

ASUS Announces All-New ZenBook 14 (UM433)

Gorgeous 14" thin and light ultracompact laptop, powered by AMD Ryzen 4000 Series Mobile Processors and featuring a stunning four-sided frameless NanoEdge display

KEY POINTS

- **Unbounded beauty:** Four-sided frameless NanoEdge display, with ultraslim bezels and up to an 92% screen-to-body ratio for near-borderless visuals
- **Ultraportable, redefined:** Ultracompact design ever gives ZenBook 14 one of the world's smallest footprints in its class
- **No-compromise productivity:** Exclusive ASUS NumberPad for easy data entry, plus 3D IR camera for fast face login even in low-light environments
- **Unbounded performance:** Up to the latest AMD Ryzen™ 4000 Series Mobile Processors, GeForce® MX350 GPU, 16 GB RAM and 1 TB PCIe® 3.0 x4 SSD



TAIPEI, Taiwan, April 27, 2020 — ASUS today announced the all-new ZenBook 14 (UM433), a premium thin and light laptop powered by the latest AMD Ryzen™ 4000 Series Mobile Processors.

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ZenBook 14 has a stunning new frameless NanoEdge display, with ultraslim bezels on all four sides and an unrivaled up to 92% screen-to-body ratio¹ for a near-borderless viewing experience. The NanoEdge display also allows a much more compact design, giving ZenBook 14 one of the smallest footprints in its class².

ZenBook 14 also optionally includes the exclusive ASUS NumberPad 2.0, an innovative productivity enhancement that provides a full-size LED-illuminated numeric keypad built into the touchpad. There's also a 3D IR camera that allows fast face login using Windows Hello, even in low-light environments.

The combination of performance and mobility is a defining feature of the ZenBook 14, and the new model features a full complement of high-performance components including up to the latest AMD Ryzen 7 4700U APU, NVIDIA® GeForce™ MX350 graphics, 16 GB RAM and a 1 TB PCIe® SSD.

ZenBook 14 is torture-tested to MIL-STD-810G military-grade reliability standards, with demanding tests that include environmental extremes of altitude, temperature and humidity, in addition to extensive drop, shock and vibration testing.

Ultraportable, redefined

The new ZenBook 14 (UM433) ushers in a fresh era of ultracompact, ultralight laptops, and boasts one of the smallest footprints in its class, a feat made possible by the new frameless NanoEdge design. The stunning frameless NanoEdge display now features ultraslim bezels on all four sides, creating an unrivaled 92% screen-to-body ratio that maximizes the screen area in the minimum physical space.

The result is simply breathtaking: the near-borderless visuals deliver a more immersive viewing experience with less visual distraction, making ZenBook 14 the perfect choice for on-the-go creativity or entertainment.

No-compromise productivity

For the ultimate on-the-go productivity, ZenBook 14 (UM433) is optionally equipped with the exclusive ASUS NumberPad 2.0. NumberPad solves the age-old problem of the lack of a dedicated numeric keypad on compact laptops. Tapping the NumberPad icon at the top right corner of the touchpad reveals a full-size LED-illuminated numeric keypad, allowing rapid and intuitive data entry or calculations.

All models feature an advanced 3D infrared (IR) camera, with see-in-the-dark capabilities to ensure fast, reliable hands-free face login with Windows Hello — even in dimly-lit environments. Unlike some rivals with awkwardly placed cameras, on ZenBook 14 the camera is located on the slim top bezel of the NanoEdge display — yet another thoughtful design detail.

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Advanced voice-recognition capabilities on ZenBook 14 means users can be entertained, informed, and organized simply by speaking to Alexa or Cortana. Alexa is a cloud-based voice service that helps users with tasks, entertainment, general information, and more. Using Alexa is as simple as asking a question. Just ask to play music, read the news, control a smart home, tell a joke, and more — Alexa will respond instantly.

When working on the go, it's vital to be able to connect with anything and everything. ZenBook 14 features the revolutionary USB Type-C® (USB-C®) port and superfast USB 3.2 Gen 2 (up to 10Gbps³) data transfers, and there's also a range of other USB ports, including USB Type-A (up to 5Gbps or 10Gbps) and/or USB 2.0⁴. ZenBook 14 also includes an HDMI port and a microSD card reader, so it's easy to connect to any current and future peripherals.

Comfort is one of the top design priorities for the ZenBook family. ZenBook 14 goes the extra mile with the exclusive ErgoLift hinge, an engineering masterpiece designed to automatically tilt the keyboard to the most comfortable typing position. The carefully calculated tilt also improves system cooling and audio performance.

