

# ASUS launches a complete product range of AI Copilot+ PCs laptops at Computer 2024

ASUS ushered in a new era of AI Copilot+ PCs — equipped with advanced AI with over 45 AI NPU TOPS — during the Always Incredible event at Computex 2024, with the launch of a completely new product range including ProArt, Zenbook and Vivobook.

At a recent private launch event, the new ASUS Vivobook S 15 (S5507) became ASUS's first AI Copilot+ PC laptop. This is an elegant, AI-powered laptop for every use, powered by the AI-powered Snapdragon X Elite platform. Other Vivobook 2024 models include: Vivobook S14 14-inch (M5406), Vivobook S 15 15.6-inch (M5506), and Vivobook S 16-inch (M5606) — now with new specifications and all available with upgraded version to AMD Ryzen AI 9 HX 370 processor.

New Windows AI features, such as Recall and Cocreator in Paint, will be available on ASUS Vivobook S 15 on June 18, while the remaining models will receive a free update to the Copilot+ PC experience when available. Zenbook S 16, ProArt P16 and PX13, all powered by AMD Ryzen AI 9 HX 370 processors, are available for pre-order now at <http://asus.com> and <http://bestbuy.com> ;at America. Zenbook S 16 starts at \$1,399. ProArt PX13 starts at \$1,699 and ProArt P16 starts at \$1,899. All ProArt laptops include a free three-month Adobe Creative Suite subscription and a free six-month CapCut Pro subscription.



## Copilot+ PC

\*Windows 11 AI PCs will receive a free update to Copilot+ PC experiences when available.

**AI for content creators: ASUS ProArt P16 / ProArt PX13 / ProArt PZ13**

The new ASUS ProArt AI is designed to empower every creator — whether they're everyday users, outdoors, or professionals — to turn life's moments into lasting stories. Light, durable and powerful laptops enable users to create anywhere, faster and smarter. All three new models are Copilot+ PCs and feature ASUS-exclusive StoryCube and MuseTree apps to support workflows powered by AI.

StoryCube is a smart, convenient and powerful digital asset management tool with AI support for scene classification and clip creation, allowing users to easily manage and export content in file libraries their. MuseTree turns inspiration into images quickly, allowing users to be more creative through simple graphical interactions, while always storing and managing their ideas intelligently. These laptops also include a dedicated Copilot key for quick access.

The ProArt P16 16-inch laptop delivers an immersive creative experience on the go, boasting advanced components in a premium black chassis that's just 14.9 mm thin and 1.85 kg light. Powered by a 50 TOPS NPU, integrated into the AMD Ryzen AI 9 HX 370 processor and NVIDIA GeForce RTX 4070 GPU can deliver up to 321 TOPS, making this the first AI PC built for AI workflows Enhance creativity, gaming, productivity and more. Its GeForce RTX 4070 GPU provides RTX AI acceleration for creatives in leading 2D and 3D video editing and streaming applications.

RTX GPUs perform video editing tasks 2.5 times faster with DaVinci Resolve. Adobe Premiere Pro's AI Speech Enhance runs 4.5 times faster. 3D is accelerated up to 6x in Autodesk Arnold. And ProArt P16 has access to exclusive NVIDIA AI software like NVIDIA Broadcast, RTX Video, and ChatRTX technology demos.

For increased portability, the ASUS ProArt PX13 weighs just 1.38 kg and is flexible in any usage situation, with a 360° hinge that allows for seamless switching between laptop, tent, stand or tablet modes. Whether you're on the go or working from home, the ASUS Lumina OLED 3K display ensures vivid, true-to-life images. Powered by the AMD Ryzen AI 9 HX 370 processor, ProArt PX13 is an NVIDIA Studio certified laptop, with a 300 TOPS GeForce RTX 4070 GPU for an advanced PC AI experience, helping creators unlock unique AI and Dive into AI-accelerated workflows, from textures and lighting effects to AI-generated images. In addition to ultra-fast WiFi 7 connectivity, it also features expanded I/O ports including dual USB4 40 Gbps for fast charging and external displays, HDMI 2.1 FRL, and a MicroSD UHS-II card reader for quick camera transfers. act.

Finally, the ultra-compact and ultra-portable ProArt PZ13 2-in-1 laptop allows users to experience optimal mobility without sacrificing performance. Weighing just 0.85 kg, this device is powerful with an AI-powered Snapdragon X Series processor, ASUS Lumina 3K OLED display, and Copilot+ PC. Whether working, on the go, or enjoying multimedia content, the lifelike images provided by the flagship display deliver an immersive experience. The PZ13 functions as a hybrid tablet or laptop thanks to its full-sized detachable magnetic keyboard. A long-lasting 70 Wh battery, IP52 dust and water resistance, and an SD slot with microSD adapter all combine to make this the device of choice. perfect for ultimate creative mobility. Additionally, on the new ProArt laptop line, ASUS and CapCut have teamed up to bring users an exclusive free six-month CapCut membership program, providing access to premium features and thousands of content, giving them the benefit of a flexible editing workflow, magical AI tools, and a stock library.

