



**ASUSPRO** B9450FA

The world's  
lightest 14"  
business laptop

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B9450FA | PR Sales kit  
Prepared by ASUS HQ Product MKT Team



## 01. Product Summary

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## 02. Product Feature Highlight

[Design](#) | [Productivity](#) | [Durability](#) | [User experience](#) | [Manageability](#) | [Security](#)

# Redefine the business working style

“I work globally, I need an extremely light laptop always on the go”

“I am not limited in office any more. I work in open space, meeting rooms, café, office.”

“I work with colleagues a lot. We discuss and inspire each other to create brilliant ideas”

Digital mobility is the key.

USER SEGMENT

# BUSINESS NORMAD

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**Age :** 25 – 45

**Gender :** M:F = 6:4

**Profession :** managers, sales, marketing, public relation, researcher, IT engineer, finance

**Working style :**

- **Business travel, meetings, discussion**
- **Not limited to the office**
- Team work
- Multi device

**Life style :**

- Have a taste of fashion
- Love sports and travel
- Good social networking

**Personality :**

- Love freedom and love to try new things
- Open-minded
- Hold a ideal/dream/goal to strive



# B9 communication strategy

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Office anywhere and anytime [TBD]

## Ultimate portability

Thin & light(from 880g), long battery(over 26hrs), Military grade

### Rich functionality

Up to 2TB PCIe x4 SSD  
Full IO ports with **micro RJ45**  
NumberPad

### Advanced security

Webcam shield  
IR camera

### Nice user experience

Professional craftsmanship  
ErgoLift & 180 degree  
Thin bezels  
Harmon kardon & 4 microphones  
Voice assistant with light bar

# KSP

Price: \$1399-1599

Star black

Screen : 14-inch



US military grade  
reliability



Long battery



Ultra light  
and thin

## Thin & light

- 880g (33Whr) / 990g (66Whr)
- Thin bezel 4mm, 94% screen-to-body ratio
- Thinnest 14.8mm
- 

## Uncompromising Performance

- Dual PCIe x4, up to 1TB, TBT3 x 2
- Battery life : 26hrs (66Whr), 12hrs (33Whr) [TBC]
- HDMI, micro HDMI(LAN), Wi-Fi 6 for seamless connectivity

## Enterprise-grade durability and security

- US Military Grade durability and stringent ASUS quality tests
- Magnesium lithium (stronger and lighter than b9440)
- Nano Kensington lock, webcam shield, TPM 2.0 chip, IR camera

## Optimized user experience

- Voice assistant --- Cortana & Alexa
- Keyboard 1.5mm key travel distance, ErgoLift hinge

# Feature Overview

Design	Performance	Durability
<ul style="list-style-type: none"><li>• 880g (33Whr) / 990g (66Whr)</li><li>• Thinnest 14.8mm</li><li>• Magnesium lithium (A, D part) to be lighter and more durable</li><li>• CNC-milled for added strength</li><li>• Precisely crafted, professional impression</li></ul>	<ul style="list-style-type: none"><li>• Intel® 10th Core™ i7/i5 CPU</li><li>• Up to 16G LDDR3 memory</li><li>• Dual SSD storage, up to 2TB PCIe x4 SSD</li><li>• Battery life : 26hrs (66Whr), 12hrs (33Whr) [TBC]</li><li>• Full IO ports, a micro LAN for fixed MAC address, two Thunderbolt 3, a USB Type-A</li><li>• WiFi 6</li><li>• NumberPad</li><li>• Spill-resistant and backlit keyboard</li><li>• Voice assistant --- Cortana &amp; Alexa</li><li>• ASUS Sync to access mobile via PC</li></ul>	<ul style="list-style-type: none"><li>• Robust military graded</li><li>• Stringent Quality Control</li><li>• 100% solid capacitor</li></ul>
User experience	Security	Manageability
<ul style="list-style-type: none"><li>• Frameless NanoEdge display</li><li>• ErgoLift hinge for nice typing position</li><li>• Anti-glare display</li><li>• Responsive full-size key caps</li><li>• 4 microphone on the top bezel</li><li>• Harman kardon</li></ul>	<ul style="list-style-type: none"><li>• Webcam shield</li><li>• IR camera</li><li>• Finger print sensor</li><li>• TPM 2.0*</li><li>• Kensington lock slot</li></ul>	<ul style="list-style-type: none"><li>• Asus Control Center*</li><li>• ASUS Business Manager</li><li>• ASUS UEFI BIOS</li></ul>

\*Optional

# Specification

Image is not final, will be replaced in MP version



HDMI for display out

Micro HDMI for LAN chip onboard with fixed Mac Address

Support Fast Charging, Display Connectivity & Data Transfers with Thunderbolt™ 3



USB 3.2 Gen 2 Type-A

Kensington lock slot



**Webcam shield**

**4 mm Narrow Edge Bezel  
Up to 94% screen to body ratio**

**14.8mm thin, 880g light**

**ErgoLift Hinge design**

**Spill-resistant, back lit keyboard**

**Magnesium lithium**

Image is not final, will be replaced in MP version

**Number Pad**

**Cortana voice assistant**





# Passed Intel Athena High Standard Testing To Fulfill On-the-go Computing Needs



B9450 is One of the 15 Intel Athena Laptop Worldwide

	Category	Measured	Point
1	Responsiveness (Key experience indicator)	Meets 28/30	2
2	Battery Life	AWB: 13.55 hours, LVP: 25.89 hours	3
3	Display Panel	FHD non-touch	-2
4	Screen to Body Ratio	92%	2
5	Wake event	No Wake on Presence	0
6	Weight	0.88kg / 0.93kg	3
7	Z-height	14.9mm	0
8	WWAN	Intel 7560 option / installed – NA	0
9	Storage	SKU offering with Teton Glacier – NA	0
10	Innovations	2 thunderbolt 3 Ports	1
		Total	9

# WORLD'S LIGHTEST 14" BUSINESS ULTRABOOK

## ASUS B9450 BEATING THE COMPETITION



B9450	Technology	X1 Carbon
<ul style="list-style-type: none"> <li>✓ 880g 33Whr ;</li> <li>✓ 990g 66Whr</li> </ul>	WEIGHT	✗ 1.08kg
<ul style="list-style-type: none"> <li>✓ 12hrs 33Whr ;</li> <li>✓ 26hrs 66Whr</li> <li>✓ ASUS power management</li> </ul>	BATTERY	✗ 20 hours
<ul style="list-style-type: none"> <li>✓ Magnesium lithium</li> </ul>	CASE MATERIAL	Carbon Fiber
<ul style="list-style-type: none"> <li>✓ 14.8mm</li> </ul>	THICKNESS	✗ 14.95mm
<ul style="list-style-type: none"> <li>✓ 4mm, 94%</li> </ul>	SCREEN-TO-BODY RATIO	✗ 89%
<b>MILSPEC 810-G</b> Humidity, Low Temp, High Temp, Vibration, Mechanical Shock, Altitude, Hinge, Keyboard	RUGGEDNESS	<b>MILSPEC 810-G</b> Humidity, Low Temp, High Temp, Dust, Vibration, Mechanical Shock, Altitude, Extreme Temps, Solar Radiation, Fungus, Explosive Atmosphere, Vibrations of Shipboard
<ul style="list-style-type: none"> <li>✓ Gold EPEAT</li> </ul>	GLOBAL ECOLABEL	<ul style="list-style-type: none"> <li>✓ Gold EPEAT</li> </ul>
<ul style="list-style-type: none"> <li>✓ HDMI to RJ45</li> </ul>	SECURITY	<ul style="list-style-type: none"> <li>✓ No physical RJ45</li> </ul>
	IO	
	Far field	

Will provide more information and testing data

# Specification

Processors	Intel® Core™ i7 & i5
Graphic	Intel® UHD Graphics 620
Memory	LPDDR3 16G onboard
Storage	SSD 2 X M.2 PCIe x4 (SATA core lay) (Max 1TB X 2)
Display	14" AG FHD WV NTSC 100%
Networking	Intel 802.11a/b/g/n/ax(2X2)+BT
3G/4G LTE	N/A
Operating system	WIN 10 Pro / WIN 10
ODD	N/A
Battery	2-cell, 33W Li-ion Polymer, BM office mode 11hrs 4-cell, 66W Li-ion Polymer, BM office mode 22hrs
I/O ports	2 X USB Type-C™ Thunderbolt™ / 1 X Audio jack 1 X USB3.0 A (Gen 2) / 1 X micro HDMI for Lan chip / 1 X HDMI
Pointstick	N/A
Webcam	IR Camera & Door
Fingerprint	Yes
TPM 2.0	Yes
Dimensions (WxDxH)	320*202*14.9 mm
Weight	Starting from 880G (with 2-cell battery)
Speaker	Harman kardon
NFC	NA
MIC	Integrated dual-microphone array 2 integrated stereo speakers
Backlit Keyboard	Yes, Spill-resistance
Others	MIL-STD 810G / Wake on Lan Big size touchpad(127*65mm) / Vpro Support Lan Chip onboard(Mac address fixed) Micro HDMI

## B9450FA - The Lightest & Thinnest 14"

	B9450FA	HP 1040 G5	Lenovo X1C	Acer Swift 5	LG Gram	Acer TMX 514
Target MSRP	<b>\$1299 (i5 /8G/512G SSD)</b>	\$1499 (i5 /8G/512G SSD)	\$1999 (i7 /16G/512G SSD)			
						
Weight	<b>880g (33W) / 970g (66W)</b>	1.35kg	1.08kg	990g	995g	980g
Battery	33w / 66w ( <b>24hrs</b> )	63w (22hrs)	51w (18.3hrs)	36W 12hrs	<b>72W</b>	36W
Thickness	<b>14.9mm</b>	16.9mm	14.95mm	14.95mm	14.5~16.5mm	14.9 mm
S/B ratio	<b>94%</b>	83%	87%	86.4%	83%	-
Storage	<b>Dual PCIe x4</b>	Single PCIe x4	Single PCIe x4	PCIe x4 M.2 x2	PCIE M.2 x 2	PCIE M.2 x 2
ID design	CNC metal design Magnesium lithium	CNC metal design (flip design)	Carbon cover face	Magnesium lithium	Nano carbon magnesium	Aluminum- magnesium alloy
NumberPad	<b>V</b>	X	X	X	X	X
4mics	<b>V</b>	X	<b>V</b>	X	X	X
LAN on board	<b>V</b>	<b>V</b>	X	X	X	<b>V?</b>

# B9450FA - Longest Battery Life

	B9450FA	HP 1040 G5	Lenovo T480s
Target MSRP	<b>\$1299 (i5 /8G/512G SSD)</b> 	\$1499 (i5 /8G/512G SSD) 	\$1299 (i5/8G/512G SSD) 
Battery	33w (12hrs) / 66w ( <b>24hrs</b> )	63w (22hrs)	57w (20 hours)
Weight	<b>880g (33W) / 970g (66W)</b>	1.35kg	1.31kg
Thinness	<b>14.9mm</b>	16.9mm	18.45mm
S/B ratio	<b>94%</b>	83%	75%
Storage	<b>Dual PCIe x4</b>	Single PCIe x4	Single PCIe x2
ID design	Magnesium lithium	CNC metal design (flip design)	Magnesium aluminum
NumberPad	<b>V</b>	X	X
4mics	<b>V</b>	X 2mics	X 2mics
LAN on board	<b>V</b>	<b>V</b>	<b>V</b>



## 01. Product Summary

Target Audience | KSP | Feature Overview | Project Athena | Spec | Competitors

## 02. Product Feature Highlight

Design | Productivity | Durability | User experience | Manageability | Security





# Design





## Ultimate portability

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It's designed to be super light, so business users can take it to wherever they go. B9 comes in a 13-inch-class chassis that weighs starting from only 880 grams, measures 14.9 mm thick, and houses a 14-inch display.

