

PRESS RELEASE

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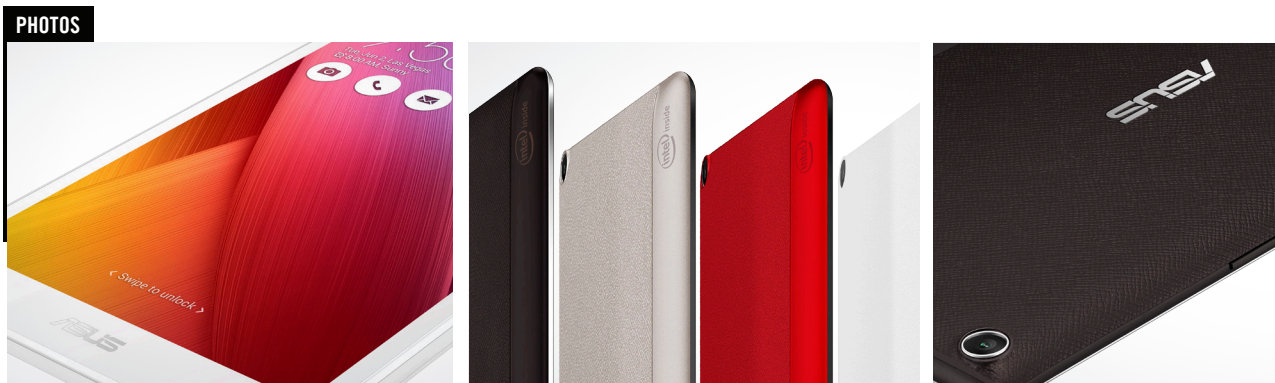
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ASUS Announces ZenPad series of tablets

World's first interchangeable tablet series in 3 different sizes

Stockholm, Sweden (14th August, 2015) - ASUS today announced the Nordic availability for the upcoming ZenPad series of tablets. The new lineup consists of Android devices from three different sizes: 7-inch, 8-inch and 10.1-inch. ZenPad is a series of tablets that combine refined styling, incredible entertainment capabilities, and customizable functionality with interchangeable covers to redefine the tablet experience and bring true luxury to consumers. Available in three sizes (two different aspect ratios for 8-inch), with Wi-Fi and optional LTE/3G connectivity and plenty of functional accessories for personalization, there is a ZenPad to suit any kind of user.

ZenPad features an alluring appearance inspired by the ASUS Zen design philosophy of crafting harmonious beauty and functionality. With its clean lines, embossed-leather patterning, and premium styling influenced by fashion accessories such as clutch bags and wallets, ZenPad has a luxurious appearance unique among mobile devices. Ergonomic rounded edges make ZenPad comfortable to hold and carry, and its polished metallic frame adds a bold visual accent. ZenPad-lineup will be available in three vibrant colors: Obsidian Black, Aurora Metallic and Crystal White.



Powered by up to a 64-bit quad-core Intel® Atom™ “Moorefield” processor and a whopping 4 GB of RAM (selected models), ZenPad tablets deliver high performance for smooth multitasking, multimedia usage or gaming. Selected models will feature high-performance 8MP rear-facing and 2MP front-facing PixelMaster cameras that allow users to capture great-looking photos, videos and selfies in any situation, including low-light conditions. Each ZenPad also comes with 100 GB of free Google Drive storage space (for 2 years) and feature a micro SD -slot for easy storage management and expandability.

Each ASUS ZenPad features an IPS display accompanied with ASUS VisualMaster, an exclusive suite of technologies — including ASUS Tru2Life and ASUS TruVivid — that brings advanced image-processing found on high-end TVs to a tablet for the first time and provides comprehensive visual optimization.

ZenPad comes with Android 5.0 ‘Lollipop’ and features ASUS ZenUI, the all-new mobile user interface built around the concepts of freedom, connection, and expression. As the world’s first fully customizable interface, ZenUI offers advanced functionality with a stylish, clean design that places information front and center for a simpler, smarter user experience.

INTERCHANGEABLE FUNCTIONALITY

ASUS ZenPad is the world’s first tablet to feature an innovative interchangeable cover design that lets users easily customize their tablet with functional back covers. These can provide extra features and additional color options, while perfectly matching ZenPad’s look.

Audio Cover is an entertainment accessory that brings cinematic, 5.1-channel surround sound to ZenPad. It includes four satellite speakers, one center-channel speaker, and one subwoofer to provide an incredible surround-sound experience when watching videos or listening to music. Audio Cover provides up to six times (6X) louder volume than ZenPad alone and up to six hours of continuous usage on a single charge. Audio Cover also doubles as a convenient stand for watching videos or getting some work done.

Power Case extends ZenPad’s battery life, giving users up to 15 hours of usage to easily get them through their day or even the longest international flights. This elegant solution seamlessly attaches to ZenPad and maintains its compact size, delivering power on the go without the need to carry bulky portable batteries and extra cables.

ASUS ZENPAD 7.0 (Z170 & Z370)

The smallest member of the ZenPad family, the ZenPad 7.0, features a vibrant 7-inch IPS display, powerful and energy-effective new generation 64-bit quad-core Intel "SoFIA" processor and up to 2 GB of RAM, which makes it the perfect device for a wide variety of usage scenarios. Thanks to its lightweight design, ZenPad 7.0 is the perfect companion for on-the-go entertainment.

