ASUS Industry Bi-Weekly Intelligence Report

ASUS
Meltwater Outside Insight

From Jan 5 to Jan 18, **5,018** articles of competitors were observed, witnessing **a significant increase of 205.4%** compared with the last period.

- **Lenovo** remained at the top position with **1,592** relevant articles. On Jan 9, **Lenovo** announced a series of new products at CES 2024, including the **Yoga**, **ThinkBook**, **ThinkPad**, **ThinkCentre**, and **Legion** series products, triggering the highest volume in this period. Additionally, **Lenovo**'s partnerships also captured great attention of news media, with press releases on its collaboration with **Sensel**, and with **Pathr.ai** boosting volume respectively on Jan 9 and Jan 14. Moreover, the **Lenovo Legion and Consumer Ecosystem Product Launch event** and the new **Lenovo Yoga Pro 9i** receiving **"Perceptual Color Volume" certification** were behind the notable buzz peak on Jan 17 and 18.

- Following up was **Acer**. **Acer**'s volume experienced a great increase due to its release of **multiple new products** at CES 2024, including gaming laptops like **Acer Swift X14** and **Aspire Go 14**, gaming monitors like **Acer Predator X34 X, and** the new **Predator BiFrost and Nitro Series Graphics Cards**. Meanwhile, Acer's partnership with Qualcomm to launch new routers also was the key factor behind the high volume.

- Apart from Acer, **Gigabyte, MSI** and **HP** gained exposure through product launches as well. Both brands reached top volume as **Gigabyte** announced **the GeForce RTX 40 SUPER series graphics cards** and **MSI** showcased **AIoT solutions** on Jan 9, and **HP**'s release of **Omen Transcend 32** gaming monitor and **Omen Transcend 14** gaming laptop on Jan 8. Besides, news coverage of law firm Ademi LLP's investigation against Juniper for potential legal violations in its transaction with **HP** triggered top buzz on Jan 11.

Competitors Buzz Trend

Legend: ASUS, Acer, MSI, Gigabyte, Razer, D-link, HP, Dell, Lenovo
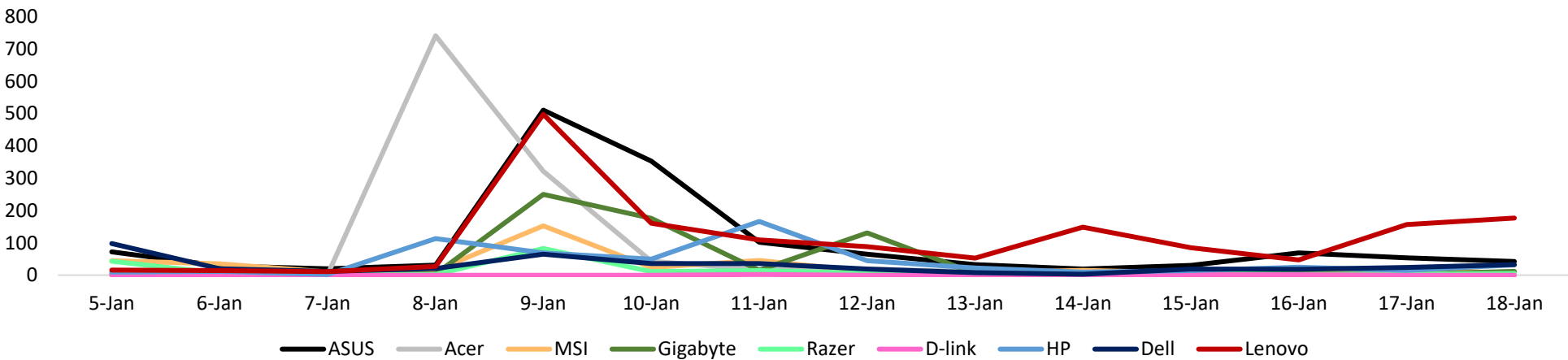
Competitors - Top Keywords

Lenovo - Corporate

retailers to connect · lenovo's booth · partnership · 产品retailers · scale with data · spatial data · 客户 · customer experiences · data intelligence · camera infrastructure and data sources · loss · sophisticated technology · privacy ai with confidence · first ai · new opportunities · real-time · anonymous location data · stores · 服本 customer behavior · centric solution · loss prevention · lenovo ai innovator partnership · human behavior · video analytics · unbiased data · suspicious behavior · spatial intelligence analytics

