

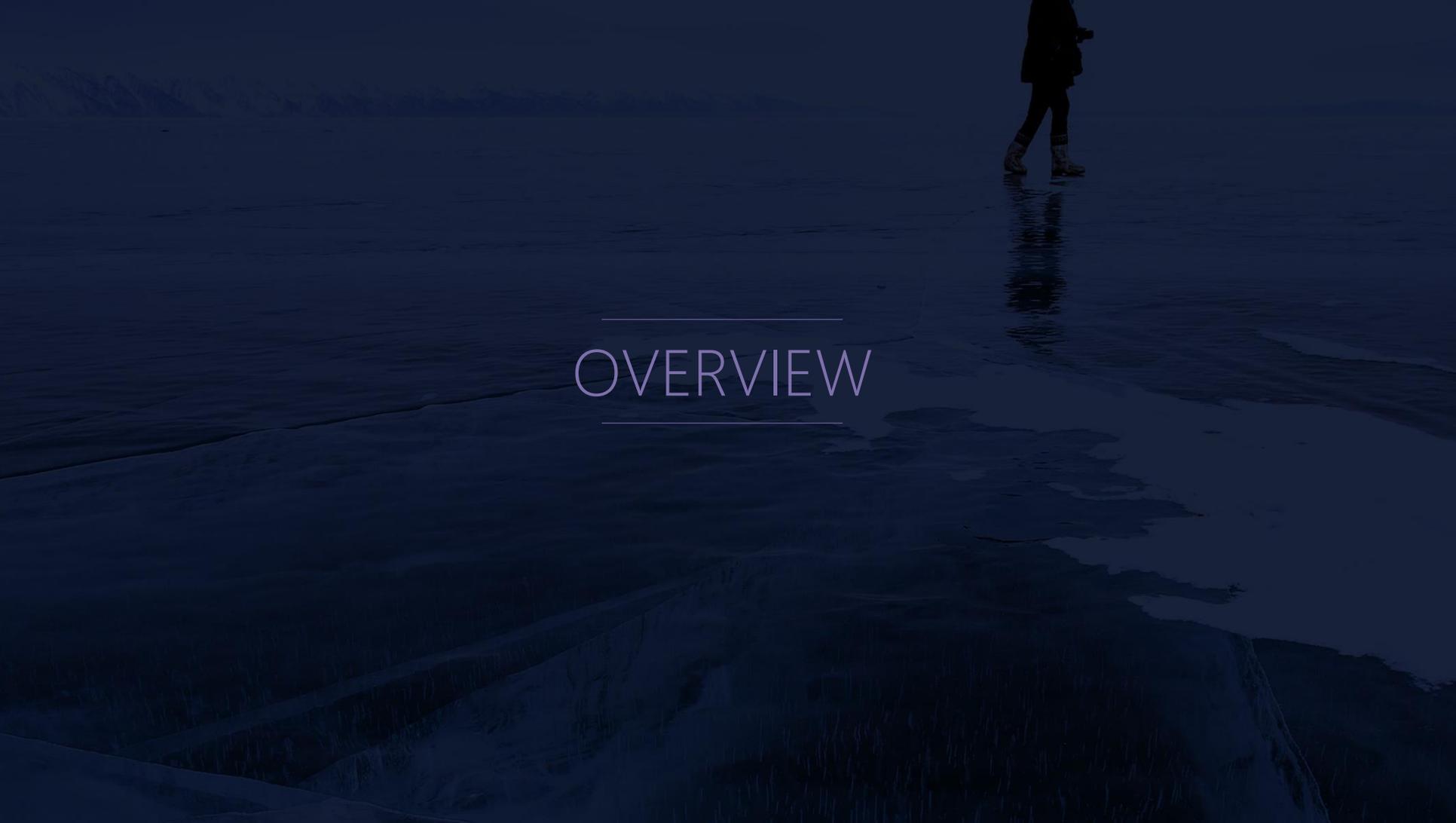
ASUS ZenScreen™

MB16AH

Portable USB monitor
Sales Kit



Display Business Unit
2020/07

A person in a dark coat and boots is walking across a vast, flat, frozen landscape, likely a frozen lake or tundra, under a dark, twilight sky. The person's reflection is visible in a shallow puddle on the ice. The overall scene is dimly lit, with a cool blue and grey color palette.

