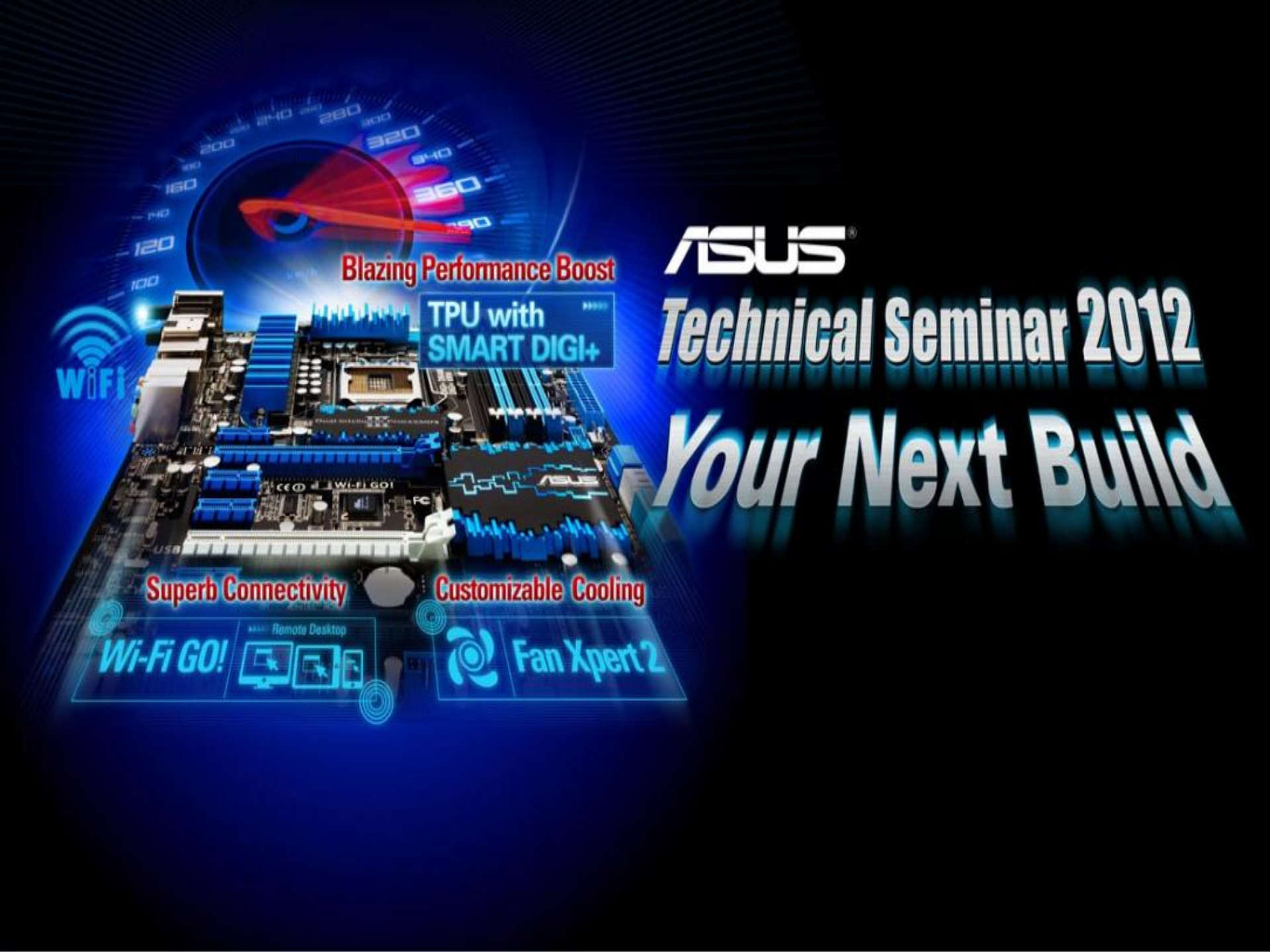
Blazing Performance Boost
TPU with SMART DIGI+
WiFi
Superb Connectivity
Customizable Cooling
Wi-Fi GO!
Remote Desktop
Fan Xpert 2
ASUS
Technical Seminar 2012
Your Next Build

Agenda

- NDA Brief
- ASUS Motherboard Position
- New Platform Introduction:
  - Your Next Build: P8Z77-V Series Motherboard
  - Tactical Armor. Precision Cooling: TUF SABERTOOTH Z77 Motherboard
  - Unchained Gaming Beast: Maximus V Series Motherboards
- ASUS Demo Show Case
- Q&A

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IMPORTANT!

Note on NDA Dates

Embargo item	Time	Disclosure/action guideline
Media seminar exposure embargo date	March 6, 2012 16:00 pm Taipei time*	OK to disclose all motherboard product info provided at the media seminar without mentioning Ivy Bridge CPU-related features, performance, and actual launch date
Product review embargo date	March 8, 2012 15:01 pm TPE Time**	Product reviews OK to disclose all motherboard product info without mentioning Ivy Bridge CPU-related features, performance, and actual launch date
Intel® Ivy Bridge CPU product introduction date	April 29, 2012 15:01 pm TPE Time(TBD)***	OK to disclose all Ivy Bridge CPU info (ex. performance benchmarking)

*March 6, 2012 16:00 pm TPE time (.i.e. March 6, 2012 12:00 US Pacific Standard Time or March 6, 2012 9:00 Berlin time/CEBIT starting time)
** March 8, 2012 15:01 pm TPE Time (.i.e. March 12, 2012, 12:01 am US Pacific Standard Time) - TBD
*** April 29, 2012 15:01 pm TPE Time (.i.e. April 29, 2012, 12:01 am US Pacific Standard Time) - TBD
※Please note these dates are not final, and may be subject to change. Further written announcements will follow should this date change. ASUSTEK reserves the right to alter all dates mentioned by written notice
Find your local time: http://www.timeanddate.com/worldclock/meeting.html

NDA Guideline Table

IMPORTANT!

