

**ASUS**®

The image features the ASUS logo in a bold, white, stylized font. The letters are thick and blocky, with a distinctive slanted top edge on the 'A'. A registered trademark symbol (®) is positioned to the upper right of the 'S'. Below the logo, a bright, horizontal light streak or lens flare effect spans across the width of the logo, adding a sense of motion and energy. The background is dark and textured, with diagonal lines suggesting a perspective or depth.

# Agenda

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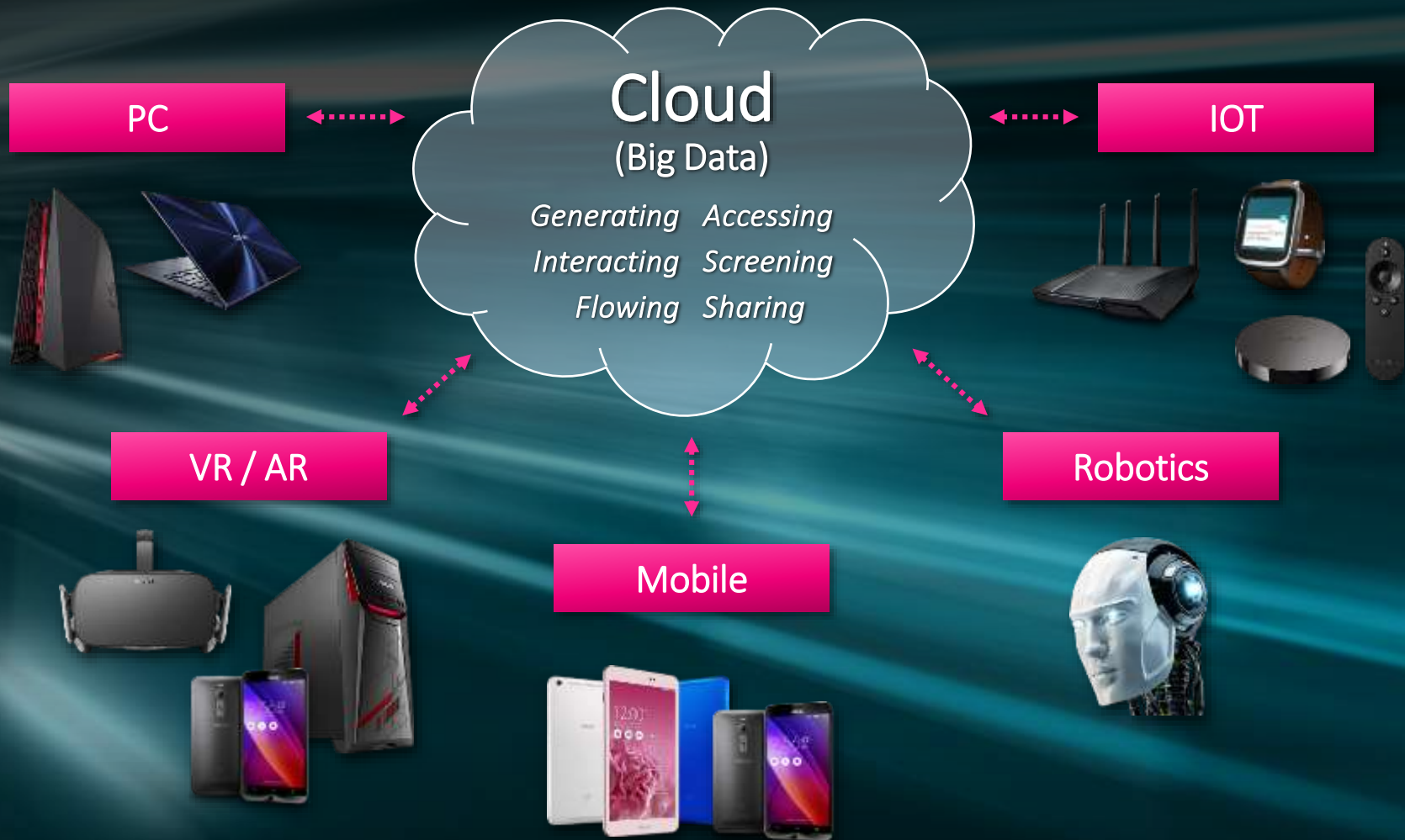
- ASUS Company Profile
- Zenfone Go TV Intro
- Expectation for DTV

