

Acer Product Update

Feb 2015

Acer 2015 Notebook & Convertible Product Line

11.6"

13"

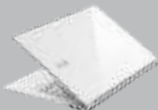
14"

15"

17"

Aspire S7

Extreme Superior
Building the
most desirable



Aspire S7

Aspire R

Supreme Convertible
Computing
Redefined



Aspire R 13



Aspire R 14

Aspire V Nitro

Unleash Power with Style
Gaming &
Entertainment



Aspire V 15 Nitro



Aspire V 17 Nitro

Aspire V3

Versatile Mainstream NB
Great computing in Style



Aspire E5

Essential Notebook
Best value for everyday
computing



Aspire E 11



Aspire E 13



Aspire E 14



Aspire E 15



Aspire E 17

Aspire ES1

Essential Notebook

Nitro Video

Aspire V15 Nitro



Aspire V17 Nitro

Aspire V Nitro Series

“Nitro” suggests breathtaking acceleration and awe-inspiring power. Crafted with precise engineering, its full throttle performance is echoed in its sharp angles and sleek lines. The distinctive sound of a turbocharged engine elicits an adrenaline rush, just as the stunning ultra-realistic graphics of the V Nitro bring entertainment to life.

With a focus on accelerated performance and sharp design, the Aspire V Nitro series represents the pinnacle of the new Aspire V series.



Product Features.

DESIGNED TO
ASTOUND

DESIGNED TO
ACCELERATE

DESIGNED TO
IMMERSE

Sharper, Slimmer

With its sharp design and defined angles, the Aspire V Nitro is a visual delight. Its unique and slim profile appears to float, surely piquing the user's curiosity.

With the 17" measuring just one inch in height and the 15" measuring just under 1", the ultra-thin V Nitro series has a truly innovative and attention-getting look.



Product Features.

Visual and tactile enjoyment

Adopting industry-leading technology - soft touch NIL (Nanoimprint Lithography) - the Acer Aspire V Nitro series offers stylish notebook cover options created with new, environmentally friendly manufacturing processes. A durable and sleek metal finish combined with intricate patterns creates a soft touch feel with a unique tactile effect. The Acer Aspire V Nitro series declares your individual style in a green way.

DESIGNED TO
ASTOUND

DESIGNED TO
ACCELERATE

DESIGNED TO
IMMERSE

UV + Pattern layer

For tactile feedback & varying light reflection.

Color layer

More environmentally friendly process.

Aluminum

Metal panel is more durable than plastic and dissipates heat faster.

Soft touch NIL

Product Features.

Contrast that leaves an impression

Not only do the glossy hinge and matte cover offer contrasting visual impressions, but each also has its own distinct tactile experience. The juxtaposition of soft and hard materials give the Aspire V Nitro series a dynamic look that separates it from competitors.

Moreover, the beautifully curved hinge design ensures the screen and the operating area are visually balanced for a smooth appearance.



Product Features.

A stylish backlit keyboard

The Aspire V Nitro Series' backlit keyboard boasts a modern look and feel that will also aid users when in a dark lit room.

Its spacious and comfortable keyboard makes navigation simple, helping to speed productivity and enhance your entertainment experience.



Product Features.

Stay ahead with grade visuals

The Aspire V Nitro series features the latest Nvidia® GeForce 840M and GeForce GTX 850M graphics to provide users with riveting gaming grade visuals. Fast-paced performance and smooth play will bring your gaming experience to the next level.

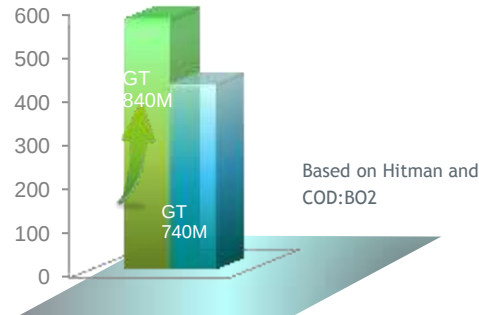
60% GTX850M

Performance higher
than 750M GTX



35% GeForce 840M

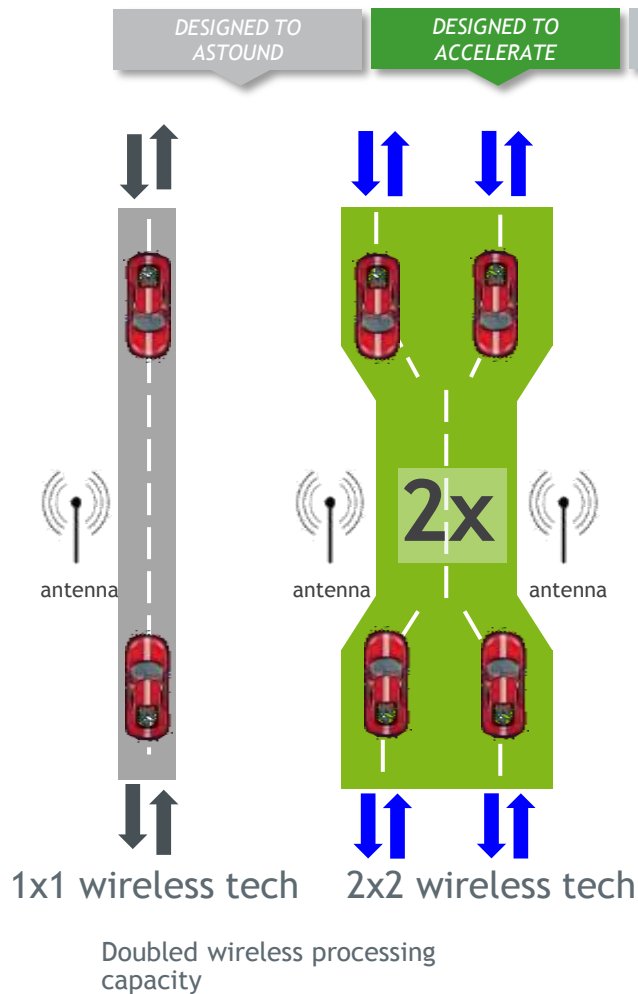
Performance higher
than GeForce 740M



Product Features.

Faster wireless connections

The Aspire V Nitro provides twin wireless connection. Its 2x2 wireless technology processes data at up to twice the speed of traditional 1x1 solutions. This multi-input/ multi-output (MIMO) setup makes the Aspire V Nitro truly future-proof.



Product Features.

Fast access, big storage

The Aspire V Nitro features fast SSD storage (optional), to smoothly power through tough tasks and high workloads. The SSD technology gives you much faster access to files, movies, songs and photos. Up to a 1TB hard disk drive allows you to store all of your multimedia files while keeping the notebook thin and light.



1TB¹



²

DESIGNED TO
ASTOUND

DESIGNED TO
ACCELERATE

DESIGNED TO
IMMERSE



1 TB = up to
200 DVD titles



1 TB = up to
100,000 MP3
songs



1 TB = up to
6,666 10MP photos
(print size of 10x14")



Product Features.

4 Built-In speakers

Enjoy powerful surround sound for all of your gaming, film, and music needs. Sound regeneration comes to life with the Aspire V Nitro series audio experience. With 4 speakers (8W output in total) expect incredible full-range audio from all angles. Live life loudly with Acer full audio immersion.



Product Features.

DESIGNED TO
ASTOUND

DESIGNED TO
ACCELERATE

DESIGNED TO
IMMERSE

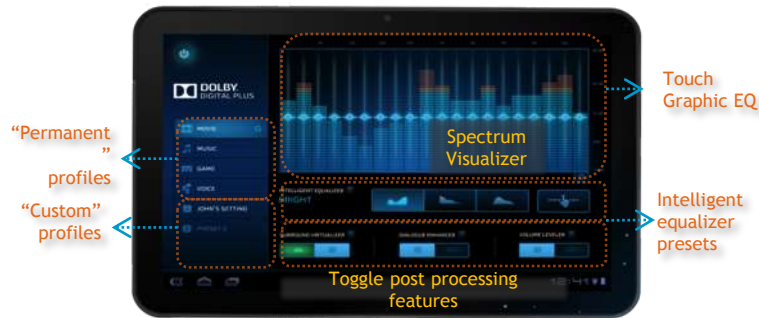
Dolby® Digital Plus Home Theater™

Dolby® Digital Plus home Theater™ Dialog Enhancement optimizes entertainment and keeps all of your media crystal clear. With reduced dialogue intelligibility and interfering background sounds, enjoy your entertainment as it should be.

