

ASUS MeMO Pad HD 7 (16GB) Reviewer's Guide



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Introduction

Welcome to the ASUS MeMO Pad HD 7 (16GB) Reviewer's Guide – inside you will find everything you need to know about the new affordable, 7 inch Android tablet from ASUS.

What this reviewer's guide provides:

This reviewer's guide aims to provide you with an understanding of the MeMO Pad HD 7 (16GB) features, and the ideas behind this unique device. It will also provide a guide on how to use its main functions and aims to answer common questions throughout.

If you have any further questions/inquires; or you experience unexpected/erratic performance or functionality on your MeMO Pad HD 7 (16GB), please contact your local ASUS PR or marketing representative as soon as possible so we can work with you to address any concerns and feedback you might have.

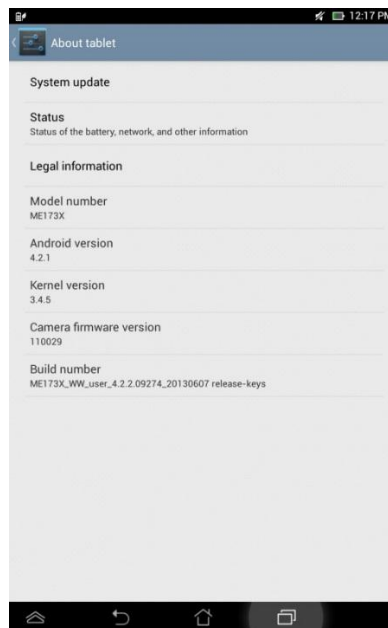
Please note this reviewer's guide is not suitable for the MeMO Pad HD 7 (8GB), which is due for release at a later date.

IMPORTANT: Software updates

We are continually improving the MeMO Pad HD 7 (16GB) software, so before you begin testing, ensure that you are running the latest software on the device. If for whatever reason you are unsure on how to update the firmware or encounter problems, please contact your local ASUS PR or marketing representative for more information. We will work with you to ensure you get the latest software on your device.

If the MeMO Pad HD 7 (16GB) has already launched in your country: The first step is to try and update the firmware via FOTA on WiFi before commencing your testing. [You can find the update tool under "Settings → About MeMO Pad → System Firmware Update"](#).

If the MeMO Pad HD 7 (16GB) has NOT already launched in your country or there is no FOTA available on your device: Firmware updates are also provided via FTP and applied manually. Please make sure you receive the FTP details from your local ASUS PR or marketing representative.



ASUS MeMO Pad HD 7 (16GB) – Overview

- Popular 7-inch form factor with several stylish colors to choose from
- 16:10 HD (1280 x 800) IPS display with 10 finger multi-touch panel
- Quad-core Processor
- Front 1.2MP and rear 5MP cameras
- 64GB total storage: 16GB internal storage, with MicroSD slot up to 32GB and 16GB WebStorage for 1 year.
- Long 10 hours battery life for all-day use.
- Stereo speakers with ASUS SonicMaster audio technology and Audio Wizard software
- Incredibly portable and light ID (just 302g)

Why should I buy the MeMO Pad HD 7 (16GB)?

The MeMO Pad HD 7 (16GB) is a great budget tablet for travellers and families. Its HD (1280 x 800) IPS panel provides vivid colors with wide enough viewing angles to share, which, combined with the stereo SonicMaster speakers gives a rich multimedia experience. The 5MP rear camera is great for quick snaps, while the front is ideal for video calls via Skype.

Its quad-core CPU is nippy and great for multitasking, yet still yields a long 10-hour battery life, while the popular 7-inch form factor is exceptionally portable, and at just a fraction over 300g it's virtually unnoticeable in a bag.

Who is the target market for the MeMO Pad HD 7 (16GB)?

- Anyone who travels: from daily commuters to international flyers. Its portable size, rich multimedia features, long battery life, very light weight and three types of storage make it an ideal travel companion. The 5MP rear camera is great for quick snaps, while the front is ideal for video calls via Skype, for example.
- Families looking for a budget tablet to use and share around the house, or out in the car. The quad-core CPU has enough performance for casual gaming, internet, and social media, while its storage and battery life can provide hours of video to stay off boredom. The multiple desktop software ASUS incorporates into its Android means the whole family can use it as if it were their own.

