

## **ASUS & Page Foundry launch Versent Books, delivering ebooks in seconds for ASUS @Vibe customers**

The new Versent ebookstore, powered by Page Foundry, makes it easy to find, buy and read today's most popular ebook titles via @Vibe on all ASUS notebook and EEE family products

PRWeb - Fremont, CA & Barrington, IL (June 7, 2011) - ASUS, the world's top 3 consumer notebook vendor, and Page Foundry, the leading provider of white label digital content solutions for OEMs, are proud to introduce the Versent ebookstore, powered by Page Foundry. The new ebookstore enables ASUS @Vibe customers to quickly and easily find, buy and read today's most popular eBook titles including New York Time's Bestsellers, Digital Bestsellers, and hundreds of thousands of top selling ebooks.

"At the heart of the @Vibe experience our customers will find convenience and choice," said Vira Chang, head of eBusiness Service Department of ASUS. "There is a clear need for shopping and reading experiences that are simple and straightforward yet powerful. The Versent ebookstore enables ASUS @Vibe customer to find whatever they like, whenever they like and be reading their selected book in seconds."

"Page Foundry's business is to power OEM ebook stores," said Scott Merkle, co-founder and EVP, Business Development of Page Foundry. "By tightly integrating the Versent ebookstore with @Vibe, we have enabled ASUS to deliver an extensive built-in ebook shopping and reading experience that creates value for the consumer and value for ASUS."

The Versent ebookstore, powered by Page Foundry, includes:

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### **About ASUS**

ASUS, the world's top 3 consumer notebook vendor and the maker of the world's best-selling and most award winning motherboards, is a leading enterprise in the new digital era. ASUS designs and manufactures products that perfectly meet the needs of today's digital home, office and person, with a broad portfolio that includes motherboards, graphics cards, displays, desktop PCs, notebooks, netbooks, servers, multimedia, wireless solutions, networking devices and mobile phones. Driven by innovation and committed to quality, ASUS won 3,398 awards in 2010, and is widely credited with revolutionizing the PC industry with the Eee PC™. With a global staff of more than ten thousand people and a world-class R&D team of 3,000 engineers, the company's revenue for 2010 was around US\$10 billion.

### **About ASUS @Vibe**

@Vibe is an online multimedia platform that provides music, games, radio, live TV, videos (news, drama and movies), e-books (magazines, newspapers, books, comics), audio books and online learning materials. ASUS notebook and EEE family (EeePC, Eee Top, and Eee Keyboard) customers in the U.S. can enjoy a variety of high-quality online multimedia content on @Vibe.

### **About Page Foundry**

Page Foundry's Content, Commerce and Connectivity (C3) platform delivers OEMs, retailers and operators the digital content and device-optimized storefronts necessary to directly engage their customers. Page Foundry helps its partners launch their own branded digital content stores, establish direct customer relationships, gain credit cards on file and realize recurring revenue for all content purchases whether they are made via smartphone, tablet or the web. For more information please visit Page Foundry on the web at [pagefoundry.com](http://pagefoundry.com), contact us by phone at 847.381.0353 or via email at [info@pagefoundry.com](mailto:info@pagefoundry.com).

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