OVERVIEW

MB16AH | Extend your vision. Free your world.



landscape



portrait



IPS USB-C/HDMI Full HD

178° viewing angle

multiple connectivity

15.6" 1920x1080

9mm

Ultra slim

730g

Light weighted

1W*2

Stereo Speakers

Flicker-free Low Blue Light

Eye Care

Eye Care

Anti-Glare

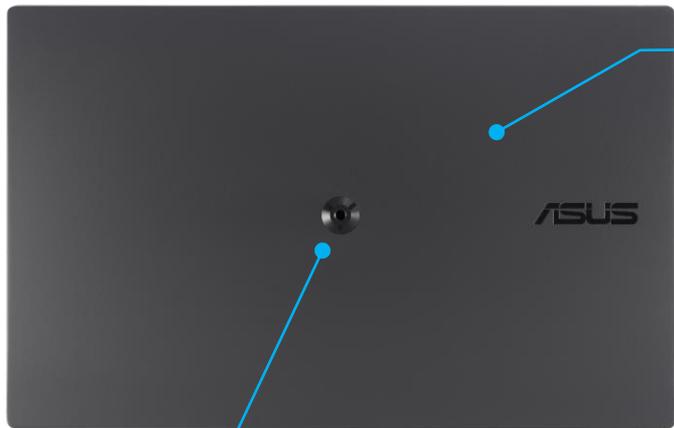
Eye Care

Auto

Rotate

DisplayWidget

Sleek Design



Elegant finish and refined profile

9mm

Ultra slim

730g

Light weighted



Foldable* sleeve for stand and protection

*Please refer to [page21](#) for setup details.

NEW Tripod hole

supports standard 1/4 " screw mount, making it easy to attach a conventional tripod**.



**The tripod is not included in the MB16AH's package.



ASUS PORTABLE MONITOR

Input: USB-C, micro HDMI
OSD buttons

speakers

Earphone jack

Power button



MARKET



ASUS ZenScreen™

World's BEST SELLING

Portable Monitors

ASUS ZenScreen Is the World's Bestselling Series of Portable Monitors

Analytics firm IHS Markit finds ASUS portable monitors accounted for 64% of total global shipments during the first three quarters of 2019

2020/03/16
Market, Taiwan, March 4, 2020 — ASUS today announced that ZenScreen is the world's bestselling series of portable monitors. The announcement is based on a recent report from leading analytics firm IHS Markit, which found that ASUS portable monitors accounted for 64% of total global shipments during the first three quarters of 2019.

Leading the growing portable monitor market
 According to IHS Markit, as users have become increasingly aware of the benefits of portable monitors, global shipments grew by 46% in 2019. In 2020, shipments are forecasted to grow by an additional 27% in the market, experiencing significant growth. ASUS has shown the ability to remain as the forefront. According to top online retailers from the U.S., Europe, Middle East and Africa, ASUS has been number one in portable monitor sales for three consecutive years. ASUS leadership in portable monitors began in 2013 with the launch of the company's first portable USB monitor, MB1688. In 2016, ASUS released MB169C+, the world's first portable monitor with USB Type-C™ (USB-C™) connectivity, which enables both power and video signal transmission via a single USB-C cable. In 2017, ASUS launched the ZenScreen series with ZenScreen MB16AC, which was the world's slimmest and lightest 15.6-inch FHD portable monitor. It was also the first portable monitor with a hybrid signal solution, which supports both USB-C and USB Type-A connectors for full compatibility with almost any laptop. In 2018, ASUS released ZenScreen Go MB16AF, the world's thinnest portable monitor with a built-in battery. In 2019, ASUS released ZenScreen Touch MB16AMT, the world's first portable monitor with both multitouch functionality and a built-in battery.

Options for versatility and productivity
 ZenScreen portable monitors are designed to boost mobile productivity and entertainment experiences, and their versatile designs make them easy to set up anywhere and allow them to fit a wide variety of usage scenarios. Laptop users or those who work from home can increase their working area with the extra screen for increased productivity and comfort, while smartphone users can use the larger display area for improved viewing of applications or media. ZenScreen goes photographers a larger and more detailed view while editing photos, and it enables console gamers to enjoy superior gaming experiences away from home. All ZenScreen models feature 15.6-inch IPS displays with FHD resolution, which provides vivid and sharp visuals from almost any viewing angle. ASUS currently offers several ZenScreen portable monitor models with differing features to fit a variety of user needs. Users can choose among models with HDMI connectivity, 10-point multitouch support, built-in speakers, built-in battery, USB-C connectivity or other features.