880<sub>g</sub>

ultralight

14.9<sub>mm</sub>

ultrathin



Image is not final, will be replaced in MP version

# Seriously compact

A4-paper

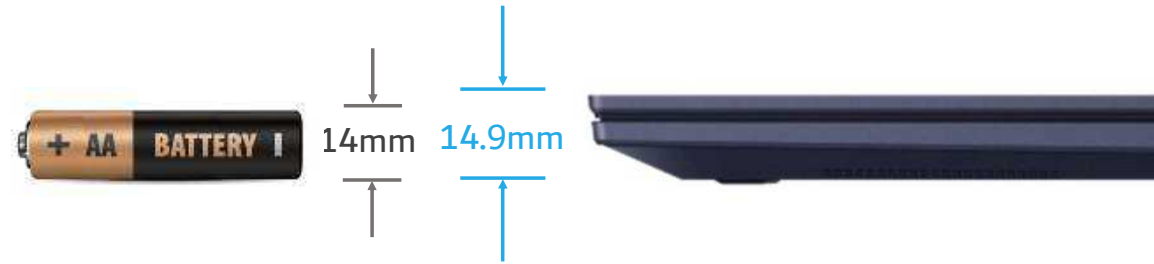
Compact size

AA battery

Ultra-thin

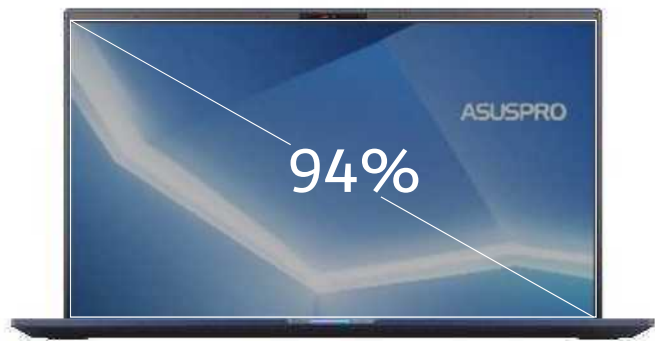
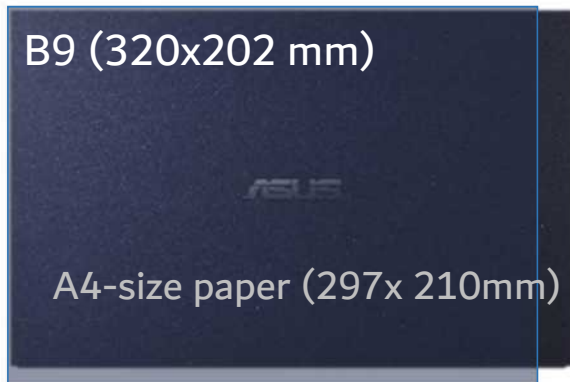
B9 (320x202 mm)

A4-size paper (297x 210mm)



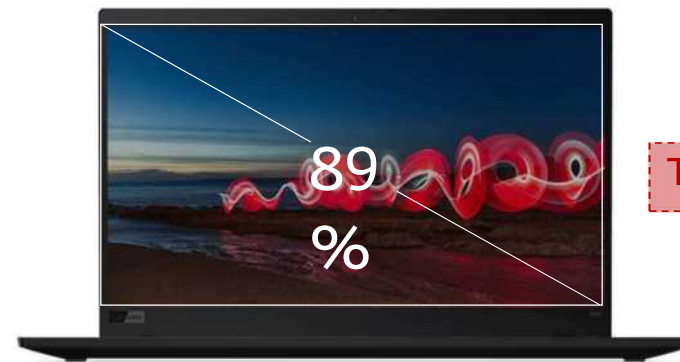
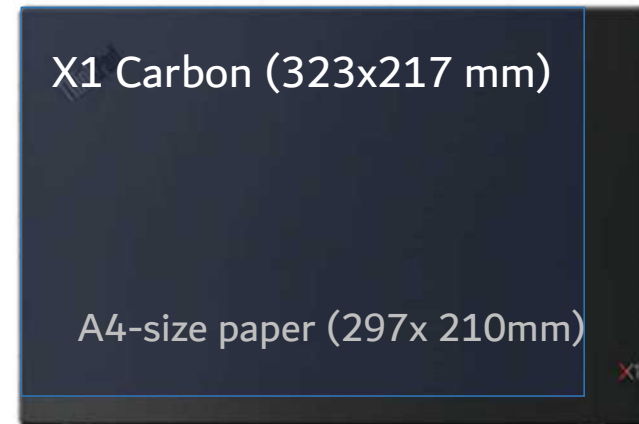
# Size-wise comparison

ExperBook B9



14" display

X1 Carbon 7 Gen



14" display

To be confirmed

Compact enough  
to fit in any handbag



Light enough  
to hold with one hand for easy  
discussion

# Magnesium lithium



## Lightness

20% lower than Aluminum Alloy

Magnesium lithium

1.51

Magnesium Alloy

1.81

### Density

(g/cm<sup>3</sup>)

Smaller number is lighter

## Strength

28% higher than Aluminum Alloy

Magnesium lithium

377

Magnesium Alloy

274

### Tensile strength

(kg/cm<sup>2</sup>)

Larger number is stronger

# Lighter and Stronger

AD **Magnesium lithium**

B **Plastic**

C **Magnesium Alloy**

	Aluminum alloy	Magnesium Alloy	Magnesium lithium	Carbon
<b>Density</b> (g/cm <sup>3</sup> ) <small>Smaller number is better</small>	2.69	1.81	1.51	<b>1.05</b> <i>The lightest in each cubic centimeter</i>
<b>Tensile strength</b> (kg/cm <sup>2</sup> ) <small>At thin 0.8mm condition ; Larger number is better</small>	290	274	<b>377</b> <i>1.3X tensile strength compared to aluminum alloy</i>	369
<b>Elongation</b> (%) <small>Measure the ductility of a material ; Larger number is better</small>	16	3	<b>45</b> <i>The most ductile among Aluminum alloy, Magnesium Alloy and carbon</i>	13

***The best solution for lightest and strongest NB***

# CNC-milled for added strength

Material should be Magnesium Alloy & Magnesium Lithium Alloy

To create the perfect 3D-curved lid shape and complex keyboard surround of ExpertBook B9, a high-precision CNC-milling process is used to shape single pieces of **solid aluminum**. This reduces unnecessary internal voids, helping make the entire chassis tougher and stronger than is possible using traditional metal-stamping methods.

A cover : Magnesium Lithium Alloy

C cover : Magnesium Alloy

D cover : Magnesium Lithium Alloy

Image is not final, will be replaced in MP version

## Precisely crafted, professional impression

Taking inspiration from shadows, the B9 transforms the fair-faced concrete aesthetic of architecture to the product design. The edges and the corners surround of B9 are shaped precisely, creating a truly precise and professional impression for business users.







Productivity



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## Incredible performance

**10<sup>th</sup>** Gen

Intel core processor

**Vpro**

Intel processor for enterprise management

Up to

**2** TB

PCIe® x4 SSD

**16** GB memory

LPDDR3 at 2133MHz

Up to

**26** hours

Battery life

# Superfast data access and large storage

**Dual**

PCIe x4 SSD

Up to  
**2TB**

storage

Up to  
**1.73x**

faster than PCIe x2

PCIe® x4 SSD

1840MB/s

PCIe® x2 SSD

1058MB/s

SATA 3 SSD

520MB/s

已經確認兩個單獨通道



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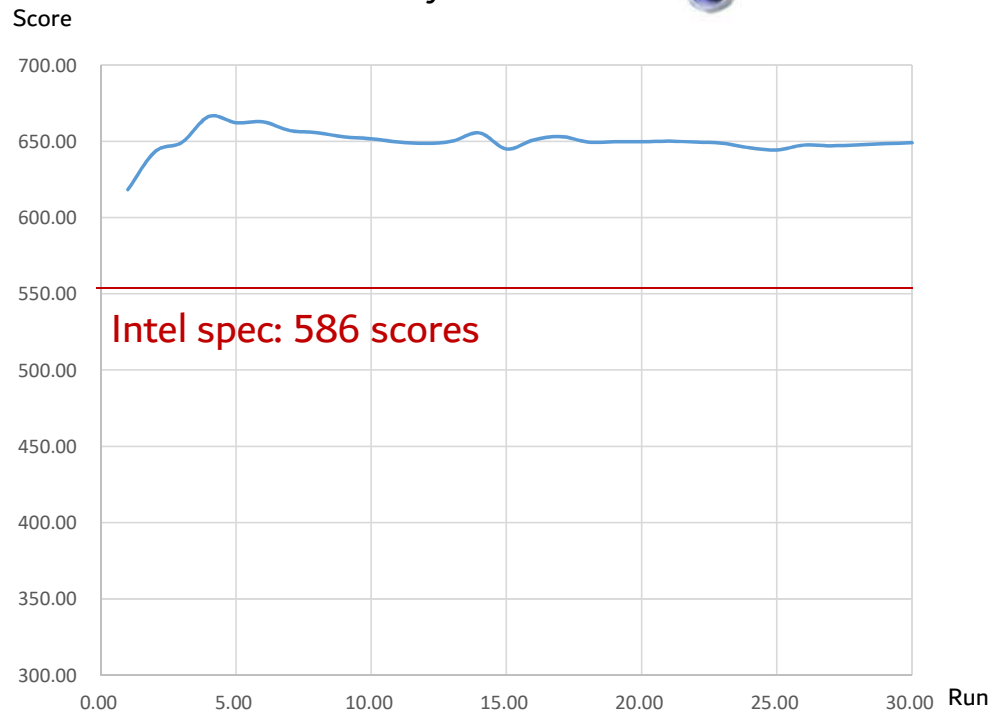


