

## Asus Focuses on 2-in-1s

Written by Marco Attard  
12 February 2015

---

Asus finds success with tablet-notebook hybrids, meaning it will add more such devices in its product mix, company CEO Jerry Shen announces at the Taiwan launch of two hybrids, Transformer Book T100 Chi and T300 Chi.



"Despite a stagnant PC industry, we believe the category of tablet-notebook hybrid devices will continue to grow," Shen says at the launch press conference. Asus hopes hybrids will account for 30% of total 2015 notebook shipments, up from 20% in 2014.

The first Asus 2-in-1 was something of a success-- global Transformer Book T100 total 3 million since its October 2013 according to Shen, making it a key growth driver for the company.

As for the two launched hybrids, the Transformer Book T100 Chi is a 10.1-inch number featuring a 64-bit Intel Atom processor, while the 12.5-inch T300 Chi carries an Intel Core M processor and a 2560x1440 resolution display.

Also launched are a pair of traditional notebook models-- the ZenBook UX305 and ZenBook UX501

Go [Asus to Increase 2-in-1 Devices in its Product Mix \(Focus Taiwan\)](#)