For 25-50% of all tablet users the primary usage is eBook reading, shopping, social networking, casual gaming and web-browsing, for which the MeMO Pad HD 7 (16GB) is ideally suited. (Source: IDC, Dec 2012.)

Why ASUS tablets?

Building on from the success of its existing Android tablet range, such as the Transformer Pads, Nexus 7 and previous MeMO Pads, the new MeMO Pad HD 7 (16GB) is built with extensive R&D experience and invokes ASUS brand quality.

Unlike other budget tablets, the MeMO Pad HD 7 (16GB) provides the *full* Android experience from the latest Android 4.2 'Jelly Bean', with access to Google's Play Store, which has over 850,000 apps and games, millions of books and a huge selection of movies and music.

Ports and Connectors





Specifications

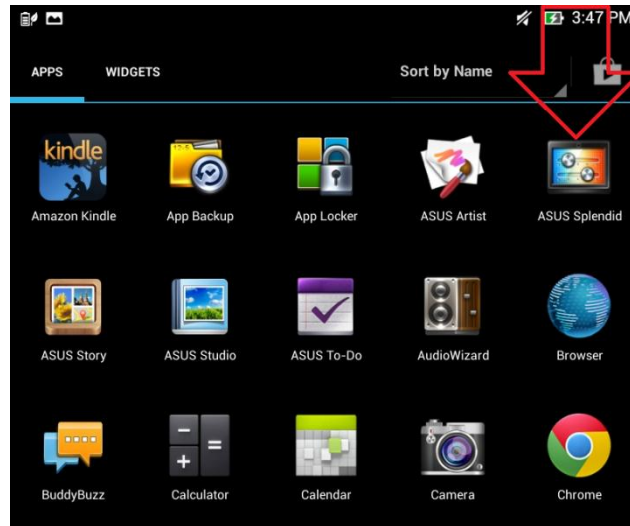
CPU	1.2GHz Quad-core CPU
GPU	PowerVR SGX 544
OS (Launch)	Android 4.2 'Jelly Bean'
Dimensions	196.8x 120.6x 10.8 mm
Weight	302g
Memory (RAM)	1GB
Storage	16GB internal storage Up to 32GB of expandable storage via SDHC 16GB of ASUS WebStorage free for 1 year
Connectivity	WLAN 802.11 b/g/n; Bluetooth 4.0
Display	7-inch 16:10 HD (1280 x 800) with 10-finger multi-touch
Camera	Rear: 5MP; Auto focus; Front: 1.2MP; 720p video recording
Interface	1 x 3.5mm Stereo Audio Jack (Headphone / Mic-in) 1 x Micro-USB port 1 x Micro SD Card Reader, up to 32GB (SDHC) 1x Internal Microphone 2x High Quality SonicMaster Speakers
Battery	3950mAh / 15Whr (10 hours Li-polymer)
Sensor	G-Sensor E-compass Ambient Light Sensor
Color Options	Midnight Blue, Pearl White, Vivid Pink, Lime Green, Charcoal Gray

1280 x 800 WXGA IPS Display

For its price, the IPS HD display on the MeMO Pad HD 7 (16GB) is class-leading. Matching the image quality of more expensive tablets, ASUS has successfully transferred this essential feature to even more affordable price points.

At 1280 x 800 pixels, the 7 inch display yields a sharp 216 PPI, while the IPS panel enables a wider color gamut and 170° viewing angles that allow easy sharing, or just simply using your tablet from any comfortable position.

In addition, ASUS Splendid software provides user customization of the display temperature, brightness, hue and saturation to preferred settings, or, an automatic Vivid Mode.



Color Options

- 1) Midnight Blue
- 2) Lime Green
- 3) Vivid Pink
- 4) Pearl White
- 5) Charcoal Gray



Camera

The 1.2 megapixel front camera and the 5.0 megapixel rear camera both support still and motion picture capture. The front camera is ideally suited for video calling or conferencing using applications such as Skype or Google+ Hangouts at an HD resolution and a smooth 25fps. The rear camera supports Full HD video recording at 25fps.