# Agenda

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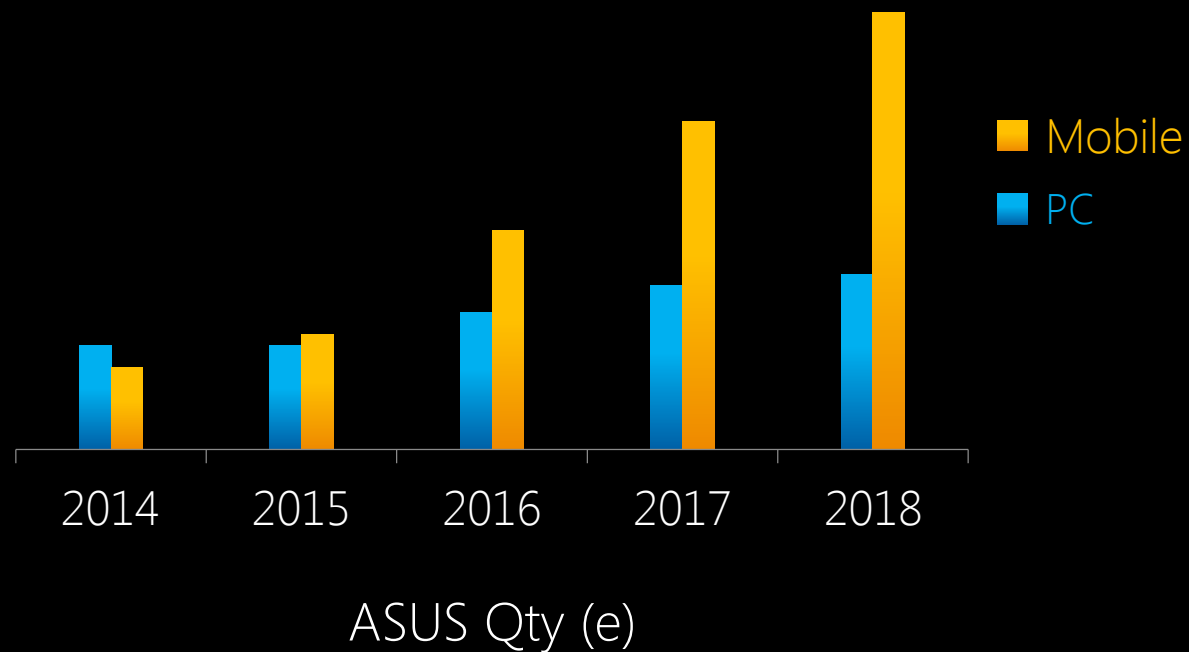
- **ASUS Company Profile**
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# New Ubiquitous Cloud Computing Era



# ASUS Business Perspective

Mobile > PC in 2015



# 26 Years of Leading Technology & Innovation



## **No.1** Motherboard

Since 1989, ASUS has shipped over **500 million** motherboards. Placed end to end, they would form a chain long enough to circle the globe nearly **4 times** !



## **No.1** Gaming NB

CN/USA/FR/DE/RU (over 70% of total TAM)



## **No.3** Tablets

In 2014, ASUS sold over **11.5 million** tablets, making it No. 3 in worldwide tablet sales.



## **No.1** Networking (high-end in U.S.)

# 26 Years of Leading Technology & Innovation



## **No.1** 2-in-1 Devices

*ASUS tops 2-in-1 global shipments in 2014*



## **No.1** 13" windows based Ultrabook



## **No.3** Consumer NB

*ASUS is one of the strongest global consumer notebook brands*

# ASUS Smartphone Goal

2014 **7.5M** *(ZenFone 1)*

2015 **20M+**

2016 **25M**  
**Worldwide No.5**  
*(excluding China Market)*



# 2016 ASUS Aims to Achieve No.5 Excl. China Market

LG has lost market share. Sony & HTC have fallen out of the top 10 vendors.

Vendor	2015 Q3		
	Rank	Shipments (M)	Market Share
Samsung	1	83.8	23%
Apple	2	48.0	13%
Huawei <i>China brand</i>	3	27.2	8%
Lenovo+Motorola <i>China brand</i>	4	18.7	5%
Xiaomi <i>China brand</i>	4	18.7	5%
LG Electronics	6	14.9	4%
ZTE <i>China brand</i>	7	12.9	4%
OPPO <i>China brand</i>	8	11.3	3%
Vivo <i>China brand</i>	9	10.4	3%
Alcatel <i>China brand</i>	10	9.3	3%
Meizu <i>China brand</i>	11	8.0	2%
Sony	12	6.7	2%
Coolpad <i>China brand</i>	13	5.8	2%
ASUS	14	5.4	2%
Micromax	15	5.1	1%
Microsoft	16	4.7	1%
HTC	17	4.3	1%
Others		61.6	17%
Total		357.6	100%

2016:  
ASUS target

**Top 10** worldwide  
**No. 5** excl. China market

# ZenFone Worldwide Achievement

Price band \$149-\$299 Empowering Luxury for Everyone

**TAIWAN**

**No.1**

Market share & voice share

**CHINA**

**1.5M**

Pre-orders in 15 days

**INDIA**

**100K**

Online sales in 2 days

**INDONESIA**

**No.2**

Market share, >5M units sold since 2014

**MALAYSIA**

**No.2**

Market share

**SEA**

**>13M**

ZenFone units sold since 2014

**USA**

**AT&T**

ZenFone 2E  
Avg. daily sell-thru 1.5K

**JAPAN**

**No.1**

In SIM-free market

**ITALY**

**No.1**

Best-seller on Amazon

**FRANCE**

**No.2**

Top seller at biggest E-tailer (Cdiscount.com)