# More Power . More Performance

ASUS Turbo Mode + Microsoft Best Performance

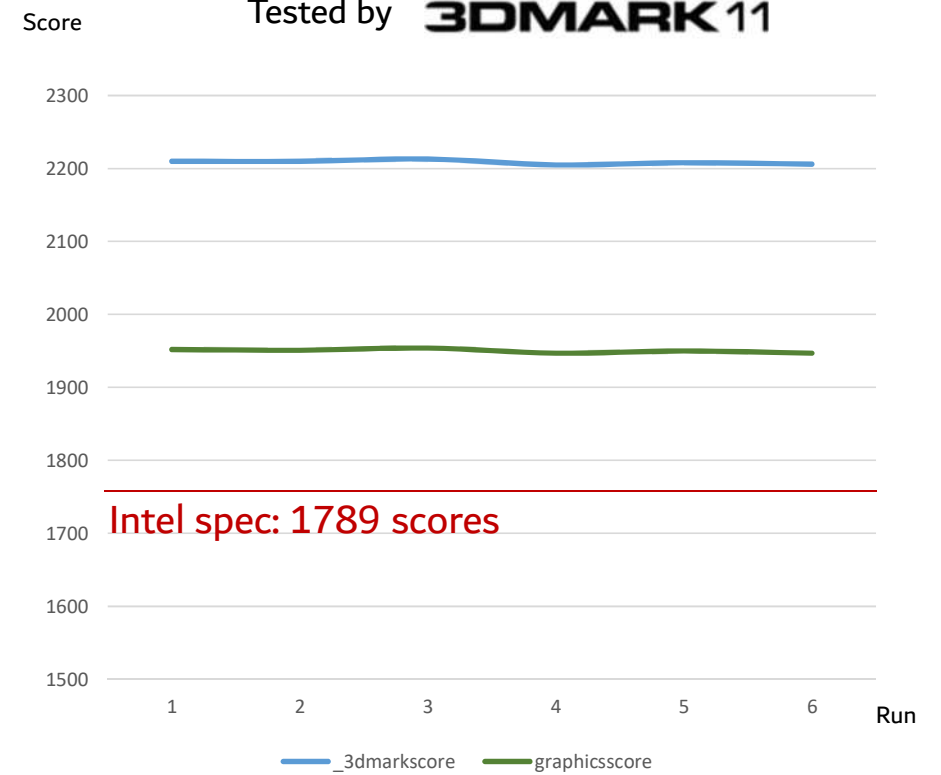
## CPU Performance

Tested by CINEBENCH



## 3D Performance

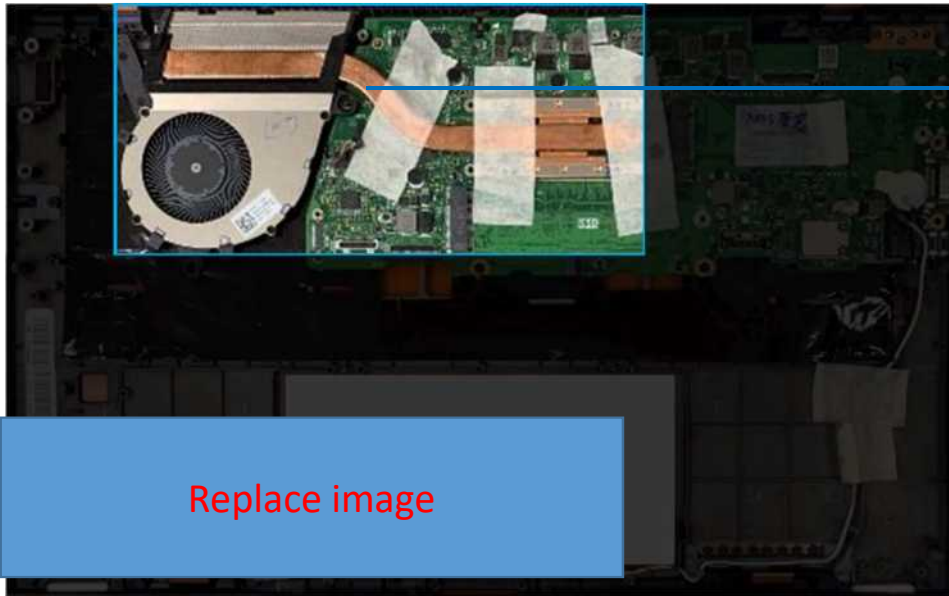
Tested by 3DMARK 11



CINEBENCH R15

# Two Mechanism, One Goal

Fan with one-piece structure + Graphite sheet push air across the CPU & the GPUs, keeping them cool under even the most intensive workloads.



C piece

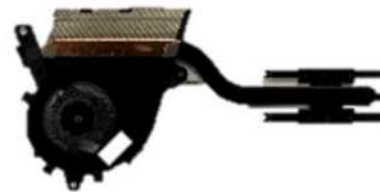


One-piece structure  
for efficiency heat transferring



Metal Material

B9450's Fan structure



2.20 cfm

Keep the same performance  
25% smaller than previous design

B9440's Fan structure

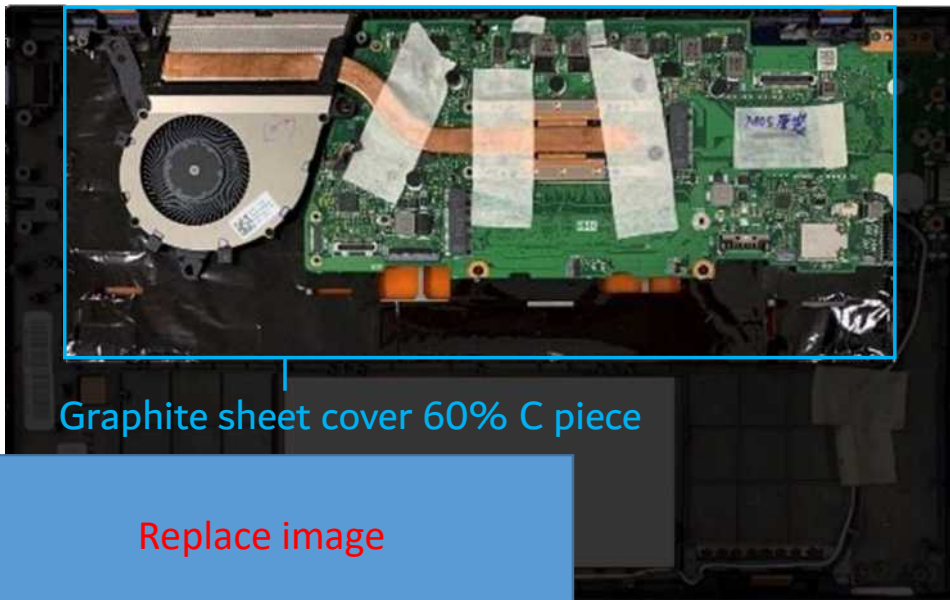


2.20 cfm

Stands for cubic feet per minute  
(it's also referred to as airflow)

# Two Mechanism, One Goal

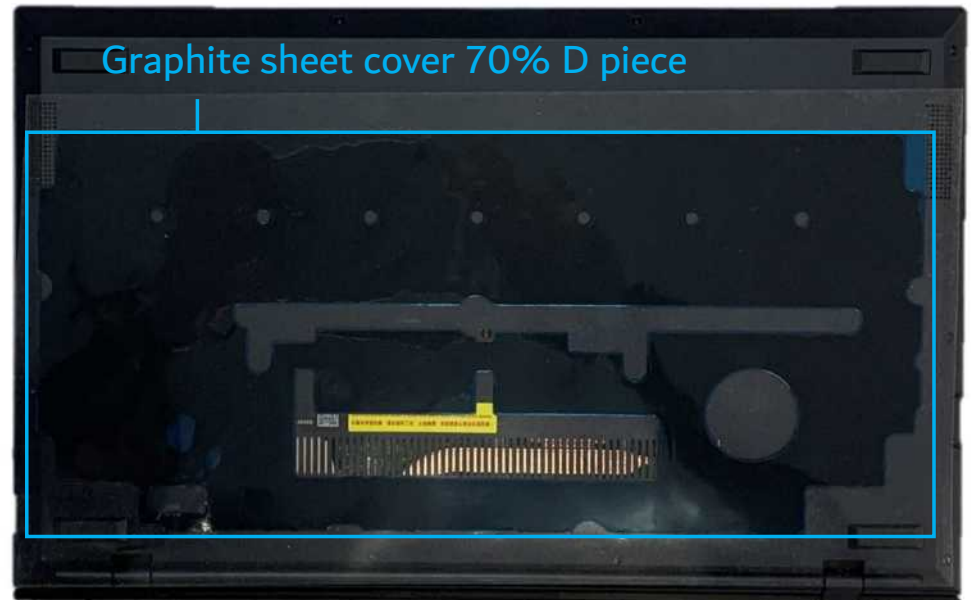
Fan with one-piece structure + Graphite sheet push air across the CPU & the GPUs, keeping them cool under even the most intensive workloads.