Lenovo - Product

single solution · even better user experience · lenovo to innovate · technologies · enterprise customers · touch-sensing · 应用生态 · 全球 · 功能 · 阶段 · sensel to co · sensel press materials · force-sensing · 用户 · 个人 · 电脑 · larger touchpads · laptop · human touch · lenovo press kit · 模型 · models · devoted trackpoint fans · 消费生态新品 · highly scalable solution · exceptional customer experiences · upcoming thinkpad x1 carbon · touchpad users · touchpad experience

Gigabytes - Corporate

gigabyte's ces · gigabyte's next-gen aorus · gigabyte to address · exhibition · gaming and creation · black aorus rgb memory · ai model training and inferencing · ai computing systems · 2.8k oled hdr display · booth theme · servers · 2.1等最新技术 · ces booth · display · 4nm工艺制造 · 游戏 · 2.1接口 · cloud servers · 3.0技术 · aorus products · powered flagship computers · fans · coolers · advancement · advanced gaming experience · android 13 operating system · ai/hpc server series · gigabyte spotlights · gigabyte bets · gaming and creator computers

Gigabytes - Product

next-gen ai gaming laptops · sensory experience · complete on-device · dedicated copilot key · robust nvidia® tensorrt · high-performance · longer battery life · ai assistant · cores · battery life · ces landing page · full lineup · exclusive ai nexus technology · ai gaming laptops · new lineup · ai wave · gaming performance · input power · ai era · ai productivity · low-power · users' service · dedicated copilot hotkey · aorus models · gaming advantages · quick access to microsoft copilot · gigabyte g6x · seamless ai software experience · seamless ai assistance · generative ai workloads

MSI - Corporate

smart industrial computers · system integration markets · machine vision applications · payment capabilities · smart chargers · consumer electronics products · intelligent chargers · ai driver assistance systems · application tools · msi feature · system · ai license plate recognition · time-of-use · c903 features · ai technology · ai pc real-time · optimum solution · ai living · products · dc fast-charger · series · aiot solutions · advanced aiot applications · intelligent driving safety solution · automatic event logging feature · rapid image processing capabilities · live recording applications · visual recognition capabilities · smart features

MSI - Product

handheld gaming pc · 扇控制中心 · ai features · email · 游戏 · 功能 · 接口 device · cores · 技术 · devices · 面板 · market · 积木 · processor · laptop · model course · 扇: · 磁性 · display · monitor · 主机 · 磁性 · 性能 · gaming · 之家 · handheld · performance · handhelds · features

Corporate Clippings

Product Clippings

ASUS
Meltwater
Outside Insight

Competitors - Top Keywords

Razer - Corporate

razer's experimentation · sustainability practices · peripherals · razer advances sustainability recent product releases · gaming cushion · ergonomic clicky gaming keyboard features · epd certification · circularity of gaming products · experience · recycled materials · sustainability drive · circular design principles · razer's motto · consumers · gamers · cushion · keyboards · mice · commitment · products · friendly design · environmental product declaration · environmental impact · office chairs · new gaming pcs · first consumer electronics products · razer's core pc peripherals · product manufacturing · sustainability goals

Razer - Product

body ratio · first 4k 165hz 18" display · clarity in gaming · gaming laptops · 4k resolution · processor · gamers · qhd+ resolution · refresh rate · addition · new blade · new razer blade · displays · details · model · new amd ryzen · world · contrast ratio · laptops · laptop · display · screen · 240hz refresh rate · oled panel · certification · aspect ratio · future of gaming · features · display performance and gaming experiences · game optimizer and launcher

D-link - Corporate

team administrator · vulnerability · wi-fi router · legitimate administrator session · updates · security flaw works · router · firmware · manufacturer · video · administrator user · useful life · important patches · model authentication · details · security flaw · password · incorrect access control · software updates or security patches · security researcher