**BRAZIL**

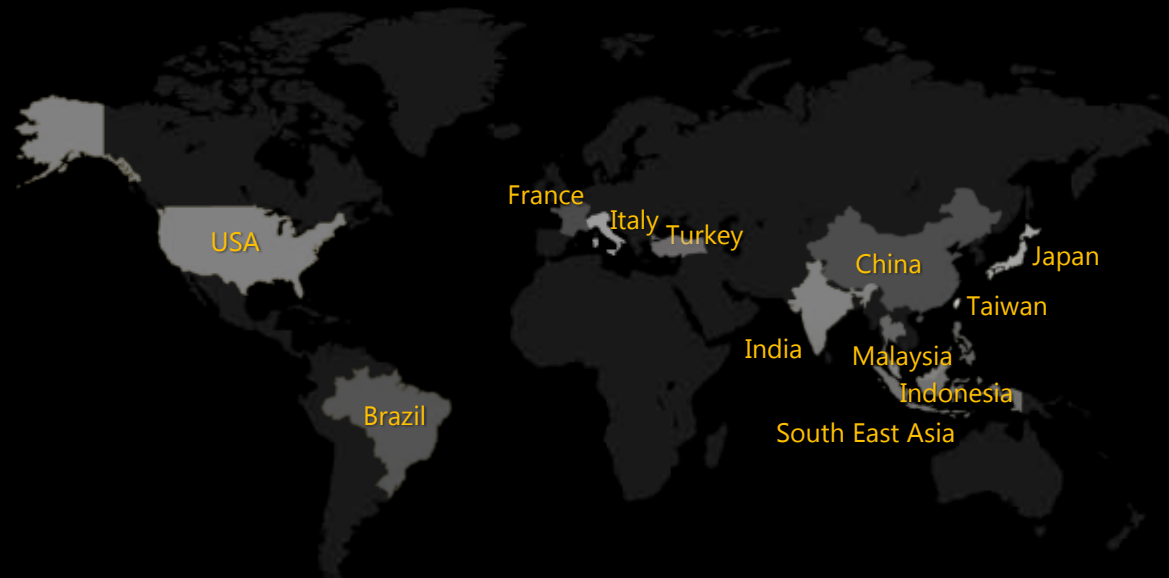
**1M**

Units shipped out since first launch

**Turkey**

**No.1**

Growth rate in open channel



*2015 Shipped >20M, 2016 Goal No.5* (excl. China Market)

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# Aug

# Sept

# Oct

## ZE552KL



### ZenFone 3 5.5" FHD

- Dual GorillaS625
- 16MP / 8MP
- LTE Cat 6~7 with 2CA
- Fingerprint
- 3000mAh
- Glasses ID
- Qualcomm

MSRP: 14,990

## ZE520KL



### ZenFone 3 5.2" FHD

- Dual Gorilla Glasses ID
- Qualcomm S625
- 16MP / 8MP
- LTE Cat 6~7 with 2CA
- Fingerprint
- 2650mAh

MSRP: 11,990

## ZC551KL



### ZenFone 3 Laser 5.5" FHD

- Metallic design
- Qualcomm 8937
- 13MP / 8MP
- LTE Cat 4
- Fingerprint
- 3000mAh

MSRP: 8,990

## ZS570KL



### ZenFone 3 Deluxe 5.7" FHD AMOLED

- Metallic unibody
- Qualcomm S821
- **6GB/256G**
- 23MP / 8MP
- LTE Cat 12~13 with 3CA
- Fingerprint
- 3000mAh with QC3.0

MSRP: 28,990

## ZS570KL



### ZenFone 3 Deluxe 5.7" FHD AMOLED

- Metallic unibody
- Qualcomm S821
- **6GB/64G**
- 23MP / 8MP
- LTE Cat 12~13 with 3CA
- Fingerprint
- 3000mAh with QC3.0

MSRP: 22,990

## ZU680KL



### ZenFone 3 Ultra 6.8" FHD

- Metallic unibody
- Qualcomm S652
- 4G/64G
- 23MP / 8MP
- LTE Cat 6~7 with 2CA
- Fingerprint
- 4600mAh with QC3.0