Unbounded performance

ZenBook 14 (UM433) is built to deliver unbounded on-the-go performance, featuring up to the latest AMD Ryzen 7 4700U Mobile Processor and fast NVIDIA GeForce MX350 discrete graphics. It's equipped with PCIe SSD and up to 16 GB of RAM, making ZenBook 14 ideal for creating complex documents, retouching photos, editing videos, or simply taking a gaming break. ZenBook 14 enables users to do more, and do it quicker. Additionally, the latest Bluetooth® 5.0 lets users access all the benefits of the latest low-power peripherals and accessories.

Designed for non-stop, on-the-go lifestyles, ZenBook 14 gives users the freedom to work all day on a single battery charge — up to an impressive 12 hours.

Ultratough: Military-grade durability

ZenBook 14 (UM433) meets the ultra-demanding MIL-STD-810G U.S. military standard for reliability and durability, undergoing a punishing test regime that includes extended tests for operation in harsh environments including extreme altitudes, temperatures and humidity. The series has also passed ASUS laptop tests that far exceed the standards set by the industry. ZenBook 14 is the ultratough ultraportable, the perfect choice for discerning on-the-go professionals.

AVAILABILITY & PRICING

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ASUS ZenBook 14 (UM433IQ) will be available from **DATE** in **COUNTRIES** from **PLACES**. Please contact your local ASUS representative for further information.

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NOTES TO EDITORS

ZenBook 14 (UM433IQ) website: <https://www.asus.com/Laptops/ASUS-ZenBook-14-UM433IQ/>

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SPECIFICATIONS

ASUS ZenBook 14 (UM433IQ)

Processor	AMD Ryzen™ 7 4700U Mobile Processor AMD Ryzen™ 5 4500U Mobile Processor
Display	14" LED-backlit Full HD (1920 x 1080) 16:9 slim-bezel NanoEdge display 178° wide-view technology 72% NTSC, four-sided frameless design, up to 92% S/B ratio
Operating System	Windows 10 Pro Windows 10 Home
Graphics	NVIDIA® GeForce® MX350, 2 GB GDDR5 VRAM Integrated AMD Radeon™ Graphics
Memory	8 GB / 16 GB 4266 MHz LPDDR4x onboard
Storage	1 TB PCIe® 3.0 x4 SSD or 512 GB / 256 GB PCIe® 3.0 x2 SSD
Connectivity	Bluetooth® 5.0
Cameras	3D IR HD camera
Interfaces	USB 3.2 Gen 2 Type-C® USB 3.2 Gen 2 Type-A (up to 10Gbps) USB 2.0 HDMI MicroSD Audio combo jack
Touchpad	Exclusive ASUS NumberPad
Audio	ASUS SonicMaster stereo audio system. Array microphone with Cortana and Alexa voice-recognition support
Battery	50 Wh 3-cell lithium-polymer battery Up to 12 hours battery life
AC Adapter	50-watt power adapter, plug type: ø4 (mm) (Output: 19 V DC, 65 W) (Input: 100-240 V AC, 50 / 60 Hz universal)
Dimensions	31.9 x 19.9 x 1.69 cm
Weight	1.15 kg

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About ASUS

ASUS is a multinational company known for the world's best motherboards, PCs, monitors, graphics cards and routers, and driven to become the most-admired innovative leading technology enterprise. With a global workforce that includes more than 5,000 R&D professionals, ASUS leads the industry through cutting-edge design and innovations made to create the most ubiquitous, intelligent, heartfelt and joyful smart life for everyone. Inspired by the *In Search of Incredible* brand spirit, ASUS won more than 11 prestigious awards every day in 2019 and ranked as one of Forbes' Global 2000 Top Regarded Companies, Thomson Reuters' Top 100 Global Tech Leaders and Fortune's World's Most Admired Companies.

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¹ The stated width of the side bezel is the distance between the edge of the non-active screen display area and the inside edge of the case. If the case width is included, the side bezel width is 4mm. The stated width of the bottom bezel is the distance between the edge of the non-active screen display area and the visible edge of the display when the laptop is opened to 90°. Measured based on standard (not anti-glare) display configuration. The screen-to-body ratio is calculated based on the visible body area of the display when the laptop is opened to 90° and the active display area.

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²As of April 10, 2020 based on internal ASUS market analysis comparing ZenBook 14 laptop size to competing products in their class (laptops with a screen measuring 14 inches) from vendors including Acer, Apple, HP, Huawei, Lenovo, Microsoft and Dell.

³ Unless otherwise stated, claimed USB speeds are based on theoretical performance. Actual performance may vary in real-world situations.

⁴ I/O ports vary according to model, please refer to individual model specifications for details.