

## ASUS' First Smartwatch, the ZenWatch 2, Now Available in Singapore

Stylish and elegant, the ZenWatch 2 is customised to be paired with all Android and iOS smartphones to provide a truly personal wearable device for any user

### **KEY POINTS**

- First ASUS smartwatch to launch in Singapore market at an affordable price tag of \$229
- ZenWatch 2 is a stylish and truly-personal wearable device powered by Android Wear
- Able to be paired with both Android and iOS smartphones to provide the best smartwatch for all users
- Available in 2 sizes for all wearers and a variety of interchangeable straps with more than 50 customisable watch faces
- Long battery life <sup>1</sup>of more than 2 days with a single charge
- At-a-glance view of incoming calls, messages, notifications without the need to remove smartphones from pockets or bags and remotely accessing the smartphone camera

**Singapore (13 November, 2015)** — ASUS today announced the availability of the ASUS **ZenWatch 2**, which is ASUS' first smartwatch in Singapore. It will be available at all ASUS brand stores and selected ASUS authorised retailers from tomorrow onwards at \$229.

A stylish and personalised wearable device powered by Android Wear™, the **ZenWatch 2** is crafted with attention to detail using high-quality materials and feature the efficient and powerful Qualcomm® Snapdragon™400 processor. The **ZenWatch 2** comes in 2 sizes - 1.63-inch "Sparrow" and 1.45-inch "Wren"..

<sup>1</sup> Battery life depends on usage configuration

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Compatible with all Android and iOS smartphones, the **ZenWatch 2** serves as a smart assistant for all wearers by providing timely information at a glance and the ability to allow wearers to access their phone using a simple touch or voice command through the smartwatch. The **ZenWatch 2** has a long battery life of 2 days<sup>1</sup> with a single charge, furthermore, it is able to charge 35 percent faster than the first generation of **ZenWatch**, and takes just 36 minutes to charge it from zero to 50 percent, which is enough to last for a full day of use.

The **ZenWatch 2** is designed to be a truly personal device which wearers can customise even further to express their unique sense of style and personality. Available in 1.63-inch and 1.45-inch respectively, the “Sparrow” and “Wren” **Zenwatch 2** models have a variety of interchangeable straps for users to change based on their preference of material and colour. Furthermore, with more than 50 instantly-changeable watch faces, the new ASUS FaceDesigner smartphone app allows wearers to create watch faces with customised style and functionality, creating a unique **ZenWatch 2** experience for everyone.

### Fine Watch Craftsmanship

The **ZenWatch 2** continues the tradition of fine watch craftsmanship with its impeccable, detail-focused design and high-quality construction. It features a durable stainless-steel case available in two sizes that cater to both female and male users. A metal crown button adorns the case, similar to traditional watch styling and providing a quick way to access apps and turn the screen on or off. The watch crystal is designed with a gentle curve for an elegant look and improved usability by providing a smooth surface for easy and responsive swiping gestures. It is made from tough Corning® Gorilla® Glass 3 for protection against scratches and damage.

### Highly Personal and Customisable

Available with a wide range of straps for further personalisation, the **ZenWatch 2** comes in a variety of materials and colours. Available with a soft, premium leather strap, the **ZenWatch 2** provides an elegant look that fits any user scenario. In addition, a tough yet supple rubber strap will also be available, which makes it the perfect choice for athletes, users with active lifestyles, or those who prefer a more casual look.

Complementing its physical design, the **ZenWatch 2** comes with over 50 instantly-changeable, professionally-designed software watch faces. The wide variety of available designs allows wearers to customise their watch to fit any style, activity, or mood, such as a traditional watch face for work or a night out, a sports watch face for exercise, or a more casual design for leisure time. With the new FaceDesigner

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smartphone app, wearers can even create their own watch faces with the look and functionality they desire for a truly personal and unique **ZenWatch 2** experience.

### Smart Assistant App

Powered by the latest version of Android Wear, the **ZenWatch 2** is a smart assistant for Android and iOS smartphone users. It also comes with a wide-range of software features, including ASUS ZenUI apps, Business Helper, FoneHelper, Remote Camera, and ZenWatch Message.