MSRP: 21,990

# Zenfone Go TV<sup>™</sup>

*See As You Go*



# Zenfone™ Go TV (ZB551KL)

*See As You Go*



## Gorgeous Photo

13/8MP PixelMaster Camera with f/2.0 aperture

## Stunning Display

5.5-inch 1280 x 720 HD IPS display

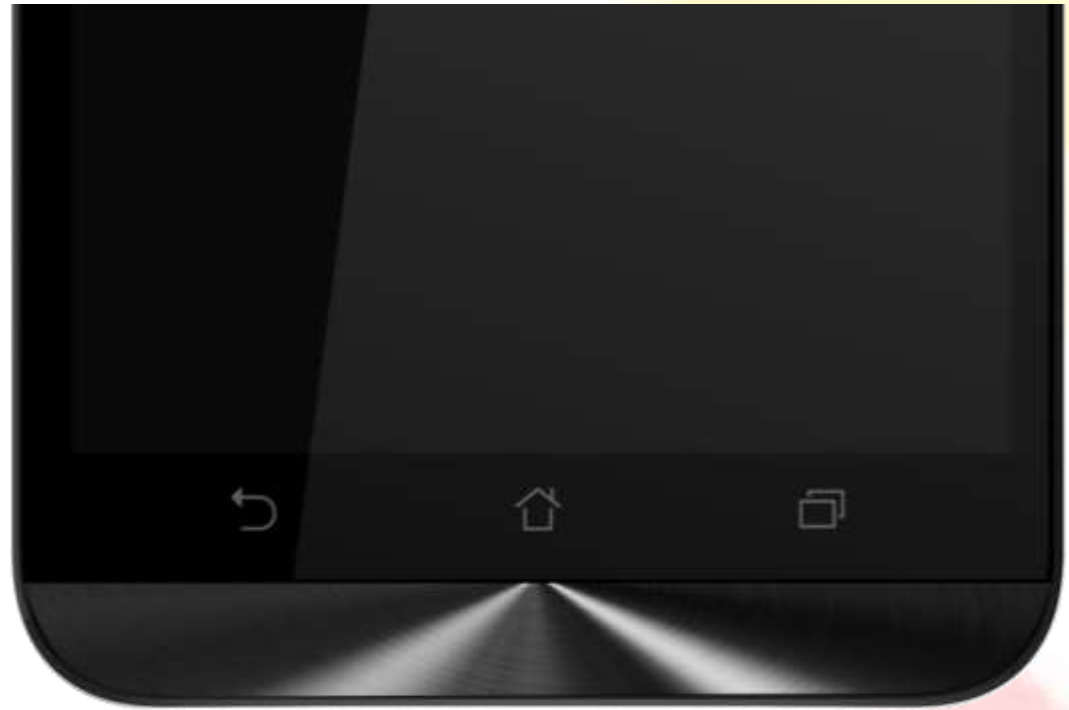
## Digital TV

Customizable HD channels on the go

## Dual-SIM, Dual Standby

One device for both personal life and work

# Zenfone™ Go TV | Design



## Iconic Zen Design

Expressive concentric-circle texture – front deco, power button, volume key  
Each detail was meticulously designed, engineered and crafted



# Ergonomically Fit

Smooth curvature provides a more natural grip



# Multiple Colors For Your Style

Painting



Charcoal Black



Pearl White



Glamor Red



Lake Blue



Floral Pink

Hairline finish (IMR)



Sheer Gold



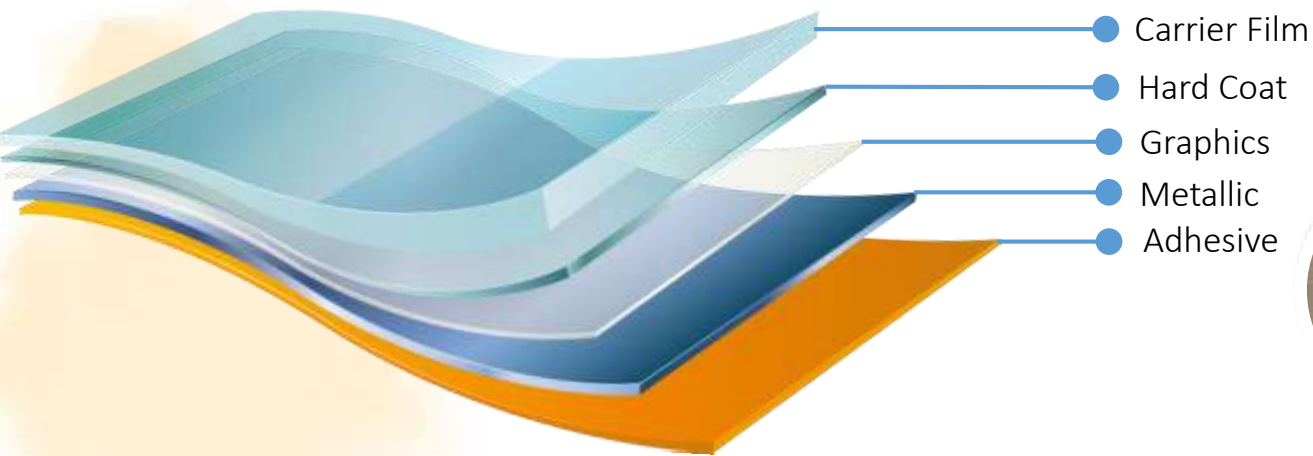
Glacier Gray



Silver Blue

# IMR Technology – foil structure

With multiple, complicated layers- In-Mold Decoration by Roller technology, ZB551KL can deliver the detailed pattern and various touch feeling on the back cover with environmental- friendly production.