D-link - Product

traditional router aesthetics · transformative experience · latest innovation · mountable design · configurations · connected home · aquila constellation · ideal choice · advanced mesh systems · art system · ai technology · seamless addition · common wi-fi · enhanced internal antennas · home networking · significant evolution · spherical coverage

HP - Corporate

backlog drawdown comparisons · high-growth assets · previous acquisitions · fiduciary duty · juniper acquisition · individual shareholder rights · shareholder litigation · competing bid · jnpr · acquisition · second half · fiduciary duties · transaction · guri ademi toll · market · board · additional information · customers · hpe's guidance · cloud · substantial benefits · possible breaches · annual growth rate · juniper insiders · attorney advertising · significant declines · sizable ai server backlog · juniper stockholders · growth profile

HP - Product

dedicated ai chip · new omen transcend · 14th gen intel · new omen · gaming · software to view · 尼特 · design · processor · 之家 · laptops · laptop · 游戏 · addition · devices · 产品 · device · ports · gaming laptop · display · discount · price · battery life · keyboard · new spectre · graphics card · gaming monitor · gaming and content creation

Dell - Corporate

privacy policy · forefront of innovation · identification through device · personal data · immersive forum experience · latest innovation index study · partners · broad technology · organizations · cookies and process · note · market · data device · local dell experts · 创新 · 用户 · access information · permission · consent · 游戏 · innovation · audience insights · dynamic speakers · general session speakers · content, ad and content measurement · technologies to help · preferences · precise geolocation data · personalised ads

Dell - Product

2.4ghz无线 · models · article · processor · 游戏 · 使用体验 · chip · 工作站 · 本文 · 产品 · laptops · monitor功能栏 · 全新人工智能 · keyboard · 用户 · 电脑 · 系列 · 全新 · 功能键 · model · design · device · battery life · laptop · 外星人 · 体验 · display · 原创文章，如若转载 · ambient light sensor

Acer - Corporate

players and gaming environments · different frequency bands · dual wan connectivity · new wi-fi · acer news site · advanced connectivity technologies · nearest acer office · mesh network · mesh setup · branded products · speeds advanced network data detection · devices · homes routers · multi-unit · network traffic · acer logo · new gaming routers · latest predator routers · unified network better whole home coverage · predator logo · network signal strength · network acceleration · band be11000 throughput · availability, product specifications and prices · responsive gaming experiences · network interferences · multi-color lighting indicator

Acer - Product

fi 7 compatible devices · gaming realms · ultra processors · specialized ai tensor cores · blockbuster games · display · swift line · performance · dedicated copilot key · users · features · acer news site · technology · model · latest intel · acer logo · laptops · new intel ® core · design device · nearest acer office · devices · 2d content · geforce rtx technologies · dlss 3.5 technology · unmatched ai performance · availability, product specifications and prices · compatible applications · gaming monitor · gaming laptop

Corporate Clippings

北京联想实验室获SGS QTL认证，开启深度合作新篇章
搜狐新闻 2024/01/10
2024年1月8日，国际公认的测试、检验和认证机构SGS为联想（北京）有限公司（北京联想）声学和影像实验室颁发QTL(Qualified Testing Location)认可实验室资质并在北京成功举行成立联合实验室仪式。
Estimated Reach: 60.7M

微星宣布与 Opera GX 合作推出联名浏览器，内置吉祥物"阿龙"养成游戏
IT之家 2024/01/11
IT之家 1 月 11 日消息，微星今天宣布与 Opera GX 合作，共同推出一款联名 OpenGX 游戏浏览器，相关软件将预装于未来的微星产品中，感兴趣的小伙伴也可以从此访问官方页面下载使用。IT之家注意到，这款联名 OpenGX 游戏浏览器可实时查看并调节 CPU、RAM 占用，还可配置网络规则，并支持 GX Mods 自定义插件，同时集成了 Discord 和 Twitch 等海外平台。
Estimated Reach: 5.8M

Shareholder Alert: Ademi LLP investigates whether Juniper Networks, Inc. has obtained a Fair Price in its transaction with Hewlett Packard
PR Newswire 2024/01/11
Ademi LLP is investigating Juniper (NYSE: JNPR) for possible breaches of fiduciary duty and other violations of law in its transaction with Hewlett Packard. In the transaction, Juniper stockholders will receive only $40.00 per share, representing an equity value of approximately $14 billion. The transaction agreement unreasonably limits competing transactions for Juniper by imposing a significant penalty if Juniper accepts a competing bid. Juniper insiders will receive substantial benefits as part of change of control arrangements.
Estimated Reach: 5.3M

