



IN SEARCH OF INCREDIBLE

PRESS RELEASE

Announcing the ASUS ExpertBook CX54 Chromebook Plus

First ASUS Expert-series Chromebook Plus for ambitious businesses, delivering outstanding elevated performance, premium productivity and enterprise-grade security

KEY POINTS

- **Elevated performance:** Powered by the latest Intel® Core™ Ultra 7 processor and high-end specifications for supercharged productivity
- **Premium productivity:** Minimalist, ultralight and sustainable all-metal design, with expansive 14-inch 16:10 touchscreen and support for three 4K displays
- **Enterprise-level resilience:** Military-grade testing delivers real-world toughness, plus zero-touch enrollment for simple, rapid deployment

TAIPEI, Taiwan, December 14, 2023 — ASUS today announced ASUS ExpertBook CX54 Chromebook Plus, the first Chromebook to feature the all-new Intel® Core™ Ultra 7 processor to supercharge business and personal productivity — and the first Expert-series Chromebook Plus from ASUS.

ASUS ExpertBook CX54 Chromebook Plus is exquisitely engineered to elevate the competitive edge for organizations of all sizes, with 2X the power, speed, memory and storage of other devices¹, and a high-definition camera and display, empowering companies and colleagues to do their best work. Google's built-in AI video call features enhance clarity and lighting, cancel noise, and blur the background. With the power of ChromeOS and a raft of new AI features, ASUS ExpertBook CX54 Chromebook Plus helps drive the modern workforce, unleashing organizational creativity and enabling offline work from anywhere — ready for business success in style.

Elevated performance

With the latest up to Intel Core Ultra 7 processor and 16 GB of fast, efficient LPDDR5x 6400 MHz memory, ASUS ExpertBook CX54 Chromebook Plus packs the software and hardware features needed to accelerate productivity. The modern, cloud-first OS, coupled with 2X the power, speed, memory and storage, empowers the best work, whether in-office, remote — or anywhere in between.

THIS PRESS RELEASE IS UNDER EMBARGO UNTIL 10:00 EST (15:00 GMT), DEC 14, 2023

The upshot is that demanding apps and tasks run quickly and smoothly, enabling workers to concentrate on getting on with business. It also packs a 512 GB PCI Express® M.2 drive storage that has the speed and space needed to store large files and to keep workflows satisfyingly smooth.

The latest and blazing-fast WiFi 6E is built in, ensuring smoother, speedier and more reliable connectivity. No WiFi? No worries. Built-in Google Workspace transforms teamwork with smart, interactive co-editing tools, streamlining work processes and facilitating collaboration and informed decision-making. File sync on Chromebook Plus keeps Google Docs, Sheets and Slides always accessible, whether online or offline,² so workers can create wherever inspiration strikes.

Premium productivity

ASUS ExpertBook CX54 Chromebook Plus steps up productivity with a multitude of premium features. The superior outlook begins with the elegant and sustainable design, with a sleek, ultralight 1.3 kg all-metal chassis that's crafted from recycled aluminum. The laptop is also wonderfully thin, at just 1.69 cm — making ASUS ExpertBook CX54 Chromebook Plus an ideal choice for today's work paradigm, portable enough to travel anywhere.

ASUS ExpertBook CX54 Chromebook Plus's minimalist frame helps showcase the bright, clear and expansive 14-inch 16:10 touchscreen³ display, with a crisp 2560x1600 (WQXGA) resolution for superb clarity and detail — and up to 500 nits brightness for easy viewing, even under harsh lighting. The display also covers 100% of the DCI-P3 color space. These pin-sharp visuals are further enhanced by the three-sided NanoEdge display that delivers an immersive 89% screen-to-body ratio. The screen has an anti-glare finish to minimize reflections, and has an oleophobic coating to fend off fingerprints — ensuring the stellar visual quality is maintained for extended periods.

An all-new 8 MP user-facing camera with pixel binning enables ASUS ExpertBook CX54 Chromebook Plus to support both video calling in difficult lighting conditions as well as high-resolution image and video capture. In 1080p/720p mode, the camera provides the largest light-gathering sensitive pixel area among current Chromebooks, so users look great in calls even when the lighting is low. In high-resolution mode, Dynamic range and exposure is faithfully reproduced in real time by Google's machine learning (ML) HDRnet technology. ASUS ExpertBook CX54 Chromebook Plus is primed and ready, with a pair of Thunderbolt™ 4 USB-C® ports and HDMI® 2.1, enabling the laptop to connect to up to three 4K external displays. There are also two traditional USB Type-A ports for great compatibility, plus a microSD Card slot for easy and handy extra storage.

THIS PRESS RELEASE IS UNDER EMBARGO UNTIL 10:00 EST (15:00 GMT), DEC 14, 2023

Enterprise-level resilience

ASUS ExpertBook CX54 Chromebook Plus is engineered to be tough enough for the real world, meeting next-level, industry-leading US MIL-STD 810H standards, which are more rigorous and demanding than ever before. It also undergoes stringent in-house testing — including panel-pressure, shock and drop tests — to ensure maximal toughness, so users don't have to worry about everyday knocks and bumps. The physical protection also includes the integration of a Kensington lock slot, enabling the device to be easily secured where needed.