New portable monitors designed for gaming
 ASUS is expanding the range of portable monitors offered to include models designed for entertainment, in order to meet the growing needs of competitive gamers looking for high-quality gaming experiences while on the move. The new ROG Strix XG17 portable gaming display features a 17.3-inch IPS FHD screen that delivers a blistering 240 Hz refresh rate and 3 ms response time — making it the fastest portable monitor in the world. It weighs just 1 kg and has a built-in battery that supports up to 3.5 hours of 240 Hz operation on a single full charge. Quick-charge technology allows users to enjoy 120 minutes of use after just one hour of charge time. It also includes adaptive-sync technology, which operates between 48-240 Hz, enabling smooth gameplay from even modest GPUs. A pair of front-facing stereo speakers delivers clear and immersive gaming audio.
 XG17 can be used with the ROG Topod™, an optional stand that allows gamers to set XG17 at various angles and heights, making it suitable for almost any gaming scenario. For example, gamers can position XG17 directly above a gaming notebook, effectively creating an expanded screen and play area. ROG Topod also serves to support XG17 as an on-the-go monitor for console gamers, or as an extended display for mobile gaming.

ZenScreen Experience campaign
 To celebrate the positive news about ASUS portable monitors, ASUS is holding a promotion on social media from March 16, 2020 to April 3, 2020. ZenScreen users who share their experience on Facebook, Instagram or Twitter using the #ZenScreen hashtag will be entered for a chance to win one of three ZenScreen S2 portable projectors. Those who do not have a ZenScreen will also have an opportunity to win one of three ZenScreen MB16AC portable monitors by making a post on Facebook, Instagram or Twitter sharing how they would use a ZenScreen and tagging the post with the #FanZenScreen hashtag.



Demand for portable monitors surging

Monica Chen, Hsinchu; Steve Shen, DIGITIMES

Friday 27 March 2020

Global demand for portable monitors is surging and more IT brands including Acer, AOC, Lenovo and Micro-Star International (MSI) are gearing up efforts to compete with current market leaders Asustek Computer and HP in the segment, according to industry sources.

According to market data, global portable monitor shipments reached 320,000 units in 2019, with Asustek taking up a 65% share and HP at about 16%, said the sources.

The sources noted that Acer, AOC and Lenovo, with each accounting for a 3-4% share in the segment currently, have been keen to ramp up their shipments, and therefore global portable monitor shipments are likely to see an increase of over 40% to 450,000 units in 2020.

Leveraging its competitiveness in battery and touch solutions, Asustek targets the US\$1.49-349 segment and is expected to maintain its lead in 2020, the sources commented.

Asustek has landed orders for enterprise-use models from a German automaker, and is set to release four new gaming models in 2020, the sources said, adding that the vendor is likely ramp up its shipments to over 300,000 units in the year.



Asustek vice president YH Chou presenting its portable monitors
 Photo: Monica Chen, Digitimes, March 2020

Portable monitor shipments rise 46 percent in 2019 as users embrace productivity boost delivered by mobile displays

Global shipments of portable monitors are set to surge by 46 percent in 2019 and by another 27 percent in 2020 as more users gain awareness of the efficiency and productivity gains unlocked by these mobile displays.

Portable monitor shipments will total 262,000 unit this year, up from 179,000 in 2018, according to IHS Markit. Technology, now a part of Informa Tech, shipments will equal to 320,000 in 2020, as reported by the Strategy Analytics Market Tracker - Q3 2019.

Portable monitor market (Global shipments in thousands of units)

Year	Unit Shipments in Thousands	YoY %
2017	101	-
2018	179	78%
2019	262	46%
2020	331	27%

© 2019 Informa Tech

Portable monitors are slim, lightweight displays designed to act as adjuncts to mobile electronic devices, including notebook PCs, smartphones and video gaming systems. Such monitors have screen sizes and resolutions similar to traditional 15-inch notebook PC displays. The IHS Markit Technology definition, a portable monitor definition weighs less than 1kg, weighs less than 1.5 inches less than 1.5mm per inch. Portable monitors may feature a USB-C port for both power and signal delivery, but this is not a requirement of the portable monitor definition.