The newest UI also enhances the consumer experience with a custom profile and intelligent audio and visual features. Bring the cinema home with personalized entertainment at your fingertips.



Without Dolby
Dialogue is
obscured by
background noise



User Interface

With Dolby
Dialogue volume
boosted,
background noise
subdued



Aspire V 15 Nitro
Black Edition



Aspire V 17 Nitro
Black Edition

Product Features.

Gaming grade visual experience

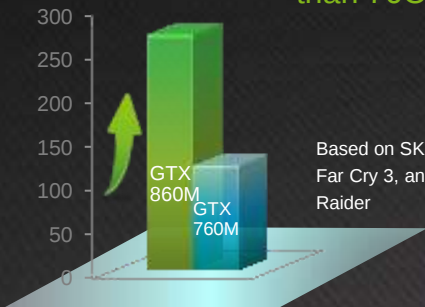
Gaming Grade Graphics

The Black Edition features the latest Nvidia® GTX 860M graphics to provide users with the ultimate gaming grade visuals. Expect cutting-edge performance and smooth game play to outsmart and outlast your competitors.



40%

Performance higher than 760M GTX*



Based on SKYRIM,
Far Cry 3, and Tomb
Raider

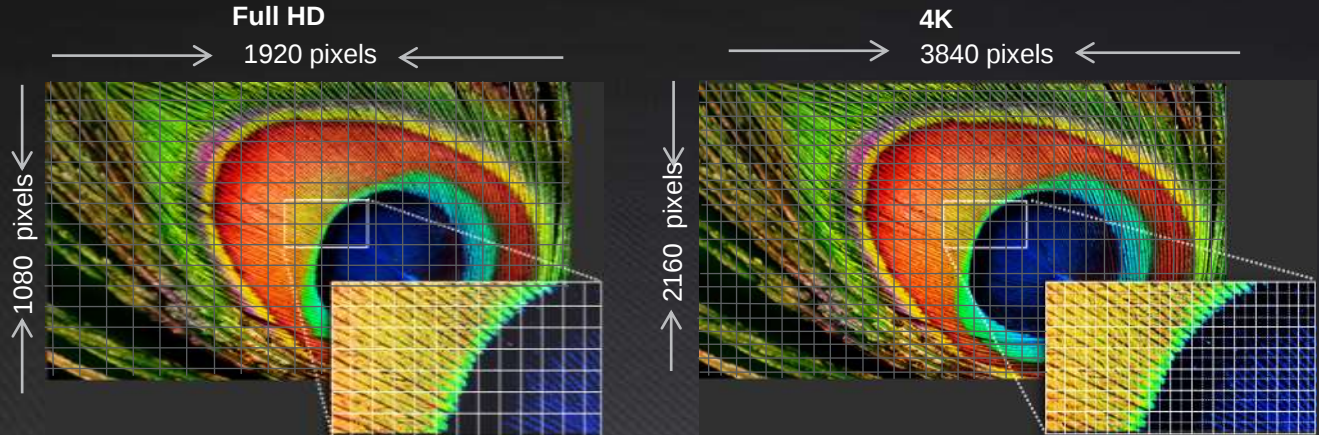


Product Features.

4K Strikingly realistic visual experience

4K delivers incredibly high resolution and outstanding picture quality with low power consumption for long-lasting viewing. Enjoy and share bright colors, dazzling detail and enhanced imagery without ever worrying about battery life.

With a dazzling display and brighter colors, 4K enhances every image to bring out each spectacular detail with four times the resolution of Full HD.

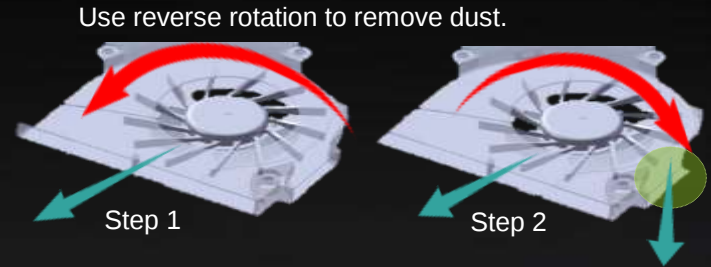


Product Features.

Acer DustDefender

Maintain productivity with ease

Constructed out of lighter and stronger metal, the Acer DustDefender fan blades utilize an ingenious dust propelling mechanism and an extremely high speed to vastly improve heat dissipation from high performance components. By both removing dust and maintaining a cool temperature, the Acer Dustdefender extends product lifecycle and enhances user comfort for uninterrupted productivity.



Dust Blower – Keeps dust from accumulating and improves heat dissipation.



Without Dust Blower



With Dust Blower

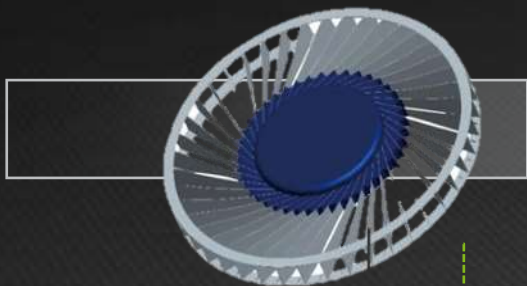
Product Features.

Ultra-thin blades to enhance cooling power

Thinner, cooler and less noise

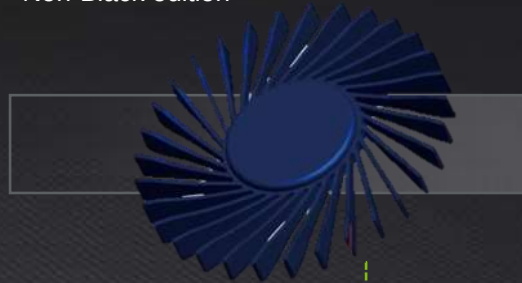
Acer Dustdefender is not just thinner and stronger, it also reduces distracting noise. The extremely slim build of each metallic blade¹ creates more space between blades as compared to plastic alternatives. This increase in space allows the Acer DustDefender to release thermal exhaust more efficiently to keep you cool and ensure that the Black Edition's powerful performance is always consistent.

Black edition



Metallic blade (thickness 0.1mm)

Non-Black edition



Plastic blade (thickness 0.8mm)

¹ Aspire V 17 Nitro: VN7-791G only.

Product Features.

Innovative Coolboost technology¹

Extreme fan speed and improved cooling performance

Coolboost's exclusive "Turbo Mode" option delivers heightened fan speed and cooling power. This innovative feature allows users to manually control the cooling process when heavy use requires an added boost.

19% Faster

Extreme fan speed



11% Lower

CPU/GPU temperature



Aspire R 13



Choose a mode for work or play

The future of flexibility

- Use the Aspire R 13 as a mobile tablet, enhance your productivity in the notebook mode with keyboard, and pivot the screen to share content with others.
- Convert your world - in six ways!



¹ Specifications vary depending on model.

