

A new era of mobile photography

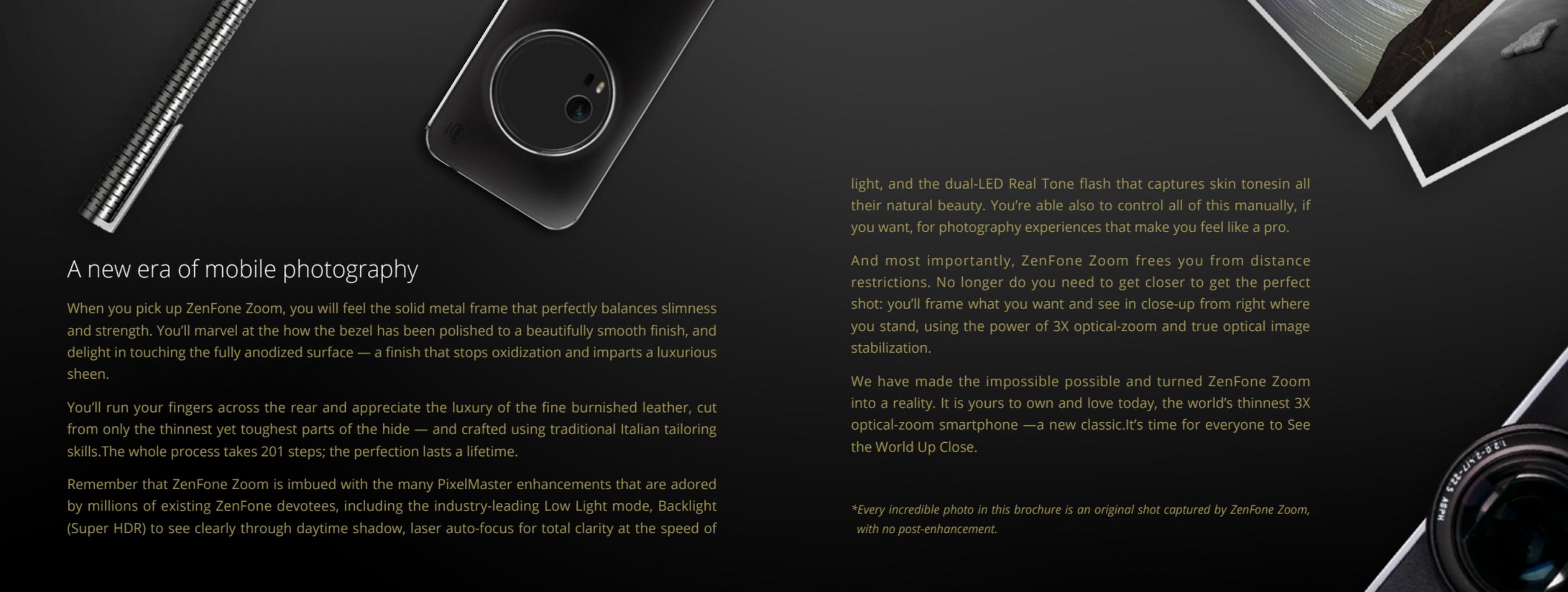
Zenfone™ Zoom

SEE THE WORLD
UP CLOSE



PixelMaster 2.0





A new era of mobile photography

When you pick up ZenFone Zoom, you will feel the solid metal frame that perfectly balances slimness and strength. You'll marvel at the how the bezel has been polished to a beautifully smooth finish, and delight in touching the fully anodized surface — a finish that stops oxidization and imparts a luxurious sheen.

You'll run your fingers across the rear and appreciate the luxury of the fine burnished leather, cut from only the thinnest yet toughest parts of the hide — and crafted using traditional Italian tailoring skills. The whole process takes 201 steps; the perfection lasts a lifetime.

Remember that ZenFone Zoom is imbued with the many PixelMaster enhancements that are adored by millions of existing ZenFone devotees, including the industry-leading Low Light mode, Backlight (Super HDR) to see clearly through daytime shadow, laser auto-focus for total clarity at the speed of

light, and the dual-LED Real Tone flash that captures skin tones in all their natural beauty. You're able also to control all of this manually, if you want, for photography experiences that make you feel like a pro.

And most importantly, ZenFone Zoom frees you from distance restrictions. No longer do you need to get closer to get the perfect shot: you'll frame what you want and see in close-up from right where you stand, using the power of 3X optical-zoom and true optical image stabilization.

We have made the impossible possible and turned ZenFone Zoom into a reality. It is yours to own and love today, the world's thinnest 3X optical-zoom smartphone — a new classic. It's time for everyone to See the World Up Close.

**Every incredible photo in this brochure is an original shot captured by ZenFone Zoom, with no post-enhancement.*

Empowering 3x optical-zoom

ZenFone Zoom's incredible 13MP rear camera has 3x optical zoom with optical image stabilization (OIS) for sharper, steadier shots from right where you stand. With a special 10-element lens design, up to 12x total zoom, dual-LED Real Tone flash and revolutionary laser auto-focus technology, ZenFone Zoom gets you closer, faster, for incredibly-sharp images every time.

3x

OPTICAL-ZOOM

10P

HOYA LENS

4 Stops

OPTICAL IMAGE
STABILIZATION

0.03x

ULTRA-FAST
LASER AUTO-FOCUS

12x

TOTAL ZOOM

5cm

MACRO FOCUSING

Dual-LED

REAL TONE
FLASH

Real Camera
Buttons

SHOOT & RECORD

1x

3x



Groundbreaking technology to achieve 3x optical-zoom

ZenFone Zoom's innovative 10-element lens was created by HOYA, the Japanese optics experts. Together, we created an aspheric, molded-glass lens system, finished using a technique we call the "D-cut"—a world first. This is paired with dual high-precision stepper motors and arranged in an innovative periscopic arrangement to maximize incoming light and capture best possible photo quality — and allow 3x optical-zoom for close-up clarity.