Date	From now until March 6, 2012*	March 6*-April 29, 2012(TBD)*** *March 6, 2012 16:00 pm TPE Time (.i.e. March 6, 2012 9:00 Berlin time) *** April 29, 2012 15:01 pm TPE Time	March 8**-April 29, 2012(TBD)*** ** March 8, 2012 15:01 pm TPE Time *** April 29, 2012 15:01 pm TPE Time	April 29, 2012 (TBD)***
DO's		**Based on information provided at the media seminar** **OK to disclose** ✓ Motherboard model name ✓ Motherboard feature names, functions and photos ✓ Live demo-related numbers, write-ups, and photos regarding **"Sandy Bridge CPU" ONLY** ✓ Performance benchmarking, demonstrations, or measuring software of **"Sandy Bridge CPU" ONLY** ✓ Cross platform compatibility, using **"3rd generation Intel® Core™ processor-based platform"** or **"Future platform with Intel® Core™ processor"** when referring to the Ivy Bridge platform	**For the purpose of product review based on samples provided by ASUS** **OK to disclose** ✓ Motherboard model name ✓ Motherboard feature names, functions and photos ✓ Live demo-related numbers, write-ups, and photos regarding **"Sandy Bridge CPU" ONLY** ✓ Performance benchmarking, demonstrations, or measuring software of **"Sandy Bridge CPU" ONLY** ✓ Cross platform compatibility, using **"3rd generation Intel® Core™ processor-based platform"** or **"Future platform with Intel® Core™ processor"** when referring to the Ivy Bridge platform	**OK to disclose** ✓ All
Don'ts	**DO NOT disclose any information regarding ASUS Z77/H77 motherboards**	**DO NOT disclose** X Ivy Bridge CPU features including - CPU beauty shots/images/diagrams - DirectX11 - Graphics features - Transcode updates - HD video conferencing - Processor Graphics 2500/4000 - Quick Sync Video 2.0 features and numbers X Live demo-related numbers, write-ups and photos of "Ivy Bridge CPU" X Any benchmark results performed using 3rd generation Intel® Core™ processor-based platforms, eg. CPU, DRAM, USB 3.0 etc X Exposure of ASUS P8Z77 Series motherboard color box backside, unless provided by ASUS (ASUS will provide an official backshot later)	**DO NOT disclose** X Ivy Bridge CPU features including: - CPU beauty shots/images/diagrams - DirectX11 - Graphics features - Transcode updates - HD video conferencing - Processor Graphics 2500/4000 - Quick Sync Video 2.0 features and numbers X Live demo-related numbers, write-ups and photos of "Ivy Bridge CPU" X Any benchmark results performed using 3rd generation Intel® Core™ processor-based platforms, eg. CPU, DRAM, USB 3.0 etc X Exposure of ASUS P8Z77 Series motherboard color box backside, unless provided by ASUS (ASUS will provide an official backshot later)	

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Platform Position

77% market share for X79 chipset!

Extreme

Intel X58 Chipset
LGA 1366

Intel Chipset inside™ INTEL® X58
Extreme gaming performance

Intel *X79* Chipset
***LGA 2011*: Q4 2011**

- Extreme Over-clocking
- Ultimate Performance
- Workstation & Server

High-end/Mainstream

Intel P67/Z68 Chipset
LGA 1155

intel CHIPSET P67 inside
intel CHIPSET Z68 inside™

Intel 7-Series Chipset
Next Gen. 22nm CPUs: H1 2012

- PC DIY Users
- PC Enthusiastic
- Daily Usage

75% market share for P67+Z68 chipsets!

ASUS Inspiring Innovation • Persistent Perfection

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Segmentation

H

PREMIUM DELUXE

M

MAINSTREAM

L

VALUE

Catering to the different needs and wants of motherboard users, ASUS satisfies market demand by providing products of diverse series and categories.

Dual Intelligent Processors Design Innovation

2010 1H

Dual Intelligent Processors: TPU+EPU

2010 2H

Dual Intelligent Processors 2 with DIGI+ VRM

2011 2H

Dual Intelligent Processors 3 with New DIGI+ Power Control

2012

What's Next?

?

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Your Next Built
P8Z77-V Series Motherboards

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New Release!

New Upgrades with SMART DIGI+ Technology!