The best protections on cover and screen

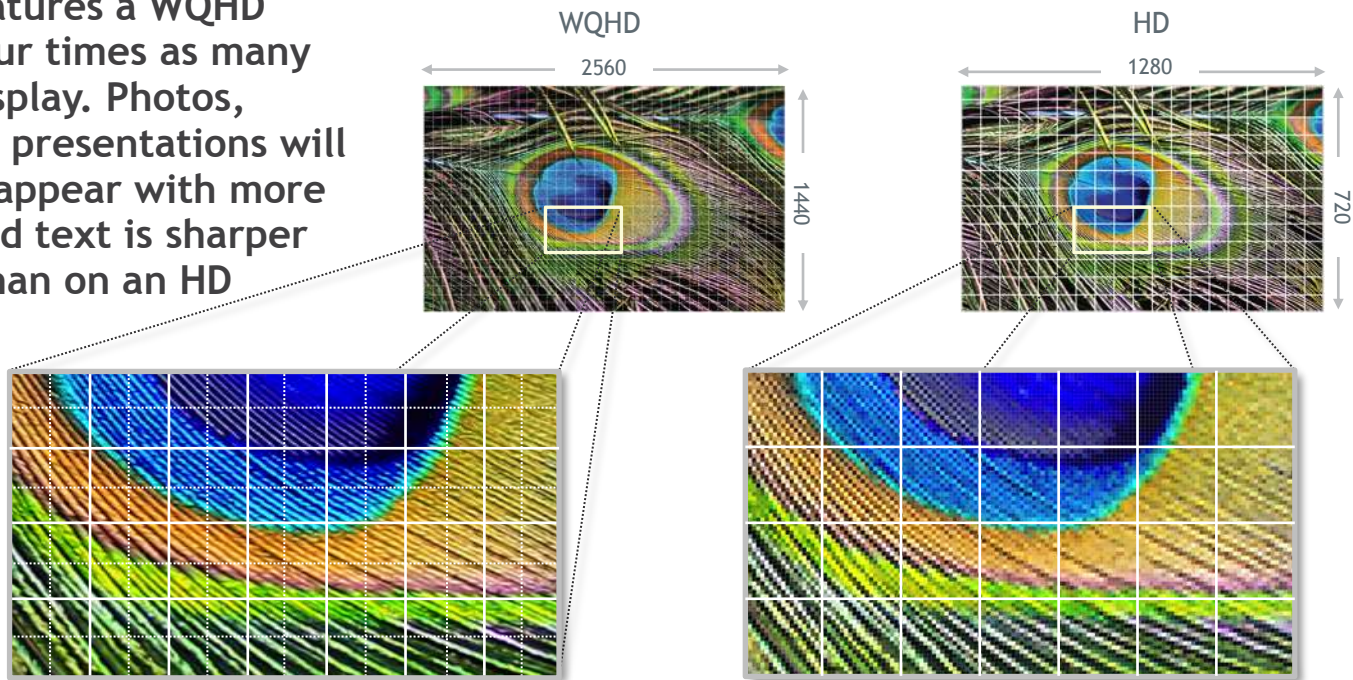


The Aspire R 13 features Corning® Gorilla® Glass 3¹, the latest in screen glass technology. Corning® Gorilla® Glass 3 boasts a proprietary glass composition that provides tough protection, resisting both surface-level and deep scratches. With full coverage on both your display screen and top cover, Corning® Gorilla® Glass 3 ensures that the Aspire R 13 is more durable than ever.



Crisp WQHD touch panel¹

The Aspire R 13 features a WQHD panel¹, boasting four times as many pixels as the HD display. Photos, videos, games, and presentations will be more vivid and appear with more clarity in detail, and text is sharper and more legible than on an HD display.



¹ Specifications vary depending on model.

Anti-fingerprint Technology

The Aspire R 13 features a special Corning's ETC (easy-to-clean) glass coating to keep your display clean and your images crisp. The coating reduces moisture contact with the screen, leaving fewer fingerprints and smudges behind. Wiping the screen clean is quick and simple, keeping your device looking and feeling brand new.



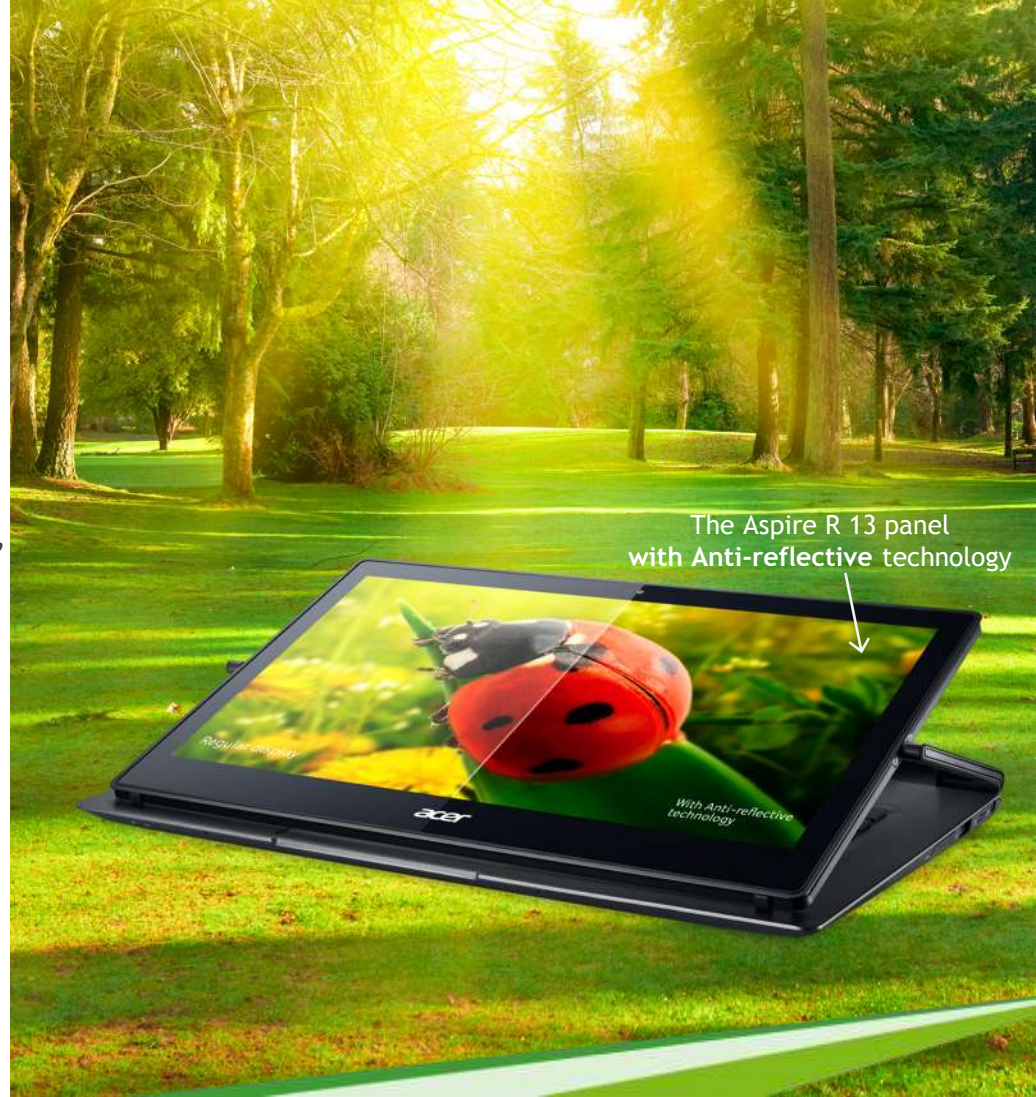
Anti-reflective technology

- The Aspire R 13 sports Corning's newly developed AR technology (**antireflective glass coating**) to comfort your viewing experience when you watch display for long time or under the bright lighting/sunlight.
- This anti-reflective display also comes with a built-in light sensor. You can experience the clear and vivid image under the intelligently brightness control by the light sensor, and enjoy the power efficiency of 13" display as well.
- Eliminate approximately 90% of reflections from external light sources*
- Improves the display contrast and color gamut by reducing reflections from the top of the surface*

Internal reference only.

Source: Corning® Incorporated.

* AR-coated glass vs. untreated glass.



New Acer Active Pen¹

- The new Acer Active Pen¹ provides the force sensing for professional drawing and the hover sensing for accurate writing, which means you can use it to work intuitively on notebook screen as you use stylus on the tablet screen. It also supports palm rejection so you can write on the screen comfortably. With the great accuracy and sensitivity, Acer Active Pen can be used as a computer mouse.
- Acer Active Pen¹:
 - φ9.8 mm silver color active stylus pen
 - 256 levels pressure technology
 - Min. Pen tip: 2 mm
 - Support palm rejection
 - Built-in side buttons for easy access to functions

¹ Specifications vary depending on model.