### **AI for high portability: ASUS Zenbook S 16 (UM5606)**

A fusion of aesthetics and technology, the premium ASUS Zenbook S 16 is a sleek and lightweight ultraportable, measuring just 1.1 cm thin and weighing 1.5 kg. This is a masterpiece of craftsmanship, despite its extremely beautiful design, it has a 28W TDP and 50 TOPS from the NPU in the AMD Ryzen AI 9 HX 370 processor. Unique 3D vapor chamber cooling system Unique ability to cool extremely quietly

The device is available in elegant Scandinavian White or sophisticated Zumaia Gray. Equipped with a highly efficient 78 Wh battery and a full complement of I/O ports—including two USB4, USB 3.2 Type-A, HDMI, audio jack, and SD card reader—on-the-go connectivity is a breeze seamless ease. Users can enjoy lightning-fast responsiveness with up to 2 TB PCIe 4.0 x4 SSD and up to 32 GB LPDDR5x RAM. Immersive 16-inch 3K 16:10 panel with 120 Hz refresh rate, NanoEdge bezels, and 90% screen-to-body ratio delivers stunning home theater visuals. Certified by TÜV, with low blue light technology, ensuring the highest level of eye protection. With a six-speaker sound system — unprecedented in such a compact device — it delivers cinematic sound and AI noise cancellation for advanced conference calls ensures that calls clear and undisturbed by the world around you. The FHD AiSense IR camera supports AI effects, while Dolby Atmos provides multi-dimensional sound. With a 40% larger 16:10 touchpad that supports smart gestures for easy navigation and control, the user experience is further enhanced. Zenbook S 16 also has advanced security features. Internally, the Microsoft Pluton security processor creates a protective boundary around critical components to protect them from external threats. Externally, the FHD AiSense IR camera supports Windows Hello, Adaptive Lock and Dimming, and Windows password, allowing users to log in to apps and accounts with just their face.

### **AI for everyone: ASUS Vivobook S series**

ASUS Vivobook S 15 (S5507) is the pioneer of the new generation ASUS AI laptop. This 1.47 cm thin, 1.42 kg 15.6-inch ultraportable laptop is ASUS's first Copilot+ PC, harnessing the AI power of the Snapdragon X Elite platform with hardware-accelerated AI functions and Powerful battery lasts up to 18 hours. Leveraging this powerful hardware, ASUS Vivobook S 15 integrates advanced features such as Windows Studio Effects, adjusts lighting, and provides new creative filters to enhance call collaboration, and the ASUS AiSense Camera with AI-powered Security enables adaptive locking that automatically locks when users leave and automatically unlocks when they return, as well as automatically dimming when users turn away. What's more, it has built-in live subtitles to turn any audio streaming through your PC into a single, real-time English subtitles experience on screen across all apps, consistently. . And with Cocreator, users can turn sketches into finished works of art using natural language to describe what they want to create. These advanced technologies not only enhance security and privacy, but also enhance the audio-visual experience and inspire creativity.

The expansive ASUS Lumina OLED 3K 120 Hz display and immersive Harman Kardon-certified Dolby Atmos sound system in a 1.47 cm thin, 1.42 kg light premium all-metal body built to help move easily. The RGB keyboard features a dedicated Copilot key for fast AI support that will revolutionize work and play. ASUS Vivobook S 15 also offers incredible connectivity on the go with WiFi 7 and a full set of I/O ports - including two fully functional USB4, two USB 3.2 Gen 1 Type-A, HDMI 2.1, microSD card reader and audio combo jack.

To deliver the latest AI features to the widest range of users, the existing ASUS Vivobook S series has been upgraded to feature processors up to the AMD Ryzen AI 9 HX 370 processor. ASUS Vivobook S14 (M5406 ) 14-inch, ASUS Vivobook S 15 (M5506) 15.6-inch and ASUS Vivobook S (M5606) 16-inch have all been redesigned for 2024 with an even thinner and lighter design. With an elegant, sporty all-metal chassis, these laptops are just 1.39 cm thick and weigh just 1.3 kg.

Besides exceptional portability and minimalist aesthetics, they also boast outstanding performance powered by the latest AMD Radeon graphics, up to 32 GB of LPDDR5X memory, and up to PCIe 4.0 SSD storage. to 1 TB lightning fast. Enhanced cooling is ensured by ASUS IceCool thermal technology, which now features two heat pipes, two 97-blade IceBlade fans and two vents.

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