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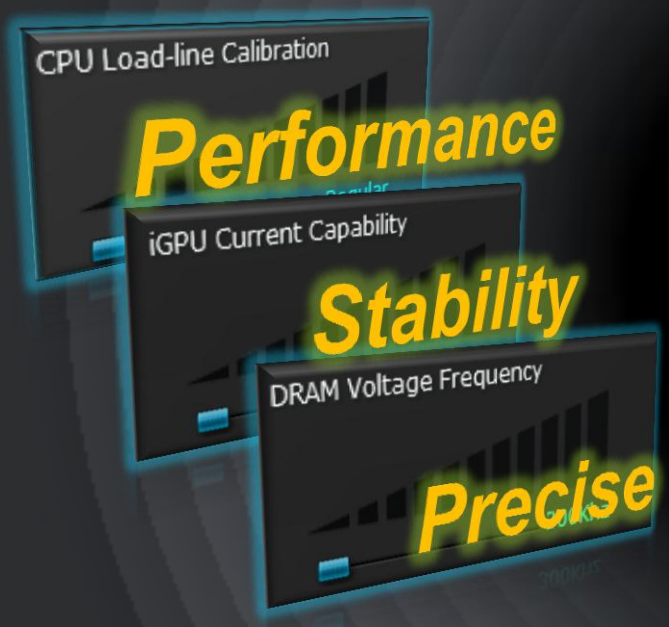
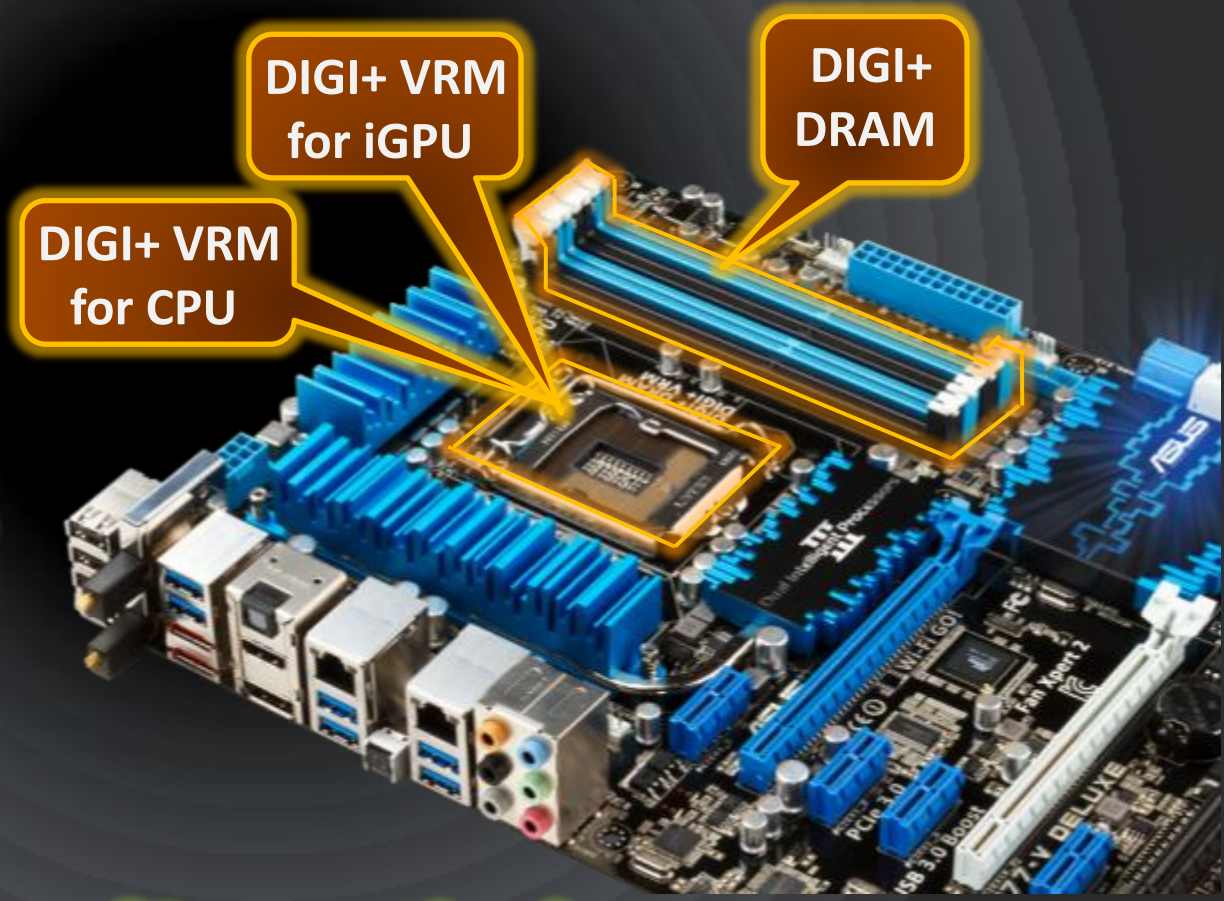
DIGI+ Power Control

Bringing Digital Power Design to the Next Generation!

New Release!

Multiple Controllers Onboard





Leap to the Future of Innovation!

WI-FI GO!

Best Wireless Experience & Home Cloud Environment!

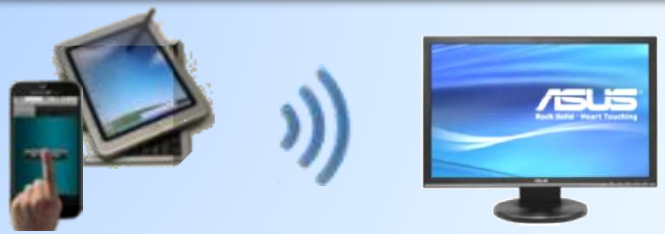
Wi-Fi GO! (3/8)

Rich Functions Provide Brilliant Home Environment

Multi-media Management

DLNA Media Hub

Diverse Remote Control



Smart Motion Control/ Remote Desktop/ Remote Keyboard & Mouse

Internet Sharing

Wi-Fi Engine

Quick Data Sharing

File Transfer *Capture & Send*

Home Cloud is Instantly in Your Hands!

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Wi-Fi GO! – DLNA Media Hub (4/8)

Watch PC Movie on DLNA TV, Listen PC Music on DLNA Tuner!

DLNA (Digital Living Network Alliance) defines interoperability guidelines to enable sharing of digital media between consumer devices. With DLNA support, multi-media files can be easily shared between supported devices.

Flexibly Enjoy Your Media Everywhere at Home!

Wi-Fi GO! – Remote Desktop (5/8)

Remotely Control Your PC Anywhere in Your Home!

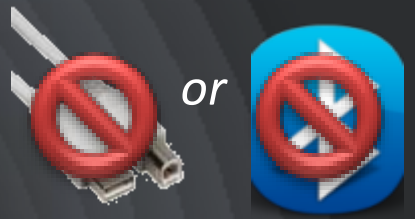
Remotely open files in PC located in other room

Operate PC through Pad or Phone!

Wi-Fi GO! – File Transfer/Capture & Send (6/8)

Send Files and Screen Shots Remotely With a Single Touch

Still trapped by slow data transfer of low speed USB cable or Bluetooth protocol….??



File Transfer

Capture & Send

Right-click

Hot-key

The Easiest Way to Share Your Files!

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Wi-Fi GO! – Smart Motion Control (7/8)

Intelligently Sense Movement and Launch Apps You Need

Smart Motion Control demonstrates basic application of motion sensor SDK. For customized usage, SDK information is provided in http://www.asus.com/Motherboards.