Acer Purified.Voice

- The Aspire R 13 provides a better audio input experience by enabling 'Purified.Voice' for callers on the other end of the call.
- Acer Purified.Voice utilizes innovative audio technology that optimizes the **VOIP (Voice over Internet Protocol)** experience:
 - FFP: Far-Field Pickup
 - KSS: Keystroke Suppression
 - Voice Tracking
 - Adaptive Beam Forming

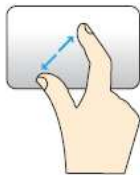


Dual Array
Microphone

Advanced dual-array digital microphone powered by Acer Purified.Voice provides a crystal-clear voice communication

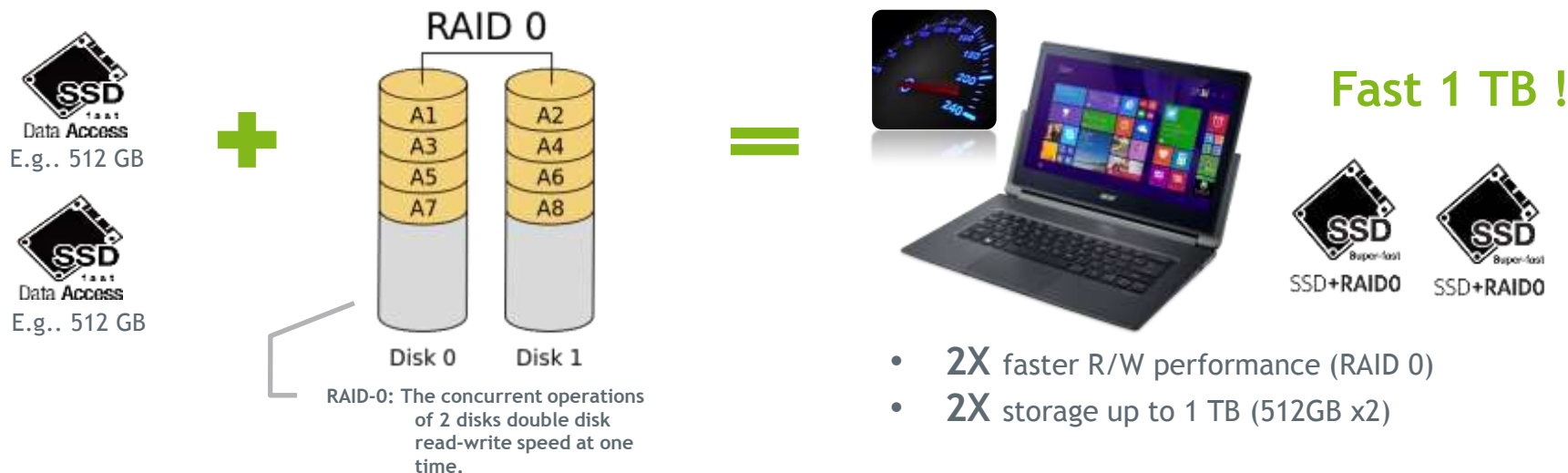
Precision Touchpad

- The Precision Touchpad enhances the accuracy and performance of touchpad navigation, with an intuitive pinch gesture for zooming in and out. With the Precision Touchpad, you can tap, swipe, scroll, and zoom more easily than ever.
- The Precision Touchpad is equipped with palm rejection technology, which distinguishes between intentional finger gestures and accidental contact with the palm or hand. With the seamless gesture recognition, you can work efficiently with fewer mistakes.



Double storage and accelerate productivity

- You can work and play fast on the new Aspire R 13, as it packs a RAID-0 solid state drive (SSD) with two times quicker performance than standard SSDs. Its large SSD storage technology is supported with two SSD and RAID-0 to achieve 1TB.
- * RAID is the abbreviation of Redundant Array of Independent Disks. It is a storage technology that combines multiple disk drive components into a logical unit. Data is distributed across the drives in one of several ways called "RAID levels", depending on the level of redundancy and performance required.



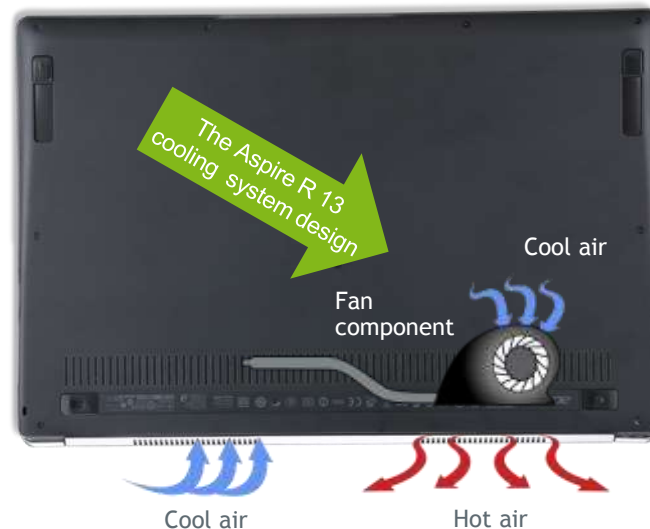
Dolby® Digital Sound

Dolby®¹ Digital Plus Home Theater™ optimizes audio to give you an incredibly immersive listening experience. An intuitive interface lets you customize to your unique audio preferences, and Dolby does the rest. Your music sounds even better with dynamic surround sound and movies are enhanced by technology that ensures clear dialogue and minimal background noise. Dolby also automatically regulates volume levels so your sound quality is consistent as you switch between games, music, and movies.



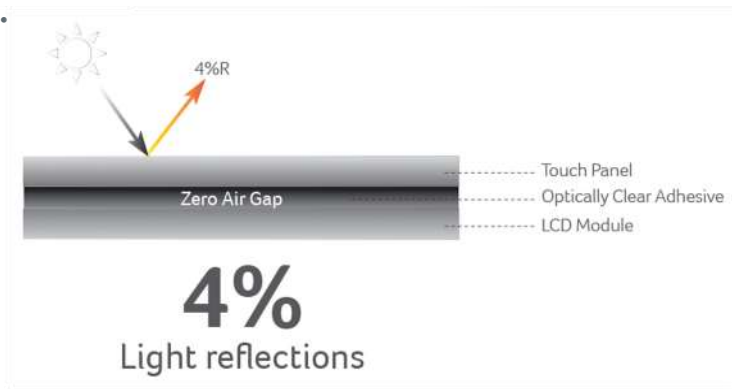
Dual air-intake cooling system

The Aspire R 13 boasts an advanced dual air-intake system. Even when the bottom inlet is blocked, the cool air can still enter from the side inlet to allow the cooling process to continue, optimizing your comfort. Thanks to this cooling system, you can enjoy more comfortable and a noise-free computing.

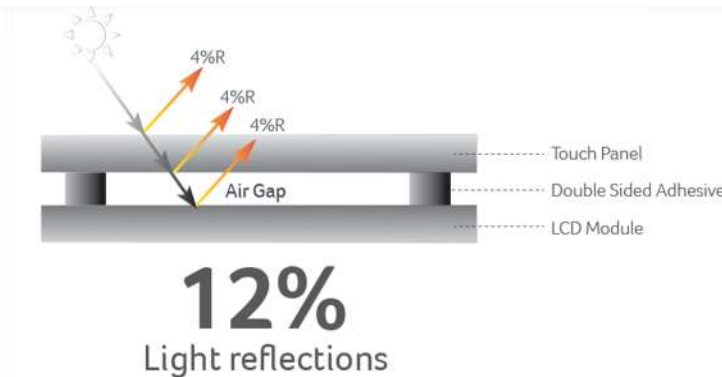


Zero Air Gap Technology

- The Zero Air Gap display ensures vivid, lifelike visuals. It reduces frustrating reflections by removing the air between the display and screen during the panel attachment process. It heightens contrast, creates bright and crisp images, and increases readability in sunlight.



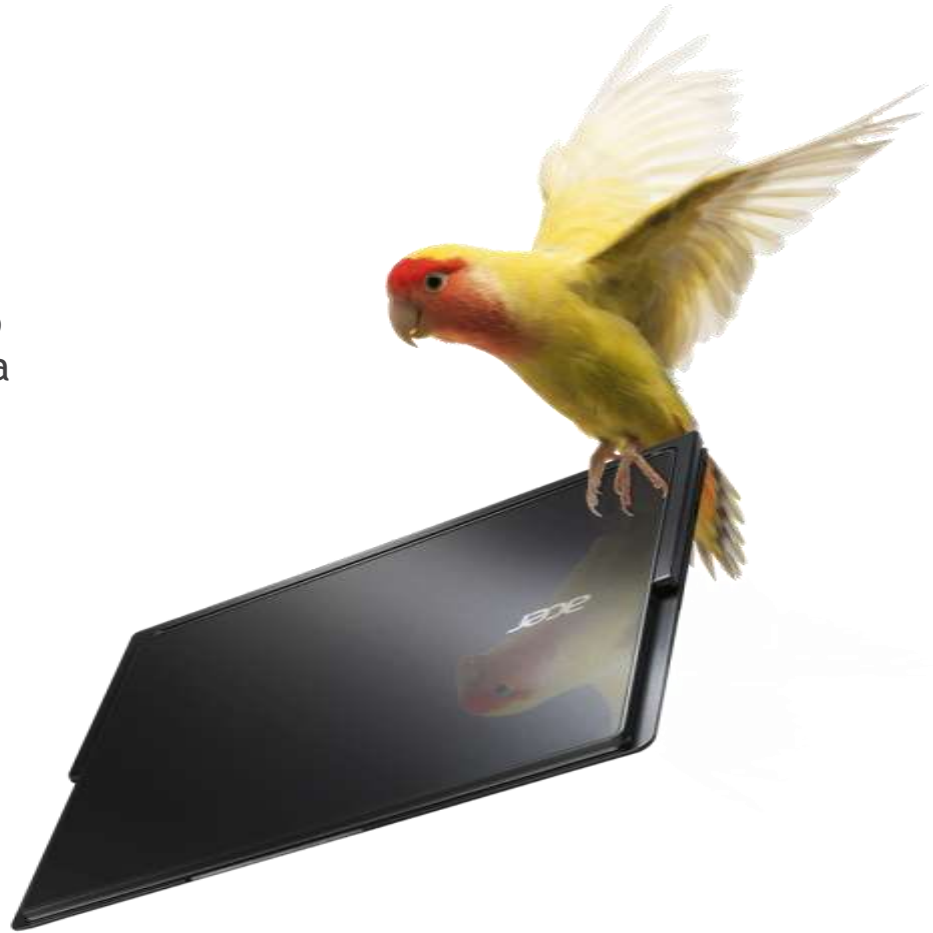
Zero Air Gap technology
Directing bonding