# Crystal-clear Display

5.5"  
IPS Panel

HD  
1280 x 720

72%  
Screen to body ratio



# INCREDIBLY SLIM EDGE

Dimension  
**151 x 76.9 mm**

Weight  
**160 g**

**3.9**mm



## 3010mAh High-capacity Battery

10hrs

Web Browsing

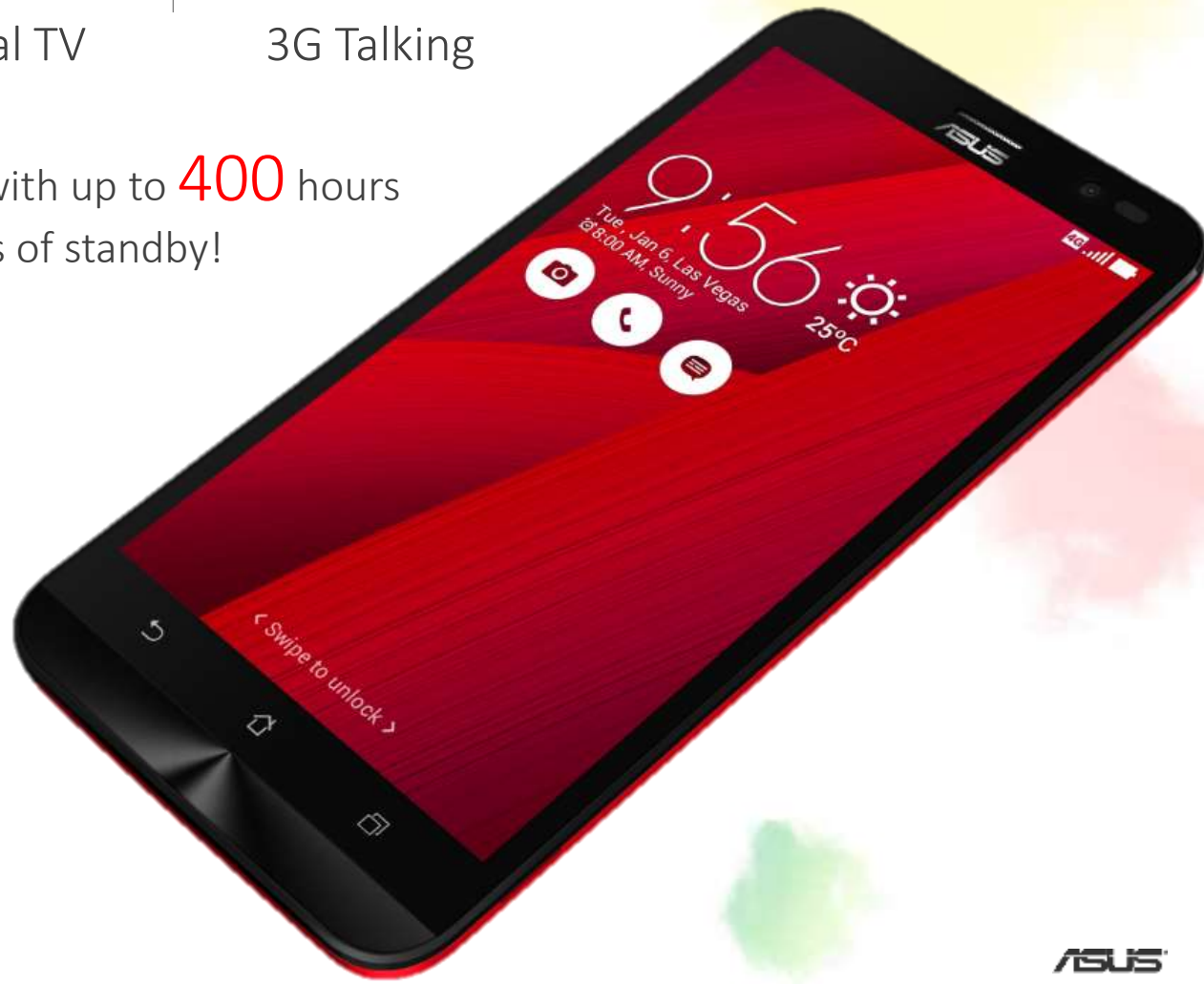
11hrs

Digital TV

16hrs

3G Talking

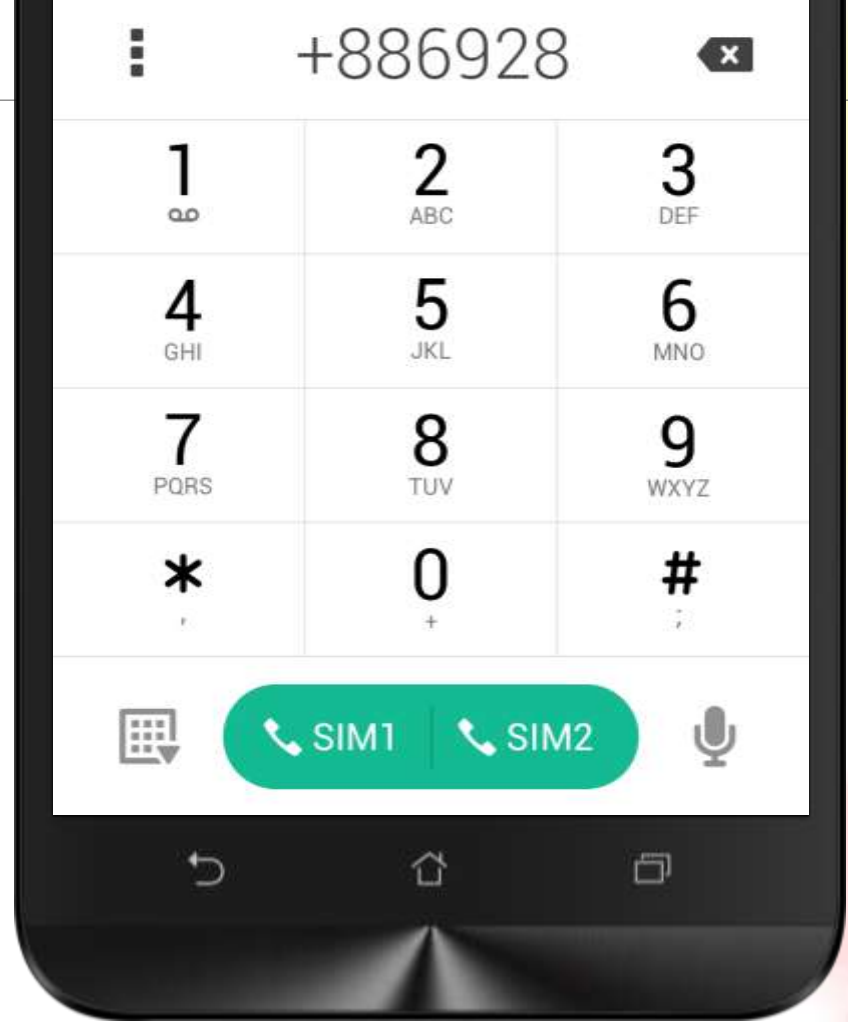
Class-leading performance with up to **400** hours  
– That's well over two weeks of standby!