Open Internet Explorer

Launch Games

View Pictures

Open Windows Media Player

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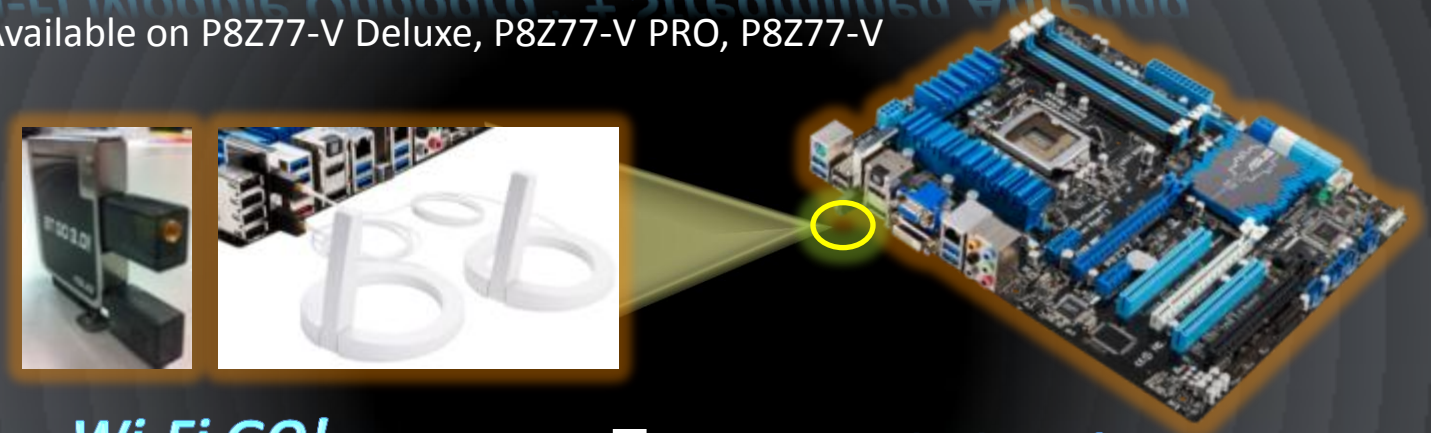
Wi-Fi GO! (8/8)

A Complete Solution for Wireless Enjoyment

Wi-Fi Module Onboard + Streamlined Antenna*

* Available on P8Z77-V Deluxe, P8Z77-V PRO, P8Z77-V



Wi-Fi GO!
(for Your PC)

+

Wi-Fi GO! Remote
(for your mobile devices)

Easily Enjoy Wi-Fi Connectivity Anywhere

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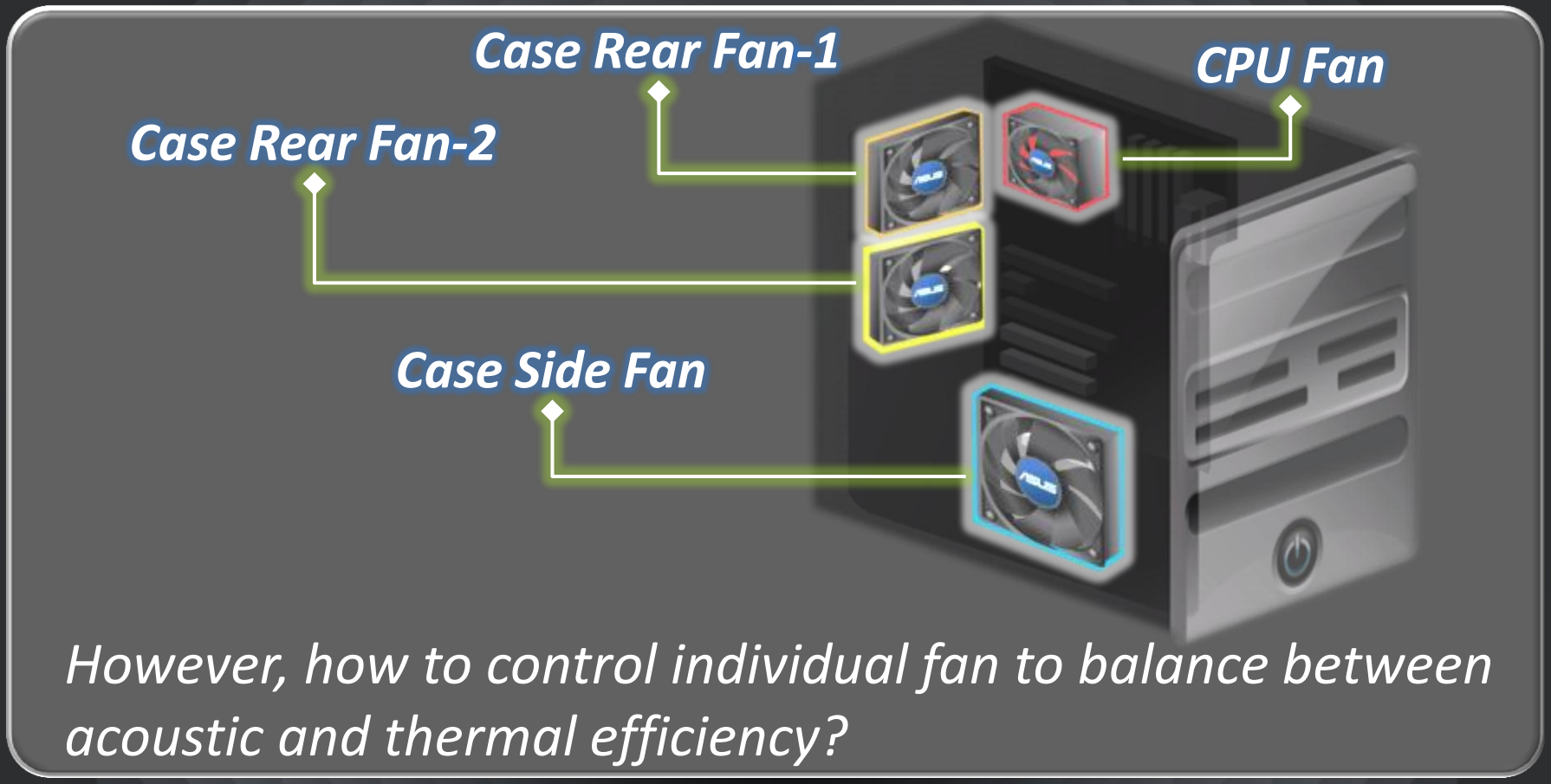
FAN XPERT 2

