

## **ASI Presents ASUS Commercial Esports High Performance Solutions 09/17/20**

0:00

The broadcast is now starting. All attendees are in listen only mode.

0:05

Good morning, and good afternoon to everyone. I wanted to thank you for taking part in day three of the ASI 2020 Technology Summit.

0:13

Can't tables is pulled away on another project today, so I will be your moderator. My name is Shelly Schroeder and I'm the director of Marketing over at ASI.

0:21

Today on the fortune, good fortune of welcoming two speakers from a service, We have Patrick Chung on the line, he's a distribution account manager for the Open Platform Business group, as well as Jonathan Loop is our Channel Account Manager for the Systems Platform business script. And then we also have Herman Wong. He's kind of my marketing person, and he's also on the backend, and he'll be helping, I believe, with questions. And he's just on the line. And today's topic, three ASUS's Commercial and E-Sport High Performance Solutions. But before I turn things over to ASUS, I just wanted to go over a couple of things.

0:55

I wanted to remind everyone that there is a question box on the right-hand side. So if you have a question along the way, please just type that in. We are going to save those for the end of the webinar, but again, if you have a question, just type it in and we'll get to that.

1:09

If we are unable to address it in this event, I will take those offline and make sure that we do get those questions answered for you.

1:17

For attending today, we are going to give away any ASUS 27 inch gaming monitor.

1:23

So one lucky winner will win out in a random drawing for participating today, Kent isn't going to be here, he sent me a nice e-mail this morning, and he said, Hey, how about, let's give away to prizes today? And out this week's webinar series, I said, That's excellent idea. I like it. So, in addition to the ASUS 27 Inch Monitor, we will also give away an Intel NUC.

1:46

And lastly, I wanted to remind everyone that we do have two more webinars in this series, are taking place next week. We have Supermicro on Wednesday, and Western Digital on Thursday. The week, number two is a separate registration link. I can see by the distance attendee registration that there was a little confusion on that. And that was the way we present.

2:06

And I apologize for that after this webinar. And to take a look in tomorrow, if I notice that you did register for the second one. I'll send you a separate e-mail with a link just in case you didn't want to catch those as well.

2:18

Again, thank you for being with us today. And now let me turn things over to Patrick and Jonathan. Gentlemen to take it away.

2:26

Alright, Thank you, Shelly.

2:29

My name is Patrick. I'm on the ...

2:31

Open Platform, business group site, like Shelley said, and what open platform means is all components, and Jonathan will be taking care of the system, which is laptops, and for System side of the ACOs business.

2:46

So, I'm going to go ahead and start, was our motherboard right here.

2:51

So, our motherboard is the best.

2:54

You can see right here, breakthrough easy setup, stable and trusted.

2:59

So ASUS as a company, we have about one third of the entire employee that are R&D.

3:06

So we invest a lot in our products, that's the breakthrough and easy setup. So all the ACOs motherboard combo comes with some manual.

3:16

And pretty easy to setup. IO Shield is easy to see and, you know, check what you need.

3:23

Stable.

3:23

We have corporate stable mottoes, it's called CSM motherboards, and we guarantee a longevity for at least a year, and a half, on every model

3:33

that is CSM, and trust it.

3:35

You can see the low right here.

3:37

There's a lot of award winnings for a source motherboard.

3:43

All right. So since 1989, we've shipped over 580 million motherboards.

3:49

No place to end to end like bricks. That can circle earth for four times.

4:02

Or, this is the segmentation of what a suit offers.

4:07

On the gaming side On top is ROG Republic of gamers, which is our most high-end.

4:16

ROG Strix which is mid-tier and we also have entry level gaming, it's called tough gaming.

4:25

On the right side is commercial.

4:29

So we got workstations and corporate stable CSN model right here, prime in the middle, its more entry.

4:41

And Pro art is, uh, For, Like, all the content creators, you know, gaming developers, photographers, that's the pro art.

4:58

So, I'm going to talk a little bit about our models in a single chart, right here.

5:06

So, this is for Intel.

5:10

On the motherboard on top, we have rho G max of us.

5:14

Like I said, RGB are top of the tier on gaming segment.

5:21

We have tough gaming.

5:23

Good.

5:28

So, you can see right here motherboard Graphic Cards Monitor Mouse.

5:32

We basically offer everything you need to build a computer.

5:38

We also have the gaming routers in the back right here.