For notebook users, portable monitors offer a convenient way to expand their computer capabilities while on the go.

"Portable monitors can improve users' notebook PC work efficiency and productivity while working outdoors or traveling," said Jeff Lin, associate director at IHS Markit Technology. "This is especially true in the 5G era, when fixed wireless access and millimeter-wave technologies are dramatically accelerating wireless connectivity speeds. The arrival of 5G, along with improved battery life for devices, the notebook PCs, hybrid smartphones and tablet devices will help portable monitors fill the need for greater mobile productivity."

Most of the top PC brands have launched portable monitor product lines that serve as comparators to their notebook PC products. From the first quarter through the first quarter of 2019, Asus has shipped the most portable monitors, with 60 percent of worldwide units. Hewlett-Packard was the No. 2 brand with 20 percent of the worldwide total, followed by AOC, Acer and Lenovo.

IHS Markit Technology anticipates many of the leading notebook PC makers will pursue a comparison display strategy, and will be able to leverage technology of the notebook display manufacturing process to portable monitor production.

"Portable monitors will help PC brands that have both notebook PC and monitor products to expand their sales because portable monitors require notebook sales channel assistance," Lin said.

The growth of the portable monitor segment is even more impressive when compared to the flat performance of the desktop monitor market. Desktop monitor shipments are expected to rise by a scant 0.8 percent in 2020, following a 0.1 percent drop in 2019.

A person in a dark coat and boots is walking across a vast, flat, frozen landscape, likely a frozen lake or tundra. The ground is covered in snow and ice, with some darker patches visible. In the distance, a range of mountains is visible under a pale sky. The overall scene is captured in a monochromatic blue-purple color scheme.

TARGET

Target Users



Travelers on the road

Looking for secondary monitor as companion for laptops ; ideal for work efficiency or presentation on-the-go



Content creators

Seeking for dual or multiple monitor setup that maximizes both productivity and simplicity



Work/Learn at home

Seeking for a compact second screen that helps extend your vision, ensuring remote working and learning with high flexibility.

A person wearing a dark coat and boots is walking across a vast, flat, frozen landscape, likely a frozen lake or tundra. The ground is covered in snow and ice, with some water visible in the foreground. In the distance, a range of mountains is visible under a clear sky. The overall scene is serene and expansive.

BENEFITS

Productivity on the go

9mm
Ultra slim

730g
Light weighted

Ultra-portability with slim and lightweight design plus a sleeve case for protection and position, ASUS ZenScreen as a second screen to your working setup helps boost up your efficiency with laptop.



Foldable sleeve case for stand and protection

Rich Connectivity

USB-C + micro HDMI Signal Solution

Featuring USB-C(DP Alt mode) and micro-HDMI connectivity, ZenScreen MB16AH lets you display content from a wide variety of devices, e.g. laptops, game consoles, and cameras, providing a more expansive view for work or play.

HDMI™
HIGH-DEFINITION MULTIMEDIA INTERFACE



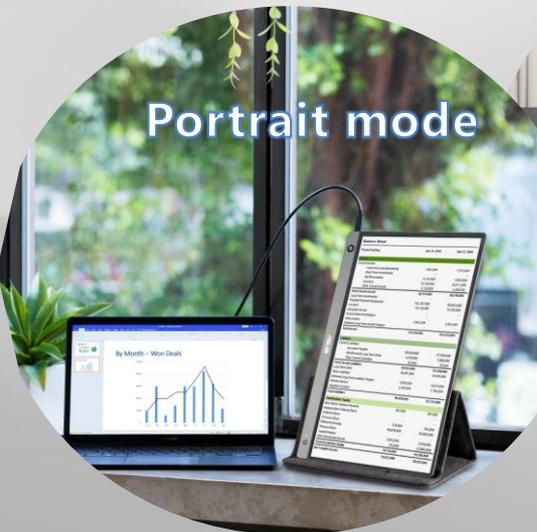
Designed with Versatility

With the packed sleeve case or conventional tabletop mounting system*, ASUS ZenScreen MB16AH exudes versatile style of usage.