ZenPad 7.0 is available with optional 3G connectivity and full phone functionality, which makes it a great choice for people who travel a lot and need a tablet for either work or entertainment purposes. Together with the 100 GB free Google Drive storage space (for 2 years) and a micro SD slot, the user has plenty of space to store all necessary documents and applications.

ASUS ZENPAD 8.0 (Z380) & ZENPAD S 8.0 (Z580)

The 8-inch version of the ZenPad-family of tablets comes in two different aspect ratios – 16:9 and 4:3, respectively. ZenPad 8.0 (Z380) features a vivid 8-inch (16:9) IPS display with 1280x800 resolution and it is powered by the all-new Qualcomm 8916 processor (Z380KL) or the 64-bit quad-core Intel "SoFIA" processor (Z380C) and 2 GB RAM for great performance in multi-tasking and multimedia entertainment. ZenPad 8.0 will also be available with optional LTE connectivity for those who need to stay online even when Wi-Fi is unavailable. The device also features interchangeable functionality with available back covers that will either lengthen the battery life significantly (Power case) or boost the audio capabilities (Audio cover) with 5.1-channel surround sound support.

The 4:3 aspect ratio ZenPad S 8.0 (Z580) is the flagship model of the collection – it features a staggering 2048x1536 IPS-panel, which together with exclusive ASUS VisualMaster technology truly brings multimedia to life. The device is powered by the new generation 64-bit quad-core Intel "Moorefield" Z3580 processor and it is the first tablet in the world to feature 4 GB of RAM. ZenPad S 8.0 features 8MP rear camera for capturing every moment with unrivalled sharpness and a 5MP front camera for smooth video chatting and shooting selfies.

ASUS ZENPAD 10 (Z300 & ZD300)

ZenPad 10 (Z300/ZD300) is a premium 10.1-inch Android™ tablet combining refined styling, incredible entertainment capabilities and blazingly-fast performance with optional accessories that enhance functionality to redefine the tablet experience and bring true luxury to consumers. Available with Wi-Fi connectivity and optional 3G/LTE-versions, there is a ZenPad 10 to suit any kind of user.

Powered by up to a 64-bit quad-core Intel® Atom™ "Moorefield" Z3560 processor, ZenPad 10 delivers high performance for smooth multitasking, multimedia usage or gaming.

ASUS Audio Dock is an optional accessory designed exclusively for ZenPad 10 that features Bluetooth stereo speakers with ASUS SonicMaster technology and a comfortable keyboard to provide enhanced entertainment and productivity experiences. Designed as a perfect match for ZenPad 10, Audio Dock has a stylish look and a premium leather texture that is both elegant and soft to the touch. With a range of up to 10 meters, it can be used even when not physically connected to ZenPad 10, providing extra convenience and flexibility. Audio Dock is also compatible with a wide range of other tablets, mobile phones, and Bluetooth®-supported devices, and can be paired with up to eight devices at a time.

AVAILABILITY & PRICING

ASUS ZenPad Series will be available in Sweden and Norway in late August 2015.

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Model	ASUS ZenPad™ C 7.0	ASUS ZenPad™ 7.0	ASUS ZenPad™ 8.0	ASUS ZenPad™ 8.0	ASUS ZenPad™ S 8.0	ASUS ZenPad™ 10
SKU	Z170C / Z170CG	Z370C	Z380C	Z380KL	Z580CA	Z300C / Z300CL
CPU	Intel® Atom™ x3-C3230 Processor		Intel® Atom™ x3-C3200 Processor	Qualcomm 8916	Intel® Atom™ Processor Z3580	Up to Intel® Atom™ Processor Z3560
OS	Android 5.0 Lollipop					
Display	7", IPS 1024*600 (WSVGA)	7", IPS 1280x800		8", IPS 1280x800	8", FHD IPS with Gorilla III glass 2048*1536 (QXGA)	10.1", IPS 1280*800 (WXGA)
Memory	2GB			1GB	4GB	2GB
Storage	16GB				64GB	32GB
Network	Optional 3G	N/A	Optional LTE		N/A	LTE
Connectivity	802.11bgn, BT4.0				802.11 a/b/g/n/ac, BT4.0	802.11bgn , BT4.0
Camera	0.3MP / 2MP	0.3MP/5MP	2MP / 5MP		5MP / 8MP	2MP / 5MP
Audio	Build-in stereo speakers					
Battery	Up to 9 hrs					
Dimensions	108 mm x 189 mm x 8.36~9.1 mm	110.9 mm x 189 mm x 8.75~9.25 mm	123 mm x 209 mm x 8.5 mm	123 mm x 209 mm x 8.5 mm	203.2 x 134.5 x 6.58 mm	251.6 x 172 x 7.9 mm
Weight	270~285g	299g	350g	340g	299g	510g
Pricing (Starting at)	1099 SEK 999 NOK	1499 SEK 1499 NOK	1799 SEK 1699 NOK	1799 SEK 1699 NOK	3699 SEK 3499 NOK	2499 SEK 2299 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.