ASUS SonicMaster

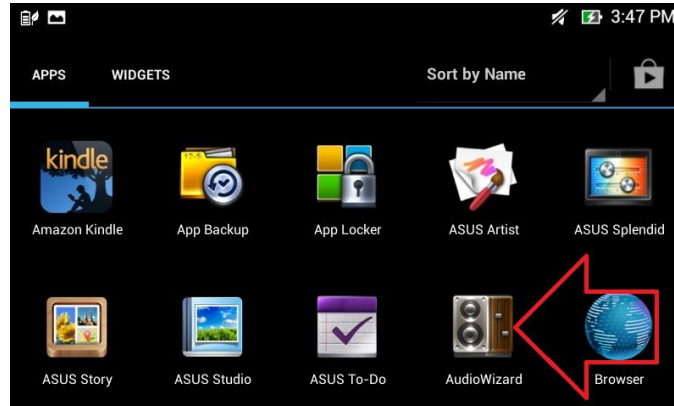
The ASUS Golden Ear Team has co-developed SonicMaster audio technology in partnership with Bang & Olufsen over the past several years, working together on various ASUS products, including notebooks, tablets and smartphones.

The stereo speakers within the MeMO Pad HD 7 (16GB) have been tuned to meet the SonicMaster specification, which includes a superior speaker construction that provides a more balanced dynamic range and resonance testing to avoid unwanted vibrations. Overall it aims to provide high-quality audio for user enjoyment, despite its slim and small package.

AudioWizard

ASUS AudioWizard is designed to offer an optimized audio experience, where you can select the best setting for the content you are listening to or watching. By selecting one of the five presets, frequency response is boosted in vital areas to enhance audio and produce more natural sound for the content you're enjoying.

AudioWizard can be found in the applications list.



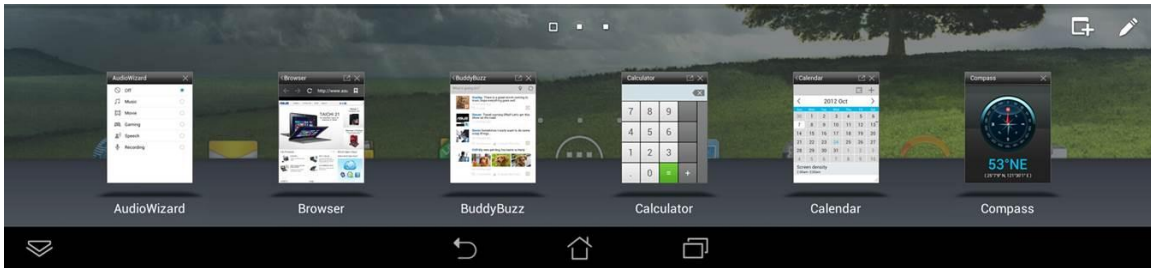
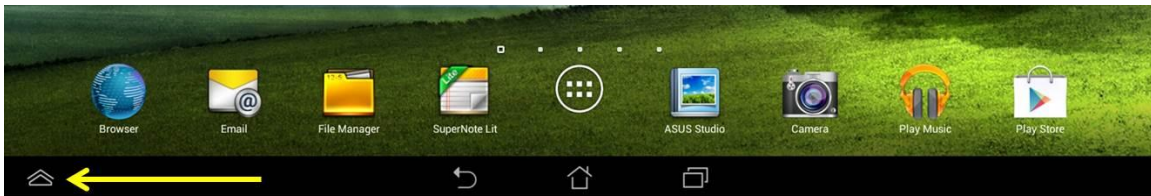
Selecting the correct preset is simple – click the setting you desire and confirm by pressing OK. This closes the app.