Air
bonding

Great mobility

The Aspire R 13 features a thin and light body - less than 1 inch thin 17.95 mm and a weight of 1.5 kg, creating a great mobile experience while on the go.



Aspire R 14



Four modes to fulfill your different demands.

Use as a mobile tablet on-the-go, optimize productivity in its comfortable notebook mode, and pivot the screen in multiple ways to share and create with others.



Notebook

- Most efficient way for work and productivity
- Ideal for vast amount of keyboard input



Display

- Bring the screen closer when you watch movie or video from afar
- Also acts as a large size photo frame



Tent

- The perfect mode when you need to use it in a confined space, e.g. : viewing recipe in the kitchen or set it up on a bookshelf.



Pad

- Use it as a tablet
- Internet browsing
- Play light games
- Sharing information

Automatically reverse Audio channel.

- Immersive yourself wherever you move. Audio channel output automatically reverses when display is flipped over (and video reverse automatically, too!)



Zero Air Gap technology.

- The Zero Air Gap display ensures vivid, lifelike visuals. It reduces frustrating reflections by removing the air between the display and screen during the panel attachment process. It heightens contrast, creates bright and crisp images, and increases readability in sunlight.



Zero Air Gap technology
Directing bonding

4%

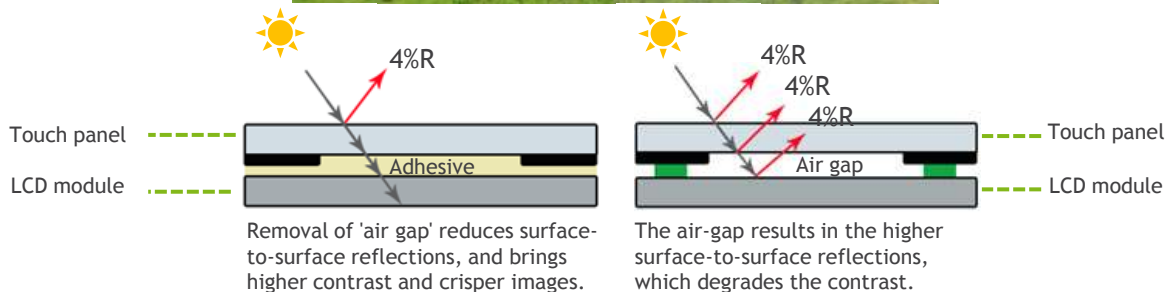
Total light reflection



Air bonding

12%

Total light reflection



Aspire S7.



2014 Aspire S7-393.

Still beautifully slim, tough and light.



- Beautiful yet tough lid (Gorilla Glass).
- Aluminum uni-body and easy screen-opening hinge.
- High resolution touchscreen up to WQHD.
- Super lightweight 1.3kg.



And now even faster and better.



**5th Gen Intel[®]
Core[™]**



Up to 3X Faster
802.11ac

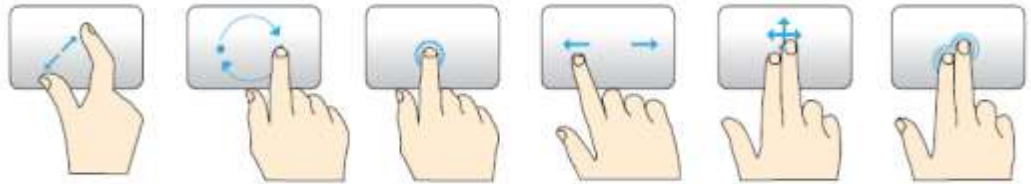
Faster wireless



All-day-use battery life

Precision Touchpad.

- The Precision Touchpad enhances the accuracy and performance of touchpad navigation. The seamless gesture recognition technology distinguishes between intentional finger gestures and accidental contact with the palm or hand. Fewer mistakes mean you can tap, swipe, scroll, and zoom more easily than ever.



Aspire E5 - E7 series



- **Precision Touchpad** (PTP) enables improved navigation experience
- Enhanced microphone and speakers for optimal VoIP communication and multimedia experience
- Premium looking matt **hair-line brush finish**
- 2 color options (Ego black, Cool iron)

- 17.3" HD / FHD Display with non glare option
- The latest Intel Haswell or AMD Beema processors
- Shared Graphic or Dedicated Graphics option with Nvidia Geforce 8xx series



Aspire V5 / V3 Series



- Premium aluminum matt hair-line brush finish
 - Enhanced battery life for up to 7.5 hours autonomy
 - Precision Touchpad (PTP) enables improved navigation experience
 - Enhanced microphone and speakers for optimal VoIP communication and multimedia experience
 - 1 color option (silver)
- 15.6" HD Display with FHD, touch and non glare option
 - The latest Intel Haswell/Broadwell processor Shared Graphic or Dedicated Graphics option with Nvidia Geforce 8xx series
 - ODD option

Aspire E1 - E5 series



- Enhanced battery life for up to **7.5 hours** autonomy
- **Precision Touchpad** (PTP) enables improved navigation experience
- Enhanced microphone and speakers for optimal VoIP communication and multimedia experience
- Premium looking matt **hair-line brush finish**
- 5 color options (Brown, Iron, Red, Black, Light Blue*)

- 15.6" HD Display
with FHD, touch and non glare option
- The latest Intel Haswell & Broadwell / Bay Trail M processor or AMD Beema
- Shared Graphic or Dedicated Graphics option with Nvidia Geforce 8xx series or AMD R5



* Color availability depends on configuration / market

Aspire E3



- Exciting new FlowCurve design
- Completely Fan-less design
- Up to 5.5 hours battery life
- Full connectivity
- Unique design in only 21.2 mm and 1.3kg
- 4 color options (silver, pink, blue and brown*)

- 11.6" HD non glare Display
- Intel BayTrail M Processor
- Shared Graphic only
- SSD under qualification
- 3 cell battery



* Color availability depends on configuration / market

Aspire ES1



- 15.6" HD Display
- Intel BayTrail M Processor
- Shared Graphic
- Optional ODD

- Ultra affordable notebook for everyday computing
- **Stylish dot pattern design**, elegant curvature and clean I/O port placement
- Up to 7.0 hours battery life
- **Precision Touchpad** enables improved navigation experience paired with chiclet keyboard, with good travel distance and well-spaced keys for a solid but quiet typing experience



E TOUCH MORE FREEDOM



EXPLORE OUR TABLETS



Iconia Tab 10
10 Inches: A3-A20



Iconia Tab 8
8 Inches: A1-841



Iconia One 7
7 Inches: A1-713SD / HD

Iconia Tab 7
7 Inches: B1-730HD



Aspire Switch 12
12 Inches: SW5-271



Aspire Switch 11
11 Inches: SW5-111 & SW5-171



Aspire Switch 10
10 Inches: SW5-011 - SW5-012



Material & Finish | A1-713HD.

Receiver



TP Frame
Plastic
Polished UV coating

Camera ring
Plastic
Black plating



Acer Logo
Chrome silver

Rear Cover
Matt aluminium
Anodized silver

Speaker Cover
Plastic
White painting

The Iconia Tab 7's HD version.

What's different?