Optimizes the Speed of All Fans
for the Ultimate Cool and Quiet

There are so many fans in one PC system…

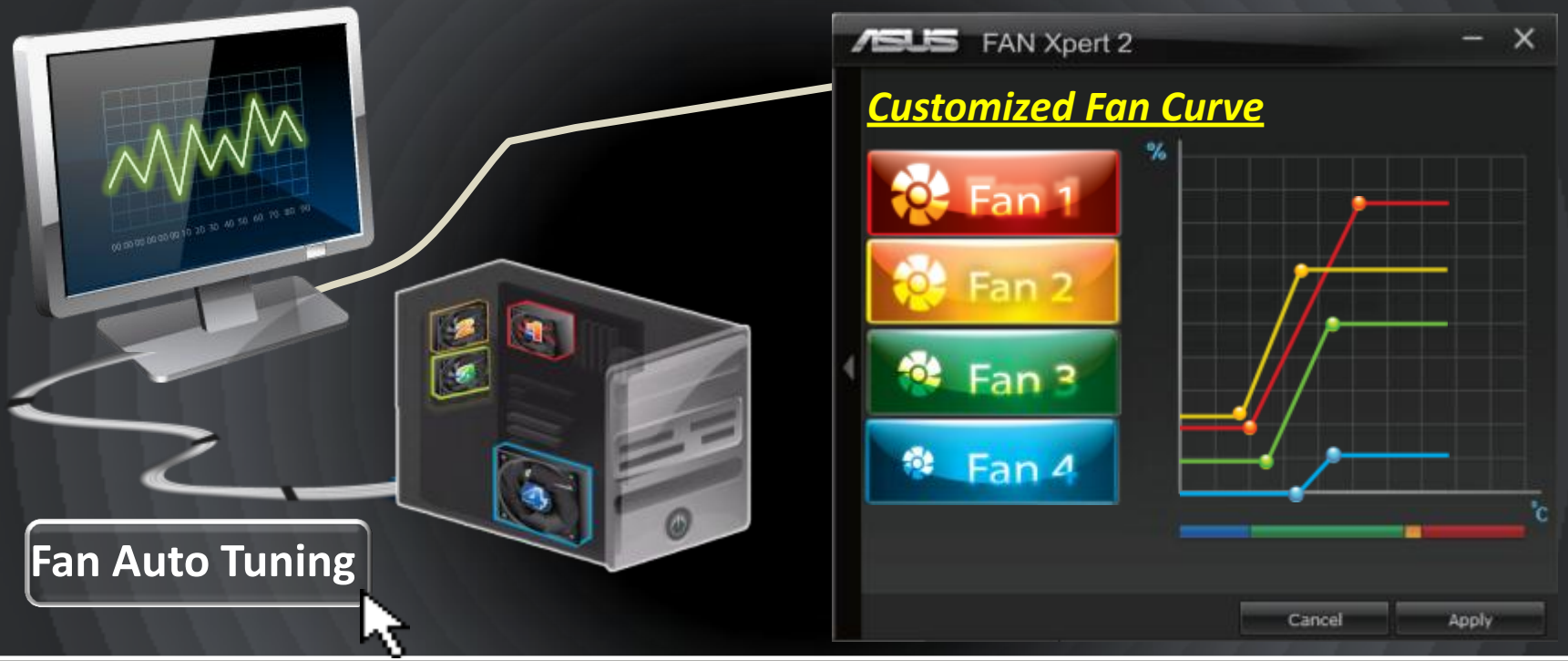


However, how to control individual fan to balance between acoustic and thermal efficiency?

ASUS Fan Xpert 2 -- Not only control rotation speed, but also provide optimized settings for each fan

FAN Xpert 2 – Fan Auto Tuning

Evolutionary Design for Incredible Fan Control!



Brilliant Fan Auto Tuning tech brings you…

SMART – ***Optimized Setting***

EASY – ***Reduce Noise by Fixed Rotation Speed***

INFORMATIVE – ***Provide Detail Info of Each Fan***

FAN Xpert 2 – Smart

The Most Flexible Fan Settings

Provide tailored and optimal fan speed profiles by the intelligent fan control algorithm…

Silent

Standard

Turbo

Full Speed

Quickly Change to Different Profiles to Fit Your Need

FAN Xpert 2 – Easy

Set Fan Speed to a Fixed Value to Reduce Noise

RPM Fixed Mode*:

- ✓ Allow to fix the speed of individual fans to enjoy ***quiet computing***
- ✓ Auto runs at full speed when CPU temp up to 75˚ C to ***protect your critical component***

A Quiet and Worry-free Mechanism

RPM: revolutions per minutes, is a measure of the frequency of a rotation

World's 1st !

USB 3.0 BOOST

Lightning Fast Transfer Speeds!