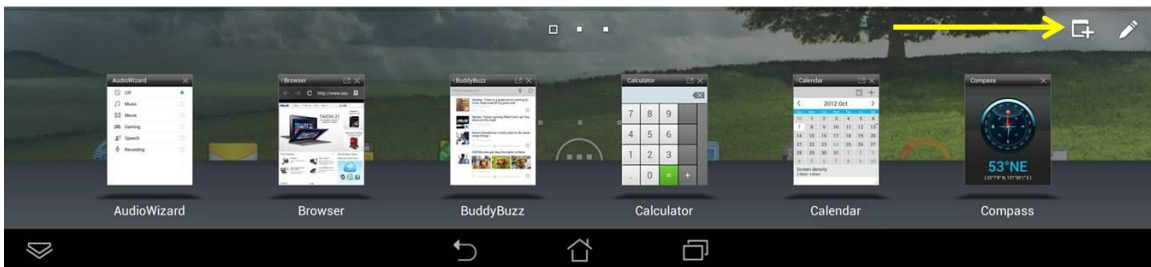
ASUS Software

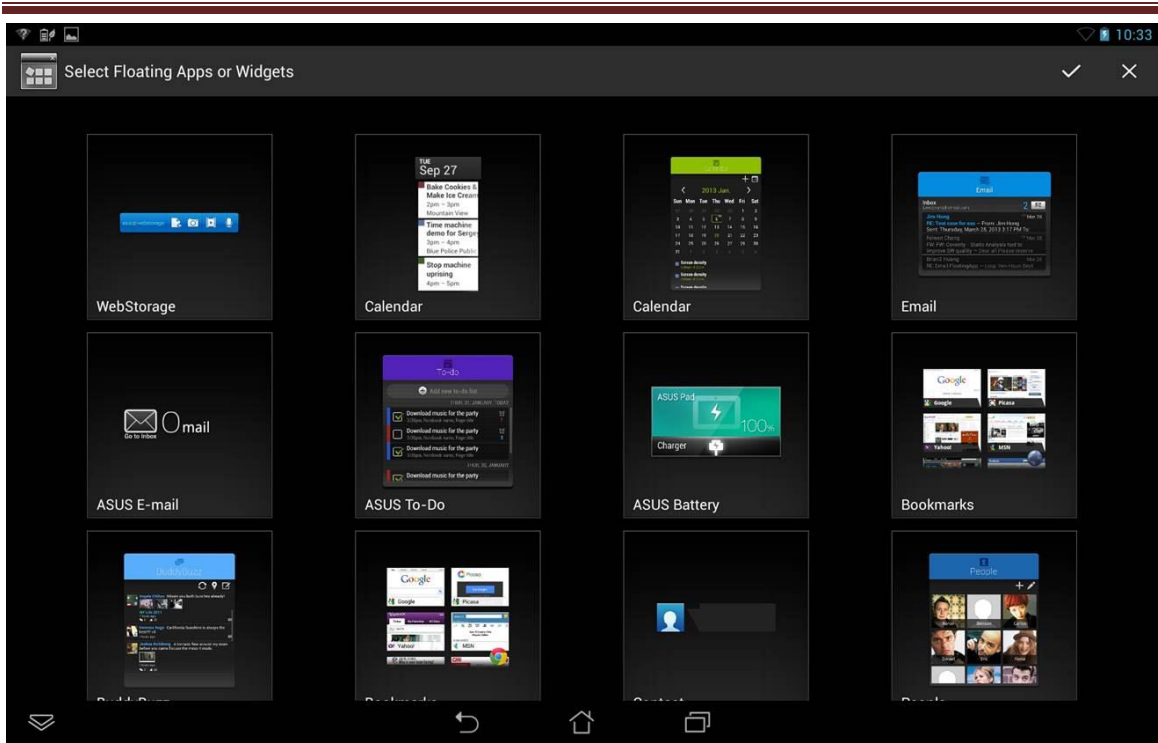
ASUS Floating Apps

ASUS has added a new 4th Android button, which pops up the option to add floating apps. These apps open in a window that 'floats' above the app or home screen below, and can be dragged around the screen or maximized to fullscreen. This enables true multitasking as, for example, you can use the calculator or calendar while you reply to emails or edit documents in WebStorage.

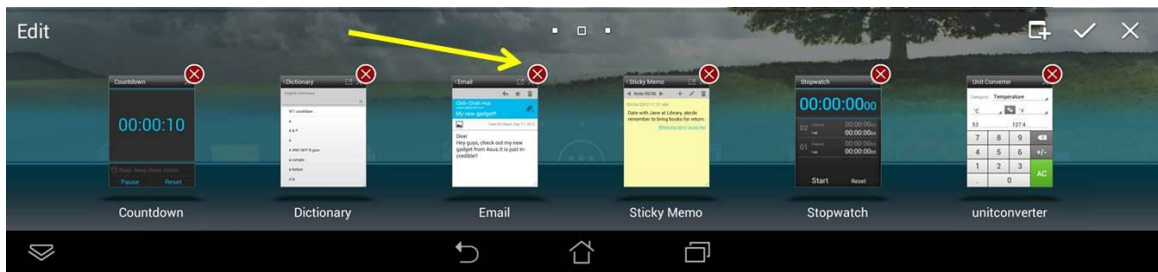
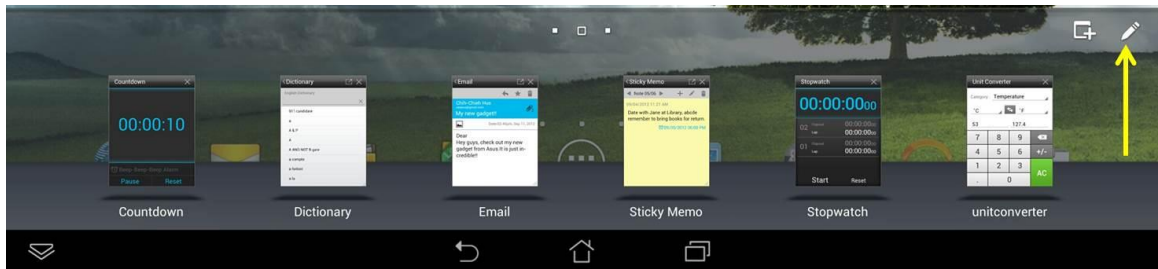