ASUS ExpertBook CX54 Chromebook Plus also speeds login and elevates data protection, with a built-in fingerprint sensor for fast unlock and a Google-designed Titan C2 security chip to protect the user's identity, maintains system integrity and secure business data — elevating everyday safety. Zero-touch enrollment with ChromeOS also empowers fast, automated enterprise administration, so the device is ready to work as soon as it's switched on and connected. The trusted Google Chrome browser also offers superior business protection and simplified security and admin for IT teams, no matter the workforce location.

Additionally, ASUS ExpertBook CX54 Chromebook Plus can be purchased with Chrome Enterprise Upgrade, offering protection and security that updates automatically, simple device management in the Google Admin console, and 24/7 support from the experts at Google.

NOTES TO EDITORS

ASUS Business website: <https://www.asus.com/business/>

ASUS LinkedIn: <https://www.linkedin.com/company/asus/posts/>

ASUS Business LinkedIn: <https://www.linkedin.com/showcase/asus-business/>

ASUS Pressroom: <http://press.asus.com>

ASUS Global Facebook: <https://www.facebook.com/asus>

ASUS Global X (Twitter): <https://www.x.com/asus>

SPECIFICATIONS⁴

ASUS ExpertBook CX54 Chromebook Plus

Operating system	Chrome OS Chrome OS with Chrome Enterprise Upgrade Chrome OS with Chrome Education Upgrade
CPU	Intel® Core™ Ultra 7 Processor 165U 1.7 GHz (12MB Cache, up to 4.9 GHz, 12 Cores, 14 Threads) Intel® Core™ Ultra 7 Processor 155U 1.7 GHz (12MB Cache, up to 4.8 GHz, 12 Cores, 14 Threads) Intel® Core™ Ultra 5 Processor 135U 1.6 GHz (12MB Cache, up to 4.4 GHz, 12 Cores, 14 Threads) Intel® Core™ Ultra 5 Processor 125U 1.3 GHz (12MB Cache, up to 4.3 GHz, 12 Cores, 14 Threads)
GPU	Intel® Iris Xe graphics
Memory	Up to 16 GB LPDDR5X 6400 MHz Onboard: 8 GB / 16 GB LPDDR5X 6400 MHz
Storage	up to 512 GB PCIe® 4.0 SSD 128 GB M.2 PCIe® 3.0 Value SSD 256 GB / 512 GB M.2 PCIe® 4.0 Value SSD
Display	14.0" WQXGA (2560 x 1600), LCD, 16:10, wide-view, 500 nits, 89% screen-to-body ratio, DCI-P3 100% Optional touchscreen available
Stylus	Supports USI garaged stylus
I/O ports	2 x USB 3.2 Gen 2 Type-A 2 x Thunderbolt™ 4 Type-C® (supports 4K display, USB PD3.0) 1 x 3.5 mm combo audio jack 1 x microSD card reader 1 x HDMI® 2.1
Video camera	8 MP camera, Webcam Shield
Wireless	WiFi 6E (802.11ax) (Dual band) 2*2 + Bluetooth® 5.2
Audio	2 x Harman Kardon-certified speakers 2 x multi-array microphone Google Assistant voice-recognition support
Weight	1.3 kg
Dimensions	31.37x 22.28 x 1.67 cm
Battery	63 Wh, 3-cell lithium-polymer
Security	Dauntless (H1D3C) security chip, Webcam Shield, Fingerprint sensor, Kensington lock slot

THIS PRESS RELEASE IS UNDER EMBARGO UNTIL 10:00 EST (15:00 GMT), DEC 14, 2023

**Keyboard and
touchpad**

Backlit keyboard with anti-ghosting and 1.4 mm key travel

THIS PRESS RELEASE IS UNDER EMBARGO UNTIL 10:00 EST (15:00 GMT), DEC 14, 2023

###

About ASUS

ASUS is a global technology leader that provides the world's most innovative and intuitive devices, components and solutions to deliver incredible experiences that enhance the lives of people everywhere. With its team of 5,000 in-house R&D experts, ASUS is world-renowned for continuously reimagining today's technologies for tomorrow, garners more than 11 awards every day for quality, innovation and design, and is ranked among Fortune's World's Most Admired Companies.



FORTUNE and FORTUNE World's Most Admired Companies are registered trademarks of FORTUNE Media IP Limited and are used under license

¹ US: When compared to top-selling Chromebooks from July 2022 to Dec 2022.

² User must be connected to the internet to set up this feature. Download required. Must have available storage space in Google Drive.

³ This feature is optional.

⁴ Specifications, content and product availability are all subject to change without notice and may differ from country to country.

Actual performance may vary depending on applications, usage, environment and other factors. Full specifications are available at <http://www.asus.com>