- Contrary to the Standard model, the Iconia Tab 7 (A1-713HD)'s available in 2 colors:
 - White front frame and silver rear cover.
 - Black front frame and black rear cover
- It's got a 1280x800 HD panel with IPS* technology, to provide you with crisp and vivid imagery, even at wide viewing angles.
- Its got a 5MP rear camera.
- It comes with Android 4.4 KitKat.

1280 x 800 resolution
IPS* technology

White frame
(black frame and black
rear cover available too)



* All brands and product names mentioned herein include trademarks of their respective companies and are used solely to describe or identify the products.

Feature Icons.



Note:

1. 1280 x 800 IPS display is only available on A1-713HD.

2. A1-730 will be shipped with Android 4.2 Jelly Bean and upgradable to 4.4 KitKat. A1-713HD will be shipped with Android 4.4 KitKat.



Tablets Windows



Aspire Switch 10 & 11 & 12

Target Audience Positioning

Profile

- Ultra mobile people who want one device for both work and play.
- Love to switch fast and smoothly from one mode to another.
- Get adapted to new situation very easily and need a device which let them free, whatever the situation.

Attitude toward technology

- Want a device to carry around to enjoy outdoor activities.
- Always on, always connected.
- Need a device for both productivity and entertainment.
- Compact portability and multi-function while travelling.

Usage

- Mobility is key.
- Want a device with an optimized performance.
- Want to be able to work from their device.
- Enjoy web browsing, games and videos.



Key Selling Points.

A touch smarter

Switch smart

- Simple latch less docking
- 3 modes (laptop, tablet, display) for more flexibility
- Premium materials (durability/design/thinness)



Sharp display

- Large 10.1" HD screen
- IPS* technology
- Zero Air Gap technology (Direct bonding)
- LumiFlex solution



Productivity

- Intel CPU
- Windows 8.1 & Office H&S 2013
- Docking keyboard with touchpad – Embedded HDD (optional.)
- 8 hours battery life



Snap Hinge™

Easily clip and unclip the tablet from its dock.



One device. Three modes. More fun.

Laptop, tablet, display



Brush pattern and Aluminium cover.

The rear cover of the tablet is made from aluminum and NIL technology with gentle gray cross brush pattern and Acer logo is diamond cut with semi-glossy finish.

Ultra mobile. Thin. Light.

The Aspire Switch 10 is 8.9mm (tablet) and 20.2mm (with docking) thin. It weight 1.17kg.

Display with IPS* Technology.

Wide viewing angle: Consistent images, color and brightness from a viewing angle of up to 178 degrees.

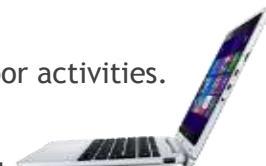
Excellent touch resistance: No ripple effect when touching the screen.

LumiFlex™ Solution.

Optimize the visibility of your screen during your outdoor activities.

Microsoft InstantGo.

Stay up-to-date whenever a network connection is available.



Acer Snap Hinge™

The Aspire Switch 10's unique magnetic Acer Snap Hinge™ ensures a latch-less, stable touch experience and lets you seamlessly switch between modes.

Easy click

Stunning display

Productivity

Metallic hooks for a strong hold.

Plastic coating to protect the metal hooks and ensure a soft clip.

Magnet bar inside

2 way connector enables the tablet to be attached in both modes:

1

2

The images, pictures, and illustrations are for illustration purposes only, and do not necessarily represent the exact products, services, or ideas in the context they are found in.

ACER CONFIDENTIAL

acer

One device. Four modes. More fun.

Easy click

Stunning display

Productivity



TOUCH

- You can easily enjoy the Aspire Switch 10 in tablet mode by detaching the screen from the keyboard docking station quickly and easily thanks to its unique latch-less magnetic Snap Hinge™. The 10.1" screen tablet is ideal for surfing the web, playing games or watching videos. Its light and thin design let you hold it easily in one hand and Acer touch tools provide you with an optimized and intuitive touch experience for maximum fun and entertainment.

VIEW

- Enjoy maximum viewing comfort, even in confined spaces, by using the Aspire Switch 10 tent mode. Simply rotate the screen 180 degrees into a standing position to watch a film or follow a recipe when cooking - also perfect for sharing slideshows of your favorite holiday moments with friends.

TYPE

- The Aspire Switch 10 offers you everything you need for a fully functional laptop experience. Its unique latch-less magnetic Snap Hinge™ lets you switch fast and easily into laptop mode by docking the screen into the keyboard platform. The precise and ample keyboard and touchpad are optimized to enhance smooth typing and efficient productivity.

SHARE

- View or share photos and videos, make presentations or play games with friends in the Aspire Switch 10 display mode. The unique latch-less magnetic Snap Hinge™ lets you quickly unsnap and reattach the screen backwards on the keyboard platform to take full advantage of the 10.1" screen with its wide viewing angle.

Brush pattern and Aluminium cover

Redefine the elegance.

The rear cover of the tablet is made from aluminum and NIL technology with gentle gray cross brush pattern.

The Acer logo is diamond cut with semi-glossy finish.

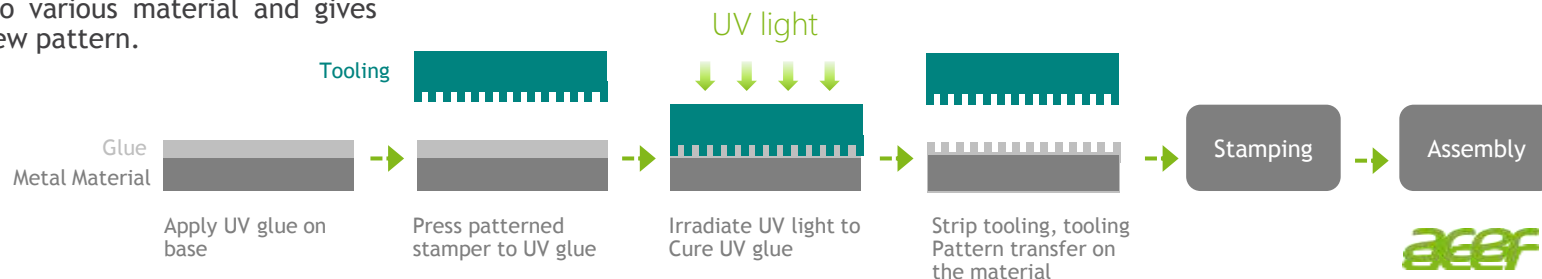


REDEFINED CLASSIC
ARCHITECTONIC
MINIMALISM
PRECISION



Nano Imprint Lithography.

This is a micro molding with high throughput, scale resolution, and energy saving process. The imprint can apply to various material and gives freedom to design new pattern.



Ultra mobile. Thin. Light.

The Aspire Switch 10 is **8.9mm** (tablet) and **20.2mm** (with docking) thin.
It weighs 1.17kg.



Bright and colorful display

Aspire Switch 10 comes with 310 nits, delivering brighter and colorful display.

Display	Competition model	Aspire Switch 10
Resolution	10.1", HD	10.1", HD
Luminance	226 nits (LCD+TP)	310 nits (LCD +TP)
Bonding Technology	Air bonding	Direct bonding
Contrast Ratio	1191	902.6
Color Saturation	53% NTSC	50% NTSC
LCD Technology	IPS LCD	IPS LCD
Viewing Angle	178 degree	178 degree
PPI	155	155

226

nits

310

Competition



Aspire Switch 10

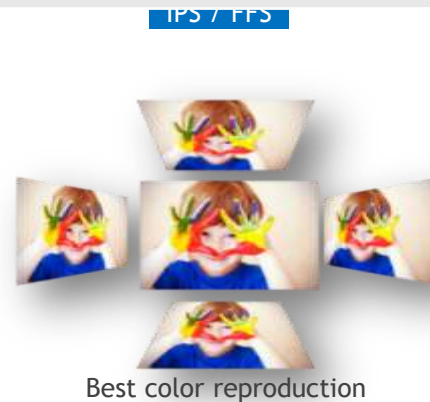
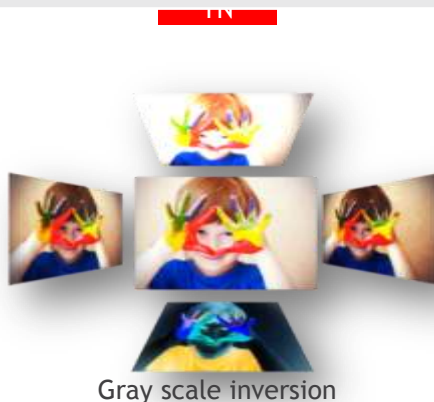


