PRESS RELEASE

ASUS Announces ZenBook™ Pro UX501

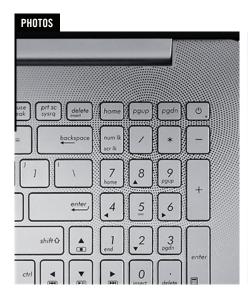® IN SEARCH OF INCREDIBLE

▶ ## ASUS Announces ZenBook™ Pro UX501
Slim and elegant laptop offers breathtaking performance with stunning 4K/UHD multi-touch IPS display and world's fastest SSD storage

Stockholm, Sweden (11th March, 2015) - ASUS today announced ZenBook Pro UX501, an ultra-high-performance addition to the award-winning ZenBook family of laptops.

Aimed at users demanding the ultimate performance with the ultimate style, ZenBook Pro UX501 is packed with high-performance components including a powerful quad-core Intel® Core™ i7 processor, gaming-grade NVIDIA® GeForce® GTX™ 960M graphics and the world's fastest 512GB PCI Express® (PCIe®) x4 SSD.

Featuring a slim and stylish design, ZenBook Pro UX501 is a compact powerhouse that delights the eye in more ways than one, with a superb 15.6-inch VisualMaster IPS display that provides a stunningly-detailed 4K/UHD resolution and an amazing pixel density of 282 pixels per inch (PPI).

Despite its breathtaking performance, ZenBook Pro UX501 offers users an outstanding battery life of more than six hours from its high-capacity 96Wh lithium-polymer battery.

PHOTOS

A PERFECT BLEND OF POWER AND ELEGANCE
ZenBook Pro UX501 blends no-compromise performance with a timeless and classic design, incorporating the elegance and style that is the hallmark of the ZenBook family. Its slim and compact chassis is just 20.6mm thin for easy portability, and is clad in beautiful aluminum featuring our iconic spun-metal finish. Brushed metal surfaces and diamond-cut chamfers on the edges add brilliant highlights, and the keyboard surround is enhanced with a stylish laser-engraved ripple-effect pattern.

ULTIMATE PERFORMANCE FOR DEMANDING USERS
At the heart of ZenBook Pro UX501 is the ultra-powerful quad-core Intel Core i7-4720HQ processor, providing effortless performance for any task. With a massive 16GB of RAM, multitasking is super-smooth and there's plenty of processing horsepower in reserve for even the most intensive number-crunching tasks.

ASUS ZenBook Pro UX501 also features the amazing new NVIDIA GeForce GTX 960M graphics processing unit (GPU) for gaming-grade graphics performance. With up to 4GB of fast GDDR5 video memory, users can enjoy silky-smooth 4K/UHD video playback, effortless 3D rendering, and immersive gaming with ultra-high frame-rates.

Ultra-fast storage is essential for fast boot times and effortless file operations, so UX501 is available with the world's fastest SSD. With a PCIe x4 interface and up to 512GB capacity, the read/write speeds of up to 1400MB/s are twice as fast as competing PCIe x2 models, and 16 times faster than standard SATA 6Gbit/s hard disks. And with no moving parts, it's also reliable and totally silent.

ASUS ZenBook Pro UX501 includes next-generation dual-band 802.11ac Wi-Fi, with speeds of up to 867Mbit/s — three times as fast as previous-generation 802.11n. It also offers up to twice the coverage of 802.11n, and works perfectly with all existing wireless devices.

STUNNING ASUS VISUALMASTER 4K/UHD DISPLAY

ASUS VisualMaster displays set the standard for laptops, incorporating some of the very latest technology to give users unrivaled visual clarity and detail. ZenBook Pro UX501 has a 15.6-inch VisualMaster multi-touch display with a pin-sharp 4K/UHD 3860 x 2160 resolution — four times higher than Full HD — and an incredible pixel density of 282PPI for stunningly-detailed and lifelike images. IPS technology with wide 178° viewing angles ensures that colors and contrast are not degraded from any viewing position.

For more accurate and more vivid color reproduction, the VisualMaster display on UX501 has an ultra-wide color gamut of 72% NTSC, 74% Adobe RGB and 100% sRGB. Color rendering is made even more precise by the factory pre-calibrated color temperature. Additionally, ASUS Splendid technology optimizes the display settings for any environment, with three preset modes — Vivid for movies and photos, Eye Care for reduced blue light to protect eyes, and Normal for daily productivity — plus manual mode for full user control.

AMAZING BATTERY LIFE, SUPERB CONNECTIVITY, INCREDIBLE SOUND

Performance often comes at the expense of battery life, but the high-capacity 96Wh lithium-polymer battery in ZenBook Pro UX501 combined with an advanced thermal management system means that users won't need to find a power outlet for up to more than six hours.

ASUS ZenBook Pro UX501 is equipped with superb connectivity options, including three USB 3.0 ports and an optional Thunderbolt™ connector for super-fast data transfers. The new laptop also benefits from ASUS USB Charger+ technology to charge devices up to three times (3X) faster than traditional USB sockets — even when ZenBook Pro UX501 is powered off.

An incredible laptop deserves incredible audio, and ZenBook Pro UX501 features ASUS SonicMaster Premium, incorporating ICEpower® technology, for rich, crystal-clear sound. The easy-to-use AudioWizard software has five presets for different types of audio — music, movies, speech, gaming and recording — so users always get the best possible sound from any audio source. Users can also take full manual control of advanced audio settings if they wish.

AVAILABILITY & PRICING

ASUS ZenBook Pro UX501 will be available from late April in Sweden and Norway.
Please contact your local ASUS representative for further information.

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Specifications[1] - ASUS ZenBook™ Pro UX501		
Model	ASUS ZenBook™ Pro UX501JW-FI184H	ASUS ZenBook™ Pro UX501JW-FJ167H
CPU	Intel® Core™ i7-4720HQ Processor (2.6-3.6GHz)	
Operating system	Windows 8.1	
Graphics	NVIDIA® GeForce® GTX™ 960M with 2GB/4GB GDDR5 video memory	
Memory	8GB (4GBx2) DDR3L (4GB on board)	16GB (8GBx2) DDR3L (8GB on board)
Display	15.6", QFHD IPS Matt	15.6", QFHD IPS Glare touch
Storage	256GB SSD	512GB PCIE SSD
Connectivity	802.11ac & 802.11b/g/n	Bluetooth® 4.0	
Camera	HD 720p	
Keyboard	Backlit with numeric keypad	
I/O ports	1 x mini DisplayPort or 1 x Thunderbolt	3 x USB 3.0 port	1 x HDMI	1 x audio jack combo	1 x SD/SDXC card reader	
Audio	ASUS SonicMaster Premium audio with ICEpower® technology	Integrated array microphone	
Battery	Lithium-polymer 96Wh	
Dimensions & weight	383 x 225 x 20.6mm, 2.06kg	383 x 225 x 21.3mm, 2.27kg
Pricing		
Sweden	14999 SEK	19999 SEK
Norway	13499 NOK	18999 NOK

[1] 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.