



The Food Dude is an Australian TV series on 7Mate that showcases Australian foodie hotspots. From a burger bar in northern Queensland to a dessert café in Tasmania, the series is all about giving & showing love to local businesses, shining a spotlight on some of the smaller and lesser-known champions of the food scene. Born during the covid era as a way of giving back to businesses that were struggling, the series has grown into more than just food, but also a great way to showcase Australia.

Alo could be described as a jack of all trades when it comes his TV series. He's the executive producer, host, media & TV network liaison, as well as content editor. Most of the work that goes into the show is conducted on the go and from home – with a lot of time spent in transit between locations. Once all the content has been recorded, an extensive and meticulous editing process begins. This is where the ASUS ExpertBook B6 Flip laptop comes into its own. Alo needs a reliable device with the performance and durability to withstand the rigours of on-the-road life. A powerful device that can easily and quickly process large amounts of video and graphics data is paramount. He also needs to manage recorded footage, review

content, whilst also running the website and social platforms for his TV series. As a mobile performance workstation, the ASUS ExpertBook B6 Flip delivers the perfect balance of portability and power to help Alo get things done.

With such a large amount of time on the road planning and organizing shoots, the ASUS ExpertBook B6 Flip allows Alo and his team to keep working on the go. The greatest convenience of having a laptop is transferring large amounts of data after filming content. Terabytes of footage need to be transferred to external storage every season and this is all done on the road to minimize data mishandling.

“Having a reliable, powerful and robust laptop is make or break when editing out on the road. My ASUS ExpertBook B6 Flip nails the brief and gives me confidence that I won't have breakdowns or any data transfer errors that could ruin segments and require reshoots. The biometric power button is another welcome touch as it helps keep my content safe.”

The ASUS ExpertBook B6 Flip features a 16-inch flip display with a 16:10 viewing ratio, teamed with an

Intel® Core™ i9 vPro processor and blistering NVIDIA® RTX™ A2000 graphics. For Alo, such a combination of productivity-enhancing technology has made light work out the most data-intensive tasks, particularly the processing, reviewing and editing of footage. Previously, Alo was editing on an ASUS desktop and thoroughly enjoyed the machine. After about 7 years he decided to upgrade. He decided to try a different brand of laptop which didn't last long. It would often crash and freeze throughout the day and wasn't capable of processing large amounts of data and footage. "It was costly and frustrating as I work to tight deadlines and turnarounds. It wasn't even able to handle basic tasks let alone export full TV quality content suitable for broadcast. My ASUS ExpertBook B6 Flip gets the job done first time, every time".

Alo employs Adobe Cloud programs for 90% of his editing and post-production work, with the ASUS ExpertBook B6 Flip handling each program with ease and above his expectations. "I've even discovered a few things like the touch screen, which I didn't think I'd use on a laptop but is great for post-production work and a great way to work on the go - like a giant tablet but with superior power".



Final thoughts from Alo:

The ASUS ownership experience for Alo has been quite a positive one. Previous encounters with other brands have seen devices in need of frequent repairs due to weak construction, poor design and falling short on mission-critical tasks. "ASUS devices are unbreakable and that's what I need. Reliable and unbreakable."

For more information about The Food Dude, visit <https://fooddudeau.com/>



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

"The ASUS ExpertBook B6 can deliver when it comes to the crunch, for professional content creators like Alo Baker. The blend of performance, portability and robust design are a winning combination. We look forward to following The Food Dude's journey and wish Alo and his series, ongoing success".

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