The **ZenWatch 2** seamlessly integrates with the ZenUI on the ASUS smartphones, allowing wearers enjoy wearable-optimised ZenUI apps, such as What's Next and Do It Later. What's Next keeps wearers informed of important information as they need to know it, such as details of their next upcoming appointment or the weather at their next destination. The Do It Later feature allows wearers defer events such as incoming phone calls and messages by automatically adding them to a list of reminders, so they can stay focused on their current task.

The **ZenWatch 2** introduces Business Helper, a suite of features to assist wearers with common business-related tasks, such as checking their agendas, managing email, and viewing their call logs. In addition to the Business Helper, the **ZenWatch 2** comes with an improved version of FoneHelper, a collection of features including Quick Settings, Cover to Mute, Unlock My Phone, and Forgot Phone Warning that are designed to provide a more convenient and enjoyable smartphone experience.

The Remote Camera function provides wearers with the ability to display their smartphone's camera viewfinder on the **ZenWatch 2**. This frees them to take photos from creative angles where the viewfinder would be difficult to see, such as when holding their phone overhead at a concert or other crowded event. Remote Camera is also useful for group photos, letting the photographer compose the photo, release the shutter, and check the final result while being included in the shot. The Remote Camera function offers faster performance, greater range, as well as the ability to switch between the phone's front and rear cameras, plus zoom capability.

The ZenWatch Message is a fun new watch-to-watch communication app that allows wearers to exchange short messages, emojis, and drawings with other **ZenWatch 2** wearers right from their wrists. In addition to software improvements, the **ZenWatch 2** comes with an enhanced battery that provides up to two days of

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use on a single charge. An all-new magnetic charger effortlessly attaches to the **ZenWatch 2** and it takes just 36 minutes to charge the **ZenWatch 2** from zero to 50% capacity.

### **Advanced Wellness Manager**

Comfortable to wear all day and built with sophisticated sensors, the **ZenWatch 2** works together with the completely redesigned Wellness smartphone app to provide a comprehensive solution for managing fitness. The **ZenWatch 2** is a full-featured activity tracker with a built-in pedometer that provides industry-leading step-counting accuracy to give wearers a clear and precise picture of their activity level. Its IP67 water-resistant case is impervious to sweat, so wearers can use the **ZenWatch 2** to track even their most vigorous workouts.

A new workout coaching feature tracks a variety of activity types including walking, running, push-ups, and sit-ups, letting wearers set goals for each workout. The **ZenWatch 2** monitors the workout, provides feedback along the way, and notifies wearers with a congratulatory notification when they meet their goal. Furthermore, it helps wearers stay active throughout the day by providing reminders to get up and move at regular intervals.

With the Wellness smartphone app, wearers can open the Wellness app on their smartphone to see all of their activity information organised in one convenient location. It displays daily and weekly activity summaries, presented as attractive, easy-to-understand timelines and charts to help wearers track their progress and stay motivated to achieve personal fitness goals.

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**AVAILABILITY & PRICING**

Both 1.63-inch “Sparrow” and 1.45-inch “Wren” **Zenwatch 2** models will be available in Singapore at \$229 from tomorrow onwards. The interchangeable straps will be available at S\$39 separately towards the end of November.

The **ZenWatch 2** will be available at the ASUS Online store at <http://store.asus.com/sg/> and at the following ASUS authorised retailers and dealers:

<b>CENTRAL</b>		
<b>Store</b>	<b>Mall</b>	<b>Address</b>
<b>Challenger</b>	Vivocity	1 Harbour Front Walk, VivoCity (S) 098585
<b>ASUS Brand Store</b>	Vivocity	1 Harbour Front Walk, VivoCity (S) 098585
<b>ASUS Brand Store</b>	Funan DigaLife Mall	109 North Bridge Road, Funan DigaLife Mall #03-07, (S) 179097
<b>ASUS Brand Store</b>	Sim Lim Square	1 Rochor Canal Road, Sim Lim Square #01-52, (S) 188504
<b>Challenger</b>	Funan DigaLife Mall	109 North Bridge Rd, #06-00 Funan DigaLife Mall, (S)179097
<b>Gain City</b>	Marina Square	6 Raffles Blvd, #03-223-232 Marina Square, (S) 039594
<b>Harvey Norman</b>	Suntec City	3 Temasek Boulevard, Suntec City Mall (S) 038985
<b>Courts</b>	Orchard	228 Orchard Rd, (S) 238853
<b>Singtel</b>	Commscentre	31 Exeter Road, Commcenter (S) 239732

