

# ASUS unveils Eee Pad Transformer Prime at AsiaD

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ASUS Chairman Jonney Shih introduced the Eee Pad Transformer Prime tablet at the AsiaD: All Things Digital in Hong Kong. The event, featuring Wall Street Journal journalists Walt Mossberg and Kara Swisher, takes a close look at the influencers and innovations shaping the digital revolution through their unique brand of live journalism.

During the one-on-one live interview, Mr. Shih discussed various topics including the status of the computing industry, the trend of ubiquitous

cloud computing and reinstated how [ASUS](#)'s mantra of "Inspiring Innovation, Persistent Perfection" are exemplified through ASUS innovations.

Towards the end of the interview, Mr. Shih unveiled the Eee Pad Transformer Prime, the world's first tablet featuring Project Kal-El, NVIDIA's next generation quad-core Tegra mobile processor. Following in the success of the Eee Pad Transformer, the Transformer Prime seamlessly blends power and versatility in its artistic, yet functional design.

The Transformer Prime is the world's first tablet to feature Project Kal-El, NVIDIA's next-generation quad-core Tegra mobile processor, giving birth to a new breed of tablet devices that deliver never-before-seen levels of performance with low power consumption. The combination of incredibly high performance and low power consumption means that high-definition entertainment can be enjoyed for an extended period of time.

Featuring an incredibly slim form factor, it is even thinner than its predecessor, and brandishes a metallic spun finish design for a secure, yet extremely comfortable grip. The innovative and convenient mobile dock has also been slimmed down and seamlessly provides the user with a keyboard, touchpad and limitless expandability options, not to mention added battery life.

When combined with the mobile dock, the Transformer Prime provides unlimited productivity for both work and play.

Provided by Asus

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