

# ASUS Launches Eee PC Seashell in Australia



Sydney, Australia; July 17, 2009

Eee PC<sup>®</sup> Seashell â€” Indulge in the Extraordinary

Timelessly Elegant and User Centric Design Provides Users with Stylish Poise and Effortless Mobility Anywhere

With a design inspired by a seashell, the Eee PC<sup>®</sup> Seashell range, including the 1008HA, 1005HA and 1101HA, is the mobility range for exuding style on-the-go. An opalescent glossy exteriorâ€”created through In-Mold Roller technologyâ€”not only makes the Eee PC Seashell netbooks real head-turners, but also serves as a protective shell providing scratch resistance for day-to-day durability. An ergonomically designed keyboard makes typing on-the-move a breeze, measuring in at 92% compared to its conventional desktop counterpart, and 10GB of free online Eee Storage\* allows users to access files anytime, anywhere.

Boasting a slim and lightweight shell-like frame, the svelte Eee PC<sup>®</sup> Seashellâ€™s compact dimensions make it the perfect runabout Internet device. Extended battery life is ideal for many fun-filled hours on the road with a single charge, making it a truly perfect all-day entertainment companion. The ASUS Super Hybrid Engine intelligently monitors the programs being used and deploys just the right amount of power required, all the while conserving power by constantly making adjustments between performance and power.

The coup de gr<sup>Â</sup>ce to the versatility of the Eee PC<sup>®</sup> Seashell are the technological innovations that make it the best companion for the road. A multi-touch track pad allows users to intuitively zoom in or out of pictures via pinching, or navigating up and down pages by sliding along the touchpad. The Eee PC<sup>®</sup> Seashell boasts a 160GB hard disk drive for more-than-ample storage for music, videos and movies, as well as the additional 10GB of complimentary Eee Storage\*. 802.11b/g/n wireless connectivity allows users to connect to the Internet, as well as keep in touch with family and friends wherever they are.

## Eee PC Seashell 1008HA

Weighing just 1.1kg and just 1â€” in depth, the Eee PC<sup>®</sup> Seashell 1008HA is an ideal mobile device for surfing the Internet, watching videos or keeping in touch with friends and family. It is equipped with a 10-inch display, ergonomically designed keyboard, intelligent energy management system and an intuitive multi-touch touch-pad â€” enabling users to intuitively zoom in or out of pictures with a simple pinching motion. The opalescent glossy exterior of the 1008HA provides a scratch resistant, protective shell for everyday usage. It is available in white, black, pink, red and blue.

## Eee PC Seashell 1005HA

With up to 10 hours\*\* battery life, the Eee PC<sup>®</sup> 1005HA allows users to embrace all day computing â€” never having to worry about low battery life during long haul flights. The 1005HA comes packed with 1.3 megapixel camera and exceptional connectivity so that users can keep in constant contact with loves ones anywhere in the world. With a 10.1-inch LED backlit screen and 160GB storage, users can wind down and enjoy endless movies and music while travelling. It is available in white and black.

## Eee PC Seashell 1101HA

Boasting an unparalleled battery life of 11 hours\*\*, the Eee PC<sup>®</sup> 1101HA enable users to learn, work and play all day. Equipped with the best of todayâ€™s innovations, this sleek, lightweight and hardy netbook offers a large, crisp screen (11.6â€” LED-backlit), excellent connectivity on-the-go, and large storage capacities.

Both the 1005HA and 1101HA models also feature user-replaceable batteries and upgradeable RAM slots and are the first Eee PC<sup>®</sup> netbooks to offer ASUSâ€™ new Eee Docking software, which provides easy access to utilities, software and digital content. Eee Docking and all of its suites (Eee @Vibe, Eee Sharing and Eee Xperience) are easily accessed as the software â€œdocksâ€” to the top of the screen and is semi-hidden when not in use.

Eee PC Seashell range can be found in major retailers and computer resellers from the end of July 2009. All specifications and RRP can be found

below.

1008HA

1005HA

1101HA

CPU

Intel® Atom™, N280(1.66GHz, 667MHzFSB, 512K L2 Cache)

1005HA/1005HA-M: Intel® Atom™, N270 (1.6GHz, 533MHz FSB, 512K L2 Cache) 1005HA-H Only: Intel® Atom™, N280 (1.66GHz, 667MHz FSB, 512K L2 Cache)

Intel® Atom™, Z520(1.33GHz, 533MHzFSB, 512K L2 Cache)

Operating System

Genuine Windows XP® Home

Genuine Windows XP® Home

Genuine Windows XP® Home

GPU

Intel UMA

Intel UMA

Intel UMA

Battery Life\*

Up to 6hrs

Up to 4hrs 1005HAUP to 8.5hrs 1005HA-M Up to 10.5hrs 1005HA-H

Up to 11hrs

Memory

1GB

1GB

1GB

Weight(W/battery)

From 1.1kg

From 1.1kg 1005HA Only From 1.2kg 1005HA-M /1005HA-H

From 1.35kg

Storage

160GB HDD

160GB HDD

160GB HDD

Eee Storage\*\*

10GB

10GB

10GB

Display Size

10.1" (1024 X 600) WSVGA LED Backlight

10.1" (1024 X 600) WSVGA LED Backlight

11.6" (1366 X 768) WSVGA LED Backlight

WebCam

1.3 Megapixel

0.3 Megapixel 1005HA /1005HA-M 1.3 Megapixel 1005HA-H Only

1.3 Megapixel

## Networking

802.11b/g/n ;10/100 LAN ;Bluetooth V2.0+EDR

802.11b/g/n ;10/100 LAN ;Bluetooth V2.0+EDR (1005HA-M Only)

802.11b/g/n ;10/100 LAN ;Bluetooth V2.1+EDR

## Input/Output

Hi-Definition Audio CODEC ; Built-in stereo speaker (1W for each) ; Digital Array Mic1 (D-sub 15-pin for external monitor); 3x USB 2.0 ; 1x LAN RJ-45 ; 2 Head phone / Mic-in

## RRP

\$899

1005HA: \$599 1005HA-M: \$699 1005HA-H \$799

\$999

\* Eee Storage is complimentary for the first 18 months

\*\*Subject to system configuration and prevailing usage.

Specifications are subject to change without prior notice. Please visit [www.asus.com](http://www.asus.com) for more information.

## About ASUS

ASUS is a leading company in the new digital era. With a global staff of more than ten thousand and a world-class R&D design team, the company's revenue for 2008 was 8.1 billion U.S. dollars. ASUS ranks among the top 10 IT companies in BusinessWeek's "InfoTech 100", and has been on the listing for 11 consecutive years.

## PR Contact

ASUSTeK Computer (Aust) Pty Ltd

Kate Ellis

Tel: +61 2 9815 6635

E-mail: [kate\\_ellis@acau.com.au](mailto:kate_ellis@acau.com.au)