Graphite sheet cover 60% C piece

Replace image

C piece

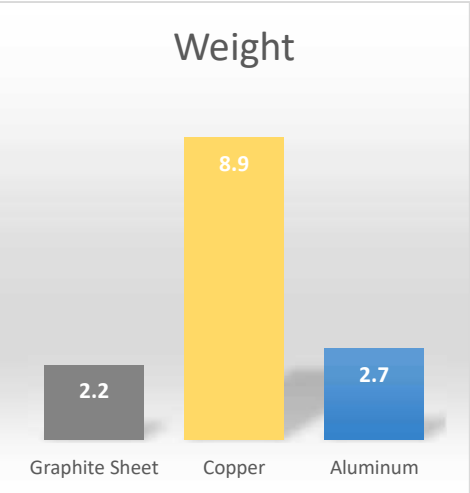


Graphite sheet cover 70% D piece

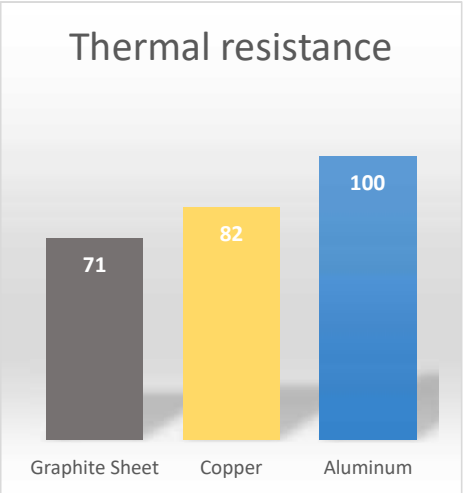
D piece

# Thermal Performance of Graphite Sheet

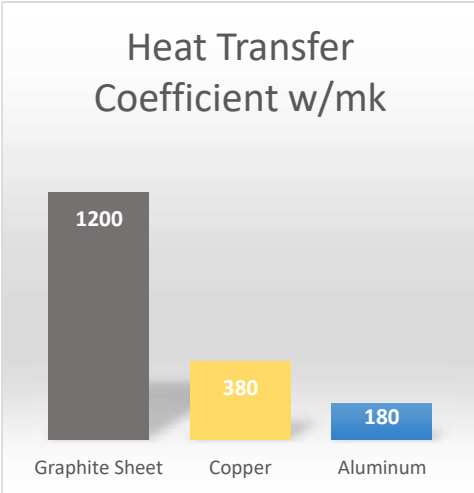
Weight of Graphite sheet is 75% lighter than Copper, and 25% lighter than Aluminum



Material with lower thermal resistance could deliver better thermal efficiency, Graphite sheet's TR is 20% lower than Copper, while Aluminum is 40% higher than Graphite Sheet



Higher w/mk value could deliver higher efficiency of heat transferring capability. It's found that Graphite Sheet has supreme power on it.

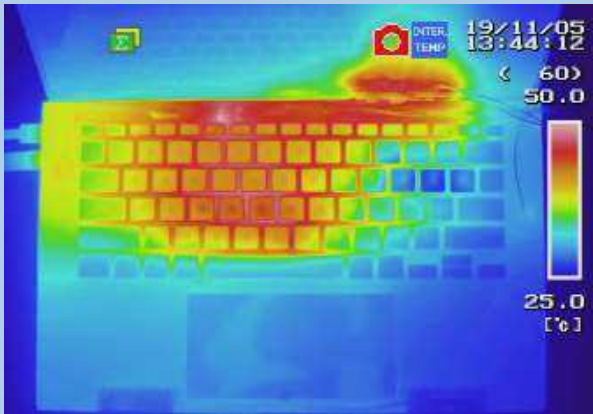


**G** Graphite Sheet  
**C** Copper  
**A** Aluminum

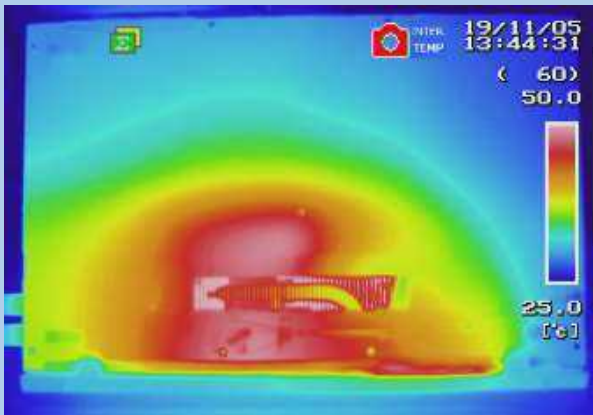
# Two Mechanism, One Goal

Fan with one-piece structure + Graphite sheet push air across the CPU & the GPUs, keeping them cool under even the most intensive workloads.

### Without Graphite Sheet solution

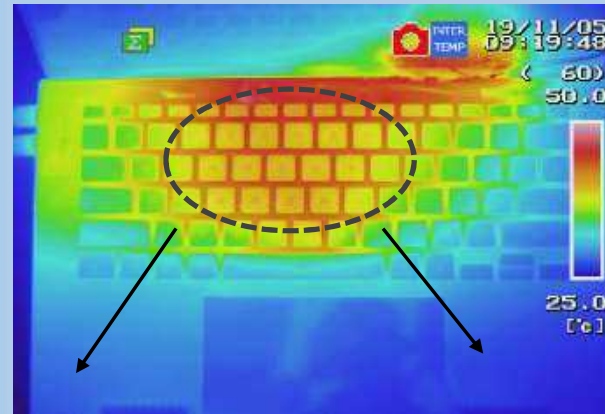


**Top of Base Unit:**  
Hot spot focus on center and upper side of keyboard

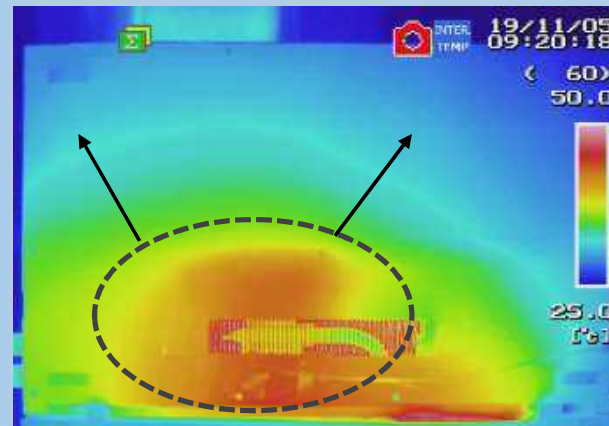


**Bottom Side:**  
Hot spot shows where the processor is and how's the heatpipe transferring heat

### With Graphite Sheet solution



**Top of Base Unit:**  
Hot spot appears to be cooler because of heat been spread to wider area



**Bottom Side:**  
Hot spot shows lower temperature and key area has less thermal issue





gettyimages®  
LumiNola

## Stay productive wherever you are

	Reader mode	Productivity
Battery 66W	24 hours	20 hours
Battery 33W	12 hours	10 hours

Up to  
**66Wh**

Li-polymer battery

Up to  
**26 hrs**

Battery life

Fast charging  
**60%**

In **39** minutes

**tolerance for legal issue**

\*all results showed above have been tested by MM2014

Image is not final, will be replaced in MP version



Information
Test environment
1. Install factory Windows (Without Microsoft Office)
2. Uninstall Antivirus software (McAfee),Screen pad1 office,MyASUS and OneNote
3. Display brightness: over 150 nits (Disable ALS) (If can't over 150nits, setting to Max.)
4. WiFi connect to AP. (WiFi AP can't connect to internet.)
5. Bluetooth: OFF (Remove any Atheros BT module)
6. Volume: OFF
7. 4G: OFF
8. KB light: OFF
9. Light sensor: OFF
10. Other device enable or disable: system default value
11. Power Options: BAPCo MobileMark 2014 mode

Version:2014
Display brightness: over 150 nits
1. Disable ALS, Mouse right click the battery icon on task bar and select "Windows Mobility Center".
2. Adjust the "Brightness" bar at "Display brightness" step by step and see the brightness change over 150 nits.
3. Record the Display brightness value.
4. The score only write down number.
5. If the score is not meet with MRS\Battery\Mobile Mark target, please open middle level bug.

High End SKU  
Office Productivity mode  
(Save PDF File format)

The score only write down number.Display brightness %:68  
Score(minutes):1459

Low End SKU  
Office Productivity mode  
(Save PDF File format)

The score only write down number.Display brightness %:70  
Score(minutes):760

Image is not final, will be replaced in MP version

\*all results showed above have been tested by MM2014

RD 要測試

## Power-efficient with Panel Self Refresh Technology

Up to  
**50%** To be confirmed

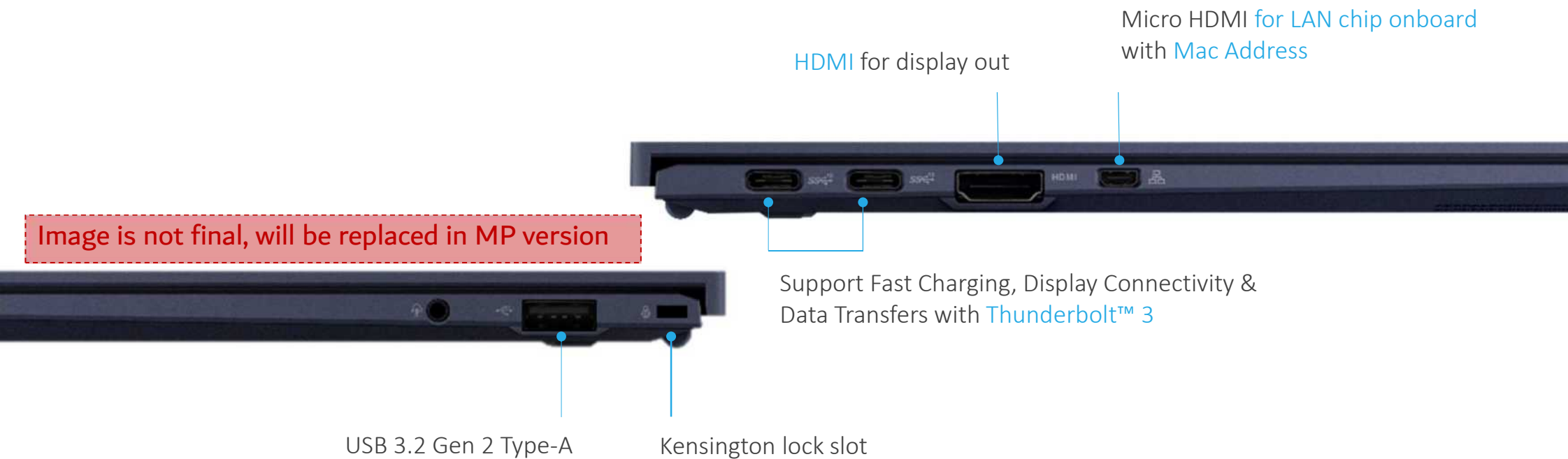
Power saving

Image is not final, will be replaced in MP version

The idea behind the Panel Self Refresh is to shut down the video processor and associated circuitry when the image is static – for example, when you are reading a PDF file. The display would have a video memory (a.k.a. frame buffer) to store the contents of the last screen update, the computer would shut down all video circuitry, and the display would keep repeating the contents of the last update until there is an update to the screen contents (e.g., you scrolled the document you were reading).

# Comprehensive IO ports

Despite the thinness, B9 doesn't compromise the IO port, but to offer comprehensive connections.



