

MaiStorage Unveils Affordable AI Laptops Powered by aiDAPTIV+ and Intel Core Ultra Processors at ASEAN AI Summit 2025

MaiStorage, a leading AI and enterprise storage technology provider rooted in Malaysia, today announced the result of the innovation jointly developed with its parent company Phison – affordable AI laptops powered by Phison’s aiDAPTIV+ platform and Intel® Core® Ultra Processors with Intel® Arc™ Graphics during the prestigious ASEAN AI Malaysia Summit 2025, hosted in Kuala Lumpur under Malaysia’s ASEAN Chairmanship.

This breakthrough solution makes on-device fine-tuning and inference possible using Intel® Core® Ultra Processors with Intel® Arc™ Graphics, eliminating the need for expensive cloud infrastructure or GPU-accelerated servers. aiDAPTIV+, developed by Phison and locally championed by MaiStorage, enables Intel-based laptops to train, fine-tune, and deploy AI models directly—significantly lowering the barrier to AI adoption for SMEs, the education sector, and public institutions across ASEAN.

ACER and ASUS are among the first global OEMs to adopt this cutting-edge solution, jointly showcasing live demonstrations with MaiStorage at the Summit.

"This is the next chapter in democratizing AI," said Dato’ KS Pua, CEO of MaiStorage and Founder of Phison Electronics. "We are proud to enable training and inference directly on Intel iGPU—making AI PCs a practical reality for SMEs, students, and local developers. This aligns with Malaysia’s vision to lead ASEAN in AI infrastructure, talent, and innovation."

A Milestone in ASEAN’s Digital Ambitions

Affordable AI hardware championed by MaiStorage’s with Phison aiDAPTIV+ on Intel® Core® Ultra Processors with Intel® Arc™ Graphics directly support Malaysia’s 2025 ASEAN Chair agenda by driving inclusive digital transformation and economic empowerment. These AI laptops enable SMEs and the education sector to access powerful AI capabilities without costly infrastructure, aligning with goals under the ASEAN Digital Economy Framework and future-proofing workforce development. Their low cost and edge capabilities promote digital inclusion in rural areas, reduce reliance on foreign cloud providers, and foster sovereign AI innovation. By enabling scalable AI adoption across sectors, affordable AI strengthens ASEAN’s regional resilience, enhances digital exports, and accelerates a more inclusive, future-ready digital economy.

Dato’ KS Pua stated, “MaiStorage is committed to helping every ASEAN nation build its own Edge AI infrastructure, empowering sovereign AI within their borders. By doing so, we ensure that data, capabilities, and innovation remain under national control, fostering technological independence and strengthening the region’s ability to innovate and compete on the global stage.”

With aiDAPTIV+ on Intel® Core® Ultra Processors with Intel® Arc™ Graphics, MaiStorage is not only delivering innovation but also building the foundation for an inclusive AI future that empowers people, institutions, and economies alike.

About MaiStorage

MaiStorage, a Phison Group company, is a Malaysia-based technology firm focused on enterprise storage and sovereign AI infrastructure. Through innovation in IC design, SSD technologies, and AI platforms such as aiDAPTIV+, MaiStorage is committed to building Malaysia's position as a digital and semiconductor hub in ASEAN and beyond.