5:42

So, our Gamming router is also number one in the industry and we offer a lifetime warranty on security.

5:54

There are a lot of brands out there, They offer like one year for free, and after that, you have to pay for subscription, but for a ... router its lifetime.

6:13

This is on the AMD side so best.

6:16

Better and good It's besides the segment, Issues' has it's also on the chipset that AMD offers.

6:28

So this is the X 570. This is also X 570.

6:31

And right here is P 550 monitor.

6:35

It's a PG on the top and in the middle we have V G and also X G and on the good side it's going to be BG.

6:46

So our best monitor's offers do sync at HDR in four K.

7:01

So, this is the compact build.

7:06

...

7:07

Dash I, what I means, is mini I T X, so it's, uh, for you to build a small computer, like more compact, easy to move around.

7:19

So if you see a model name that has I in it motherboards, that's mini, TX.

7:25

So, graphic Cards, right now. You may ask, why is this still, on 2017 since videos launching new stuff?

7:34

Since it hasn't really come out yet, it's going to be in about a week or so. So we didn't put it up there, but vetoes, launching new GPUs really, really soon.

7:56

So, next, we have the professional, the Pro Art bill.

8:02

So, on this, we have T-rex forties and to pair with these two monitors.

8:09

So P 3 2, you see X and P 2 7, UC X, PA is stands for Pro Art, which is a pro our series.

8:18

You'll see right here, they've got four K, IPS, 10 bit colors, 1200 Nits, HDR 10, it shoji and DV.

8:29

So, ..., we want to offer a complete solution. We got Pro motherboard.

8:35

Also, we want pro art our monitors, to pair with it.

8:40

So, content creators can get the best experience the best they need.

8:56

This is the mini PC, that open platform business group offers.

9:04

So we got in so many PC, and also HMT many PCs.

9:09

So the PM 50 series will be the AMD. The PB 60 62 NPN. 40 will be on the Intel.

9:28

This is to show you how easy to setup our out, many PCs are.

9:32

So, you can mount it in the back of a monitor, with the standard visa amount, 100 times 100.

9:41

And this mini PC can support up to 4, 4 K monitors.

9:56

So this is what open platform business group has to offer.

10:02

So if your interest, if your business is system integrating, or simply reseller, all the computer components right here, we offer everything besides CPU.

10:28

This is our tough game in line.

10:33

We offer everything you need to build a system.

10:42

This is the white gaming build.

10:46

For me, it kinda looks like the, the White Walker version of our gaming bill.

11:00

And I'm going to hand it to Jonathan for laptops and systems.

11:10

You guys switch gears. Can I interrupt? I've had a lot of questions asking, will the attendees be able to get a copy of your slide deck from today?

11:21

Yes, I can send it to you, Shelley, and you can help distribute it. Would that be? OK? That's perfect. So everyone, I know that there's a lot of questions of folks wanting to get ahold of the slide deck so I will tomorrow I'll make sure in the follow-up e-mail that I have a link for you to go ahead and download that, thanks.

11:38

I'll go ahead, go ahead and mute myself again.

11:42

Alrighty.

12:07

China, Taiwan, it. Yeah, you should see that. Presenter details.

12:18

So, we're seeing here. It looks like your desktop right now.

12:25

OK, me see the blue window? Yeah, there you go.

12:29

So better. Yeah.

12:32

Oh, that's my presenter's mode.

12:35

Perfect. Can we see it?

12:40

You see the presentation mode. We're seeing. We're seeing your slides on the left side.

12:56

Sure.

13:23

Zapper, now we're still seeing your slides there on the right.

13:30

I think the edge on the screen, there was a dual along with those.

13:37

Let me just try it again.

13:44

Yeah. Pare back there. Yes, it. Perfect. Yeah, that's perfect.

13:50

OK, sorry about that, everyone.

13:53

Yeah, so my name is Jonathan by Patrick mention on GT, which focuses on uncompleted systems, which entails our notebooks, desktops, Tablets, and all the ones.

14:04

So, our main focus, with SVG side, is there are five areas of focus.

14:10

It's once one client computing, whether in the cage space on Chrome e-sports Content Creation and Modern, see. But for simplicity.

14:22

For today's presentation, I'll only focus on commercial splits and content creation.

14:40

Um, so our main focus on, so when it comes to building our devices on the bubbles, is durability.