Extra apps can be added from the included Widgets list by selecting the plus-square as shown below.





Simply click to select from the list and press the check-mark button in the top-right. Removing them can be done via the pen button and then the red X.



The end result is a choice between ever-present, static background widgets, or temporary and moveable apps.

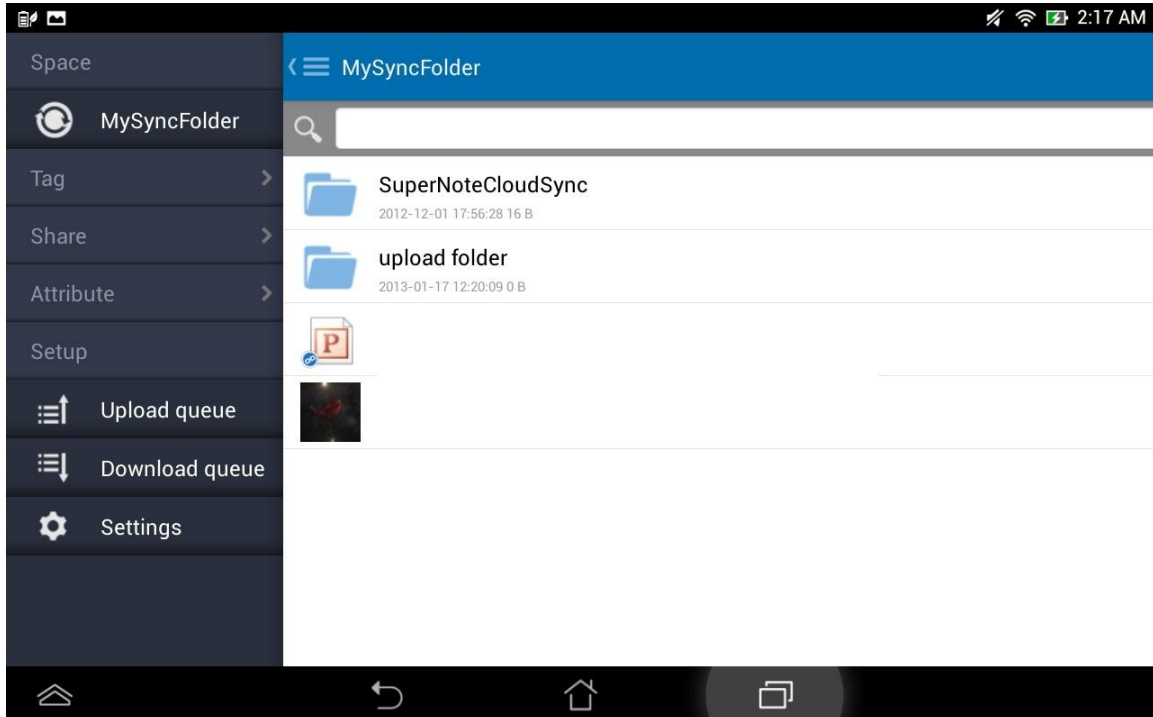


WebStorage & WebStorage Office

ASUS MeMO Pad HD 7 (16GB) also includes 16GB of ASUS WebStorage in addition to the MicroSD slot. This allows you to back-up valuable data into cloud storage, which is always internet accessible and a good fail-safe in case of loss or damage to physical storage or to the MeMO Pad HD 7 (16GB).

