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ASUSPRO B43/B53 professional notebooks are designed for corporate, organizational, governmental, and SMB users in a managed IT environment, tested to much higher standards than typical notebooks. They offer superior drop test, hinge cycle test, and panel pressure test results, alongside an anti-shock hard drive and a spill-proof keyboard. Aluminum alloy construction on the cover and keyboard is several times sturdier than conventional plastics, and all serve to make the ASUSPRO B Series extremely reliable. Powered by 3rd generation Intel® vPro processors, it further provides three times the life cycle of traditional li-ion batteries and a 3-year warranty. Power Station II docking enables expansive connectivity to increase business productivity, and security features include TPM (Trusted Platform Module) hardware, fingerprint authorization, and smart card support. Important business gets done better and stays safer wherever users may go with the ASUSPRO B Series.

### Top Quality Commercial Notebooks

#### Magnesium-aluminum alloy build

For high mechanical strength and reliability, the ASUSPRO B43/B53 professional notebooks are designed for corporate. Series features aluminum alloy construction on the cover and keyboard. This build is several times sturdier than conventional plastics, while providing an attractive black alloy enclosure to convey a sophisticated feel.

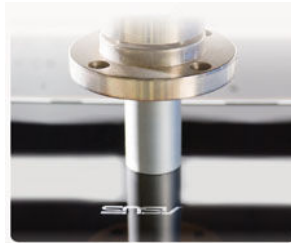


Business and organizational users demand higher standards and greater reliability, and so all ASUSPRO B Series notebooks are strictly quality-tested to much higher industry standards than mainstream notebooks. They prove highly durable in drop tests, hinge cycle tests, and panel pressure testing. They also ship with an anti-shock hard drive that includes a triple protection mechanism to ensure data is always safe.



**Additional 20,000 hinge cycle tests**

Screen hinges are a potential weak spot on a notebook, so the ASUSPRO B Series takes on an additional 20,000 hinge open/close cycles during testing to ensure their robustness for business and organizational environments.



**Proven 20% higher panel pressure endurance than standard notebooks**

Intense professional use places greater pressure on notebook screens, which are fragile and need to be protected by sturdy lids. ASUSPRO B Series notebooks increase on-point panel pressure testing to double that of consumer notebook standards.



**Spill-proof keyboard with drainage design**

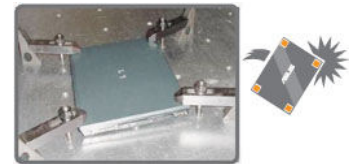
Spilled drinks and other liquids are better-handled by ASUSPRO B43/53 Series notebooks. The keyboard incorporates higher quality construction and a dedicated drainage system, which funnels liquids away through the bottom of the notebook, keeping critical components dry and safe. It can process up to 120cc of spilled liquids.

**Anti-shock hard drive – triple protection keeps data safe from damage**



**Stringent 3-axial/6-angular shock and vibration test**

As a point of assurance to users, ASUSPRO B Series hard drives are subjected to 3-axial/6-angular shock and vibration tests in accordance with industry-standard surrogate testing.



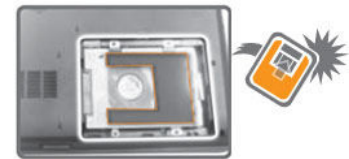
**Metal bracket air bag**

ASUSPRO B Series notebooks utilize metal brackets to strengthen structures around drives, protecting storage beyond mainstream standards. This is complemented by pressure-absorbing "air bag" cushions designed as additional shields to protect data in the event of shocks or drops experienced by the notebook during transportation.



**Motion sensor defense mechanism**

G-sensor hardware and hard drive protection software pre-empt imminent impacts as an additional line of defense in keeping data safe and secure, providing a 3D digital accelerometer with three levels of sensitivity: off, normal sensitivity, and highest sensitivity. The latter is activated by default, and impact detection remains active at all times.