14:47

Um, so our devices are military certified, stress tussles to emulate different environments, scenarios.

15:03

Those are pretty the dog calls.

15:06

Oh, too many to us, but this is all the other rigorous tests, or Shapes.

15:17

So our second area of focus is on the layers of security, right?

15:22

So for IT management, it allows your staff to remotely control and manage devices.

15:32

It allows them to, uh, for security purposes, it also allows them to recall laws, personal information on the hardware space.

15:47

It's the hardware based protection ensures physical devices.

15:56

Hey Jonathan Hardy, they get a little bit hard to hear you.

16:04

OK, is this better?

16:06

Thank you OK?

16:11

OK, so from the edges, Support for business cider.

16:17

So some of the benefits of our support is minimize the downtime by leveraging Zeus, um, assurance, two-way shipping service, and the ability to manage all your assets through Customs service packages.

16:34

So I wanted to highlight that are commercial devices, on standard or warranty.

16:40

And if needed, we also can extend the warranty and add ADP HDR.

16:47

So HDR is no allows you're defective.

16:55

So when we repair your device, we essentially return your hard drive so that it ensures that we're not recycling.

17:09

A non-secure way. We're just giving it to you. So that's an additional feature that we offer.

17:16

So moving on to the acer excerpt Book.

17:19

This is our commercial brand. So what do you think?

17:23

When we think of the edge for Booker right, she didn't think about a reliable device, a device that is built for performance, and, um, device, that is business focused because of its design.

17:43

So, in 20 20, some of the IT demands, um, the modern day device is that customers are looking for advice that they can take anywhere, Um, has the available connectivity of high speed internet capable of video conferencing and wellbeing and equipped with the latest cybersecurity.

18:15

So the aim ASUS expert books series. Again, like I mentioned, is reliable.

18:20

And is what security.

18:23

Again, it's built with military grade durability.

18:27

It is built for performance.

18:30

So what that means comes it.

18:34

What specs that are best in class events.

18:38

Hi.

18:39

Positive store of comprehensive collection.

18:43

And, lastly, business focus design.

18:46

So it's incredibly thin and light, and the 180 degree range provides comfortable angles.

18:56

So just taking a quick dive into one of our expert books.

18:59

So the B9 series is our premium commercial laptop books series.

19:04

It is.

19:05

Are lightest possibly the wolf lightest device weighing 2.2lbs and it comes with and it still comes with like the exceptional performance.

19:14

The price of this device ranges

19:23

Secondly, I wanted to introduce the expert book P two Series. This is our newest addition to the P 5 E 5 series.

19:36

This one, you know, still a commercial grade device with the same build quality and exceptional performance, but it starts at a lower price point.

19:46

It hundred dollars.

19:50

So just going into bio shield, Valets Shield is no, it's just as partner with Janice technologies to create an ex or with Wild Shield.

20:03

It's suffix.

20:05

The Skew Suffix with dash S H and D Bio's Shield is an added layer of security that essentially enables PG to communicate communication to flow between Windows and hardware.

20:24

So, just some other features of Wild Shield on being data encryption, hard drive.

20:31

An encryption feature helps protect the data from both malware, insiders and external threats.

20:40

The time machine restoration allows users to save point in time for the snapshot on the hard drive, the event of a virus attack.

20:51

The user can select previous snapshot and initiate a rollback to recover corrupted missing data.

21:00

Um, USB device controls can be configured to presents data leakage while retaining, um, no there audio visual capabilities.

21:12

And then the USB encryption, um, admins can living on USB or access so that the data can only be read by pre authorized GC.

21:28

So a thumb drive is missing of the data encrypted cannot be allowed by law species.

21:34

..., secure browsing provides secure.

21:40

Users to download files without warning.

21:46

Wow!

21:47

Delicious.

21:51

Maybe you're maybe if your closet sometimes said, what seems like a wanders, just a little bit, we got really good? audio And then it just, kinda, it drifts a little bit.

22:02

OK, think you're doing the ...

22:05

thing, and it's not close to your mouth, maybe?

22:10

OK, I'm gonna hold it.

22:13

Thank you.

22:14

OK, so, moving on to the use of segments So, again, like Patrick mentioned earlier, there's three different types of shirts when it comes to each spring.

22:26

So, oranges are, first org is tailored to enthusiasts or people that want the best of the best products, RG, Strix, others, scarring Hero edition.

22:40

It's primarily focused for that response.