*Compatible with standard 1/4" screw thread



Commercially available tripod or clamp mount



Portrait mode



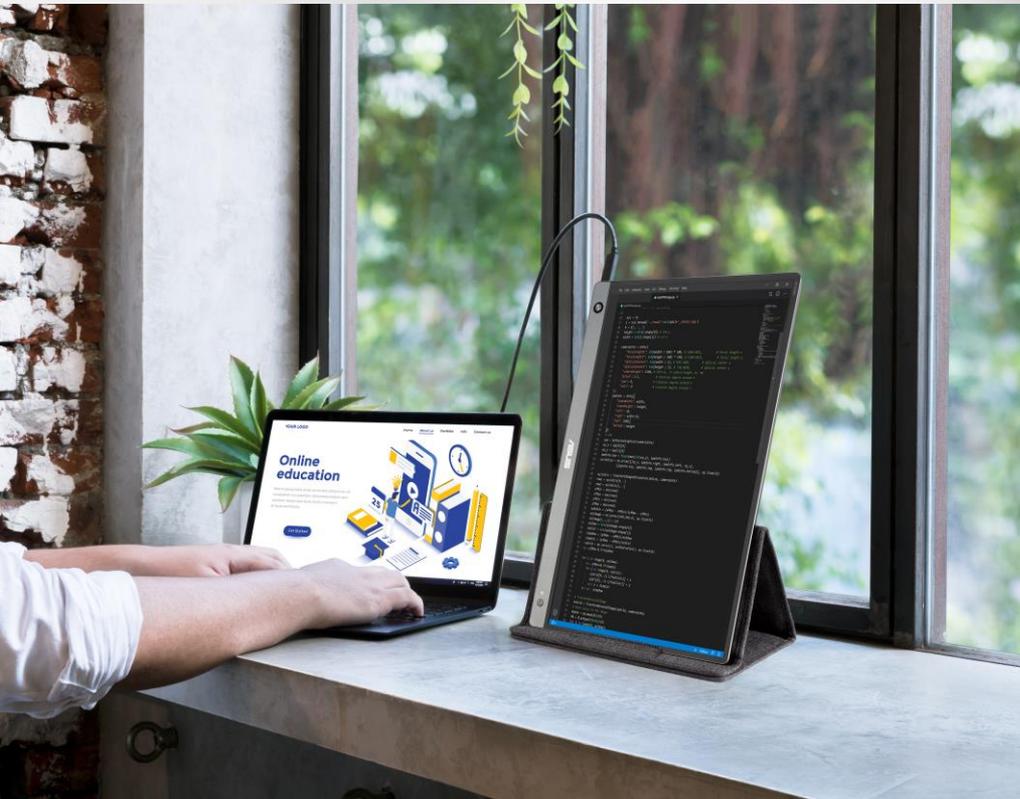
Landscape mode



Tripod mode



Table mounting mode



Intuitive Usage

Automatic screen orientation

With ASUS DisplayWidget software*, ZenScreen™ MB16AH can automatically switch the orientation of screen to landscape or portrait modes.

Landscape mode is ideal for presentations and Excel sheets, while Portrait mode gives you a perfect view of items such as codes, documents, books or webpage browsing!

**Auto rotation function is working under Windows OS by installing DisplayWidget software. Refer to [page 22](#) for more information.*

Extend and Share Your Screen

Wide Viewing Angle

To view from wide angle either from vertical or horizontal with **minimum color shift**, ASUS ZenScreen™ adopts **anti-glare IPS panel** for better color reproduction.



ASUS Eye Care Monitors Most Number of TÜV Certifications



Features TÜV Rheinland-certified **Flicker-free** and **Low Blue Light** technology to ensure a comfortable viewing experience while working with productivity at the same time.



Flicker-free Technology
to reduce flicker for visual comfort

ASUS Monitors are designed with your eyes in mind. Keeping your eyes healthy in today's digital world.

Computer Vision Syndrome (CVS)

Web Browsing

Viewing photos and videos

Reading or word processing

With dim ambient light

Level 1 is ideal for normal web browsing, and gives you excellent color reproduction for lifelike visuals, minimal color shift.

Level 2 is ideal when you're viewing photos and videos, giving you a perfect balance of high image quality.

Level 3 gives you the look of real paper, making it ideal for long hours of reading or word processing.

Level 4 is ideal for environments with dim ambient light.