Display with IPS* Technology

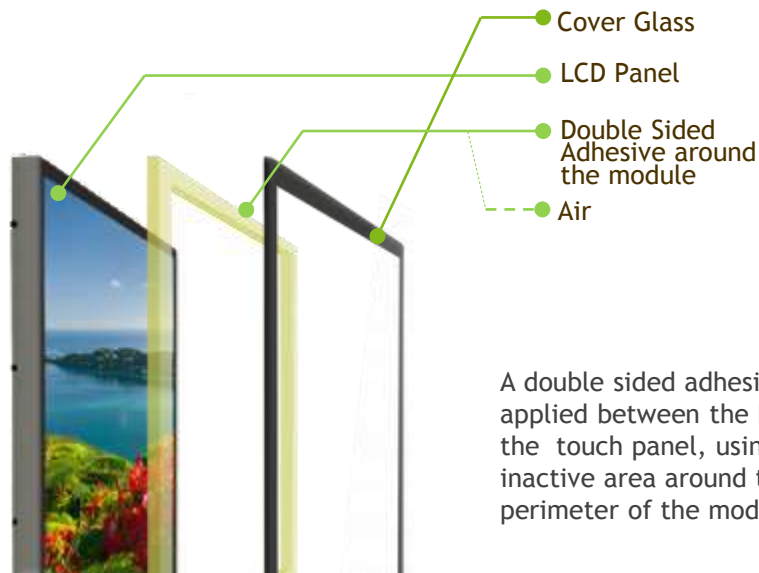
Wide viewing angle: Consistent images, color and brightness from a viewing angle of up to 178 degrees.

Excellent touch resistance: No ripple effect when touching the screen.

Panel technology	TN	IPS*
Advantage	- Lower cost - Faster response time: 2ms to 5ms, providing vivid motion picture without blurring.	- Excellent touch resistance: No ripple effect - Limited contrast ratio: 800 : 1 - Wide viewing angle up to 178 degrees
Disadvantage	- Gray scale inversion - Lower contrast ratio: 500 : 1 - Limited viewing angle	



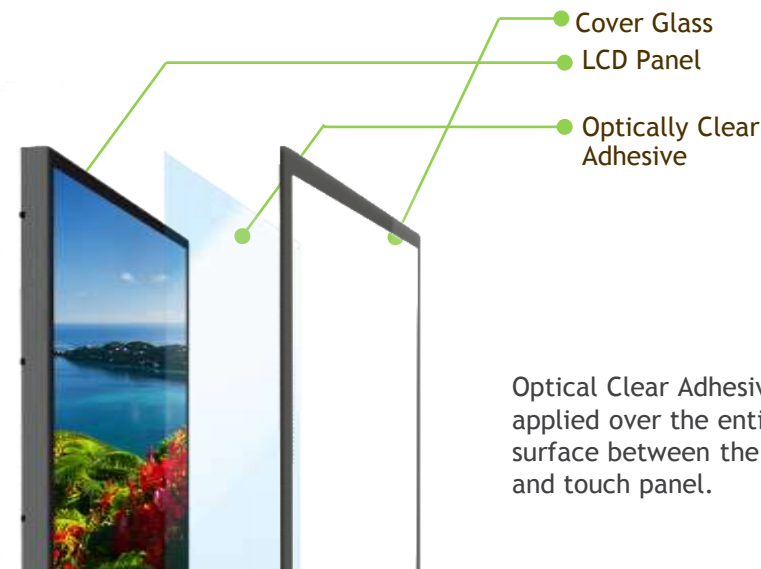
Direct bonding vs. Air bonding | 1/2



A double sided adhesive is applied between the LCD and the touch panel, using the inactive area around the perimeter of the module.

Air Bonding

This bonding method results in 0.5mm air gap between the touch panel substrate and the LCD.



Optical Clear Adhesive is applied over the entire surface between the display and touch panel.

**Zero Air Gap technology
Direct Bonding**

This bonding method removes all air and air bubbles from the viewing area, providing a more rugged and optically attractive solution.

- Brighter and sharper images
- Superb contrast
- Better readability under the sun
- Thinner device

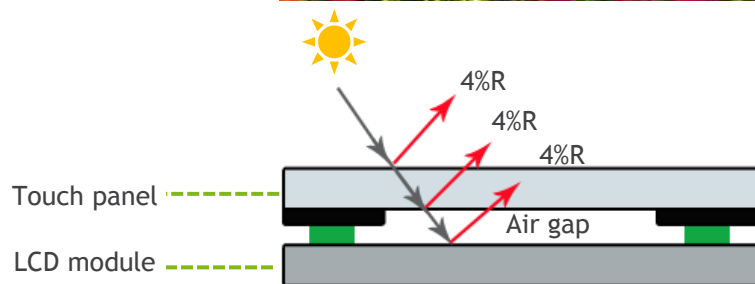
Direct bonding vs. Air bonding | 2/2

No reflections in sunlight.

Air Bonding

12%

Total light reflection

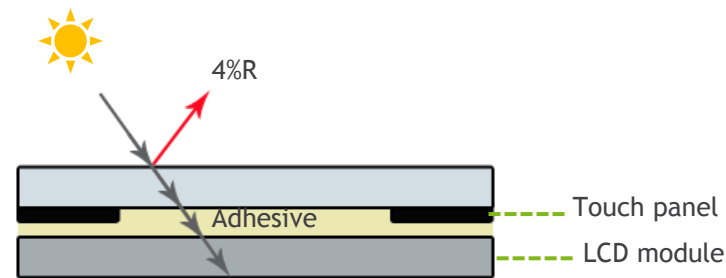


The air-gap results in the higher surface-to-surface reflections, which degrades the contrast.

Zero Air Gap technology Direct Bonding

4%

Total light reflection

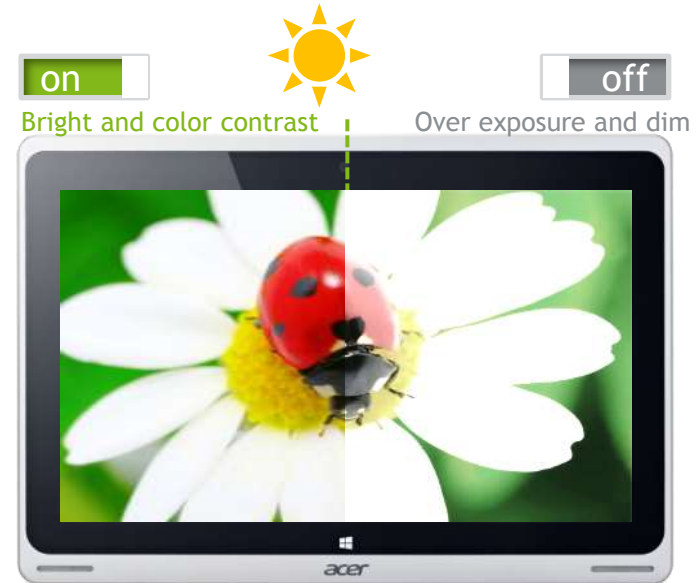
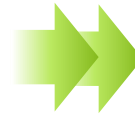


Removal of 'air gap' reduces surface-to-surface reflections, and brings higher contrast and crisper images.

LumiFlex™ Solution

Optimize the visibility of your screen during your outdoor activities.

Turn on LumiFlex™ feature from Acer Quick Access tool bar



Bing + Office 365

- New versions of your favorite Office applications: **Word, Excel, PowerPoint, OneNote.**
- Add pictures, videos, links and more media, easy as drag and drop
- Collaborate on a document with family, friends and co-workers by storing and sharing your documents online in SkyDrive
- Your Office roams with you providing quick access to your documents and personal settings from virtually anywhere



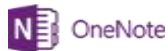
Word



Excel



PowerPoint



OneNote

- New versions of your favorite helper: **Outlook, Publisher and Access.**
- Outlook is now automatically connected to your Microsoft web mail account. Sync tasks and calendars with Outlook to put all your plans together.
- Work with pictures more easily in Publisher to add that eye-popping touch to your publications.
- Easily build a database app in Access and then use and share your app on the web.



Outlook



Publisher



Access

Microsoft InstantGo

Stay up-to-date whenever a network connection is available.

Incredible Instant on user experience:

Less than 300ms exit latency from power button press to display enabled

Real-time data refresh:

Instantly receive notice whenever you are with an available network connection

Efficient power-saving:

Less than 5% battery drain over 16 hours period in InstantGo

InstantGo is supported under specifically designed Windows Metro apps.