22:43

You know, just based on performance and then top.

22:46

Again, those, for the entry level, it is the most affordable and most common is in the education space.

22:57

So just quick look at, you know, the different notebooks with the different chassis of each gaming segment.

23:12

So I just wanted to focus on the origins of this dual, um, it is a new device.

23:19

So here are some of the features, come with, the Zapper is Dual.

23:25

Again, it's a 14 inch display with a 240 hertz in those events.

23:31

Response time, as a primary display, but as also comes with a 14 inch ultra HD auxiliary panel as a secondary panel.

23:42

Um, and it comes with the latest Intel processor and Nvidia Graphics Card.

23:55

So, there's a couple of the sacraments in usage. It does do. You know, if you're using it for giving, it does come with some advantages.

24:03

So, again, you can use a secondary screens apps as well.

24:08

Your key lines use as additional reference, um, or just use the seminary screens, Class Street.

24:21

So, moving on to the R O G strips, again, this brand is on heavily focused on sports because of its performance.

24:32

So, again, this particular strokes model comes with the undercurrents.

24:40

and the loss of goods, Sponsor panel.

24:44

Again, it comes with the fastest memory DDR or 100 MHz memory.

24:52

This device also supports three SSDS, it comes with six.

25:04

Well, so, I just wanted to remind you guys of our updates in our desktop lineup.

25:12

And there are different form factors, you look below the Chief of Team DHS, the newest model.

25:18

Um, and this model is different because it is designed with better airflow across the top and bottom on the chassis.

25:29

And it as a carry handle to allow you to move the PC.

25:37

So, it gives users game on the Go option.

25:47

So, the last product line I want to focus on was on the ... Pro Arts Studio.

25:53

Um.

25:57

Its product line is really focused for content creation and is best suited for designers.

26:08

So just a quick intro on Studio Book.

26:12

It comes with the Nano Edge display, 16 by 10 ratio, um, which largest display by the 25% on its 15 inch chassis.

26:25

It is equipped with a screen pad that transitions between them, um, lastly, cozy, extreme performance. So it comes with Bill, with Intel's Quadro Graphics card.

26:45

So we'll say the devices are.

26:52

Be certified.

26:54

So, what that means is these certification codes from Independent Software Vendors to ensure, um, that the most critical applications are reliable on the device, while providing optimal performance and high quality user experience.

27:14

So, here are some of the devices, are some of the applications.

27:22

So, also, just going through a really quick, I just want to slash some of the devices was in the Studio Work line, um, so just, really, the work.

27:35

This is nice, Studio one, this one comes with the Entourage, yes, thousand graphics, card bytes, OK, HD visuals in its compact size.

27:52

This is the studio both Pro X or Side.

27:58

Um, Wonder Laptop. It's also Pantone certified.

28:03

Lastly, this is a Pro 72, which is the oldest.

28:09

It comes with.

28:10

That is quadratic chips. Or this is also vital.

28:19

So let's say I just want to focus on the aces support and programs that we have.

28:26

I just wanted to remind you guys that to get Commercial and Education support office hours on Friday five AM to 5 0 PM. Save Time.

28:39

Please contact phone number or the e-mail listed below the support.

28:46

Also, do a registration, so please reach out to your site reps to register.

28:51

All opportunities we offer discounted pricing, stunning ads.

28:57

On the minimum units with Chrome five Windows, member discounts range between one to shave depending on you quantity.

29:12

Lastly, our demo program, we saw the demo program over to the Notebook shortages, this use are very limited if you do have any opportunities.

29:24

Like it, just, when you have a dental program in those cities, send those opportunities to me for approval.

29:37

Thank you, guys. That's all I have for today.

29:40

Thank you both. Patrick and Jonathan, If you're ready and up for it, I do have a lot of questions that have come in along the way.

29:47

And I think I may start with the first ones on, I think, these kind of tighter on Patrick's portion of the presentation.

29:55

Patrick, it came in at what is the life of the prime for 60 series?

30:02

So, the prime for 60, it's going to last at least two Q, 2 of 2021.

30:09

I know a lot of you might hurt, the 500 series is going to come out early next year, but 460.

30:19

It's still going to be at least Q two, next year.

30:25

Great. Thank you.

30:27

Kinda skim down here.

30:31

Do you have W dash 1200 CPU Xeon motherboard.

30:40

Yes, we do. But that's more on the workstation side.