# Convenient connectivity

ExpertBook B9 has two Thunderbolt™ 3 USB-C™—support fast charging, fast data transfers and external displays — and HDMI port for external displays. B9 can totally connect to three displays.



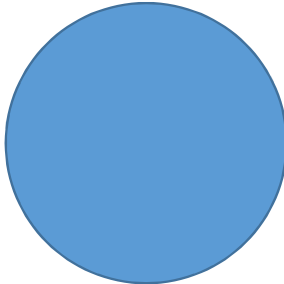
Thunderbolt™ 3  
USB-C™



Thunderbolt™ 3  
USB-C™



HDMI



40Gbps

Thunderbolt 3

4K resolution

Display support

Thunderbolt™ 3



40Gbps

Thunderbolt™  
2



20 Gbps

USB 3.1 Gen 1



5 Gbps



## MAC address for easy management

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ExpertBook B9 offers micro HDMI for LAN chip onboard and individual Mac address specified for the device. Users can connect to the network based on the MAC address and the device can be easily managed by MIS department in an enterprise.

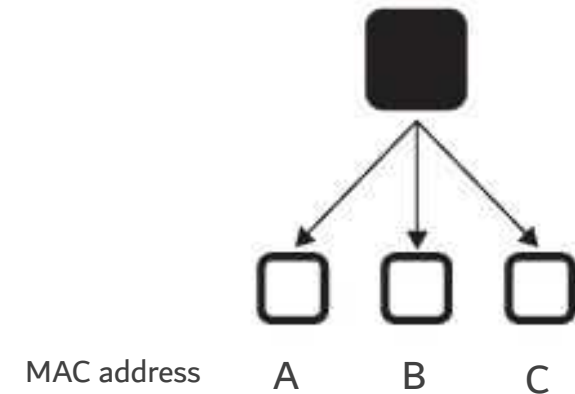




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Versatile function keys



Backlit & spill-resistant keyboard



Keyboard button On / Off 10,000,000 times tests

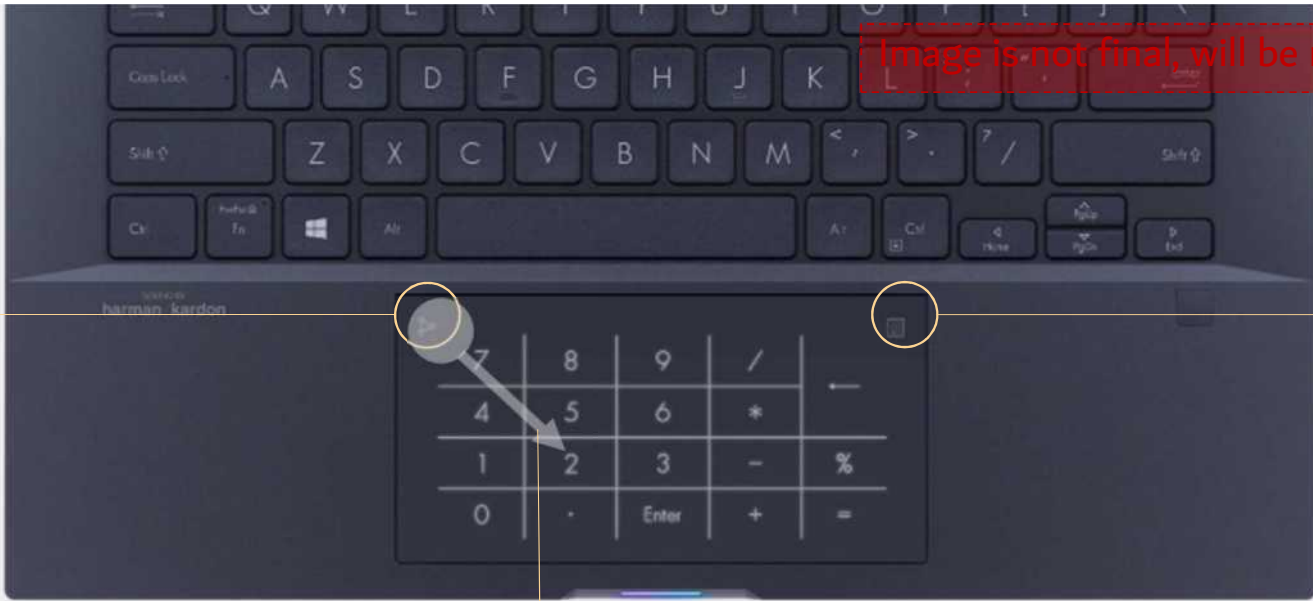


Exclusive NumberPad

# Ultimate keyboard

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Tap on the top-left icon to  
Choose one of two  
brightness levels

Swipe from the top left icon  
towards any direction to  
Activate the calculator app

Tap on the top-right icon for  
one second to  
Switch the function on and off

## How to use NumberPad 2.0

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Even when NumberPad is activated  
The touchpad can be used for cursor control



## Five-Layer Construction



- Glass top layer
- Inked switch layer (always showing)
- Translucent layer with silver particles
- Gray translucent ink layer
- Black bottom layer with number / character cut outs

Image is not final, will be replaced in MP version

# Access your phone from your PC

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ASUS Sync allows you to access your phone via B9. Leave your mobile device in your bag or on the desk and enjoy its full functionality through the PC's mouse, keyboard, and touch screen. ASUS Sync is designed for ease of use, increased productivity and total convenience.

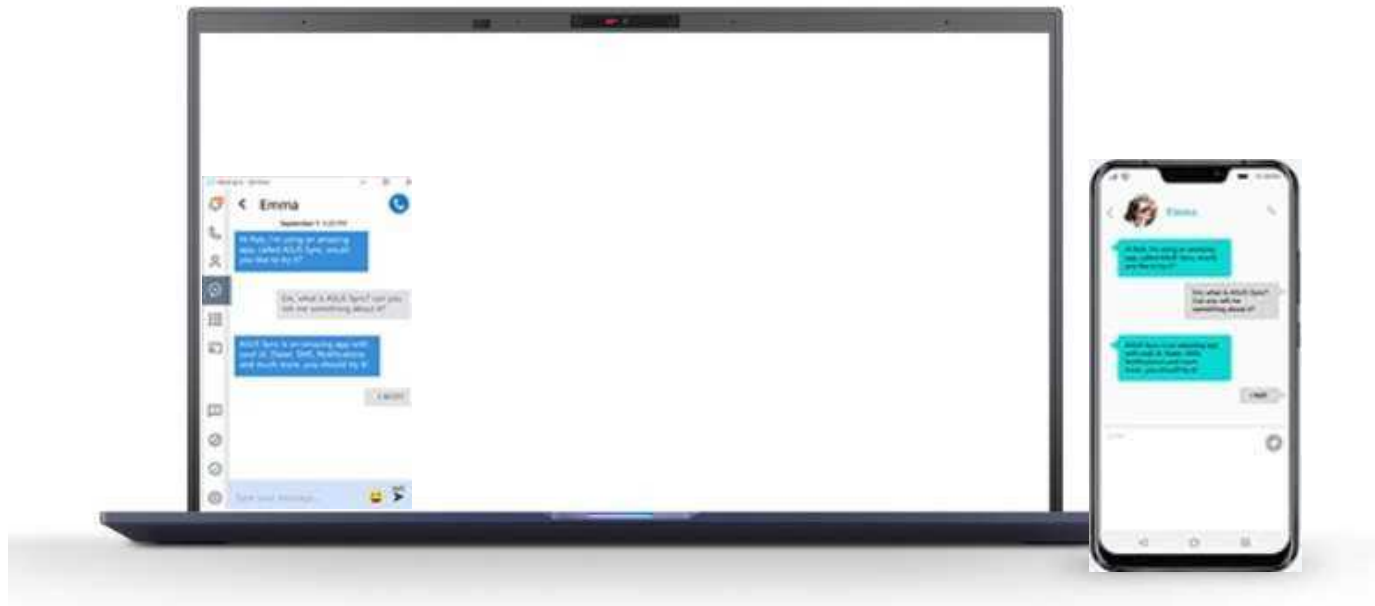
Hand-free  
Phone Calls

Text  
Messaging

Notification

Contacts

Screen  
Mirroring



# Your PC comes with Amazon Alexa

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Image is not final, will be replaced in MP version