## DUAL SIM, DUAL STANDBY

Freely to choose one of the SIM card for data roaming and voice calling, and the other one for pure voice calling.



# Zenfone™ Go TV | Digital TV



# User interface overview

Swipe up and down at the left side for **Brightness**



Swipe up and down at the right side for **Volume**

Swipe left or right to switch **Channels**

\*Digital TV app support DVB-T2/T2-Lite, DVB-T / ISDB-T



Real-time progress bar



Save channels on the screen



Quick glance on next airing program



Multi-option subtitles



Sync reminders to calendar

# Zenfone™ Go TV | Camera

# Zenfone Go TV



13/5 MP  
Rear & Front Camera

f/2.0  
Aperture

Dual Flash  
Real Tone LED



## PixelMaster 2.0

A creation of powerful ISP & GPU image processing



Total of **16** different camera modes for day and night

## Superb low-light capture



Auto Mode



HDR Mode



Night Mode

## Depth of field



Normal



Depth of field



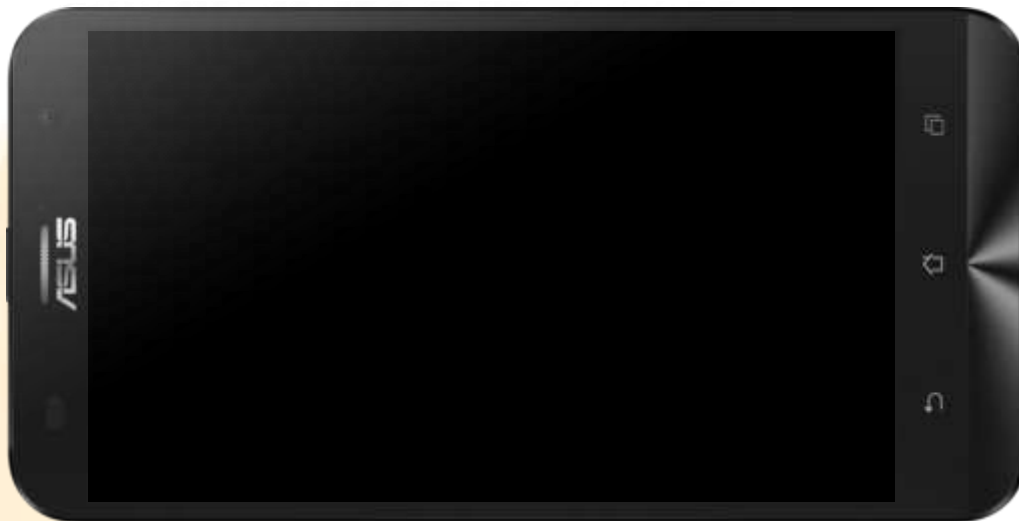
# Selfie Panorama Mode



**140°** Capture with more details

# Manual Mode

Real DSLR camera  
experience



- **Horizon level**
- **Histogram chart**
- **Emotional zoom bar**
- **Shutter speed control**
- **WB control**
- **ISO control**
- **EV control**
- **Focus distance control.**
- **Saturation control**
- **Contrast control**
- **Sharpness control**
- **De-noise level**
- **Separate AF/AE points.**