30:45

So, um, if you want, I can also send out a list of Xeon CPU motherboards to you.

30:54

That's great. I'll make that available.

30:59

If I had a question about the partner programs and that was great, Jonathan. I know you've went ahead and put some programs up there.

31:06

See, then there's one jumped in, and I'm sorry.

31:09

Sometimes I kind of drift a little bit. I was following the Q and A and maybe this got answered along the way, but one of the questions was when you're going over it. Again, this one's more for Jonathan.

31:18

You're going over the X expert books, um, do you have a 17 inch screens, and if not, is there anything in that, in development for that?

31:28

Yeah. So, our expert book Explained is like what?

31:33

OK, yeah.

31:34

Specifics, bugs, yeah, please send that to me and I'll pull up the specifics.

31:38

Yeah, my apologies, I thought you might have whenever I'd been. Fifth on there.

31:42

OK, then this question I think this is more forward thinking into the future if you can share some insight here. When will the ... desktop metaphor it's be upheld.

31:56

If that's more of a entailed question, OK, I'll pose that. I'll go ahead and click that and see if our intel team can share any insight on that if they know anything internally at ASI.

32:09

Let's see. And that's one good question when, Jonathan, when you're putting all the MSR piece, or that's, the assumption is, that those who are in US dollars, back just to clarify, was a Canadian or US.

32:27

US dollars, thank you.

32:30

See?

32:35

Just a clarification. I'm one of the attendees. On the warranty page, it said, two-way shipping.

32:41

Is that replacement hardware?

32:43

Or do you that they install, or do you replace the whole computer?

32:50

Shouldn't be.

32:54

For the part, are that the whole system?

33:00

It should be good for the whole system.

33:06

OK, alright, and here's another one, what options are available for GPU cards? In the laptops are there any offerings, but there are checks, 5000 NVIDIA GPUs.

33:22

And it should be within our studio, OK?

33:31

I can only read it. My limited technology is going to be based on that question.

33:37

I'll tell you, what else like that one will follow up more after this call.

33:42

On the motherboards do any of the new motherboards have a PCIE for data.

33:53

Yes, we do have a PCI Region four.

33:56

Great.

34:01

OK, and that's like I went to Patrick. When you went over that nice notebook that, has that the secondary screen?

34:07

Is that available through ...

34:09

through the channel, or is that something that has limited distribution?

34:15

That's Jonathan's. Sorry, your meeting that your screen laptop, right? Yes.

34:22

Is that something that we can sell? Is that through ASI?

34:25

Do we have are we able to sell that one?

34:28

I believe it's, select, mean we, we have to get more information about the opportunity, so OK.

34:38

Alright, so I'll go ahead, Thanks, for that one. I'll go ahead and put in touch with our PM on that, and then they can have conversation.

34:45

Times contrary, just seeing the, when, somebody, sir, like I can take on, we can follow up afterwards.

34:53

There was another question, Do you have an I nine Evo until note book coming out?

35:07

Oh.

35:12

Under our Studio Bookworm.

35:20

I will. go ahead and take that one offline.

35:24

OK, here was one what was in the Skynet Folder.

35:30

Yeah.

35:31

That is our internal inventory.

35:35

OK, be funny to read. That might not a base. Yeah, anyway, I just thought it was a fun way to close it out with. That was the final question.

35:48

I know that there was a few of them. I went ahead and I know a lot.

35:52

There's a few, I just skimmed over And I know that, you know, there's few of them. Maybe we need a little more details to give you a complete answer and we'll follow up after the call. I just wanted to thank both of you for getting a really good job today and a lot of thanks to all the attendees today. We really appreciate it.

36:06

Again, I know there's a couple of prizes, it leaves out back in the hands of cat and I think the plan was, I don't know if he's been reaching out weekly and giving out the prizes. I'll follow up with them.

36:15

If not, I think that will probably send something out by tomorrow and make sure that yeah, all the prizes have been announced for the week. And then again they're smart prizes for next week.

36:24

Again, WD and Supermicro, next week along with I know that there's a grand prize in the work, so guess what That I'll just say. Thank you, everyone. And we'll go ahead and end it, and I'll follow up if I've seen you haven't signed up for next week's webinar track, and send you a little

reminder. And thank you. Enjoy the rest of your weekend! I hope to see you back on the webinars next week. Thanks, everybody.

36:47

Thank you, guys.