Product Clippings

Acer Expands Gaming Portfolio with New Predator BiFrost and Nitro Series Graphics Cards
Yahoo! Finance 2024/01/08
Acer today announced the Predator BiFrost AMD Radeon™ RX 7800 XT OC and a trio of Nitro graphic cards powered by the latest AMD Radeon RX 7000 series GPUs, including the new AMD Radeon RX 7600 XT GPUs. The new graphics cards empower users to experience immersive gaming experiences when playing the latest AAA titles with up to 16GB memory and next-gen technologies.
Estimated Reach: 48.5M

CES 2024: Acer launches Aspire, Swift laptops with AI, Predator X34 X monitor with 240Hz OLED display
91 Mobiles 2024/01/08
Acer brings several new laptops to this year's CES. The regular lifestyle and work laptops from Swift and Aspire lineup get a built-in AI acceleration engine and a dedicated Windows Copilot button on their keyboards as per Microsoft's mandate. There are also gaming monitors like the Acer Predator X34 X with a new OLED panel that supports a 240Hz refresh rate. Here is everything you need to know about the new Acer announcements at CES 2024.
Estimated Reach: 12.2M

MSI Showcases Automotive and Industrial AIoT Solutions at CES 2024 at Westgate Las Vegas
Yahoo! Finance 2024/01/09
MSI, the global leader in AI PC, gaming, creative, business, and AIoT solutions, is expanding its presence at CES 2024. In addition to displaying a wide range of consumer electronics products at the Venetian Las Vegas, MSI will broaden its showcase at Westgate Las Vegas to feature electric vehicle charging, automotive, and industrial AIoT solutions.
Estimated Reach: 48.5M

GIGABYTE Launches GeForce RTX 40 SUPER series graphics cards for a comprehensive AI operating platform
PR Newswire 2024/01/09
GIGABYTE, the world's leading computer brand, announced today the launch of the RTX 40 SUPER series graphics cards, including the RTX 4080 SUPER, RTX 4070 Ti SUPER, and RTX 4070 SUPER, totaling 14 variants. The latest additions to the RTX 40 family enhance gaming experiences with increased core counts, expanded VRAM, and faster memory speeds, delivering a significant performance boost over their non-SUPER counterparts.
Estimated Reach: 5.3M

From Jan 5 to Jan 18, **4,947** articles of partners were observed, **soaring by 245.2%** compared with the last period.

- Among all partners, **Nvidia** ranked first with **2,245 relevant articles**. On Jan 9, it reached top volume as **Nvidia** released new services and new products, including the **production microservices** for the NVIDIA Avatar Cloud Engine, and the **Nvidia GeForce RTX™ SUPER 40-Series GPU**. Additionally, **Nvidia** providing **technology support** for electric vehicle manufacturers such as **Li Auto**, **GWM**, and intelligent camera manufacturer **Leopard Imaging** also contributed a certain amount of volume.

- In terms of **AMD** and **Intel**, volume was primarily driven by their recent-released products. **AMD**'s launch of the **AMD Radeon RX 7600 XT Graphics Card** and the new **AMD Ryzen 8000G Series desktop processors** triggered top mention on Dec 8. For **Intel**, news continued to focus on its **Core Ultra series processors**, with relevant articles covering reviews and the products powered by this processor series. Besides, a small buzz peak on Jan 17 was generated by **Intel**'s collaborations with **Koi Computers** and **AEWIN** by providing **Intel 5th Gen Xeon Scalable Processors** to enhance computing technology product performance.

