



On his journey to create outdoor, travel and adventure stories through his photography and videography, Paul Pichugin shares how ASUS devices help him tell these stories and bring them to life.

Photographer and videographer Paul Pichugin is based in the South West of Western Australia. His work has taken him to 19 countries, including Antarctica. His mission is to capture the world in all its chaotic, awe-inspiring beauty and create visuals so captivating, they make people pause and take notice. As a visual storyteller, Paul aims to show the world's beauty while giving a voice to causes and people that need it.

Paul's work entails everything from the initial research to the final polish—whether it's photographing breathtaking landscapes, crafting immersive 360-degree virtual tours, producing high-quality prints for hotels and resorts, or working on compelling video projects. He delves deep to uncover lesser-known places and stories, always seeking unique angles—both compositional and narrative—that amplify voices and perspectives often overlooked. His clients range from tourism boards to tech giants and adventure gear brands.

Combining work from home with extensive travel for on-location shoots, allows Paul the flexibility to capture diverse environments and meet the needs of clients globally. His office can be anywhere from a hotel in Tokyo to a tent in Iceland, a ship in Antarctica, a helicopter over stunning landscapes, or even scuba diving in a shipwreck. He also

dedicates his time to charity and volunteer projects in places like Cambodia, Indonesia, and Australia, using his skills for a greater purpose.

“I specialise in creating “scroll stopping” content—compelling visuals that grab attention and inspire people to travel or treat the world better. My goal is to produce imagery that not only captures the eye but also evokes a sense of wonder and responsibility towards our planet.”

Having a capable laptop is essential for Paul's on-the-go workflow. The ASUS ExpertBook B6 Flip has met his needs and enabled him to get things done - powerful NVIDIA RTX graphics for quick edits while travelling, lots of RAM to smoothly run Adobe Lightroom and Davinci Resolve, as well as substantial battery life to enabling work in remote locations without constant access to power. A robust suite of connectivity and communications features also let Paul stay connected with his clients, whilst the laptop's storage and security features allow seamless backing up of photos and video, keeping everything protected from loss. The 16-inch QHD+ touch screen and Intel® Core™ processor ensure Paul maintains his productivity no matter where he is, ensuring he can meet deadlines and deliver high-quality work even when he's far from his home office. When he does work from home, Paul appreciates the image quality

and colour-accuracy of the ProArt PA329CRV Display, a 32" 4K HDR monitor designed for professional creatives. This Calman Verified display boasts a wide colour gamut with 98% DCI-P3 coverage and is factory pre-calibrated for exceptional colour accuracy, ensuring his final edits meet the highest standards, making it a great investment for professional photo and video work.

Paul claims his ASUS devices have significantly reduced the downtime and maintenance issues previously faced. His old laptop had poor battery life, ran very hot, and lacked an attached keyboard, making it awkward to use. It also used a proprietary power cable, which was a hassle to replace if accidentally left behind. After that, he switched to another laptop, which was great in terms of performance but lacked a touchscreen and pen input. The ExpertBook B6 Flip is the best of both worlds. It offers the reliability and performance he needs, with the added benefits of a touchscreen and pen input, allowing it to be used as a large tablet for drawing as well as a regular laptop. The increases in productivity have allowed Paul to focus more on the creativity of his work.



Final thoughts from Paul:

"ASUS technology is the backbone that supports my journey, empowering me to find and share the incredible in every corner of the globe would be a perfect story angle. The ASUS ExpertBook B6 Flip has been a game-changer compared to other devices I've used. The battery life is impressive, letting me work longer without hunting for a power outlet. It runs cool and smooth, even when I'm pushing it hard with heavy photo and video editing tasks. Unlike my old setups, it doesn't overheat and become a portable toaster. The built-in keyboard and touchscreen with pen input give me the flexibility to switch between a laptop and a tablet, which is fantastic for on-the-go edits. Plus, the overall reliability means I spend less time dealing with glitches and more time focusing on my work".

To learn more about Paul Pichugin, visit: <https://paulpichugin.com/>



Leon Brumen, Head of Commercial at ASUS ANZ commented on the ASUS ExpertBook B6 Flip.

"Users require quality, versatility and performance in their technology devices as these features are key to helping them confidently face challenges and meet client needs. ASUS products are essential in supporting users across our region and we look forward to seeing content creators like Paul continue to uncover and tell stories through their work, in ways that inspire, motivate and touch us".

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