**Intelligent manageability**

**3rd generation Intel® Core™ processors with Intel® vPro™ Technology**

ASUSPRO B Series notebooks are equipped with 3rd generation Intel® vPro processors, integrating hardware-based features IT personnel need to be proactive, effective, efficient, and responsive. The notebooks deliver unprecedented security, using out of band (OBB) communications and remote manageability. These features help IT departments protect their business PCs, automate troubleshooting, expedite repair and maintenance tasks, and reduce desk-side and onsite visits. They impact the bottom line with a lower total cost of ownership (TCO) for users, while ensuring higher operational efficiency.



**Intel® Small Business Advantage (Intel® SBA) included**

The new ASUSPRO B Series offers Intel® Small Business Advantage, a computing platform that consists of hardware, software, and firmware to provide unique security and productivity capabilities for small businesses without a managed network. Intel® SBA includes six applications to help organize security and productivity: Software Monitor, Data Backup and Restore, USB Blocker, PC Health Center, Energy Saver, and Wireless Display. ( Requires a WIDI-capable notebook )



**ASUS Power Station II - expansive connectivity**

Flexible and considerate connectivity options through a separate docking station allow for the quick attachment of peripherals, communication devices, power cables, and adapters.

**Worry-Free Security**



**TPM data protection**

Professionals can rest assured that their valuable data is protected with Trusted Platform Module, or TPM, security hardware integrated on the board to hold computer-generated encryption keys. Its hardware-based design helps repel attacks by hackers looking to capture password and encryption keys to sensitive data. TPM allows notebooks to run applications more securely, and makes transactions and communications more trustworthy. It is useful for any customer interested in getting an additional layer of security. When bundled with an optional software package, it provides greatly improved overall system security, file protection capabilities, and email/privacy safeguards. TPM enables stronger security than that delivered by the BIOS, operating system, or any non-TPM application.

**Improved privacy with fingerprint scanning**

Notebooks incorporating fingerprint scanning take data access authorization and protection to a higher level with a personal touch. RF electronic imaging via the scanner reads fingerprint patterns, and sensors are less affected by common skin surface conditions, including dry, worn, calloused, dirty or oily skin, which may impair the ability of other sensor technologies to accurately detect fingerprint images.



**Smart card-based identification**

Supported on the ASUSPRO B Series, smart cards can be used for identification, authentication, data storage, and application processing. Users can use them for logins or online transaction authorization.



**ASUS Secure Delete erases data permanently**

Offers an easy-to-use interface and allows users to permanently remove confidential data from the recycle bin by simply launching Secure Delete and dragging and dropping files to be deleted.

**Protect your data – trace and locate stolen notebooks**

Intel® Anti-Theft Technology and Computrace® LoJack® for Laptops the ASUSPRO B Series utilizes Intel® Anti-Theft Technology (Intel® AT) to help disable access to the operating system in the event that your notebook is ever lost or stolen, keeping it safe and secure. Notebooks are also bundled with Computrace® LoJack® for Laptops by Absolute® Software, giving you the power to remotely locate missing notebooks, plus lock and delete data before it falls into the wrong hands. LoJack® for Laptops' s dedicated Theft Recovery Team works together with local police to track down lost or stolen notebooks and bring them back to you.



**Ease of use features**



**3-year warranty, better batteries, and ASUS Xpress Charge**

The ASUSPRO B Series includes long-life battery technology as a standard feature, offering three times the life cycle of traditional li-ion batteries alongside a 3-year warranty, while ASUS Xpress Charge technology recharges the notebook to 90% in just 90 minutes.



**Presentations made better with ASUS Scene Switch**

Users can switch between two custom modes and one general mode to quickly access wallpapers, mute, video outputs, screen saver disable, and hidden desktop application icons. Modes can be customized based on specific needs, with hiding sensitive desktop icons and screensavers that

contain confidential info being especially useful.



**USB 3.0 and USB Charger+ offer 10X USB 2.0 transfer speeds and quick device charging**

Notebooks ship with USB 3.0 as standard, delivering up to ten times the transfer speeds of USB 2.0. Exclusive ASUS USB Charger+ software easily charges smartphones, media players, and other portable devices even when notebooks are powered off or in sleep/hibernate modes in a fraction of the time it would normally take.