In addition WebStorage content is also accessible not only from your MeMO Pad HD 7 (16GB), but also other ASUS Pads and any Windows PC or laptop via software download.

The WebStorage icon is located in the applications list and a widget can also be placed directly on the home screen.

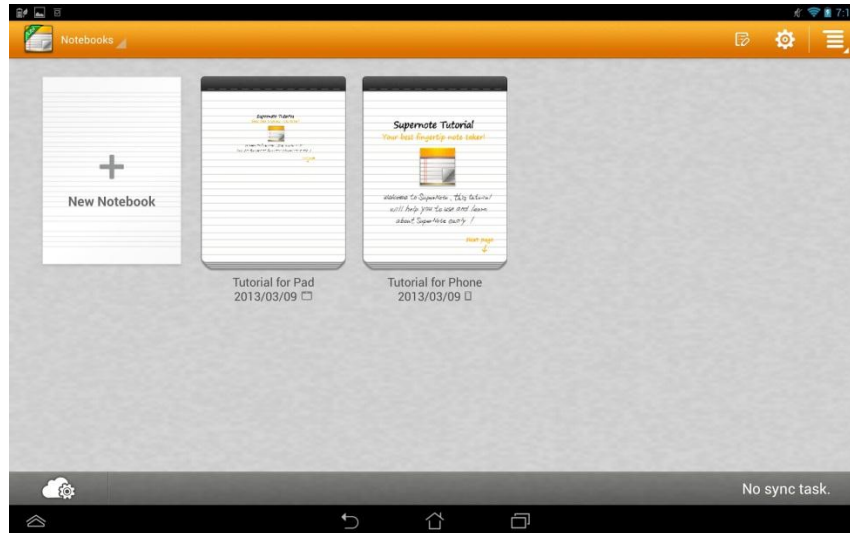
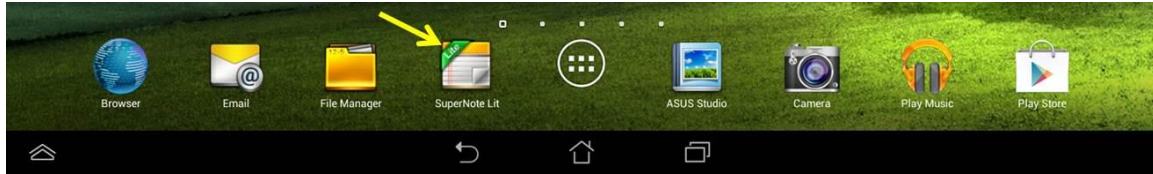


- The WebStorage home screen offers:
 - Tagging content
 - Instant uploading of photos
 - Sharing of links and collaboration between several parties
- The WebStorage widget (right) also allows instant creation of notes, photos, video or audio clips
- The top right-hand menu in the MySyncFolder section gives five options:
 - Search
 - Instantly create content direct to WebStorage
 - Upload from internal storage
 - Delete/Move
 - Create new folder



