

ASUS-Lamborghini VX3 Notebook Series Unveiled

Legendary VX Series Goes Compact - Brings Power with New Levels of Luxury and Mobility

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ASUS has unveiled the very exquisite **ASUS Lamborghini VX3** Notebook in India. This limited edition range is the ultimate in style and design and is developed keeping in mind the aesthetics and performance of the Lamborghini race car.

Compact Power

From look and feel to processing powers under the hood, the VX3 carries all the distinguished traits of the ASUS-Lamborghini VX notebook series. At 12.1' wide screen, the VX3 is built to be an agile computing machine on the go. Based on Intel's next generation Penryn-based Core 2 Duo CPU and manufactured using the 45-nanometer process, the VX3 performs with better performance and battery life.

Luxurious Details

The sensational design starts with the signature colors of Lamborghini, yellow and black. A built-in high-resolution webcam on top of the screen complements a sapphire crystal panel which is further complemented by the titanium alloy hinge backbone. The two precious materials on both ends of the LCD cover together with the premium leather-bound palm rest; the VX3 exudes luxury with an interplay of warmth and cool high-tech aesthetic that mirrors the principle of perfection attained from visual and tactile balance.

About the launch of this new notebook, Mr. Francis Kao, Product Manager - Notebooks, ASUS (India) said, 'For most, it's enough to live in luxury but for the Lamborghini VX3 owner, luxury is nothing if it isn't driven by passion farther, faster and fiercer than anything else, in the very finest fashion. No compromise on style and no mediocrity on performance. Every detail, regardless of size, is born out of this spirit - built to be beautiful, for the beautiful. Crafted of undeniably exquisite materials like sapphire crystal, titanium alloy and genuine leather; the VX3 is truly a living, breathing machine impassioned by the Lamborghini's soul of fearsome power and luxury. '

Mr. Benson Lin, General Manager, ASIA Pacific, Middle East & Africa, ASUS added that, 'The launch of the Lamborghini ZX1 PDA Phone and the VX3 notebook, marks ASUS' entry into the ultra premium segment in India. We're most pleased to be associated with a world class brand like Lamborghini and offer such exquisite products to the people. The consumer mindset and taste is rapidly changing in India and we're confident that we'll find the right kind of audience for these products in India.'

- **END** -ASUS Technology Pvt. Ltd. is a leading provider of 3C total solutions. It has a global staff of more than 100 thousand and a world-class R&D design team. As a brand known for the ultimate product quality and design, ASUS products have won 2568 awards in 2007. 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.