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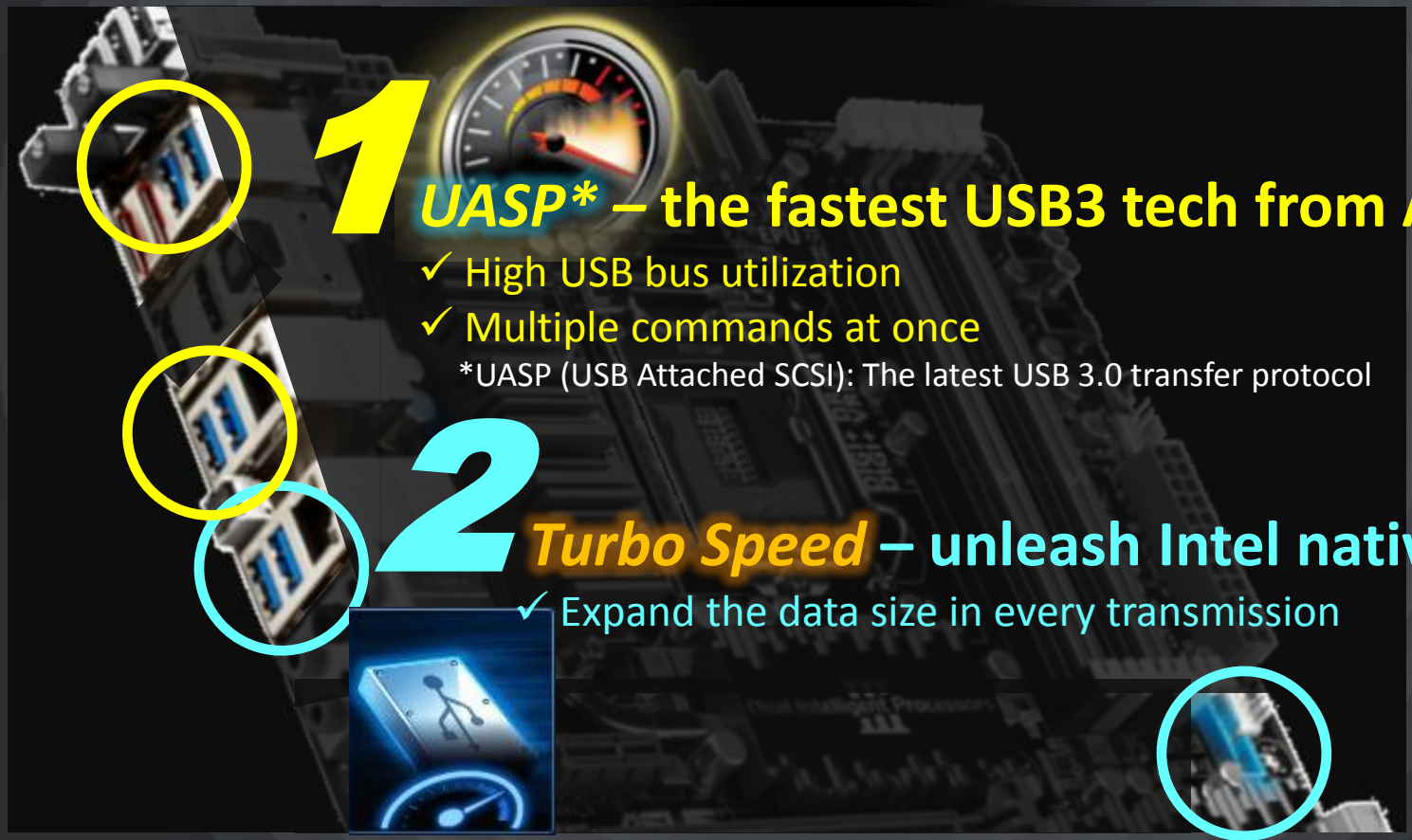
Inspiring Innovation • Persistent Perfection

USB 3.0 Boost (1/4)

Keep You One Step Ahead with the Latest UASP Protocol

World's 1st!

With ASUS USB 3.0 Boost design, You can enjoy…



1 ***UASP**** **– the fastest USB3 tech from ASUS**

- ✓ High USB bus utilization
- ✓ Multiple commands at once

*UASP (USB Attached SCSI): The latest USB 3.0 transfer protocol

2 ***Turbo Speed*** **– unleash Intel native USB3**

- ✓ Expand the data size in every transmission

The Best Solution to Boost All Onboard USB 3.0 Ports!

USB 3.0 Boost (2/4)

Auto Detection – Plug & Boost!

World's 1st !

Simply plug in USB device and automatically gain the best speed!

Plug in

<UASP device>

<USB 3.0/2.0 device>

Plug & Boost

USB3.0

Auto runs in UASP Mode

Auto runs in Turbo Mode

Instantly Enjoy the Faster USB Speed Ever!!

NETWORK ICONTROL

Real-time Network Bandwidth Control

Network iControl (1/3)

Total Network Control Center!

Heavy downloads like…

This usually happens…

Watch on-line HD movies

Feel like forever!!

Play on-line games

Lag like crazy!!