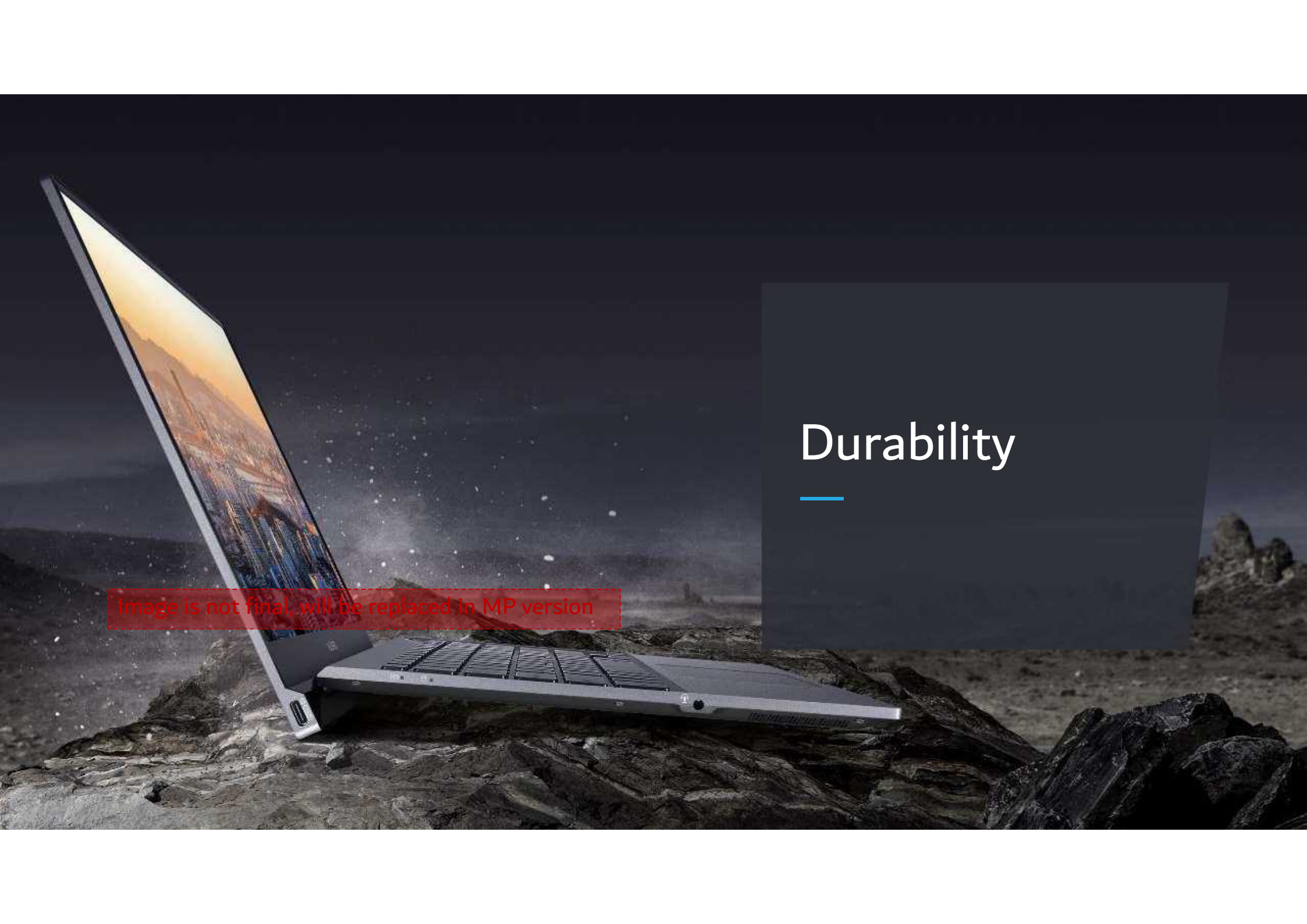


Image is not final, will be replaced in MP version

# Durability

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## Military Grade Reliability

All ASUSPRO laptops are extraordinarily tough enough to be tested with industry-leading military-grade MIL-STD-810G durability standards



### Drop Test

Drop height: **100** mm, operational  
Drop surface: wooden



### Shock Test

Operational, **185** g, **2** ms, **6** shocks  
Non-operational, **185** g, **2** ms, **12** shocks



### Vibration Test

Operational vibration : **10-500** Hz  
Duration : **1** hr



### Sand and Dust Test

Air velocity : **8.9** m/s  
Duration : **12** hrs



### High Temperature Test

Operational, **60°C**, **120** hrs  
Non-operational, **33-71°C**, **168**hrs



### Low Temperature Test

Operational **-29°C**, **24** hrs  
Non-operational, **-51°C**, **24** hrs



### Altitude Test

**15,000** feet, **21°C**, operational



### Humidity Test

Humidity : **95%** RH  
Duration : **10** days

**Under testing**

# Torture-tested for perfection

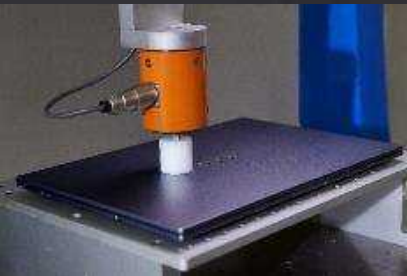
ASUSPRO business laptops are tested to withstand the rigors of transportation and the wear and tear of continuous daily use, to ensure they meet our exacting standards and exceed those used by other manufacturers.



**Port Durability Test**  
5,000 times tests to ensure the physical durability of I/O ports



**Hinge Test**  
Subjects the laptop to up to 50,000 open-and-closed cycles



**Panel Pressure Test**  
Endure 30kg force on lid and bottom without LCD panel damage



**Shock Test**  
Withstand 6 harsh shocks in each direction at the speed of 150G/2.5ms



**Keyboard Durability Test**  
They're tested up to 10,000,000 keystroke lifespan



**Keyboard Spill Resistance Test**  
Liquid type: Water, coffee and coke  
Quantity : 66 cc, Duration : 3 mins

# Torture-tested for perfection

ASUSPRO business laptops are tested to withstand the rigors of transportation and the wear and tear of continuous daily use, to ensure they meet our exacting standards and exceed those used by other manufacturers.



## Structure for Hinge

Three screws with high quality metal to meet premium standard testing and request



## Fixed Metal for I/O and connected cable

Strengthened structure to support I/O like USB, HDMI and connected cable. Delivered solid experiences after user's thousand times plug and play. Worry free for the connected cable since it's been strongly fixed by premium metal plate.

# User experience

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# Frameless NanoEdge display

The ultraslim bezels are just 4mm at the side and 7mm at the top, giving ExpertBook B9 a world-beating screen-to-body ratio of 94%.



Image is not final, will be replaced in MP version

# ErgoLift for the most enjoyable typing experience

The exclusive ErgoLift hinge is designed to automatically tilt the keyboard to the most comfortable typing position.

Improve  
Typing position



Image is not final, will be replaced in MP version

# The ultimate typing experience



1.5mm

Key Travel



Full-Size

Key Pitch

# Anti-glare display

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The 14-inch anti-glare display has a special matte coating that ensures fewer unwanted reflections and improved color, contrast and sharpness, helping reduce long-term eye strain and provide clearer viewing in bright offices or outdoors.

## Reduce eye strains

After hours of  
use

## Clear viewing

Under bright conditions



Image is not final, will be replaced in MP version



Image is not final, will be replaced in MP version

Immersive video  
conference experience **4**

Built-in microphones

**4** meter

Far-Field

	B9	P5	P2
Microphone Number	4	2	1

Image is not final, will be replaced in MP version



SOUND BY  
**harman/kardon**

IMMERSIVE AUDIO

## Enhanced Audio performance

Certified by audiophile experts Harman Kardon, who design audio systems for renowned brands worldwide including BMW and Volvo, to ensure the very best audio experience. The sophisticated signal-processing makes adaptive adjustments to improve clarity and filters out noise



### Cushion for Speaker Chamber

While a device converts an electrical audio signal into a corresponding sound, the driver vibrates and push the air to create sound waves. Here the detailed structure been designed for speaker chamber to avoid possible noise issue inside or outside itself.



## Enhanced Audio performance

Certified by audiophile experts Harman Kardon, who design audio systems for renowned brands worldwide including BMW and Volvo, to ensure the very best audio experience. The sophisticated signal-processing makes adaptive adjustments to improve clarity and filters out noise



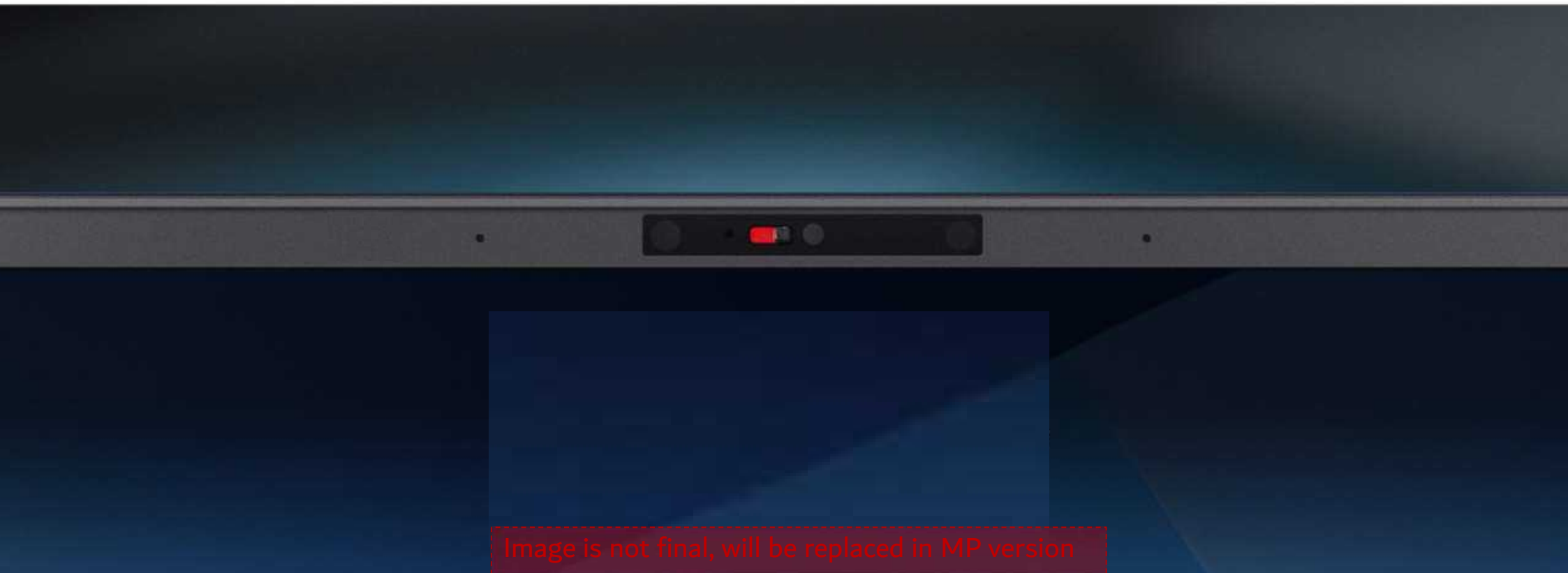
Security



# Webcam shield for personal privacy

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To safeguard personal privacy and business information against malicious hackers, B9 has an integrated privacy shield that simply slides over the webcam to stop it being used.



# IR camera for fast facial log in

Enjoy fast and safe log-in even under low-light environment with ideal webcam position



Face recognition



Image is not final, will be replaced in MP version

# Enterprise Grade Security with TPM 2.0

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## Secure authentication

A TPM chip securely stores the authentication information (such as passwords or encryption keys) used by software to protect important data and transactions.