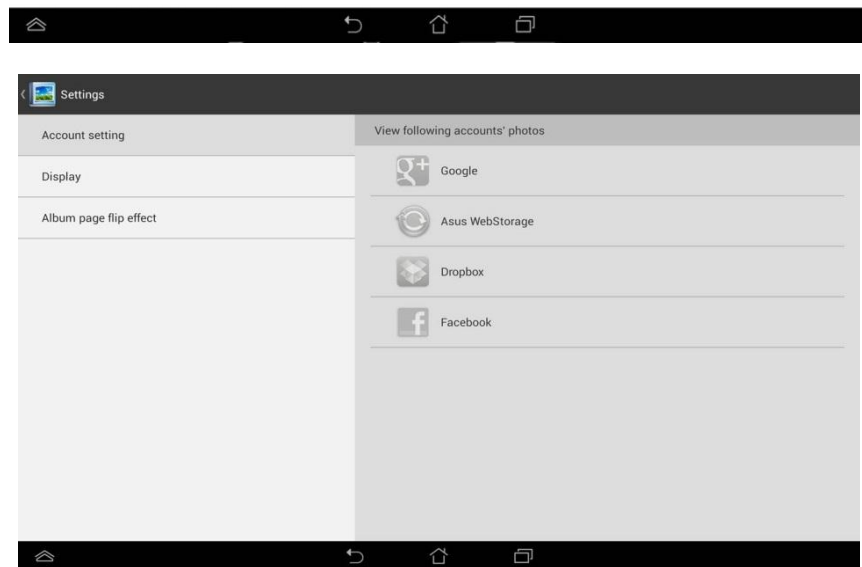
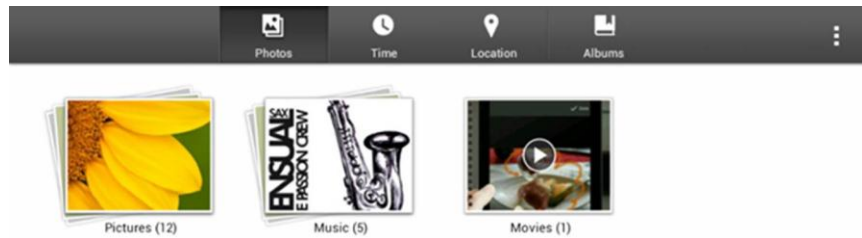
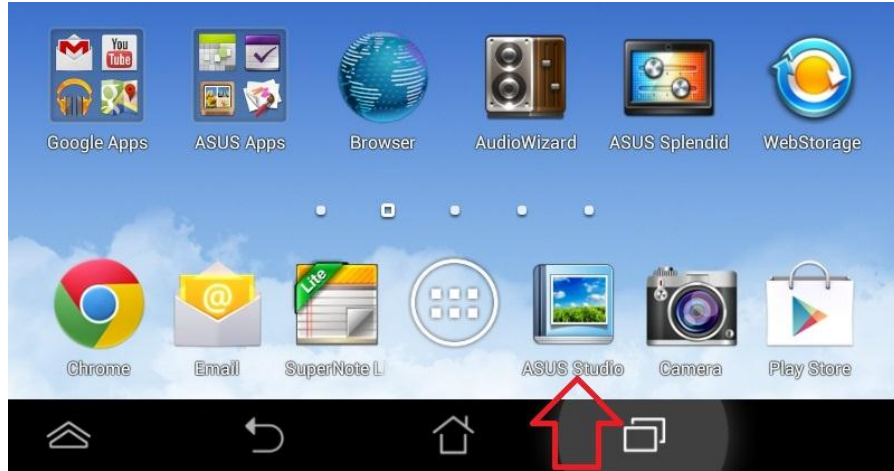
SuperNote Lite

SuperNote Lite lacks the Hand-writing recognition from the full version of SuperNote, but still retains all of the other features, including synchronizing your notes with your WebStorage account. It is accessible from the home screen:



