

The secret that helps ASUS ROG create the most powerful gaming laptops

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As the number 1 gaming laptop brand in Vietnam, ASUS ROG brings to the market many product lines that have in common the strongest performance according to each segment and user requirements.

Gaming laptops are becoming more popular than ever.

The explosion of content on social networking platforms, e-commerce platforms and the trend of applying artificial intelligence (AI), along with performance advantages, help gaming laptops no longer be "framed" as purely gaming devices, but become a versatile choice for studying, entertaining and working of many users.

The growing demand for laptops with powerful performance, efficient cooling technology, and beautiful screens is the driving force behind many users looking for gaming laptops. Young users have more reasons to choose to buy gaming laptops, besides their gaming hobby, but fields of study that require high-performance computers related to design, manufacturing, AI, blockchain, and content creation are increasingly attractive to the GenZ generation.

Picture 1 of The secret that helps ASUS ROG create the most powerful gaming laptops

Not only games, gaming laptops are also serving young users in many trendy fields of study that require computers with powerful performance.

The strong development of content streaming, sales streaming, and content creation fields that require large-volume, elaborate image and video editing also contributes significantly to making buying gaming laptops for work more popular.

As evidence of this, according to DataIntel's forecast, the global gaming laptop market is growing strongly, achieving an average annual growth rate of 11.3%, with a total value of \$26.45 billion in 2032, 2.6 times higher than in 2023.

Picture 2 of The secret that helps ASUS ROG create the most powerful gaming laptops

According to DataIntel's forecast, the gaming laptop market will grow strongly in the coming years. Source: <https://dataintel.com/report/global-gaming-laptop-market>

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To meet the ever-increasing performance demands of users, ASUS ROG creates the world's most powerful gaming machines with the latest and most advanced hardware components from partners such as Intel, NVIDIA & AMD. In terms of processors, in the high-end product segment in 2024, ASUS equips Intel's top-of-the-line Intel® Core™ i9 14900HX Processor, with 24 cores and 32 processing threads, capable of handling all AAA games and the heaviest processing tasks.

For gaming laptops that emphasize mobility and compactness, the new generation Intel Core Ultra 9-185H processor with 16 cores and 22 threads and AMD Ryzen 9-8945HS with 8 cores and 16 threads are the choices that bring optimal performance to ROG products. In the product line aimed at students, Intel's 2023 high-end processor generation such as Core i7-13620H has 10 cores and 16 threads, capable of handling a variety of tasks from entertainment to work.

Picture 3 of The secret that helps ASUS ROG create the most powerful gaming laptops

In each product, ASUS always focuses on equipping the best and most optimal components.

Along with the processors on ASUS gaming laptops are powerful discrete graphics card options of the latest RTX 4000 generation from NVIDIA. The top of the line is the most powerful graphics card line on the market today, the NVIDIA® GeForce RTX® 4090. Lower options from RTX® 4050 to 4080 are available, depending on the product. The strength of ASUS gaming laptops is the ability to maximize the power of discrete GPUs with impressive TGP levels. This is demonstrated with the "monster" RTX® 4090 reaching a maximum TGP power of 175W (thanks to Dynamic Boost) on the ROG Strix SCAR 18 (2024), to the top thin and light 14" gaming laptop model like the Zephyrus G14 (2024) that can push the discrete GPU performance to a TGP of 90W via Dynamic Boost. It can be said that in all ASUS ROG products, the GPU is always prioritized with the highest TGP configuration on the market, giving users the strongest graphics performance possible.

To create the most powerful gaming laptop, a suitable cooling system is needed. ASUS understands that and has equipped its product with cooling technology up to 3 fans, large heat dissipation slots and optimized cooling airflow, along with Conduction Extreme liquid metal thermal paste to reduce CPU and GPU temperatures by up to 15°C. Together with ROG Intelligent Cooling technology, this smart system not only helps ASUS gaming laptops maintain peak performance for a long time, but also ensures durability over many years.

Picture 4 of The secret that helps ASUS ROG create the most powerful gaming laptops

The Armoury Crate application is the tool that helps users 'control' ASUS gaming laptops in the best way to unleash their full performance.

The exclusive Armoury Crate application that comes with every ASUS gaming laptop is a highlight that optimizes performance while enhancing system stability. Performance mode provides high performance with suitable noise and temperature. Meanwhile, with Turbo, the performance of the ASUS gaming machine will be pushed to the highest level. Not for amateurs, Manual mode will support overclocking, pushing performance to new heights based on the talent of experienced users.

In addition, Armoury Crate also provides a series of parameters and in-depth system customization features on an intuitive and eye-catching graphical interface. Integrating a download center and notification when there are updates, users will not miss updates to optimize the performance of the device.

ASUS ROG's most powerful gaming laptops

(This part depends on each dealer, can add ASUS gaming laptops or remove products not for sale)

ROG Strix SCAR 18 (2024) - The world's most powerful gaming laptop

Launched in early 2024, ROG Strix SCAR 18 (2024) - the most powerful gaming laptop line in the Vietnamese market at the time of launch, with the ultimate ROG Nebula HDR Mini LED screen, along with a powerful configuration including Intel Core i9 14900HX CPU and NVIDIA GeForce RTX 4090 GPU with a maximum TGP capacity of 175W for superior performance over the previous generation.



ROG Strix G16 (2024) - Gaming laptop to master every game

ROG Strix G16 (2024) is equipped with up to the most powerful Intel® Core™ i9-14900HX CPU and up to NVIDIA GeForce RTX 4060 GPU with a maximum TGP of 175W thanks to Dynamic Boost. The product also has a standard ROG Nebula Display for a bright, smooth and vivid visual experience.



ROG Zephyrus G16 (2024) - The most powerful ROG Nebula OLED gaming laptop

The new generation ROG Zephyrus G16 impresses with its attractive modern design, extremely thin and light with a weight of only 1.85kg and a thickness of 1.49cm. This product possesses truly powerful performance leading the segment with Intel® Core™ Ultra 9-185H processor, GPU up to NVIDIA RTX 4070 TGP 105W with ROG Intelligent Cooling technology, 3 cooling fans and liquid metal thermal paste to keep the machine running cool.

Picture 7 of The secret that helps ASUS ROG create the most powerful gaming laptops

ROG Zephyrus G14 (2024) - The most powerful ROG Nebula OLED gaming laptop

ROG Zephyrus G14 (2024) inherits the legacy of its predecessors by offering users a 14" gaming laptop option that is extremely ideal for mobile use, weighing 1.5kg and 1.59cm thin. Inside that extremely compact body is impressive performance with an AMD Ryzen 9-8945HS processor, GPU up to NVIDIA RTX 4060 TGP 90W with 32GB RAM, 1TB SSD, ROG Nebula OLED 3K 120Hz screen.

Picture 8 of The secret that helps ASUS ROG create the most powerful gaming laptops

TUF Gaming F15 (2023) – The most powerful gaming laptop for students

ASUS's powerful gaming laptop line with durability and affordable price always knows how to score points with the general public through high configuration: Intel Core i7 13620H, NVIDIA RTX 4060 GPU (140W), dual 5-pipe cooling system and 144Hz 100% sRGB gaming standard screen. In addition, the device also has the US military durability standard MIL-STD810, suitable for general users and students.

Picture 9 of The secret that helps ASUS ROG create the most powerful gaming laptops

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