



**VIA Technologies, Inc.**

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**For Immediate Release**

**VIA's 'Zonbu Nation' Explores Environmentally Friendly, Hassle-Free, Cloud Computing**

*Up close and personal with the Zonbu PC, two users seek to unravel a fresh approach to computing that puts your data in the clouds without harming the environment.*

Taipei, Taiwan, Nov 2007 - VIA Technologies, Inc, a leading innovator and developer of silicon chip technologies and PC platform solutions, today announced the launch of 'Zonbu Nation', an exploration of the relative benefits of the 'Zonbu' through the hands-on experiences of two users with very different needs.

The VIA Eden based Zonbu combines a web-based storage subscription plan and a uniquely optimized Open Source operating system to produce a self healing PC that requires virtually no user management, delivering a hassle free user experience that promises to take the pain out of system maintenance.

Zonbu Nation is an attempt to put the Zonbu under the microscope. We enlisted the help of two volunteers, or Zonbutants: a web application developer with a strong interest in Linux based systems, and a regular computer user who finds system maintenance a chore. Both were given a Zonbu to use exclusively. Through a series of videos and blog entries 'Zonbu Nation' will present the everyday experiences of our two Zonbutants and their respective opinions on cloud computing, green issues, Open-Source software and all things Zonbu.

"Zonbu Nation is an excellent way to explore in detail the immense potential of new cloud computing models from the perspective of the end user" said Richard Brown, VP Corporate Marketing, VIA Technologies Inc.

"Zonbu selected the VIA processor platform based on its superior technical spec and power efficiency. By leveraging Open-source software and optimizing Linux for the VIA platform, we managed to create an amazing 9W, 512MB Flash-based system that competes with, and in many fields, overtakes a standard desktop system" said Gregoire Gentil, CEO of Zonbu. "We are very pleased to have VIA as a technology partner".

Zonbu Nation can be seen on [TechnoVoyance.com](http://TechnoVoyance.com) from November 2nd, covering various aspects of sustainable, hassle free, cloud computing.

Press Release

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### **About the Zonbu**

Driving a new era in responsible, green computing the VIA Eden™ platform offers unparalleled power efficiency. Powered by an a VIA Eden at 1.2 GHz, the Zonbu has an average draw of less than 15 watts, making it one of the most eco-friendly computing models available today. The Zonbu manufacturing process also complies with the high standards of the European RoHS Directive, including all VIA silicon components. Zonbu is the first consumer PC to receive EPEAT Gold, the highest level of certification from the Green Electronics Council. On January 24, 2007, President Bush issued an Executive Order mandating that all federal agencies purchase EPEAT registered green electronic products for at least 95% of their needs.

The Zonbu brings service orientated computing to the world through its synchronous online data storage facility. With a monthly subscription, consumers can enjoy 25GB-100GB of online data storage, with files automatically backed up to the Zonbu server for easy future access from any PC. Zonbu was recently honored as one of the Top 10 Most Brilliant Gadgets of 2007 by Popular Mechanics Magazine, and as the runner-up in the Computing Systems category of the Wall Street Journal 2007 Technology Innovation Award, out of over 8000 products reviewed.

### **About TechnoVoyance.com**

TechnoVoyance.com is an affiliate VIA web site that aims to explore real life experiences of new and innovative technologies from the VIA and its partners, presented through exclusively produced videos and weblogs.

### **About VIA Technologies, Inc.**

VIA Technologies, Inc. (TSE 2388) is the foremost fabless supplier of market-leading core logic chipsets, low power x86 processors, advanced connectivity, multimedia and networking silicon, and complete platform solutions that are driving system innovation in the PC and embedded markets. Headquartered in Taipei, Taiwan, VIA's global network links the high tech centers of the US, Europe and Asia, and its customer base includes the world's top OEMs, motherboard vendors and system integrators. [www.via.com.tw](http://www.via.com.tw)

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