## Secure Remote Control

for fleet management





Fingerprint sensor

Kensington Lock Slot

## Layers of security

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Fingerprint sensor

One-touch access to  
login your PC



Kensington lock slot

Prevent theft of the PC from  
unsupervised locations



# Management

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# Business-Class Manageability

## ASUS Control Center Centralized IT Management



- Hardware & Software Monitoring
- Remote Management
- Quick software dispatch
- Advanced Search & Grouping
- Enhanced Security

## ASUS Business Manager Easily control personal computer



- Easy System Backtrack
- Energy Saver
- PC Health Center
- USB Blocker

## ASUS UEFI BIOS Media-claimed BIOS



- User friendly interface
- Create & store serial numbers
- Exclusive mouse control
- Safe BIOS updates

# Manage IT devices Effortless



## ASUS Control Center Centralized IT Management



### Efficient Monitor

Monitor Hardware to Software, Physical to Virtual in a single interface



### Easy Search and Group

The unique Metadata Management let you tag devices with custom information



### Quick software dispatch

Deploy software, the latest BIOS, utility to certain or all devices at one time



### Remote Control

Remotely control the device power on/off and service start/stop to reduce the on-site servicing



### Scheduling tasks

Execute Tasks at Assigned Time Automatically



### Power Master

Integrate Intel® Data Center Manager technology to provide real-time power consumption data

# User-friendly Interface



Intuitive dashboard



Multiple devices support





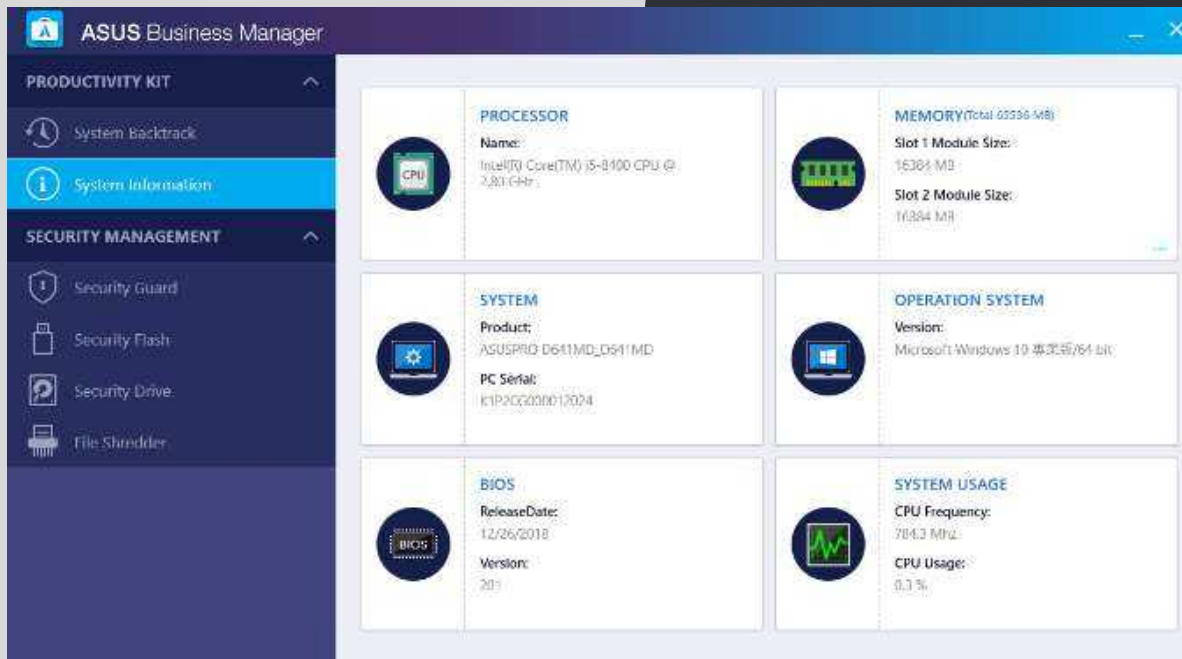
# Minimize your TCO

	Without ASUS Control Center	With ASUS Control Center
Asset Report	Several days	< 10 seconds
Hardware Monitor	Periodical check	Timely check
Software Monitor	Check one by one	Check at one time
BIOS Update for all	Several days	< 5 minutes
Software Dispatch for all	Several days	< 5 minutes

Depend on SPEC of server side, time spending might change

# Smart tools

ASUS Business Manager A computing platform in personal computer



## System Backtrack

Establish a point to restore the system to its optimal status.



## My Logo

Allows business to customize exclusive booting logo



## File Shredder

It helps to completely delete file.

# User-friendly BIOS



Exclusive Mouse Control

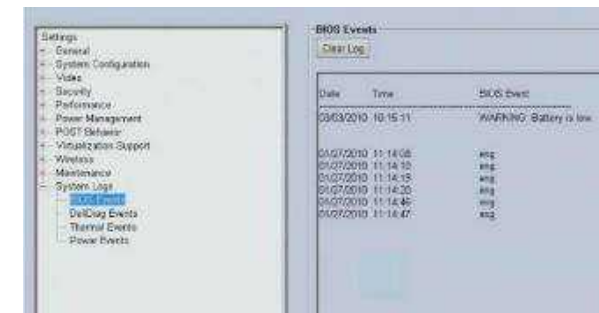


Intuitive interface with icons, graphics and charts

## ASUS UEFI BIOS



## Competitor BIOS



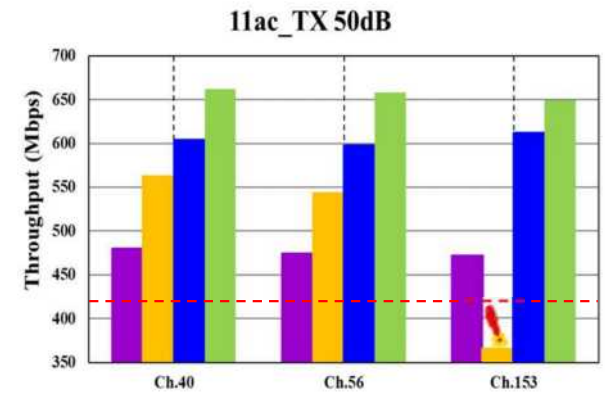
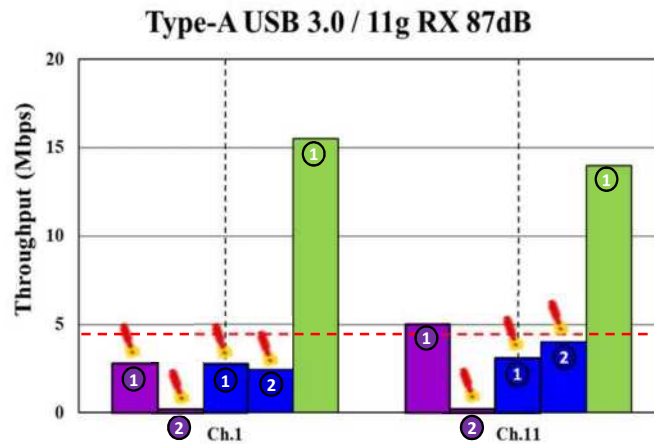
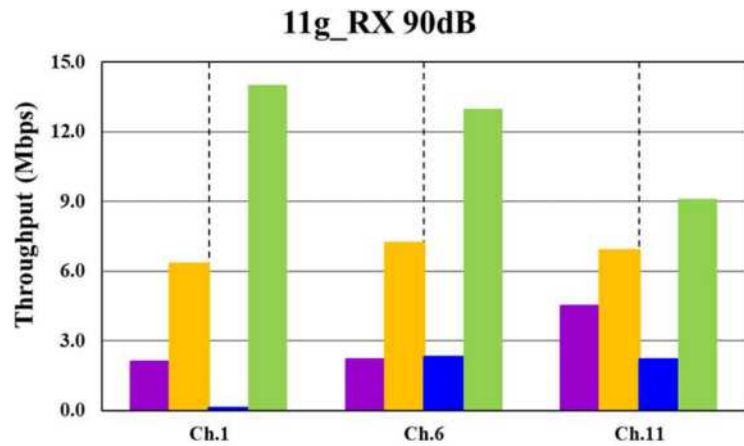


# Competitor Comparison

# Comparison Analysis – LG Gram

LG\_Gram Dell\_XPS Lenovo\_X1 ASUS\_B9450

B9450 with WiFiMaster beats all competitors



\*Ch.1/Ch.6/Ch.11 dB值對應實際距離:65dB=18m, 90dB=300m

# Comparison Analysis – LG Gram

## Asus B9450

Thunderbolt 3\*2

Support Power Delivery 3.0 (QC4.0)

Dual 3A/5V Max 15W output (66whr)

Fixed MAC Address



## LG Gram 14

Thunderbolt3\*1

No Ethernet (fixed MAC address)



# Comparison Analysis – LG Gram

## Asus B9450

Hinge Angle : 180 degree

Improve  
Typing position



## LG Gram 14

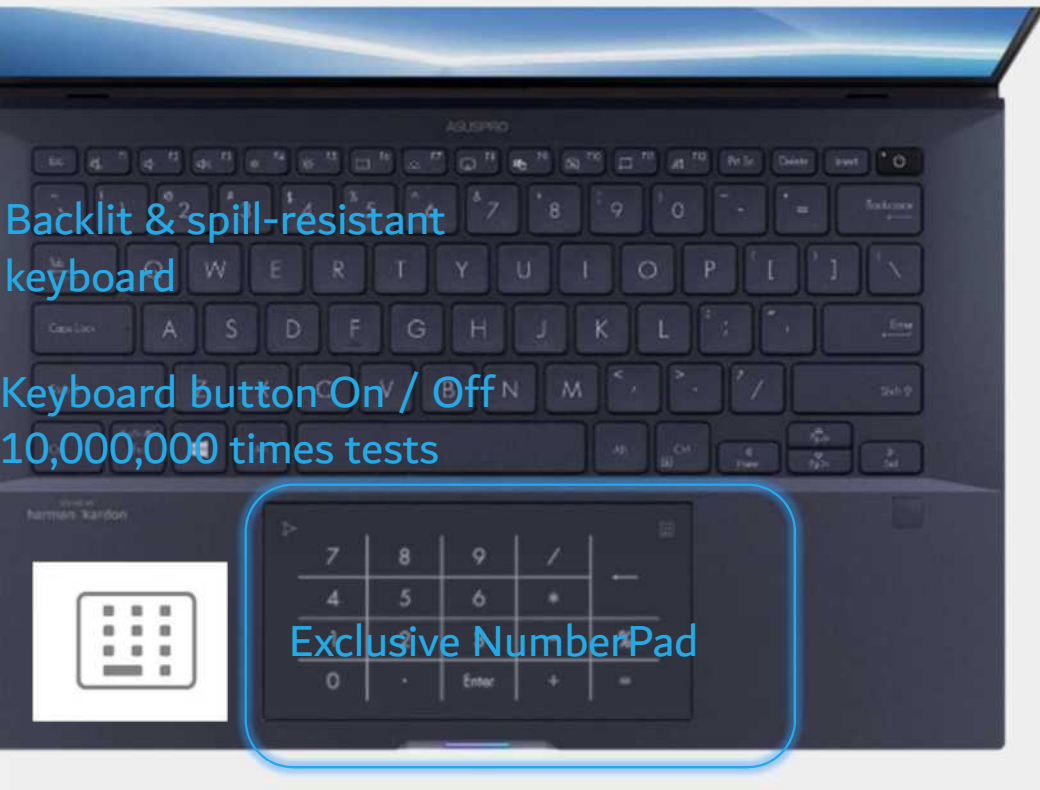
Hinge angle : 150 degree  
No Ergo design



