

Health & Technology

ASUS Republic of Gamers launches new Nvidia GeForce RTX notebook lineup



DUBAI: Asus Republic of Gamers (ROG), the world's leading gaming brand, launched its new Nvidia GeForce RTX notebook lineup yesterday. It features two new flagship products, Mothership (GZ700) and the Zephyrus S (GX701). The latest additions to the ROG arsenal of the world's best gaming gear, the ultra-versatile ROG Mothership (GZ700), a 17.3-inch Full HD detachable gaming laptop equipped with up to a factory-overclocked Intel Core i9 processor and NVIDIA GeForce RTX 2080 graphics card and ROG Zephyrus S (GX701), the world's slimmest gaming laptop with an up to 8th Gen Intel Core processor and NVIDIA GeForce RTX 2080 with Max-Q Design graphics.

"Launching the products here in the Middle East first after their unveiling at CES 2019, is a reflection of how important the Middle East is to ROG. Consumers here have shown that they want the latest innovations that ROG brings to gaming, and we appreciate their support and faith in our products," said Jeff Lo, Asus MENA Regional Head.

He added further, "eSports appears to become an important dimension of the future of sports in MENA region. With the announcement of Dubai X-stadium earlier last year, Dubai is soon to become a regional and global hub for hosting video gaming events. This gives us an opportunity to attract millions of esports gamers, spectators and enthusiasts from across the globe. And as a brand, we align ourselves to the visions of the leaders and provide best of innovations for the esports industry."

Asus launches frameless notebooks for the ultimate viewing experience

Asus is also showcasing the Zenbook 14 (UX431), Zenbook S13 (392), Vivobook 15 & 14 (X512 / X412), which were announced at CES 2019. Asus has completely eliminated the bezels from this lineup, highlighted by the Zenbook S13 with a 97 percent screen-to-body ratio and NVIDIA GeForce MX150 discrete graphics. The latest ASUS notebooks are tailored to provide truly unique experiences that unleash users' creative power and reinvigorate their tech lifestyles.

With regards to the Asus lineup Jeff Lo commented, "We have noticed a shift in customer demand in the Middle East, moving from HDD's to SSD's and preferring notebooks with thinner bezels. The thinner bezels allow us to fit bigger screens into smaller form factors and gives consumers a more immersive experience. Our newest lineup including the premium Zenbook & the vibrant Vivobook X415 and 512 reflect our belief that narrow bezels can be had by all customers."

Availability

Mothership & Zephyrus S will be available across retailers in the Middle East from Q2. Zenbook 14 will be available at all leading retailers in the Middle East from Q2. Zenbook S13 will be available at all leading retailers in the Middle East from January. VivoBook X412 / 512 will be available at all leading retailers in the Middle East from February.



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