Partners Buzz Trend
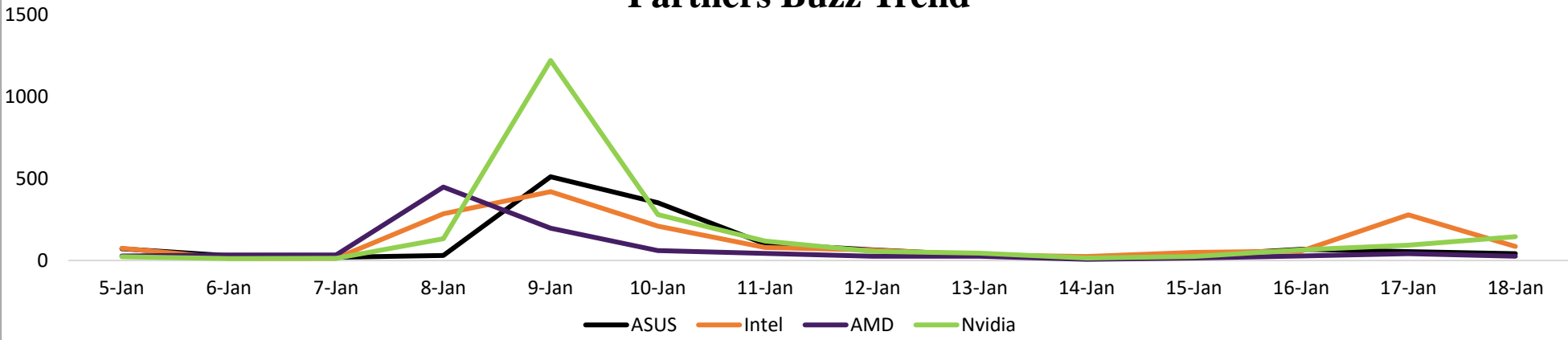
Partners - Top Keywords

AMD - Corporate

freesync, radeon, ryzen and combinations · gamers and creators · computing, graphics and visualization technologies · engineering projections · amd engineering staff · applicable amd product warranty · ai-ready capabilities · gamers · ai hardware revolution · new ryzen · dominant performance · competitive technologies market · first dedicated ai engine · ai workloads · graphics · ai pc era · extra cpu boost · extraordinary performance · ai leadership · processors cores · final products · ai processing efficiencies · ability to achieve · building leadership · high-performance · ai-ready gaming laptops · enhanced features · equipping gamers · discrete graphics card · enterprise resource planning system

AMD - Product

processors · 8000g series · games · xt graphics card · ai workloads · product release dates · amd's control · amd's reliance · graphics · information systems · performance levels · gamers power market · computing, graphics and visualization technologies · amd's stock price volatility · products · amd's products · amd's indebtedness · competitive technologies · new ryzen · amd's ability · enterprise resource planning system · technology · technology license purchases · semi-custom soc products · cores · suresh bhaskaran · amd investor relations · performance · discrete graphics card

Intel - Corporate

digitization across industries · technology subsidiary · platform for collaboration · political bias trump · skill development · communications with prosecutors · wireless network architecture · arguments from prosecutors · collusion · prosecutors · development and deployment · evidence · collaboration · bias · digital evolution · discovery · biden administration · page filing · additional evidence · technology records · trial · innovation · communications and documents · future 6g technologies · moving documents · material defense lawyers · essential technologies · digital transformation · vibrant technology ecosystem

Intel - Product

ai noise reduction technology · dedicated copilot key · applications · geforce rtx technologies · blockbuster games · gaming · port · dlss 3.5 technology · new intel ® core · performance · laptops · display · ultra processors · latest intel · acer logo · technology · devicedevices · nearest acer office · model · series · features · availability · availability, product specifications and prices · acer news site · ai pcs · unmatched ai performance · specialized ai tensor cores · fi 7 compatible devices · processors

Nvidia - Corporate

hot forging production lines · technologies or enhancements · nvidia kairos demo · safety and efficiency nvidia without charge · greater in-game immersion · majority of players · npc interactions · developers of games · applications · statements to reflect · new ace microservices · technologies · npcs gain 公司 · players to objectives · 英伟 · annual report · digital avatars · statements · convai to expand · product names lifelike npcs · interactions between players · interactive avatar developers · customizable multilingual speech · game creation and gameplay · automatic speech recognition

