ASUS Introduces New Prime And TUF Motherboards

Tuesday 30 May, 2017

Related Sectors:

Computing & Telecoms ::
Consumer Technology ::

Scan Me:

A new era of high-end desktops is here. Intel® just took the wraps off its long-awaited Core™ X-Series processors and accompanying X299 chipset, which bring enough horsepower and bandwidth for everything from professional content creation to hardcore gaming. The new LGA2066 processors require new motherboards, and ASUS has a diverse lineup split between the Prime, TUF, and ROG families. We'll discuss the innovative Prime and TUF products now, and you can check out the latest from the Republic of Gamers in this article.

The Prime and TUF models are designed for differing audiences: new Prime X299-Deluxe is for high-end builders who want it all, the Prime X299-A eschews certain extras in favor of a straightforward approach that gets back to basics, the TUF X299 Mark 1 stands out from its competitors with protective armor and advanced cooling options, while the TUF X299 Mark 2 strips down to the essentials for X299 builders who want to deviate from the conventional formula. The new ASUS Prime and TUF X299s series are a breath of fresh air at a time when far too many motherboards offer more of the same.

Prime time for X299

Built for power users and prosumers, the Prime series represents the culmination of decades of experience refining all aspects of motherboard technology. These boards mate state-of-the-art connectivity with accessible tuning options to provide a premium experience everyone can enjoy.

All of our X299 motherboards have extensive overclocking and cooling options available in both the UEFI and software. The Primes go one step further with 5-Way Optimization, which intelligently overclocks your system and tunes the cooling based on the individual characteristics of your components. Beginners can effortlessly optimize their entire PC with a single click, while experienced users can adjust tuning parameters to meet their needs.

Refinement extends to the styling, whose predominantly black-and-white theme lays the perfect foundation for understated builds-or much flashier ones with RGB lighting. Our Prime X299 boards feature multiple headers for LED strips that can light up your entire chassis. They're part of a rich ecosystem of Aura Sync products that can synchronize colors and effects across a complete system, from the motherboard and graphics card to peripherals and other components.

Intel's new Core™ X-Series processors boast up to 12 cores and can be paired with as much as 128GB of quad-channel DDR4 memory. The beastly chips demand serious cooling, which is why all of our new X299 motherboards have dedicated headers for all-in-one liquid coolers and stand-alone pumps.

Core™ X-Series processors also have up to 44 PCI Express 3.0 lanes available for graphics cards and NVMe SSDs. Our Prime X299 series supports up to three-way graphics configurations, and their x16 slots incorporate structural reinforcements with our SafeSlot technology to prevent damage and protect your investment.

PCIe lanes left unused by graphics can be devoted to storage with VROC, which combines multiple M.2 SSDs in a bootable RAID array connected directly to the CPU. An insane number of drives can run in parallel across multiple VROC cards to deliver staggering throughput and warp fast access for system drives. Our X299 boards also support Intel's Optane Memory, which provides a solid-state cache to accelerate other storage devices.

This new generation receives our latest on-board audio enhancements, including a Realtek S1220A codec paired with an amplifier and premium components that produce immersive and crystal clear sound which rivals some dedicated sound cards.

TUF enough to endure

Our Prime X299 motherboards are balanced by entries from the TUF family. These models march to a different beat that prioritizes reliability and durability for PCs built to go the distance. They use tougher components than conventional counterparts, and they're subjected to more stringent testing.

Shifting focus requires a new outlook, and TUF answers with distinctive designs that meld industrial sensibilities with a touch of space marine. Stealthy by nature, the new boards minimize RGB lighting to concentrate on different priorities.

###

AVAILABILITY & PRICING

ASUS Prime X299-Deluxe, Prime X299-A and TUF X299 Mark 1 motherboards will be available at leading resellers in North America starting in late June. Suggested MSRP pricing will be announced by 6/19/2017.

For additional information, product images and specifics on the Prime and TUF series boards, please check out our launch article at Edge Up. If you want to see more of what ASUS has to offer for X299, check out our article on the ROG X299 series.

###

About ASUS

ASUS is one of Fortune magazine's World's Most Admired Companies, and is dedicated to creating products for today and tomorrow's smart life. Our comprehensive portfolio includes Zenbo, ZenFone, ZenBook and a range of IT devices and components, along with AR, VR and IoT. ASUS employs more than 17,000 people worldwide and over 5,500 world-class R&D talents. Driven by innovation and committed to quality, the company won 4,385 awards and earned approximately US$13.3 billion of revenue in 2016.

PRESS CONTACTS

Gary Key
Sr. Technical Marketing Manager - ASUS North America
Gary_Key@ASUS.com

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk