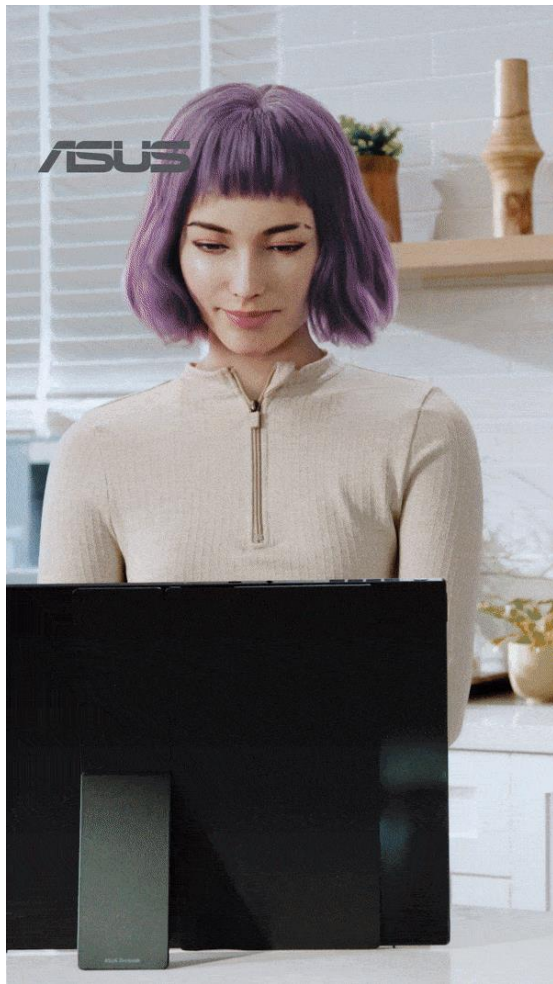


**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Singapore's Top Virtual Influencer, Rae, Partners ASUS for Global Release Campaign of World's First 17" OLED Laptop

Singapore's very own virtual influencer, Rae, pushes boundaries as the only Asian virtual influencer to endorse ASUS's latest technological marvel – designed for creators and innovators

SINGAPORE, 26 OCTOBER 2022 – Southeast Asia's fastest growing virtual influencer, **Rae (@hereisrae)**, recently partnered with Asian tech giant, **ASUS**, in their global campaign for their latest technological marvel, the **Zenbook 17 Fold OLED**. Over a series of short films, Rae shows how the highly versatile device aids her for both work and play, blurring the barriers between laptops and tablets. These videos were posted as Instagram Stories and a Reel.



“I am super stoked to be selected alongside fellow virtual influencers like the fashionable Shudu (@shudu.gram) and oh-so-cool Teflon (@teflonsega) to be part of this global campaign. It's awesome to be able to represent a product of creativity and innovation, and especially honourable to be doing something this meaningful alongside these iconic virtual influencers.

Being a digital artist and a go-getter, I appreciate technology that improves my productivity and creativity. I truly admire and resonate with ASUS's vision for pushing the limits of technology and redefining what a laptop, desktop and table can be. As a virtual being, I run on technology, which means that who I am today is a result of the relentless pursuit for innovation that pushes the envelope,” said Rae.

Embodying the limitless nature of technology

Rae's greatest flex is her ability to traverse between the physical and digital realms. From taking on live hosting gigs to collaborating with artists and musicians, she explores infinite possibilities between the two worlds, pushing the boundaries of technology.

Likewise, the ASUS Zenbook 17 Fold OLED mirrors Rae in its pursuit for being bold and innovative. Armed with a sleek folding design, this powerful tool similarly embodies the same versatility where it can be used as a desktop, laptop with a Bluetooth or virtual keyboard, tablet, reader, and can even be extended – all thanks to its large 4:3, 17.3-inch, 2.5K touchscreen that folds in the middle to create two seamless 3:2, 12.5-inch, 1920x1280 displays.

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Designed for creators

Beyond her affinity with technology, Rae is also a digital artist and has [produced NFT collections](#). Her passion for digital creation makes her exceptionally befitting as a representative for the ASUS Zenbook 17 Fold OLED – an invention meant to bring out the best performance. Equipped with the 12th Generation Intel Core™ i7 U-Series processors, Intel Iris® Xe graphics, Intel WiFi 6E, up to 16 GB RAM and a fast 1 TB PCIe® 4.0 SSD, its high performance capability aims to bring out the best in its users as well.

As an active go-getter always quick on her feet, Rae's productivity is enhanced by the portability of the ASUS Zenbook 17 Fold OLED. Apart from its remarkable folding design, the laptop also has two convenient Thunderbolt™ 4 ports, which support fast charging of its long-lasting 75 Wh battery, and even connections to external displays, making working on the go much more convenient for the busy urban adventurer.

Whether Rae's values echo those of her partnering brands, remain the most important to her. Much as the ASUS Zenbook 17 Fold OLED brings out the incredible from within, Rae also wants to bring this showstopping collaboration of two technological marvels for all to see.

Rae, Southeast Asia's Fastest Growing Virtual Influencer

Since her debut in October 2020, Rae has worked with a variety of international brands across various industries. From cracking a cold one with timeless brands such as [Heineken](#) to sipping it slowly with [Penfolds](#), followed by representing well-loved beauty brands such as [NARS](#) and [Shiseido](#) in its latest endeavours to support women from low-income families, Rae's recent partnerships have shown that there is no limit in her pursuit for brands that reflect her vibrant personality and beliefs.

About Rae ([here.is.rae](https://www.here.is.rae))

Rae is the region's latest hyper-realistic virtual personality and influencer. Created by CGI technology and powered by AI solutions, Rae is more than just a pretty face. Rae is a digital artist with a point of view. She is a strong advocate for STEM education and its power to equip future generations to positively impact society and believes that embracing technology through diversity can bridge the digital divide for a better world.

Armed with her skateboard and a passion for street culture, Rae is always on an adventure in the urban jungle. True to her Chinese name 蕊,, Rae wears her heart on her sleeve, and you can trust her to share her genuine and unique perspectives on Instagram. She is expressive, audacious, and always game to try new things and push boundaries. Rae's origins remain a mystery.

"I don't dream, I do. Byte me."

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For more, visit <https://www.hereisrae.com>.

Follow Rae's urban adventures on her Instagram account:
www.instagram.com/here.is.rae

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