Before

After



## Beautification Mode

Real-time image enhancement

# Zenfone™ Go TV | Accessory

## Cable for Digital TV

With a standard 3.5mm headphone jack



# ZenEar™

Crystal Clear & Detailed Sound



## View Folio Cover

Avilable in black and blue

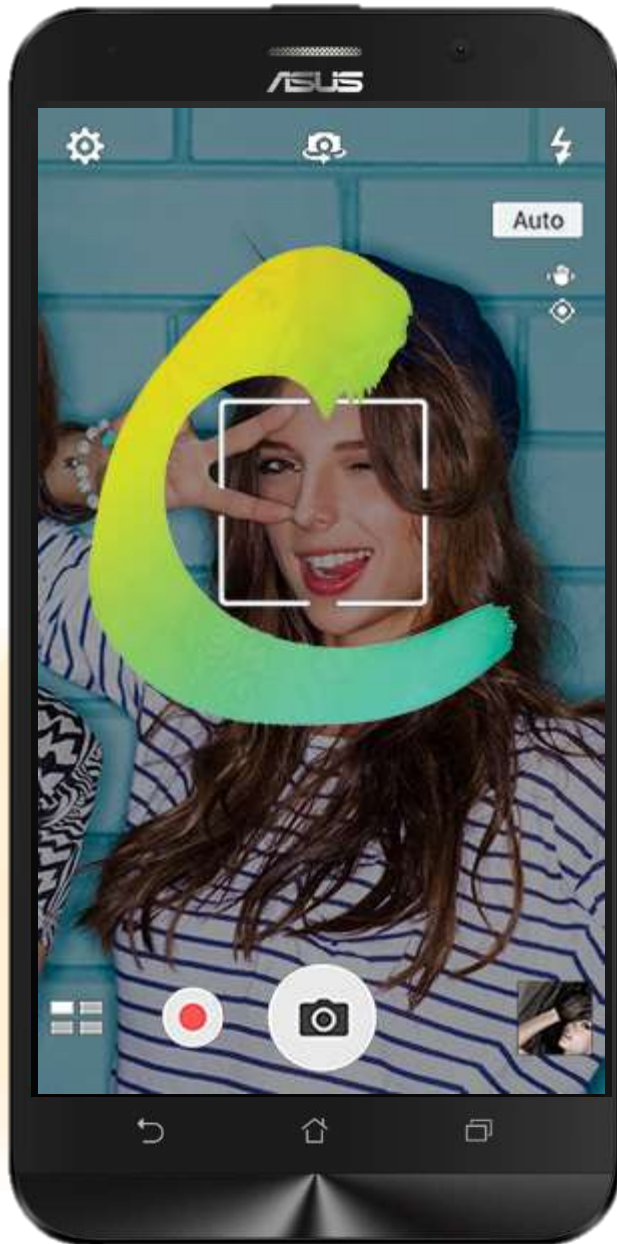




## ASUS ZenUI™

A SIMPLE & SMART  
MOBILE EXPERIENCE





## ZenMotion

Simple and intuitive gestures launch apps in a snap.

- C to launch Camera
- W to launch Browser
- V to launch Dialer
- S to launch Message
- e to Launch Email

Double tap the screen to instantly wake up  
Double tap the home button for one hand mode



## PhotoCollage

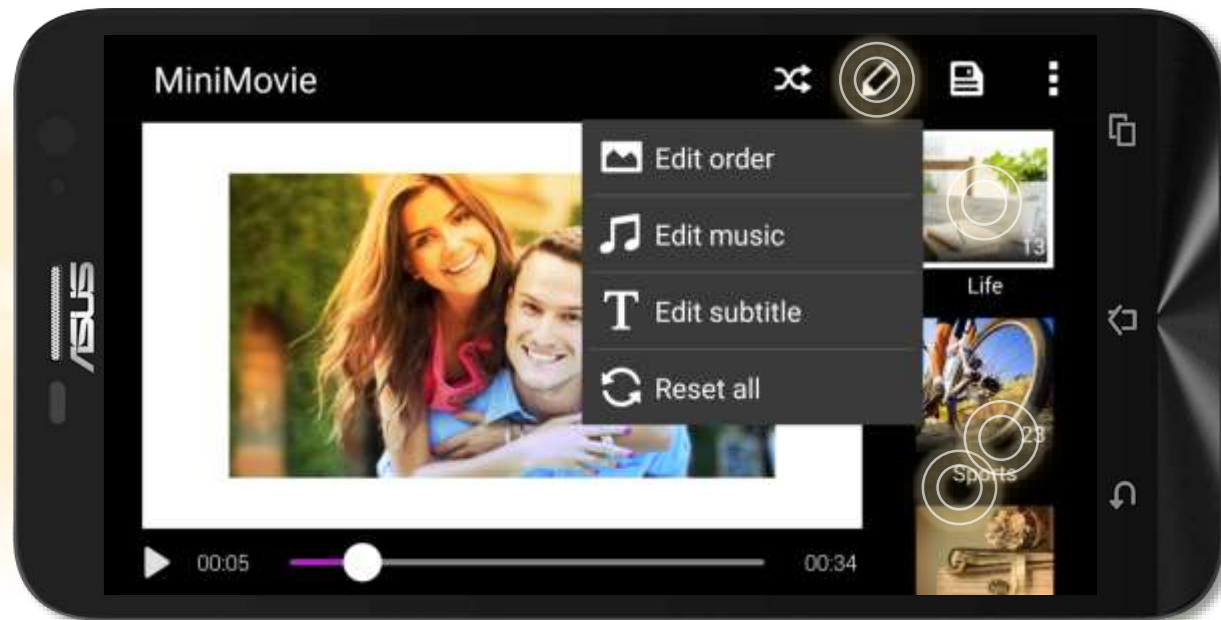
Create your own montages  
Use your own photos and images to build  
beautiful collages and montages





## MiniMovie

Compile emotional memories  
Creates meaningful personal movies using  
your best captures