ACER CONFIDENTIAL



Comfy typing experience | Keyboard

The ample keyboard and touchpad enhance smooth typing and efficient productivity.



Acer Aspire Switch 10



Key size

	Key distance	Key Cap (X size)	Key Cap (Y size)
Acer Aspire Switch 10	17.5	14.3	13.3
Competitor model	17.6	14.2	11.6



Comfy typing experience | Touchpad 1/2



Acer Aspire Switch 10



Touch Pad Travel Distance

		Left	Center	Right
Force(g)	Acer Aspire Switch 10	136.77	128.45	140.38 🏆
		320.36	206.91	342.36
CK	Acer Aspire Switch 10	0.21	0.60	0.19 🏆
		0.05	0.32	0.05

Corning® Gorilla® Glass 3

The Aspire Switch 10's screen is protected thanks to Gorilla® Glass 3.

Gorilla® Glass 3 is not only chemically strengthened – its atomic configuration is formulated so that the glass is more durable. Corning® Gorilla® Glass 3 with Native Damage Resistance™ (NDR) is fundamentally tougher and more damage resistant even before chemical strengthening.

1. Improves scratch resistance: 3x improvement in the force required to cause lateral cracking

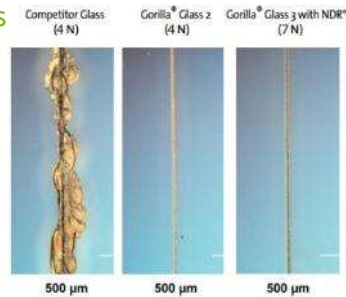


Glass deformed primarily by densification.
No starter flaws in the deformed region
+ lower residual stress.



Glass deformed with significant shear.
Many starter flaws in the deformed region + high residual stress.

2. Reduces scratch visibility: >40% reduction in the number of highly visible scratches



3. Enables improved strength after scratch: >40% improvement in retained strength if a deep flaw/scratch occurs



Build Your Own Cloud

Thanks to Acer BYOC built into the Aspire Switch 10, easily access, manage and remote your data and files anywhere. (1GB online for free).

2 main benefits:

- Online storage
- Connection between all your devices



- Comes with Acer BYOC apps (*abApps*)
- Real time information
- Data Management
- Data Security
- Multiple Devices
- Sync immediately
- Always on the go



abPhoto

After you take photos on your smartphone or tablet, *abPhoto* helps you auto-archive them back to your PC. Photos are also pushed to all of your other cross-platform devices over a wireless or mobile network. *abPhoto* organizes your photos well, so browsing your pictures is easier than ever.



abFiles

abFiles makes it easy to access files on your Windows PC from any of your devices over a wireless or mobile network, whenever you like. You can browse all the files in your PC drives and connected drives, even the stuff inside ZIP files. You can also upload files stored on your devices to your PC.



abDocs

abDocs instantly syncs your documents on all of your devices. You can view and edit your Office documents updated in the last 30 days, using any of your devices, over a wireless or mobile network. Even when your Personal Cloud Storage is powered off, you can still access Word, Excel and PowerPoint documents from the last 30 days.



abMusic

abMusic lets you to use your PC to host your own music. It streams your music collection so you can enjoy tunes stored in your PC from any of your devices over a wireless or mobile network.

Technical Specifications

Front camera



Aspire Switch 10

SW5-012 | 3G Model

A spectacular view.

Smooth versatility.

Dynamic productivity.



Technical Specifications

Size	Dimensions	261.6 x 177.1 x 8.9 mm (Tablet) 261.6 x 177.1x 20.2 mm (with docking)
	Weight	0.585kg (Tablet) 1.17kg (with docking)
Battery	Battery life	8hrs (HD Video playback)
	Capacity	22Whr, 5910mAh
Processing	CPU	Intel® Atom™ processor Z3735F (2M Cache, up to 1.83 GHz)
	RAM/ROM	RAM: DDR3L, 2GB eMMC: 32 GB
Imaging	Camera	Front: 2M, 1080p FHD audio/video recording
Screen	Display	10.1", 16:10 Wide Viewing angle up to 178 degrees HD 1280x 800
	Touch technology	Touch type GFF, supporting 5-finger touch
Connectivity	Wi-Fi	802.11 b/g/n
	WWAN	WWAN (3G model only) GSM / GPRS / EDGE (850 / 900 / 1800 / 1900 MHz) GPRS / EDGE: Multi-slot class 12 WCDMA 1, 2, 5, 8; (850 / 900 / 1900 / 2100 MHz)
	Bluetooth	BT4.0+EDR
	HDMI	1 x Micro HDMI
	USB	1 x Micro USB 2.0 (tablet) 1 x USB 2.0 (docking)
Input / Output	Sensor	eCompass + G-sensor + Gyro + Ambient light
	Audio	3.5 mm combo audio jack 1 x mic 2 x speakers
Memory expansion		microSD slot (up to 32 GB)
OS	Version	Windows 8.1
		Office 365

Key Selling Points

EASY-CLICK 2-IN-1 CONCEPT

- Acer Snap Hinge™ connection provides a latch-less, wobble-free touch experience.
- Switch easily from one mode to another: laptop, tablet, display, tent.
- Architectonic brush pattern on a soft gray aluminum rear cover.
- The Aspire Switch 11 is 10.5 mm (tablet) and 25 mm (with docking) thin.

EXTENDED PRODUCTIVITY

- 4th generation Intel® Core™ processor improves CPU & graphics Performance
- Windows 8.1 and Bing + Office 365.
- Comfortable chiclet keyboard enhances the typing experience.
- Precision touchpad supporting 6 touchpad gesture.
- Optional active pen for an enhanced writing and drawing experience¹.
- Optionnal HDD (500 GB)¹.

STUNNING 11.6" DISPLAY

- 11.6" HD or FHD screen¹.
- Zero Air Gap and IPS² technologies for vibrant colors in all angles.
- LumiFlex™ solution adjusts the color saturation of the display to optimize the readability of your screen.
- Anti fingerprint coating to reduce smudges and messy fingerprints. It also makes the screen easier to clean.



SW5-171:

FHD, Zero Air Gap, IPS*
display
Intel Haswell Core i3, i5

SW5-111:

HD, IPS* display
Intel Baytrail -T Atom CPU
7.5 hours of battery life

¹Specifications may vary depending on models.

²All brands and product names mentioned herein include trademarks of their respective companies and are used solely to describe or identify the products.

Aspire Switch 12

Key Selling

Fluidly versatile.

- Unique Acer kickstand design
- 5 usage modes
- Latch-less wireless full-sized keyboard with trackpoint

Stunning 12.5" FHD display

- 12.5" FHD display
- Zero Air Gap and IPS¹ technologies
- Gorilla Glass 3
- 10-point multi-touch



Outstanding performance

- Windows 8.1
- Intel® Core™ M processor
- All-day usage (8 hours battery life)
- Quiet fan-less device
- Optional active pen



Unique hinge design

- Various usage modes adaptable to different users' behaviors, and Aspire Switch 12 is nimble to transform perfectly into every usage mode. It has user-centric spirit and amazing versatility for working well in diverse scenarios.

Magnetic attraction

- The keyboard is magnetic attraction, which is very handy, and easy to detach and attach for experiencing various modes. The zinc-alloy connectors are solid, and offers a strong support for various kinds of users' behaviors.

Wireless full-sized keyboard

- The wireless full-sized keyboard designed with magnetic and latch-less, which can smoothly switch between different modes.

Fast navigation with Pointing stick

- The wireless full-sized keyboard with the Pointing stick give a complete laptop experience, cut down clutter, and saves great amount of space. Also, the keyboard is charged automatic while is connected to the dock.

Vivid and life visual FHD display

- The state of the art in display with Zero Air Gap and IPS¹ technology. Amazing FHD 1920x1080 display brings photo and video with detail and vibrant colors.

Corning® Gorilla® Glass 3

- The Aspire Switch 12 features Corning® Gorilla® Glass 3.
- Gorilla Glass 3 boasts a proprietary glass composition that provides tough protection, resisting both surface-level and deep scratches, so your screen is more durable than ever.

Dual front facing speakers

- Enjoy the immersive sound with 2 front facing stereo speakers while you are watching the movie or listening to the music.

Anti Fingerprint Coating Technology

Better touch solution for Acer Active pen





Thank you