# Comparison Analysis – LG Gram

## Asus B9450

4 level KB lighting : off/ darker/ lighter/ lightest

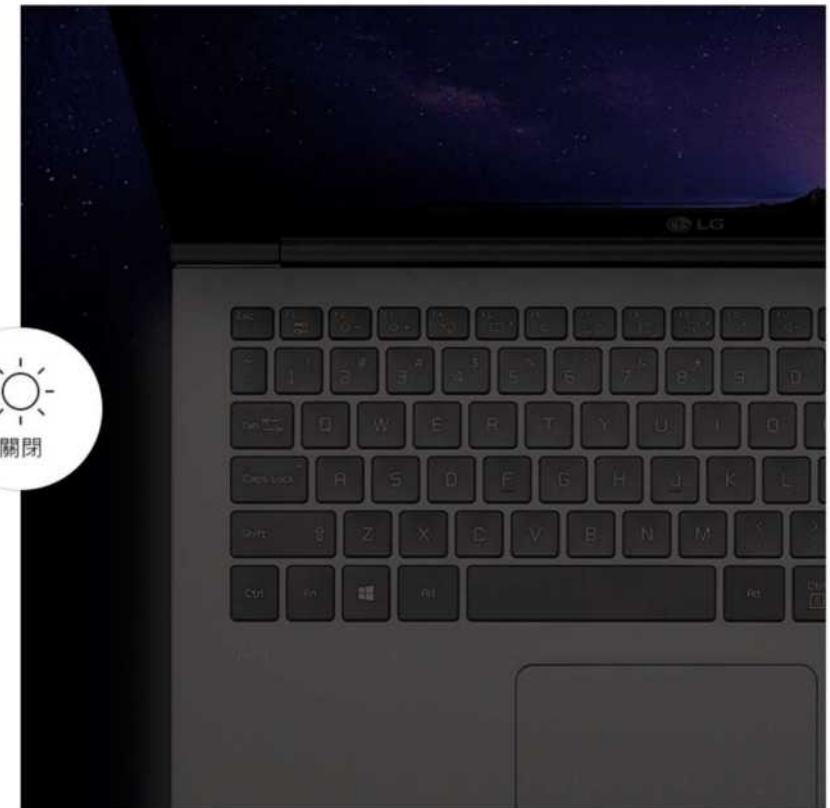


## LG Gram 14

3 level KB lighting : off/ darker/lighter

No number pad

No water spill resistant





# Comparison Analysis – LG Gram

## Asus B9450

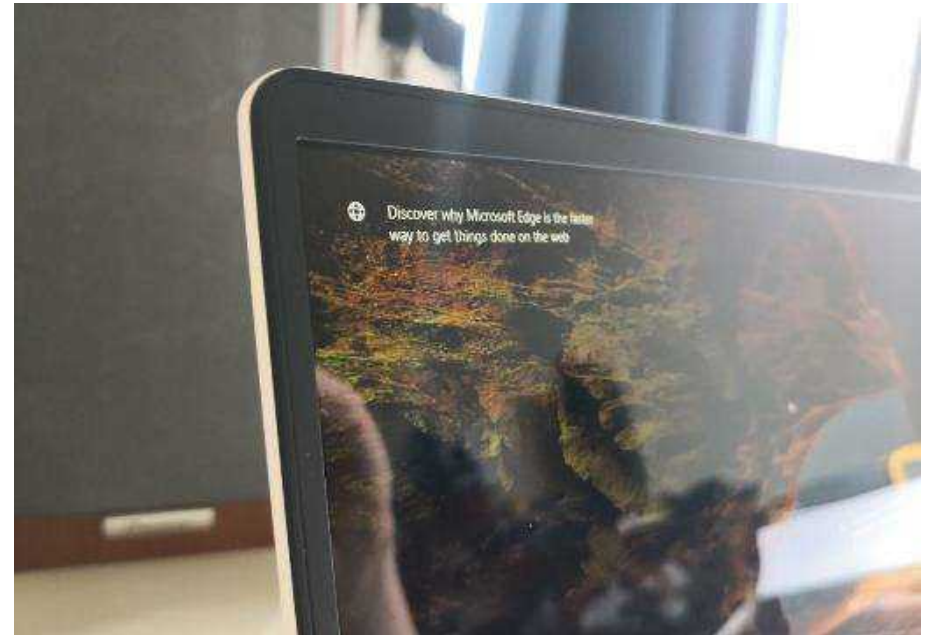
Matte screen, no reflection issue



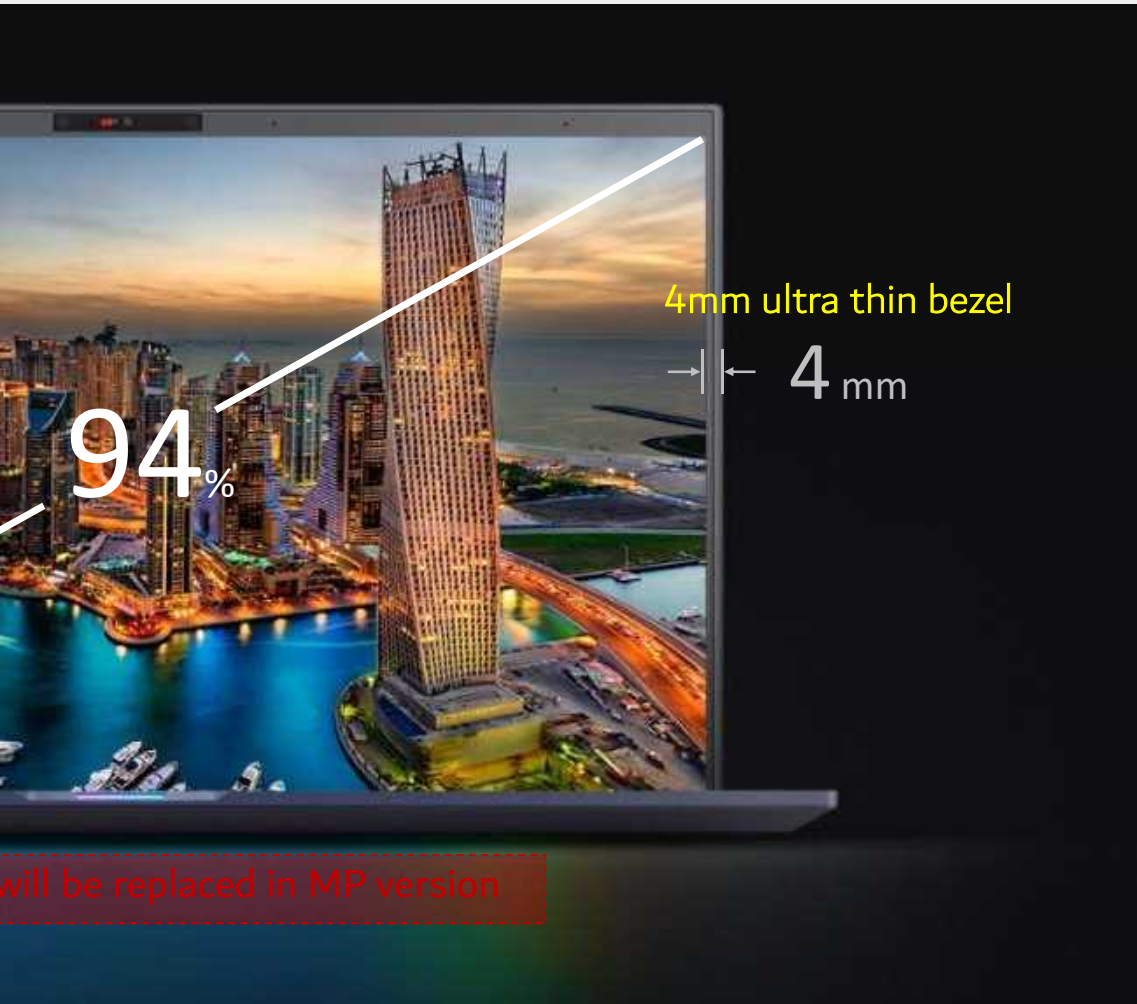
not final, will be in MP version

## LG Gram 14

Glossy screen with reflection issue

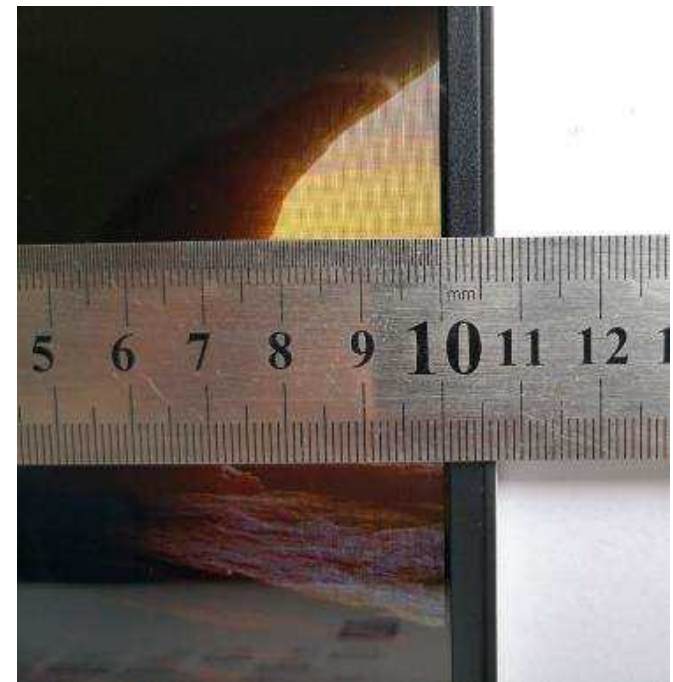


# Comparison Analysis – LG Gram Asus B9450



## LG Gram 14

7mm thin bezel



# Comparison Analysis – LG Gram

## Asus B9450



Up to  
**66Wh**

Li-polymer battery

Up to  
**26 hrs**

Battery life

Fast charging  
**60%**

In **39** minutes

## LG Gram 14

72wh, 23.5 hrs battery life

72Wh 電池使用時間高達23.5 小時

### 全天随心所欲

將筆記型電腦完全充電後，電池使用時間多達23.5 小時，您可以在外随心所欲地使用，無須擔心尋找插座。



多達 23.5 小時