

# PRESS RELEASE

ASUS Republic of Gamers Announces G501



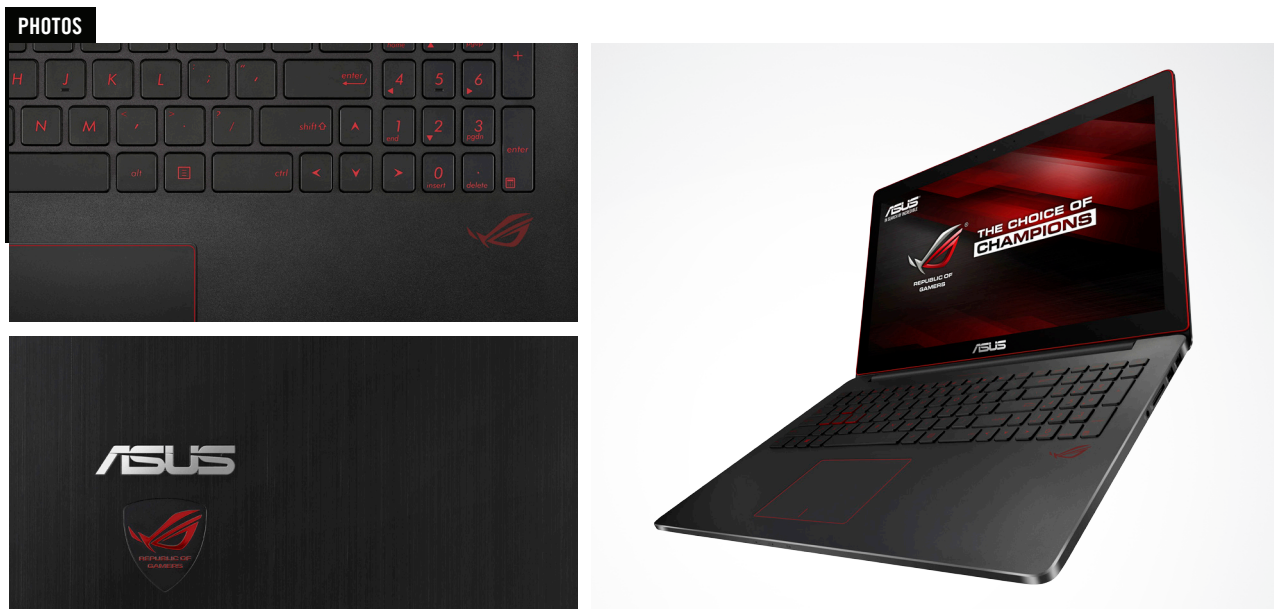
## **ASUS REPUBLIC OF GAMERS ANNOUNCES G501**

Powerful, ultra-slim gaming laptop with Intel Core i7 processor, NVIDIA GeForce GTX 960M graphics and exclusive Hyper Cool technology for extremely-cool gameplay

**Stockholm, Sweden (13<sup>th</sup> March, 2015)** - ASUS Republic of Gamers (ROG) today announced the ASUS ROG G501 Series gaming laptop. One of the thinnest laptops in its class, G501 is just 20.6mm tall and weighs as little as 2.06kg for non-touchscreen models — ideal for gaming on the go.

ASUS ROG G501 is powered by the 4th-generation Intel® Core™ i7 processor and the new NVIDIA® GeForce® GTX 960M graphics for an unrivalled gaming experience. This impressive power is supported by ASUS-exclusive Hyper Cool technology with dual independent fans, delivering smooth, stable performance for both gaming and professional content creation.

In addition, ASUS ROG G501 has a 15.6-inch 4K/UHD (ultra-high definition) display with 8.2 million pixels to treat users to incredibly detailed visuals and lifelike colors.



### **ULTRAPORTABLE DESIGN FOR GAMING ON THE GO**

ASUS ROG G501 is one of the world's thinnest gaming laptops, with a height of just 20.6mm. It features a lightweight aluminum construction and weighs just 2.06kg in the non-touchscreen version. The modern, elegant design sports red bezel accents and gaming features like a red-backlit keyboard with 1.6mm of key travel for a responsive feel, a numeric keypad, and marked WASD cursor keys.

### **EXCLUSIVE HYPER COOL TECHNOLOGY**

ASUS ROG G501 is also the coolest and quietest gaming laptop on the market, with exclusive Hyper Cool technology built in. This advanced cooling system employs dual fans and copper heatsinks to remove heat efficiently with minimal fan noise. Both processor (CPU) and graphics-processing unit (GPU) are cooled independently based on each component's demands to ensure maximum efficiency — delivering extremely cool gaming experiences that are both whisper-quiet and silky smooth.

### **UNCOMPROMISED GAMING PERFORMANCE AND FAST CONTENT CREATION**

ASUS ROG G501 is powered by a 4th-generation Intel Core i7-4720HQ processor for the smooth, powerful performance required to drive today's fast-paced games. G501 also features the latest NVIDIA GeForce GTX 960M graphics with up to 4GB of GDDR5 video memory for sharp, vivid visuals and smoother in-game animations. This powerful GPU also drives hardcore content-creation, enabling even the most demanding creative to produce any kind of content on the go.

In addition, ASUS ROG G501 can be specified with PCI Express® x4 (PCIe® x4) solid-state disks (SSDs) for data-transfer speeds of approximately 1400MB/s — more than twice (2X) as fast as SATA 6Gbit/s SSDs or 16X faster than SATA 6Gbit/s hard disks! Optional onboard Intel Thunderbolt™ technology provides a single-cable data and graphics interface with speeds of up to 10Gbit/s — twice the bandwidth of USB 3.0.

### IMMERSIVE 4K/UHD VISUALS AND ASUS SONICMASTER AUDIO

ASUS ROG G501 has a 15.6-inch, 4K/UHD display with 8.2-million pixels to give users sharper visuals and vibrant colors for an immersive viewing experience. This in-plane switching (IPS) display has wide 178-degree viewing angles, and gives improved contrast and color consistency even when viewed from extreme positions in both the horizontal and vertical planes. G501 features ASUS Splendid which enhances color brightness, contrast, and sharpness to produce deeper, richer colors for a visually stunning experience when viewing any content. In addition, the built-in HD camera provides excellent recording performance even in low-light environments.

ASUS ROG G501 features ASUS SonicMaster audio, incorporating ICEpower<sup>®</sup>, Bang & Olufsen technology, for high-quality sound. ASUS AudioWizard gives users five preset audio modes with settings tailored to suit different game genres.

Specifications <sup>1</sup>	
Model	ASUS ROG G501
CPU	Intel <sup>®</sup> Core™ i7-4720HQ (47W) (2.6GHz-3.6GHz) Mobile Intel HM87 Chipset
Operating system	Windows 8.1 / Windows 8.1 Professional
Graphics	NVIDIA <sup>®</sup> GeForce <sup>®</sup> GTX 960M with 2GB/4GB GDDR5 VRAM
Memory	1 SODIMM (4GB or 8GB) and 4GB or 8GB on-board memory (up to 16GB in total)
Display	15.6-inch 16:9 IPS UHD 4K/2K (3840 x 2160-pixel) panel, FHD panel
Storage	2.5-inch SATA 6Gbit/s HDD up to 1TB SATA 6Gbit/s 128G/256G SSD or PCIe <sup>®</sup> x4 512GB SSD
Connectivity	802.11ac and Bluetooth 4.0 802.11a/g/n and Bluetooth 4.0 802.11b/g/n and Bluetooth 4.0
Camera	Built-in HD camera
I/O ports	1 x Mini DisplayPort or 1x Thunderbolt™   3 x USB 3.0   1 x HDMI 1 x headphone out and mic in   1 x SD/SDXC card reader
Battery	Lithium-polymer 96Wh (for SSD model) or 60Wh
Size & Weight	383 x 255 x 20.6mm   2.06kg (estimated)

<sup>1</sup> Specifications, content and product availability are all subject to change without notice and may differ from country to country. Actual performance may vary depending on applications, usage, environment and other factors.



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