<b>EAST</b>		
<b>Store</b>	<b>Mall</b>	<b>Address</b>
<b>Courts</b>	Tampines Megastore	50 Tampines North Drive 2 (S) 528766
<b>Singtel</b>	Tampines Mall	4 Tampines Central 5, Tampines Mall (S) 529509
<b>ASUS Brand Store</b>	Funan DigaLife Mall	109 North Bridge Road, Funan DigaLife Mall #03-07, (S) 179097

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<b>ASUS Brand Store</b>	Sim Lim Square	1 Rochor Canal Road, Sim Lim Square #01-52, (S) 188504
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<b>NORTHEAST</b>		
<b>Store</b>	<b>Mall</b>	<b>Address</b>
<b>Challenger</b>	NEX	23 Serangoon Central Nex (S)556083

<b>WEST</b>		
<b>Store</b>	<b>Mall</b>	<b>Address</b>
<b>Harvey Norman</b>	Parkway Parade	80 Marine Parade Rd, Parkway Parade (S) 449269
<b>Harvey Norman</b>	Jurong Point	63 Jurong West Central 3, (S) 648331
<b>Singtel</b>	Jurong Point	63 Jurong West Central 3, (S) 648331
<b>Challenger</b>	JEM	50 Jurong Gateway Road, #04-01 JEM, (S) 608549
<b>Gain City</b>	Gain City	71 Sungei Kadut Drive, (S) 729577

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**Specifications**

	<b>ZenWatch 2 (WI501Q) “Sparrow”</b>	<b>ZenWatch 2 (WI502Q) “Wren”</b>
<b>Processor</b>	Qualcomm® Snapdragon™ 400 Processor	Qualcomm® Snapdragon™ 400 Processor
<b>Operating System</b>	Android Wear	Android Wear
<b>Memory &amp; Storage</b>	512MB RAM 4GB EMMC	512MB RAM 4GB EMMC
<b>Display</b>	AMOLED 1.63-inch 320 x 320 278 ppi 2-finger touch	AMOLED 1.45-inch 280 x 280 273 ppi 2-finger touch
<b>Communication</b>	Bluetooth® 4.1 Wi-Fi	Bluetooth® 4.1 Wi-Fi
<b>Watch Crystal</b>	2.5D curved Corning® Gorilla® Glass 3	2.5D curved Corning® Gorilla® Glass 3
<b>Sensors</b>	6-Axis (A+G) with sensor-hub	6-Axis (A+G) with sensor-hub
<b>Battery</b>	400mAh	300mAh
<b>Charging</b>	Magnetic charging cable	Magnetic charging cable
<b>Water Resistance</b>	IP67	IP67
<b>Colours</b>	Silver, Gunmetal, Rose Gold	Silver, Gunmetal, Rose Gold <sup>2</sup>
<b>Strap</b>	22mm Rubber, leather, stainless steel	18mm Rubber, leather, stainless steel <sup>3</sup>
<b>Size</b>	49 x 41mm	45 x 37 mm
<b>Weight</b>	60g	50g

Specifications, content and product availability are all subject to change without notice and may differ from country to country. Actual performance may vary depending on applications, usage, environment and other factors.

<sup>2</sup> Colours are subject to availability

<sup>3</sup> Strap types are subject to availability

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**About ASUS**

ASUS is a worldwide top-three consumer notebook vendor and maker of the world's best-selling, most award-winning motherboards. A leading enterprise in the new digital era, ASUS designs and manufactures products that perfectly meet the needs of today's digital home and office, with a broad portfolio that includes motherboards, graphics cards, optical drives, displays, desktop and all-in-one PCs, notebooks, netbooks, servers, multimedia devices, wireless solutions, networking devices, tablets, smartphones and wearables. Driven by innovation and committed to quality, ASUS won 4,326 awards in 2014 and is widely credited with revolutionising the PC industry with its Eee PC™. ASUS has more than 16,000 employees around the globe with a world-class R&D team of 5,200 engineers. Company revenue for 2014 was approximately US\$14.5 billion.