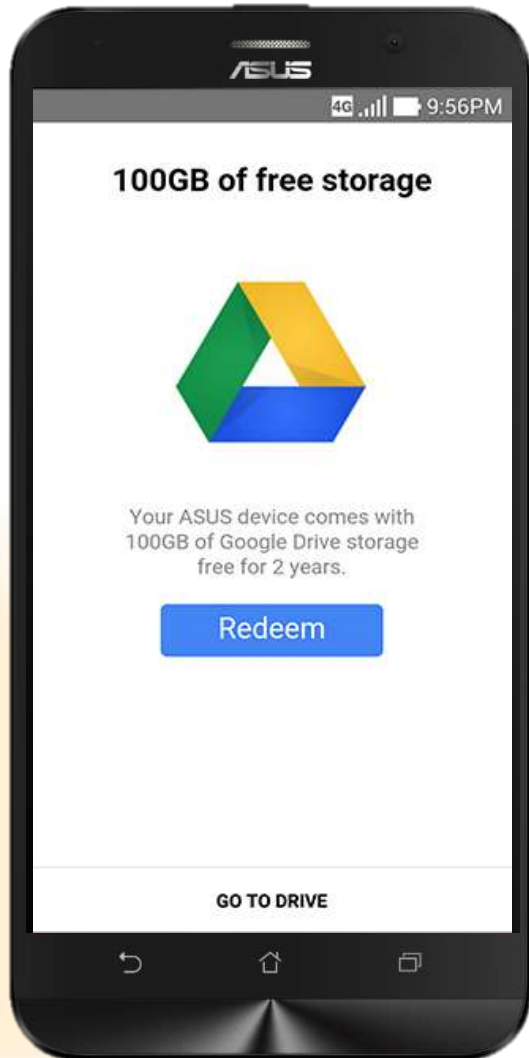




## ZenCircle

Share your adventures  
Connect to the amazing world by sharing  
your remarkable memories





## Free 100GB Google Drive

Enjoy your personal cloud-base data storage

# Zenfone Go TV™



Dimensions : 151mm \* 76.9mm \* 10.7mm  
Weight: 160 g  
Color options: Gray, Gold, Black, White,  
Blue, Red, Flora Pink and Silver Blue

Processor	Qualcomm 8928
OS	Android L 5.1.1 with ASUS ZenUI interface
Memory & Storage	RAM 2G ROM 32G Micro SD Card Support (up to 64GB)
Digital TV	DVB-T2/T2-Lite /DVB-T / ISDB-T (Full seg)
Bluetooth	Bluetooth V 4.0 ( EDR + A2DP )
FM Radio	Support
GPS	Support GPS, aGPS
Interface	Micro USB port Audio jack: 3.5mm Head phone
Front Camera	5MP with f/2.0 aperture
Rear Camera	13/8MP with f/2.0 aperture
Flash LED	Dual-tone flashes
Audio	Build-in speaker
Microphone	Microphone*2 (one for de-noise)
SIM	Dual-SIM (Micro-SIM)
Button	Power and Volume Up/Down
In the Box	Standard USB Cable , Adaptor, Earphone Headset , Digital TV Cable, User Manual & Warranty Card
Adaptor	5W

# Media Review - Droidsans

[Mini Review] รีวิว Asus Zenfone Go TV ฉบับรวบรัด จัดเรื่อง ดูทีวีเน้นๆ



By Octopatr  
Posted at 27/05/2016 14:33

59033 reads  
29 comments



# Media Review - Specphone



Share  
package

แพ็คเกจเดียวแชร์ได้หลายเบอร์ ทั้งเน็ตและโทร  
สมัคร พร้อมเปิดเบอร์สวย รับส่วนลดรายเดือนสูงสุด 2400.-

26  
Sep

HOME SEARCH TOPCHART REVIEW GADGETS APP WEBBOARD BUYER GUIDE VDO MARKET

มือถือยอดนิยม มือถือแฉะแฉอม



สำหรับฟีเจอร์ที่เป็นจุดเด่นของ ASUS ZenFone Go TV นั้นก็คือสามารถดูทีวีได้ ซึ่งมีระบบ SONY IC (SMT-EW100) มาพร้อมชิปเซ็ตดิจิทัลทีวี (DTV) ทำให้คุณสามารถติดตามรายการโปรดในความละเอียดสูงระดับ HD ที่สัญญาณดิจิทัลทีวีส่งความละเอียดขนาด HD มาอยู่แล้ว นอกจากนี้ยังสามารถดูได้ทุกสถานที่ทุกเวลาโดยไม่ต้องใช้อินเตอร์เน็ต แต่ระดับความคมชัดของภาพนั้น ขึ้นอยู่กับสัญญาณในขณะที่ชมว่ามีสัญญาณมากน้อยเพียงใด ซึ่ง ASUS ZenFone Go TV ยังรองรับสัญญาณ DTV ได้หลากหลายช่อง และรับชมได้ฟรี digital-terrestrial ทุกช่องดิจิทัลทั่วโลก ยกตัวอย่างเช่น เกาหลี ญี่ปุ่น อังกฤษ รวมทั้งประเทศไทยด้วย





# Agenda

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- ASUS Company Profile
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- Expectation for DTV

# Expectation for DTV

1. Stronger and Stable signal
2. Wider Coverage
3. More detailed reception information open to public

Thank You