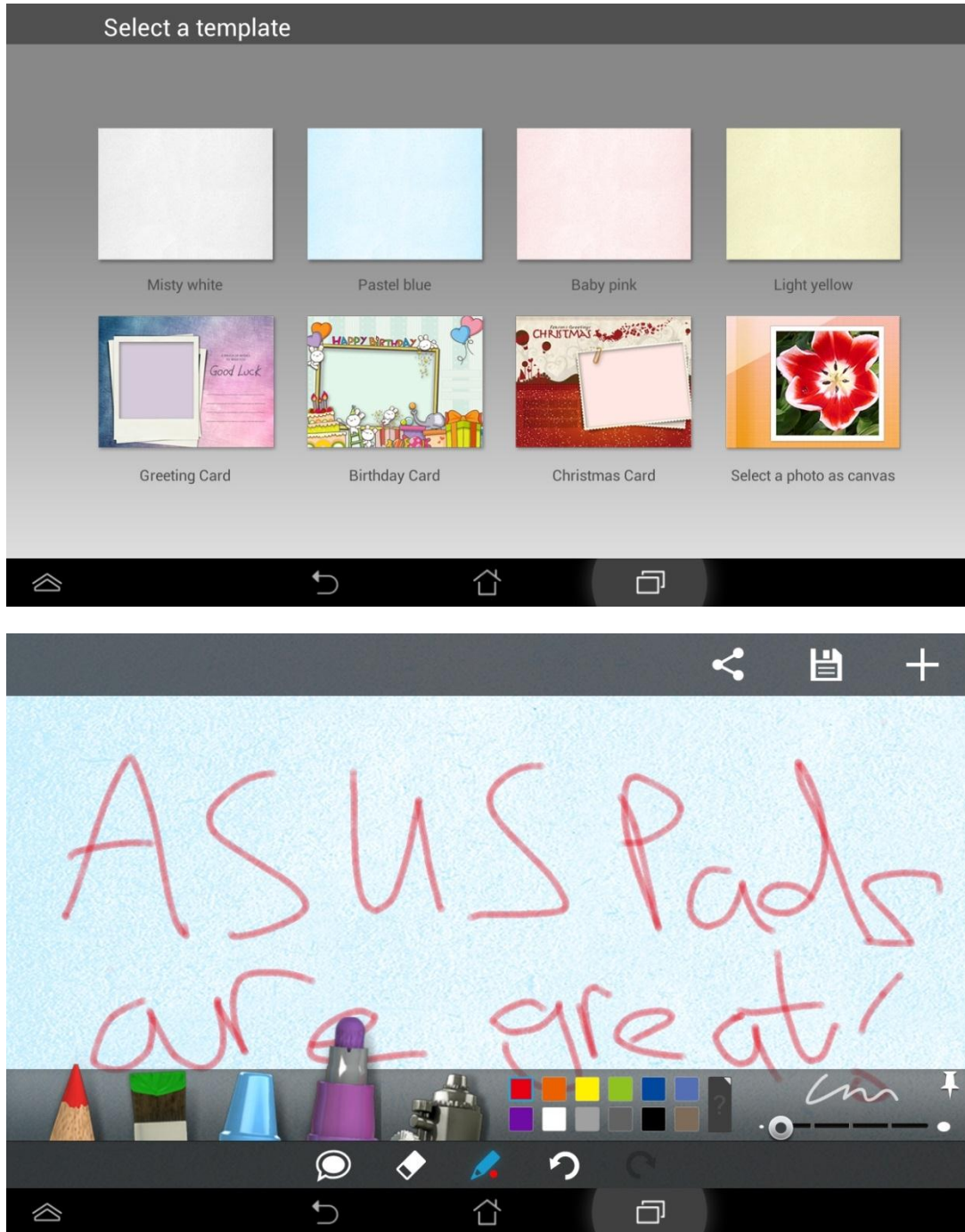
ASUS Studio

ASUS Studio expands on the standard Android Gallery with an alternative presentation design and additional animations, as well as including photo sync with ASUS WebStorage, Google+, Facebook, and Dropbox.



ASUS Artist

ASUS Artist is a bundled painting application for kids and adults that allows creative expression via one of the eight templates. Photos taken with the camera can also be post processed and manipulated with drawing effects.



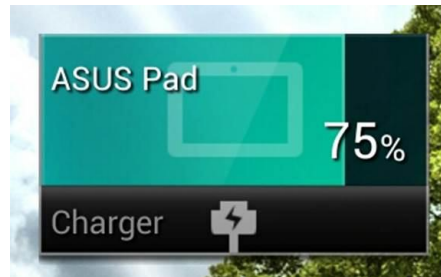
ASUS Widgets

ASUS further enhances the stock Android skin with an array of useful, but resource-light widgets. The ASUS email and weather widgets are focused on delivering the information that you need at a glance without the permanence of some competitors' customizations and they use fewer resources.

Finally, the Task Manager widget allows complete control over which applications are running – even allowing the user to lock items so that they stay running at all times. The useful Close All button gives you instant access to freeing up system resources by immediately closing down all but the locked apps selected by the user.

ASUS Battery Widget

This widget supplements Android's small battery icon with a large, double space widget on the MeMO Pad, clearly showing the percentage charge remaining (a common request on the Android platform) and whether the charger is plugged in. When unplugged the charger icon below the battery will be greyed out and, when the device is charging, it will display the electric bolt sign.



Accessories

TransCover

A wrap-around cover rear cover with a magnetically attached front cover. The folding elements to allow the tablet to stand up to watch video. It features a durable polyurethane outside with a microfiber interior for maximum protection.



Persona Cover

A tough yet soft snug-fitting polymer case that protects the MeMO Pad HD 7 (16GB), while its flexible, non-slip matte texture provides great grip and protection against bumps and scrapes. The simple book-like screen cover can easily be folded back when in use. Specifically designed for the MeMO Pad HD 7 (16GB), all the ports are accessible through the cover.



VersaSleeve 7

An alternative, professionally styled folding form factor enables handheld video watching, ergonomic typing direct on the screen or with a Bluetooth keyboard, for example. The protective, soft-touch polyurethane and microfiber interior also keeps the MeMO Pad HD 7 (16GB) safe during transport.

