NOK for Phone only and 6.299 NOK when bundled with PadFone A86 Station.

The new PadFone A86 will be available in Norway, November 2013.

100-WORD SUMMARY

ASUS today announced the new 5" full HD PadFone A86, which docks into the 10.1" full HD PadFone A86 Station. It has a powerful Qualcomm® Snapdragon™ 800 quad-core processor and 2GB of RAM for blisteringly fast performance and incredible energy efficiency. Cat4 LTE connectivity with download speeds of up to 150Mbit/s ensures that mobile web browsing and downloads are faster than ever too, while a new ASUS PixelMaster camera that dramatically improves low-light photos and captures up to 100 full resolution 13-megapixel images at 12fps. The new PadFone A86 also features a micro SDXC card slot that gives the flexibility to expand its storage capacity.

PR KONTAKT | Anders Haby

Email: anders_haby@asus.com | Tel: +46 (0)704 588 935
ASUS Nordic AB | Finlandsgatan 10 3tr | 164 74 Kista

Specifications¹ - ASUS PadFone A86

Processor	Qualcomm® Snapdragon® 800 quad-core 2.2GHz
Operating System	Android™ 4.2.2 Jelly Bean
Display	5-inch Full HD (1920 x 1080, 441PPI) with capacitive multi-touch Super IPS display with 400 cd/m2 brightness Corning® Fit glass
Network	EDGE/GPRS/GSM 850/900/1800/1900MHz UMTS/DC-HSPA+ 850/900/1900/2100MHz (DL: 42Mbit/s / UL: 5.76Mbit/s) LTE 800/1800/2600MHz (DL: 150Mbit/s, UL: 50Mbit/s)
Memory	2GB LPDDR3 RAM
Storage	16GB microSD card slot (up to 64GB) ASUS WebStorage: 50GB free for two years
Cameras	2MP AF front (F2.0) 13MP AF rear (F2.0) with PixelMaster technology & LED flash
Wireless	802.11a/b/g/n/ac with WiFi Direct Bluetooth 4.0 (EDR + A2DP)
Battery	2400mAh Talk time: up to 20 hours (3G) Video playback time: up to 9 hours Standby time: Up to 410 hours (3G) / 200 hours (LTE)
Sensors	Motion Accelerometer, gyroscope, e-compass, ambient light, proximity A-GPS with GLONASS
Other	FM tuner, NFC (SIM-based), dual noise-cancelling microphones
Connectivity	MyDP port (supports Micro-USB 2.0 Host & Device + 1080p video-out with optional adapter) 3.5mm headphone, Nano SIM slot
Size	143.5 x 72.8 x 8.9mm
Weight	145g
Colors	Titanium black

Terms and Conditions:

¹ All specifications are subject to change without notice and may differ from country to country. Battery life is based on 3G network. Actual performance may vary depending on applications, usage environment and other factors. Content and product availability varies by country and coverage areas and is subject to change. Brand and product names mentioned are trademarks of their respective companies.

Specifications¹ - ASUS PadFone A86 Station

Display	10.1-inch (1920 x 1200, 224PPI) with capacitive multi-touch Super IPS with 400cd/m² brightness Scratch-resistant glass with anti-fingerprint coating
Cameras	1MP AF front 13MP AF rear (via PadFone rear camera)
Connectivity	3.5mm headphone (via PadFone) Micro-USB 2.0 (supports Micro-USB 2.0 Host)
Sensors	Ambient light
Antennas	GSM, WCDMA, LTE diversity, Wi-Fi, Bluetooth
Audio	18mm speaker with with ASUS SonicMaster technology
Battery	5000mAh Li-polymer Talk time: up to 40 hours (3G) Web browsing time: up to 7.5 hours (3G) / 8 hours (Wi-Fi) / 6.5 hours (LTE) Video playback time: up to 7.5 hours (720p) / 7.5 hours (1080p) Standby time: Up to 920 hours (3G) / 520 hours (LTE)
Size	264.6 x 181.6 x 10.6mm
Weight	532g
Colors	Titanium black

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ABOUT ASUS

ASUS is a worldwide top-three consumer notebook vendor and maker of the world’s best-selling, most award-winning, motherboards. A leading enterprise in the new digital era, ASUS designs and manufactures products that perfectly meet the needs of today’s digital home and office, 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 its Eee PC™. ASUS has more than 12,500 employees around the globe with a world-class R&D team of 3,800 engineers. Company revenue for 2012 was approximately US\$14 billion.