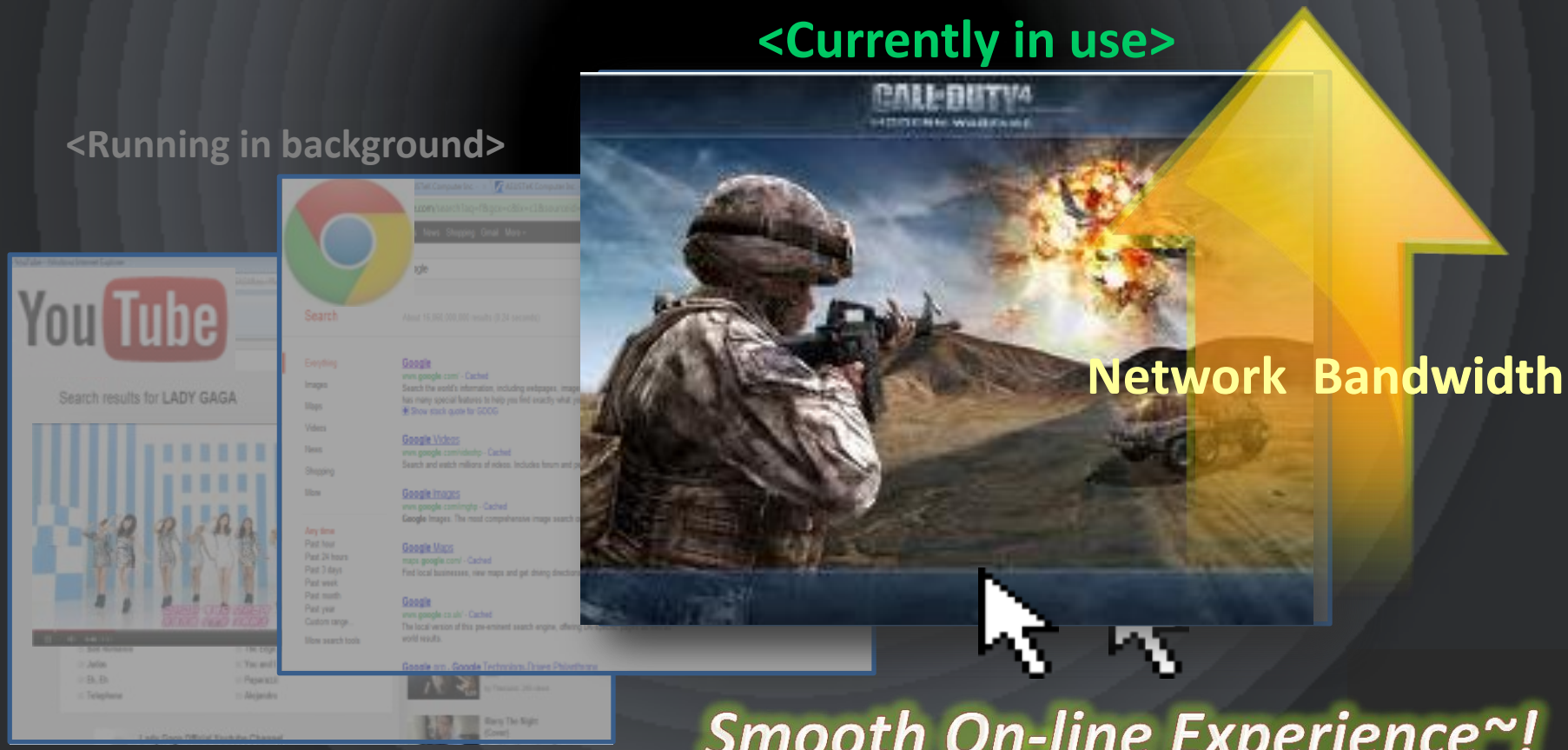
Network iControl Is All You Need to Perfectly Manage the Bandwidth!

Network iControl (2/3)

Automatically Optimize Your Bandwidth Throughput!

Just One Click!!

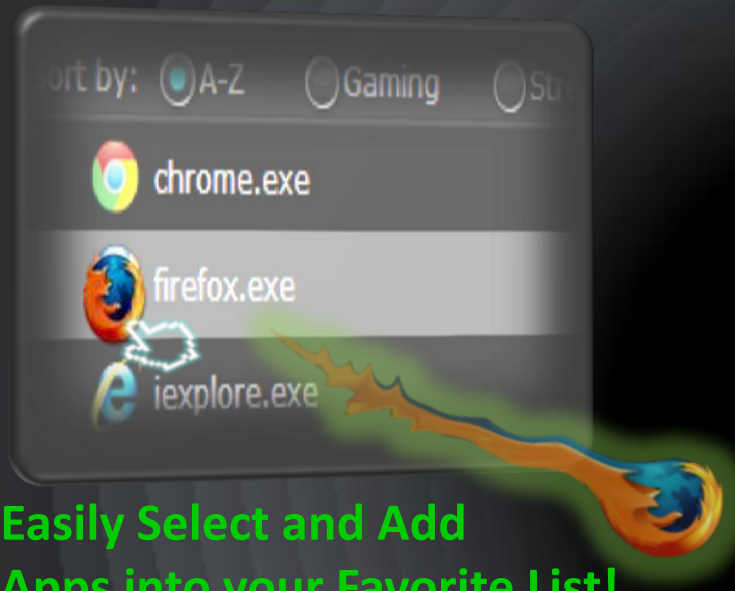
Instantly allocate more traffic to the application in use!



Smooth On-line Experience~!

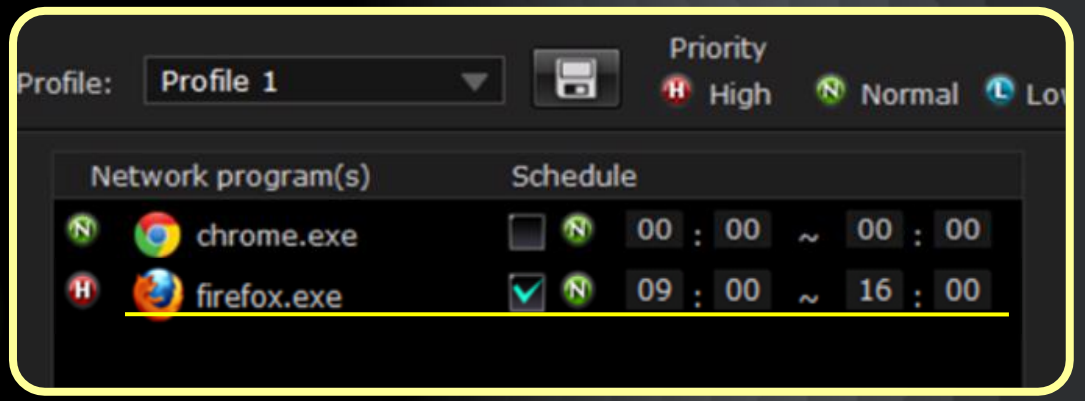
Network iControl (3/3)

Customized Profiles Fulfill All Your Needs!



Easily Select and Add Apps into your Favorite List!

Satisfy Your Every Picky Needs!!