Blue Light Filter
with four different filter settings via the OSD button or one-click in DisplayWidget. Confidential

A person is walking on a wet, reflective surface, possibly a beach or a frozen body of water. The person is wearing a dark coat and boots, and their reflection is visible in the water. The background shows a hazy, distant shoreline. The entire image is overlaid with a dark teal color.

SUPPORT

Specification

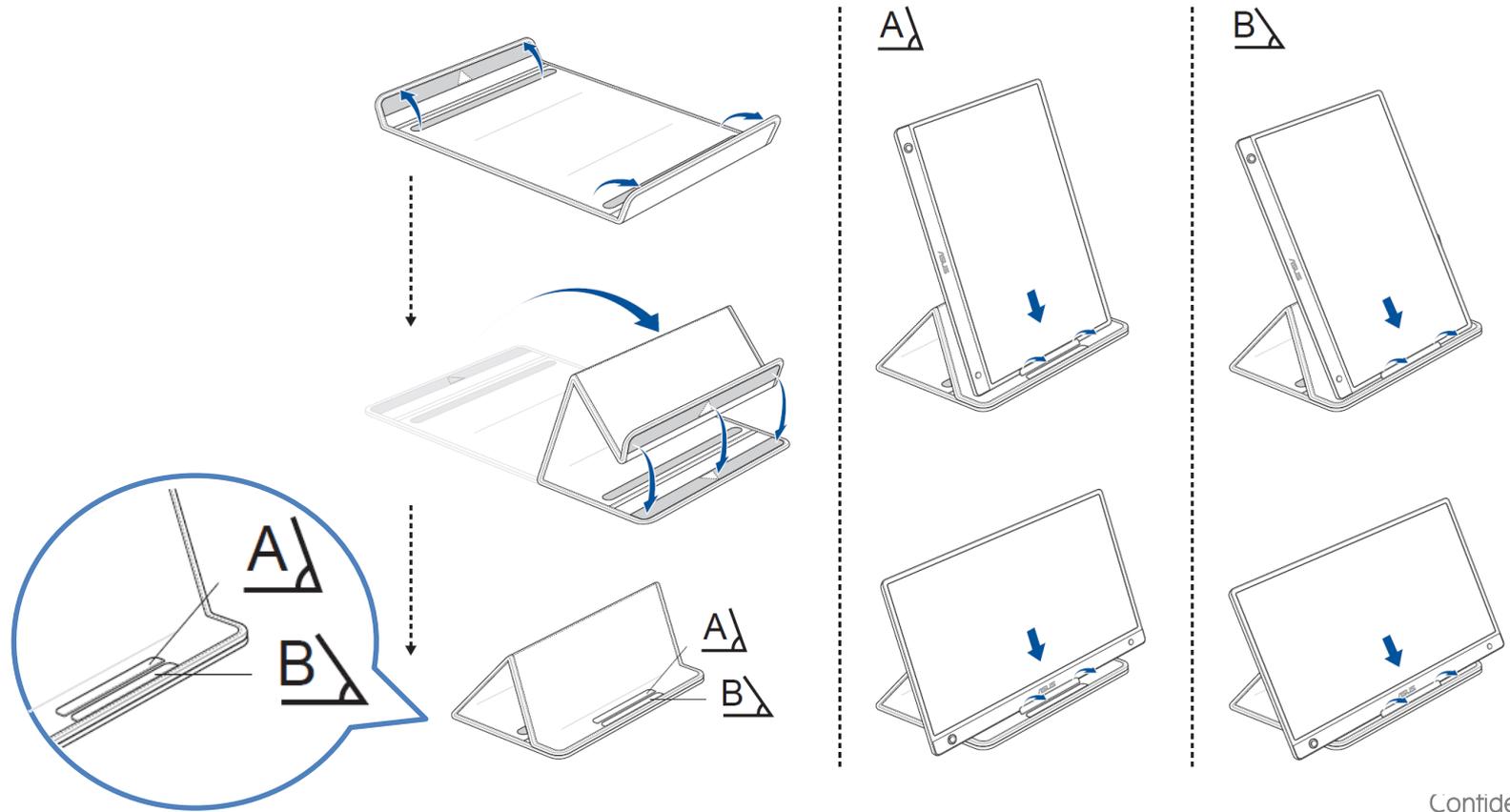
Display	Panel Size(diagonal)	15.6"(39.6cm)W (16:9)	Stereo Speakers		1Wx2	
	Display Viewing Area(HxV)	344.16 x 193.59 mm	Input/Output			USB-C(DP Alt mode), micro HDMI , Earphone jack
	Panel Backlight/ Type	W-LED / IPS	Power	Power Consumption	<9W ^{*1}	
	Display Surface	Anti-glare		Power Saving/Off Mode	<0.3W	
	True Resolution	1920x1080		Voltage	5V and 9V	
	Pixel Pitch	0.179mm	Mechanical Design	Chassis Colors	Dark Gray	
	Brightness (max)	220 cd/m ²		Tripod hole	Yes (compatible with standard 1/4 " screw mount)	
	Contrast Ratio	700:1	Dimension	Phys. Dimension (WxHxD)	359.7 x 227.4 x 9.0 mm	
	Viewing Angle (CR≥10)	178°(H)/178°(V)		Box Dimension (WxHxD)	502x312x88 mm	
	Response Time	5ms (GTG)	Weight			0.73 Kg(Net); 2.2 Kg (Gross)
Flicker-free	Yes	Video Features	Accessories			USB -C cable(1.1m), USB-C to A adapter, micro HDMI to HDMI cable(1.1m), Quick start guide, Power adapter, sleeve case, Warranty card
Splendid Video Intelligence Tech.	Yes (8 modes)		Compliance Standards			Energy Star®, UL/cUL, CB, CE, CCC, KCC, FCC, BSMI, EAC(CU), RCM, VCCI, J-Moss, UkrSEPRO, RoHS, WEEE, Windows 7 & 8.1 & 10 WHQL, TUV-Blue light filter, TUV-Flicker free
Skin-Tone Selection	3 modes					
Color Temperature Selection	4 modes (Cool/Normal/Warm/User)					
HDCP	Yes (v1.4)					
QuickFit	Yes (Alignment Grid / Photo)					
Auto Rotation	Yes (via DisplayWidget)					
GamePlus	Yes					
DisplayWidget	Yes					
Blue Light Filter	Yes					

