

## Secure and Manage Your Business with ASUSPRO Series Business Notebook



**KUALA LUMPUR (21 AUG 2013)** — ASUS today unveiled on a new addition commercial line-up to its family, the ASUSPRO Series – the B ADVANCED Ultrabook and P ESSENTIAL notebook.

Both business notebooks were presented by ASUS Country Product Manager for Commercial Business, CN Ng. He said, "There are increased demand for greater reliability by businesses and organizational users. Therefore with the introduction of ASUSPRO series and its key features, we believe businesses should be more mobile, powerful, easier and comfortable to use."

ASUS Malaysia Country Manager, Jimmy Lin added, "At ASUS, it has been our ultimate objective to transform in order to meet the consumers' needs and expectations in today's digital age. That's why IT professionals all over the world choose ASUS, as they know that our commercial notebooks are synonymous with quality and reliability."

### **ASUSPRO B ADVANCED BU400**

*Durable Ultrabook™ designed for your business*



The ASUSPRO BU400 Ultrabook delivers ultimate performance and makes business more mobile, durable, secure and productive. Designed for professional users, the BU400 is renowned for undergoing strict quality tests proven to exceed the demanding MIL-STD 810G military standard, thus ensuring a long-lasting reliability. With a slim 21mm profile and weighing just 1.64kg, the BU400 has a

durable aluminum and carbon fiber construction that houses a shock-absorbing hard drive.

The ASUSPRO BU400 is powered by 3rd generation Intel® Core™ processors with NVIDIA® GeForce® 5200 video graphics hardware. The BU400 features a spill-resistant keyboard with ergonomic keys that provide a more natural and precise typing experience, as well as a highly responsive and accurate touchpad. Security gets reinforced with Trusted Platform Module (TPM) hardware, fingerprint reading and facial recognition log-ins. The BU400 comes bundled with software like Intel® Small Business Advantage, Intel® Anti-Theft technology and Computrace® LoJack® for Laptops.

### **ASUSPRO P ESSENTIAL P45**

*Extra-dependable for Small and Medium-size Businesses*



Easier productivity is powered by 3rd generation Intel® Core™ processors, while exclusive ASUS Super Hybrid Engine II delivers up to 14-day standby. Data gets backed up automatically when the battery drops to 5%, and for greater security ASUS SecureDelete completely removes confidential files. Simple to use yet completely effective, ASUSPRO P Essential notebooks are the ones to choose for resource-savvy businesses on the path to growth.

## **AVAILABILITY & PRICING**

- ASUSPRO B ADVANCED BU400 (*BU400VC-W3086G*)

SRP = RM 3,599 – Mid-September 2013 onwards

- ASUSPRO P ESSENTIAL P45 (*PRO45VJ-VO049X*)

SRP = RM 3,099 – Late August 2013 onwards

- Please refer to each individual product's specification sheet for more details.
- For digital copy of this [press kit](#) and [product photos](#), kindly download from [goo.gl/4SaF7y](http://goo.gl/4SaF7y)

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## **ABOUT ASUS**

ASUS is a worldwide top-two 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.

For more information on product details and the latest updates by ASUS, please visit

[www.asus.com/my/](http://www.asus.com/my/), [facebook.com/asusmalaysia](https://www.facebook.com/asusmalaysia), & [techinstyle.tv](http://techinstyle.tv)

## **PRESS CONTACTS**

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ASUSPRO P Essential P45 notebook are designed to support small to medium-sized businesses with affordable yet-fully featured PCs for work and productivity, especially for enterprises who do not wish to maintain a managed IT environment. They offer complete reliability, meeting much higher industry standards than other notebooks in drop tests, hinge cycle tests, and panel pressure testing. ASUSPRO P Essential notebooks use anti-shock hard drives and spill-resistant keyboards. They

make working more comfortable with anti-glare screens and bigger multi-gesture touchpads.