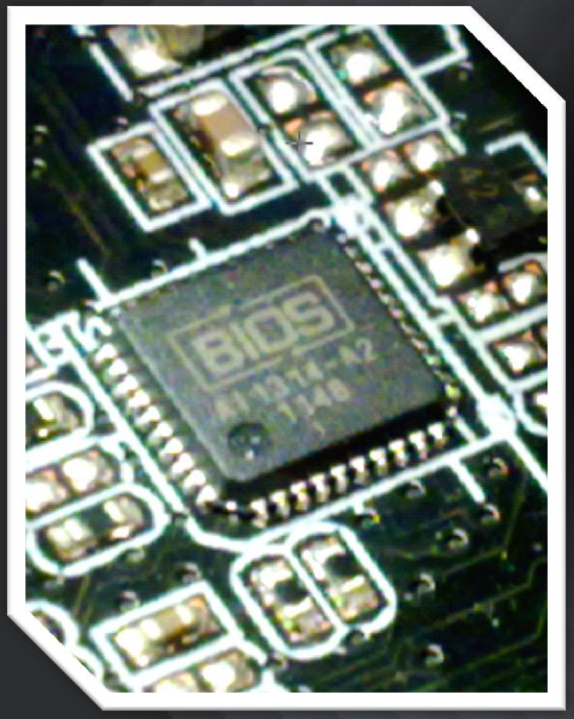
Features	ASUS Network iControl	GIGAXXXX LAN Optimizer
ON/OFF Instant Bandwidth Boost	YES	NO
Customized Profiles	YES	NO
Priority Scheduling	YES	NO
Auto PPPoE Connection	YES	NO

USB BIOS FLASHBACK

Simply Plug, Press and Update!

USB BIOS Flashback

The Simplest BIOS Update You Have Ever Used!



Smart chip control
without boot-up

Only standby power needed
No CPU/DRAM/VGA card required

Complete within
just One Click

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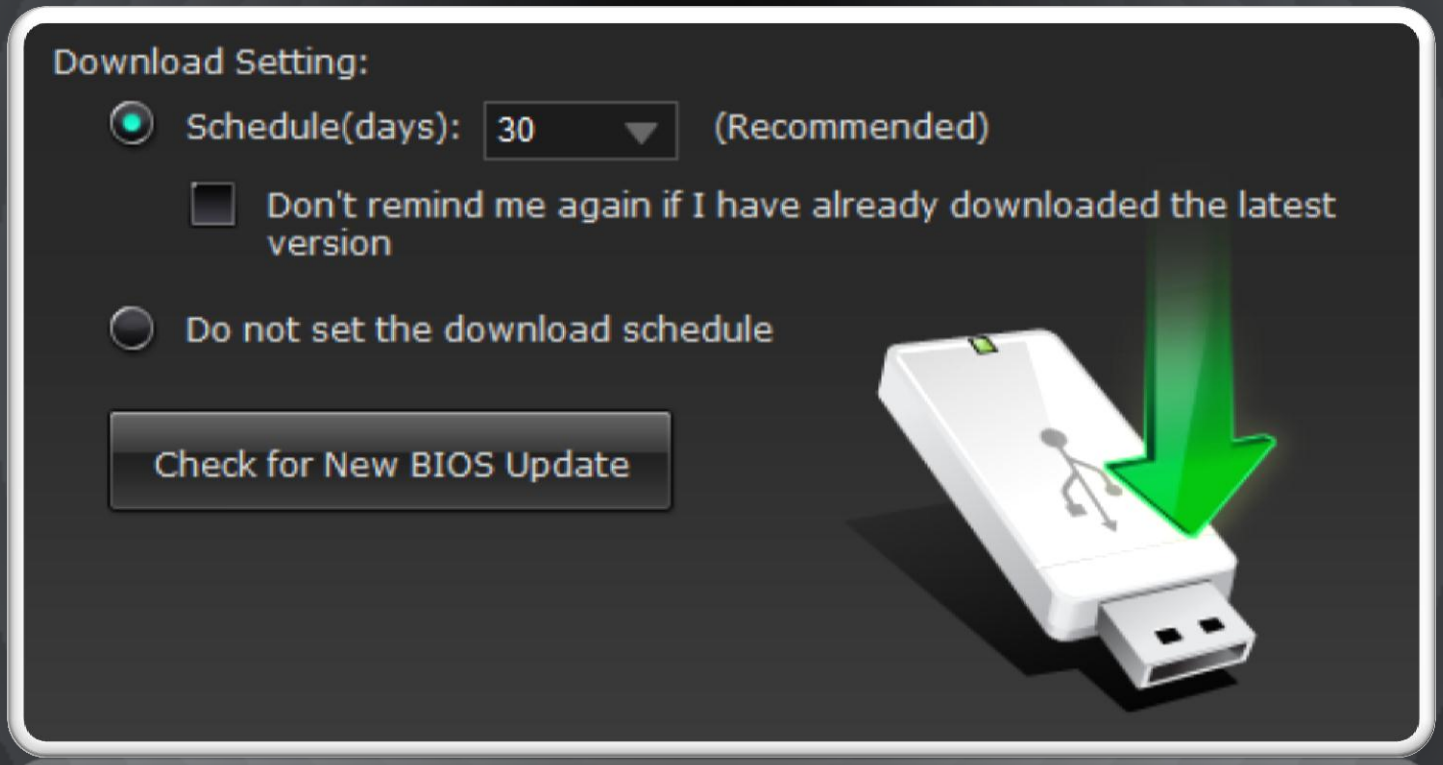
USB BIOS Flashback Wizard

Schedule BIOS Download to USB Drive Easily!



Regularly Check & Download the Latest BIOS Automatically!

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USB CHARGER+

3X Faster Charging for All USB Portable Devices

USB Charger+ (1/2)

Fast Charge for All Popular Portable Devices

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USB Charger+ (2/2)

Turns Your PC into a Flexible Power-up Station!

Benefits	ASUS USB Charger+	Gigabyxx On/Off Charger	MSI Super Charger	Asrock XFast Charger
Fast charge for…				
ASUS EeePad	**Yes**	No	No	No
Apple iProduct	**Yes**	Yes	Yes	Yes
Kindle tablet	**Yes**	No	No	No
Other Smartphone	**Yes**	No	No	No
Keep charging devices when PC is under S3/S4/S5 mode*	**Yes**	Yes	No (only S3, S5)	No

The Best PC Charger Solution!

* S3, S4 and S5 use to indicate PC is in sleep, hibernate, or shutdown mode.

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