*1. measuring a screen brightness of 200 cd/m² without audio/ USB/ Card reader connection

What's in the box



Sleeve Case: How to use it?



Software: ASUS DisplayWidget



Display Widget



You can **tweak the display properties with a click** or let the software* make changes automatically based on application-specific preferences.

- ① Choose your preferred **Splendid** or **Blue Light Filter** settings with one click to apply.
- ② **Advanced setting** creates your own settings in User mode, including color temperature, brightness, contrast...etc. without adjusting OSD menu.
- ③ **App Sync™** choose the applications or games that are constantly used and apply it with preferred Splendid settings
- ④ Quickly adjust the orientation to portrait mode with just a click in the **Image** menu

* This software works with Windows OS. You can [download](#) it from ASUS support site

Product Marketing Materials

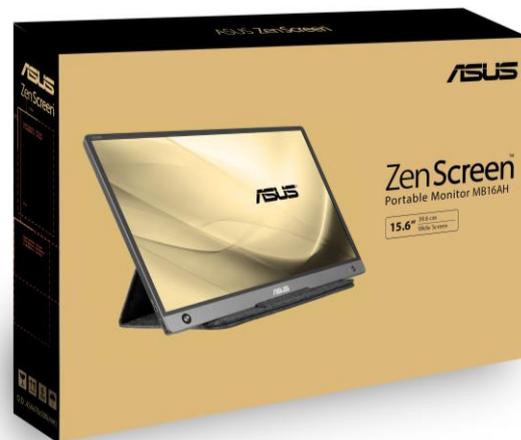
On-machine Sticker



For on-shelf demo, the on-machine sticker can be easily attached on where is good for exposure.



Box





Service and Support

Service Policy

3-year System Warranty

3-year Panel Warranty

Free Service Hotlines in Specific Countries

Free Pick-up Service in Specific Countries

Support Site

Download: User Manual, Software, Drivers, etc.

FAQ & Support Inquiry

Warranty Information

<http://support.asus.com/ServiceHome.aspx?SLanguage=en>



A person in dark winter clothing and boots is walking across a vast, flat, icy landscape. The ground is covered in a thin layer of ice with some snow patches. In the background, a range of snow-capped mountains stretches across the horizon under a clear sky. The overall scene is serene and expansive.

THANKS