



## P R E S S   R E L E A S E

PRODUCT NEWS FOR GERMAN, SWISS AND AUSTRIAN MARKET

# ASUS P750 Smartphone: The perfect business companion with high speed data transfer

The new PDA-Phone for comfortable navigation and fast access to company information whenever and wherever using 3.6 Mbps broadband technology

GPS navigation function features latest Destinator 7 software

Ratingen, 11 January 2007

The new powerful **ASUS Smartphone P750** showcases today equipped with the latest technology and a variety of useful functions. As the perfect partner for communication, the newcomer distinguishes itself through a worldwide, almost unlimited availability as well as maximum connectivity to networks including HSDPA, Bluetooth, WLAN and USB. Furthermore, the newcomer also has an integrated SIRF-III GPS module at its disposal. In combination with the latest and already pre-installed Destinator 7 navigation software, the ASUS P750 Smartphone always guides its owner quickly and comfortably to their next appointment – whether they are at home or abroad. In addition, a 3 mega pixel camera with auto focus gives the Windows® Mobile 6.0 Smartphone photo and video telephony capability. The fast 520 MHz Marvell® PXA270M processor offers fast computer power especially for the judder free display of video data. The user friendly mobile phone provides a pocket-sized office and has been designed for all users who need a complete PDA phone with powerful business functions and GPS functionality.

### Fast Data Access - Worldwide

With the P750, users can make contacts in many ways worldwide. The P750 supports a data transfer rate of 3.6 MB per second via HSDPA (High Speed Downlink Data Access) so that the business traveller can quickly receive data or download from the internet with their mobile small office. Users can also receive their emails or comfortably surf the internet at anytime in airports, hotels or cafés with hotspots. The user has a Bluetooth V2.0+ EDR interface at their disposal for data exchange with other Bluetooth devices and the USB port allows the connection of peripheral devices such as printers or external keyboards.

### Fit for Business with the ASUS P750

The new ASUS multifunctional device excels with a broad palette of exclusive business functions which assist the business traveller in their daily work. The “Ur Time” function allows the display of up to four time zones of various cities worldwide on the display. This useful function is integrated within the meeting time planner. The tiresome calculation of local times becomes superfluous and

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makes day to day time planning more efficient than ever before. In addition, the “News Station” delivers the latest news and information via RSS feeds. As a result, users are kept up to date with the latest events or websites. The “AutoCleaner” function maintains the optimum performance of the Smartphone by using the automatic delete function to automatically eliminate unwanted autostart entries immediately. The business card reader function is also particularly useful. It uses the integrated 3-megapixel camera with auto focus in combination with the OCR software provided to transfer data from business cards without having to go through the trouble of having to type it into the contact list.

SatNav inclusive: Companion for unforgettable Journeys

Travelog is an interesting function with which the user can record holiday snaps, routes, special destinations and time schedules and share them with others. Thanks to support of the Google Earth satellite map format, users can include a travel diary together with snapshots and other interesting events in their blogs. People from all over the world can then participate in the unforgettable journey even while the user is travelling from one sight to the next. The powerful integrated GPS antenna optimally compliments the pre-installed new Destinator 7 navigation software. The new 3D display supports an optional real-time TMC service which means that the mobile phone user receives up to date traffic information and can avoid traffic jams. The “GPS Catcher” function updates the P750 with satellite data in a flash and as a result can deliver precise reference points for mobile navigation. Furthermore, the ASUS P750 offers smooth cross border navigation since an integrated 1GB Micro-SD card with extensive map material (D-A-CH) is already included in the package.

Never get lost thanks to Location Courier

Outside of the business day, the ASUS P750 can also become a valued - even life saving - companion. The “Location Courier” function ensures that its owner never goes astray by transmitting precise and regular location reports to a previously determined recipient. Whether on a sailing tour or in the mountains where there is no one for miles, the global GPS network can locate the Smartphone.

Comfortable, user friendly input

Weighing just 130 grams, the compact Smartphone fits in every breast pocket and, with its dimensions of 113 x 58 x 17.4 mm, is also very suitable for telephoning without a headset. The 2.6” TFT touch screen delivers a brilliant resolution of 240 x 320 pixels, with simple operation, numerical keyboard and menu navigation. That means that the user can, for example, input data either via the keyboard or display. Switching between text and numerical entry is no longer necessary. As a result, data input becomes more efficient.

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Intelligent word completion and automatic correction speed up the writing of messages even further. The P750 even supports a number of languages which can be switched between in seconds.

### ASUS P750 Specifications

- Processor: Marvell® PXA270M, 520 MHz
- Operating System: Microsoft® Windows® Mobile 6
- Networks: HSDPA 3.6 Mbps, UMTS 2100, GSM 900/1800/1900, EGPRS Class B
- Memory: 256 MB Flash + 64 MB SDRAM
- Display: 2.6 inch touch screen display, Resolution: 240 x 320 pixels, Colours: 65.000
- Connectivity: GPS, UMTS (HSDPA 3.6Mbps), WiFi 802.11b/g, Bluetooth 2.0+EDR
- GPS: Sirf III Module
- Battery: Li-Ion 1300mAh
- Stand By Time: up to 240 hours 3G, up to 220 hours 2G
- Call Duration: up to 5 hours 3G, up to 6 hours 2G
- Integrated 3 mega pixel auto focus camera
- Utilities: Contacts, Notes, Calendar, Alarm, Calculator, File Manager, Windows Live Messenger
- Music: MP3, WMA, AAC, AAC+, 3GP
- Browsing: HTML 4.01, WAP 2.0
- Included in the package:
  - 1GB MicroSD Card
  - Navigation software Destinator 7.0 with pre-installed map material of Germany, Austria and Switzerland
- Dimensions: 113 x 58 x 17.4 mm
- Weight: 130g with battery

### Availability and Guarantee

The ASUS P750 is available from ASUS specialist retailers now. The guarantee for Germany and Austria is two years including Pick-Up & Return.

### Prices

The prices (incl. VAT) for the new Business Smartphone are:

in Germany: RRP incl. VAT.: 649 €

in Austria: RRP incl. VAT.: 655 €

More information about this model/about this page can be found under [www.asus.de](http://www.asus.de)

As at December 2007 Technical changes and errors reserved

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### About ASUS

ASUS is one of the world's leading providers in the Computer, Communications and Consumer Electronics (3C) sectors. The range of products includes motherboards, graphics cards, desktop barebones, server, notebooks, PDAs, optical drives, flat screens as well as wireless and network products. With its more than 100,000 employees, ASUS earned a company turnover of about 17.4 billion US Dollars in FY 2006. More than 2000 ASUS products received awards in 2006; amongst others ASUS received the IF Gold Award for excellent design. In Germany, the company is the market leader for mainboards and graphics cards and ranks 7<sup>th</sup> as a notebook provider.

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