PATEN OF ASUS PRODUCTS

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Abstract

Asustek Computer Inc. written in ASUS capital letters, is a Taiwan-based company that manufactures computer components such as motherboards, graphics cards and notebooks. Asus recently began producing PDAs, mobile phones, LCD monitors, tablets and other computer products. Its main competitors include MSI, and Gigabyte.

Asus sold more motherboards in 2005 than other companies, including 30 million in 2004. This figure includes other brand contracts. Asus also manufactures components for other companies, including PS2 Sony and Apple Ipod, iBook, etc. ASUS has been chosen by many users because they dare to provide a 2-year guarantee for the notuytv products they make.

In 2014 Asus collaborated with PT Dragon Computer & communication to become the main distributor of notebooks and tablets in Indonesia and managed to become the number one brand to date (according to IDC and GFK data).

Asus which is a "Public" company has registered on the floor of the Taiwan Stock Exchange with code 2357 and a secondary list on the London Stock Exchange with the ASKD code.

keywords : Paten of products ASUS.

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A. INTRODUCTION

After success with the presence of Asus Transformer tablet products for the upper middle class, in 2013, Asus introduced the Asus MeMO Pad in 7 inch and 10 inch sizes that were more affordable. The Asus MeMO Pad feature that is pretty cool is the Floating App which allows several applications to run simultaneously and everything appears on the screen without having to take turns. That is, you can watch videos while browsing, or while editing office files provided at ASUS WebStorage Online Office.

ASUS company is a well-known IT company. This Taiwan-based company is a productive company in issuing its products. Every year the company spawns good quality products such as motherboards, graphics cards, laptops, desktop PCs, LCD monitors, and more. Now the company is full name Asustek Computer Inc. It also began to actively play on mobile devices. The presence of Asus Fonepad and Tablet PC made by Asus is also evidence of the company's seriousness in the realm of the mobile business.

Inspired by a variety of consumer needs in all areas and stages of life, ASUS 'primary mission is to provide truly innovative solutions, which in turn will also inspire consumers to achieve higher productivity and pleasure. By enhancing a close understanding of the needs of today's digital devices for home, office and personal, ASUS is honored with the first record in the world such as the introduction of the breakthrough Eee PC TM, intelligent use of renewable raw materials such as leather and bamboo in notebooks and additions exclusive Super Hybrid Engine energy-saving technology into notebooks and motherboards.

Innovation is the key to ASUS 'success. After launching the PadFone to the public at Computex 2011, this year ASUS Chairman Jonney Shih has once again raised the TAICHI and Transformer Book dual-purpose mobile devices.

ASUS TAICHI is a two sided Ultrabook that can act as a tablet when it is closed. Transformer Book is a tablet that can be inserted into the keyboard docking and transformed into an Ultrabook. ASUS has a range of products that will surpass the user's imagination to enter a new era of cloud computing. By pioneering the latest innovations, trends and technologies that have a major impact on the lives of consumers and the Earth on a large scale, ASUS hopes to reach many people's minds and more market share globally.

To succeed in the highly competitive IT industry, ASUS focuses on the speed of market penetration, costs and services. That is why every ASUS employee strives to master "ASUS Way of Total Quality Management" to fulfill the promise of "Persistent Perfection" of the ASUS brand. With the guidance of these guidelines ASUS develops great benefits in product design, technology, quality and value / cost. These benefits ultimately form the formula for success. ASUS allows the marketing department to communicate the power of this power in capturing the hearts of consumers.

B. CONCLUSION

After success with the presence of Asus Transformer tablet products for the upper middle class, in 2013, Asus introduced the Asus MeMO Pad in 7 inch and 10 inch sizes that were more affordable. The Asus MeMO Pad feature that is pretty cool is the Floating App which allows several applications to run simultaneously and everything appears on the screen without having to take turns. That is, you can watch videos while browsing, or while editing office files provided at ASUS WebStorage Online Office.

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