

## ASUS Unveils the World's First IEEE-1394 440BX Motherboard

# P3B-1394

**TAIPEI, Taiwan, August 27, 1999** — ASUSTeK COMPUTER INC. (ASUS) unveiled today its latest P3B series motherboard, the ASUS P3B-1394 — the world's first IEEE-1394 440BX motherboard. IEEE-1394 is a cost-effective technology that enables the convergence of the PC and A/V (audio/video) with the advantages of a high-speed transfer rate, scalability, real-time data processing, and simple connectivity. This latest product from ASUS, based on Intel's 440BX AGPset, offers a real-time digital connection between PCs and digital consumer electronic appliances using 1394 technology and is legacy free to eliminate complex hardware/software compatibility issues for a true Easy PC.

### Leading and setting standards for the industry

“The goal of ASUS is to fulfill, at the earliest time possible, the vast needs of future PC peripherals and at the same time simplify the system interface, thus supporting the Easy PC Initiative started by Intel Corporation,” said Jonney Shih, ASUS President and CEO. “ASUS has always been committed to leading and setting standards for the industry toward easier system installation and increased I/O performance. Thus, when we saw the necessity and market potential of IEEE-1394's 400Mbps digital-to-analog data transmission, we immediately started working on a motherboard with IEEE-1394 support. The ASUS P3B-1394 is the fruit of these efforts.”

The P3B-1394 is capable of transmitting data up to 400Mbps, which is faster than conventional hard disks and Ultra-Wide SCSI (40MBps). The support for IEEE-1394 products has gradually become more widespread with several major electronics and electrical companies releasing IEEE-1394-compatible products.

Joe Hsieh, ASUS motherboard marketing and sales manager, said that the era for IEEE-1394 has finally arrived in both computer electronics and household electrical sectors. Hsieh cited the release by major manufacturers of digital cameras and camcorders with built-in IEEE-1394 function. Hsieh explained that by simply connecting any of these cameras to the ASUS P3B-1394, a user could enjoy watching motion images transmitted from a camera onto a monitor screen. “Such transmission relies heavily on high bandwidth signal and only the IEEE-1394 is capable of supplying it,” noted Hsieh. With Ulead Systems' VideoStudio 3.0 video-editing software bundled with the P3B-1394, users can edit their favorite images using various angles and perspectives.

### ASUS P3B-1394 Features

**IEEE-1394 Digital Interface.** The digital interconnection provides digital-to-signal transmission, thus it can connect several devices simultaneously. The signal can reach far distant places, almost without any signal or picture quality loss.

**IEEE 1394 Peer-to-Peer Transfer.** The peer-to-peer memory bus makes it easy to program and

easy for devices to communicate without tying up computing resources.

**Aureal Vortex 2 positional 3D audio chip with A3D 2.0 hardware support.** A3D 2.0 provides many advanced 3D audio features, including Aureal Wavetracing™, which traces sound waves in real-time to simulate the acoustic characteristics of the environment for true 3D audio. Such engine is equipped with up to 48KHz DVD audio output, with total connectivity of up to six 3D-surround speakers, and up to 95dB SNR (Signal-to-Noise Ratio). This ensures users with crisp and harmonious output that is virtually perfect.

**Built-in Slot 1 Technology.** With the 440BX chipset, the P3B-1394 supports the new Pentium III 450-600+MHz and Celeron processors. In addition, it also supports the current PC100 SDRAM and AGP 2X mode.

## ASUS Motherboards

As part of the standard ASUS motherboard features, the P3B-1394 is equipped against viruses through its BIOS utility, ASUS SMART BIOS. This BIOS utility protects systems against harmful BIOS viruses. Another feature of this utility is to provide a special BIOS password before saving changes in CMOS. The password is generated by the software and is securely protected by the internal hardware circuits. If a BIOS virus were to infect the BIOS chip, it will be unable to unscramble the password and thus leave your system harmless.

Moreover, the P3B-1394, as with many of the motherboards from ASUS, is designed and equipped with JumperFree™ BIOS mode, which lets users to configure both frequencies and voltages automatically through the BIOS utility or manually through the motherboard. Furthermore, the STR (Suspend-to-RAM) function enables users to enjoy “instant wake-up with minimum power consumption”. With STR, a computer is like a television, which consumes only one-tenth of the power needed for full operation while in standby mode and when needed can instantly restore all applications and conditions to those right before STR.

ASUS is a leading high-end motherboard manufacturer based in Taipei, Taiwan. It also manufactures notebook computers, graphics card, add-on cards, CD-ROM/DVD-ROM drives, and servers.



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