Nvidia - Product

highway navigation feature · future performance · nvidia ada lovelace architecture · l-series models · advanced driver-assistance systems · unmatched ai performance · dlss 3.5 technology · blockbuster games · acer logo · nvidia to develop · access · performance · latest intel · first ev model · statements · platform · 英伟 · features · technology · products · acer news site · geforce rtx technologies · ai performance · nearest acer office system · specialized ai tensor cores · active safety features · autonomous driving · computer graphics

Corporate Clippings

Wave of EV Makers Choose NVIDIA DRIVE for Automated Driving
Trading View 2024/01/09
NVIDIA today announced that Li Auto, a pioneer in extended-range electric vehicles (EVs), has selected the NVIDIA DRIVE Thor™ centralized car computer to power its next-generation fleets. NVIDIA also announced that EV makers GWM (Great Wall Motor), ZEEKR and Xiaomi have adopted the NVIDIA DRIVE Orin™ platform to power their intelligent automated-driving systems.
Estimated Reach: 22.8M

Leopard Imaging to Showcase NVIDIA Isaac Nova Orin-Based Reference Design Cameras Hawk and Owl from Segway Robotics' Nova Carter at CES 2024
PR Newswire 2024/01/09
Leopard Imaging Inc., a global leader in intelligent embedded camera design and manufacturing, is going to showcase a Stereo Camera Hawk and a High Speed Camera Owl from Segway Robotics' Nova Carter robot, powered by the NVIDIA AGX Orin-based AI Box, at CES 2024.
Estimated Reach: 5.2M

Koi Computers Integrating Systems Harnessing the Power of 5th Gen Intel Xeon Scalable Processors for HPC and AI
PR Newswire 2024/01/17
Koi Computers is now integrating the 5th Gen Intel Xeon Processors (code-named Emerald Rapids) into a wide range of systems for data centers, AI, Deep Learning and HPC applications across all industries. As a leading provider of turnkey solutions, Koi Computers is positioned to help customers capture the full advantage of the latest generation Intel Xeon processors.
Estimated Reach: 5.2M

Aramco Digital and Intel Aim to Forge Collaboration to Establish Saudi Arabia's First Open RAN Development Center
National Post 2024/01/15
Aramco Digital and Intel announced their intent to establish Saudi Arabia's inaugural Open RAN (Radio Access Network) Development Center. The facility is expected to drive innovation, foster technological advancements and contribute to the digital transformation landscape in the Kingdom.
Estimated Reach: 3.9M

Product Clippings

NVIDIA and Developers Pioneer Lifelike Digital Characters for Games and Applications With NVIDIA Avatar Cloud Engine
Associated Press 2024/01/09
NVIDIA today introduced production microservices for the NVIDIA Avatar Cloud Engine (ACE) that allow developers of games, tools and middleware to integrate state-of-the-art generative AI models into the digital avatars in their games and applications.
Estimated Reach: 38.3M

PNY Unveils the NVIDIA® GeForce RTX™ SUPER 40-Series GPU Family
Associated Press 2024/01/09
PNY announced today the arrival of the new VERTO™ GeForce RTX™ 4080 SUPER 16GB, RTX 4070 Ti SUPER 16GB, and RTX 4070 SUPER 12GB graphics cards to its lineup of NVIDIA® GeForce RTX™ GPUs.
Estimated Reach: 38.3M

AMD Reveals Next-Gen Desktop Processors for Extreme PC Gaming and Creator Performance
The Wall Street Journal 2024/01/08
Today, ahead of CES 2024, AMD announced new products expanding its desktop portfolio, delivering premium experiences to gamers, content creators and everyday users through extraordinary performance and the power of personal AI processing. AMD is introducing the new AMD Ryzen 8000G Series desktop processors for the AM5 platform, including the Ryzen 7 8700G, with the world's most powerful built-in graphics.
Estimated Reach: 29.1M

AMD Radeon RX 7600 XT 16 GB 显卡发布：对标 RTX 4060，售价 329 美元
IT之家 2024/01/08
IT之家 1 月 8 日消息，AMD 正式发布了 Radeon RX 7600 XT 16GB 显卡，该卡搭载了 16GB 显存和 RDNA 3 图形核心，售价为 329 美元（IT之家备注：当前约 2356 元人民币），旨在挑战 NVIDIA GeForce RTX 4060。
Estimated Reach: 5.8M