

Always Stay Connected! ASUS India launches the P525 Quad-Band PDA Phone

Convenient Mobile Business Solution with Push E-Mail, Wi-Fi VoIP and Built-in Keypad

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Leading technology manufacturer, ASUS Technology Pvt. Ltd. (ASUS) today introduced the P525 quad-band PDA phone in India. This phone incorporates Push E-mail, Wi-Fi support and a built-in numeric keypad to deliver a complete mobile business solution. Users can now stay connected no matter where they are.

"Business Anywhere" is the design concept behind the P525. As enterprises continue to globalize, business professionals should no longer be confined by their office desks or even wireless hotspots. **Mr. Altaf Ansari, Product Manager, PDA Business, ASUS India, says, 'This is one of the many models that we are planning to launch in India market to cater to the different tastes of our customers. Apart from being feature rich, the stylish award winning design ensures that the gadget matches the personality of the smart professional.'**

E-mail, Instant Message and Skype Anytime

The P525 leverages Push E-mail functions to deliver real-time synchronization with email, phonebooks and calendar items as changes occur on the Exchange account through continuous connection with a mobile operator between the P525 and a server.

The ASUS PDA phone supports office applications, including Excel and PowerPoint Viewer etc., permitting completion of everyday tasks even on the road.

With both Wi-Fi and GPRS support built in, the P525 provides wireless online connection for research and instant messaging even when wireless hotspots are not available. Skype-in and Skype-out functions further reduce costs on long distance phone calls. Combined with Bluetooth wireless technology for quick file sharing without the tangling cables, the P525 delivers the truly mobile office.

Business Card Recognition

The 2M-pixel digital camera with Auto Focus also acts as a business card recognition device. Simply take a picture of a business card, the P525 will automatically convert information on the card into Outlook's contact list. In two steps, organizing business cards collected from conventions and conferences is no longer such a hassle.

Easy Input and Menu Navigation

The 5-way joystick enables one-hand menu navigation for accessing and managing the various powerful functions. The smart PDA phone also comes equipped with a numeric keypad for easy input. For those who prefer using a stylus, the 2.8" display is a touch screen as well.

Information Security

For sensitive information, the P525 offers MySecret. Whether it's word documents, spreadsheets, videos or photos, users can save them in MySecret files and protect them from unauthorized personnel.

This phone is now available in India through India Digital Life Style Distributors Pvt Ltd.

Specifications Summary:

Processor: 416MHz Intel® XScale®;
Communication: Quad band, GSM 850/900/1800/1900; GPRS Class B, multi-slot Class 10
Memory : 128MB Flash ROM and 64MB SDRAM
Display : 2.8", 240 x 320 pixels, 65,000 TFT
Battery : 1300 mAh Li-ion
Talk Time : 3.5 hrs *
Standby Time : 150-200 hrs *
Camera : 2M-pixel camera with auto focus and flash light
Connectivity : WLAN 802.11b, Bluetooth Version 2.0, IrDa(SIR), USB 1.1
Expandability : min iSD card slot
Stereo Headset : 2.5mm Audio Jack
Dimensions : 116.8 x 59 x 19 mm , 159.5g
Operating System : Windows Mobile 5.0 Pocket PC Phone Edition
Video : MPEG4, 3gp video recording
Voice recognition : Text to Speech; Speaker Independent

For more information on the P525 and other ASUS handheld solutions, please visit the company homepage at <http://in.asus.com>

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About ASUS Technology Pvt. Ltd.

Asus Technology Pvt. Ltd. is a leading provider of 3C total solutions. With a global staff of more than 100 thousand and a world-class R&D design team, the turnover for 2006 was 16.5 billion U.S. Dollars. ASUS has been ranked in Business Week InfoTech 100 for 10 straight years, and was ranked No.1 by the Wall Street Journal for best quality products in Taiwan. Its product portfolio includes notebooks, motherboards, graphics cards, optical drives, LCD monitors, information appliances, desktop PCs & PC components, servers, wireless solutions, mobile phones, handhelds, digital home solutions, broadband communication products and networking devices.

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You can also visit www.in.asus.com for more information.