12x

TOTAL ZOOM

4P

ASPHERICAL
LENS

4P

GLASS

2P

PRISM LENS



Professional photography
that fits in your pocket

ZenFone Zoom's simplicity turns pro with one tap, for instant adjustment of shutter speed, exposure value, white balance, ISO and a host of other professional-grade settings.

 PixelMaster 2.0

32 s

LONG EXPOSURE

52
megapixels

SUPER
RESOLUTION

4 x

LIGHT
SENSITIVITY

4 x

BRIGHTNESS
(SUPER HDR)



Form follows function

ZenFone Zoom channels the classically familiar form of a traditional professional camera into an ultra-thin 5mm metallic unibody for modern convenience and function. The warm tactility of ZenFone Zoom's burnished leather rear contrasts beautifully with the precision metal frame — craftsmanship and purpose in perfect harmony. It takes 201 precision procedures to create the perfection lasts a lifetime.

201
Steps

INTRICATE
PROCESSES

5 mm

ULTRA-THIN
EDGE

Aluminum

UNIBODY FRAME

Premium
Leather

FINISH

5.5" FHD

IPS DISPLAY

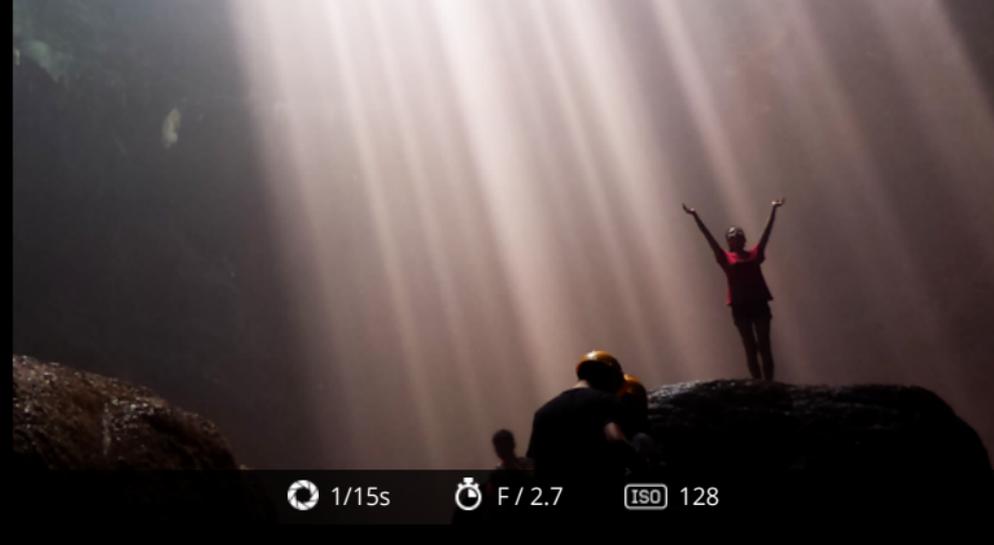
403 ppi

PIXEL DENSITY





4.0s F/2.7 ISO 50



1/15s F/2.7 ISO 128



16.0s F/2.7 ISO 400



1/250s F/2.7 ISO 200



1/620s F/2.7 ISO 50



1/900s F/2.7 ISO 51



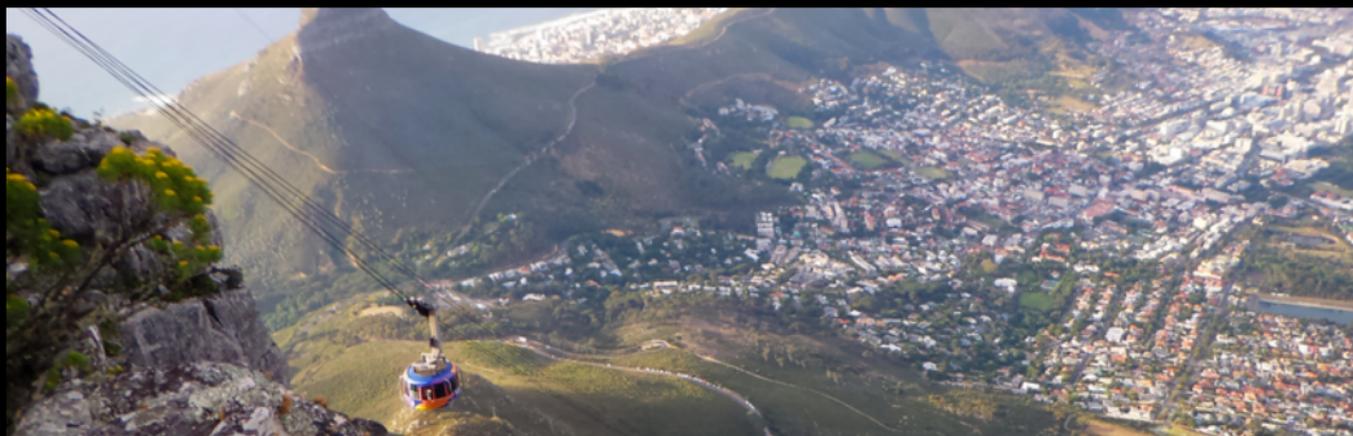
1/8s F/3.8 ISO 50



1/750s F/4.6 ISO 50



1/210s F/4.8 ISO 50



1/280s F/2.7 ISO 50



1/60s F / 4.8 ISO 58



1/270s F / 2.7 ISO 50



1/1000s F / 2.7 ISO 50



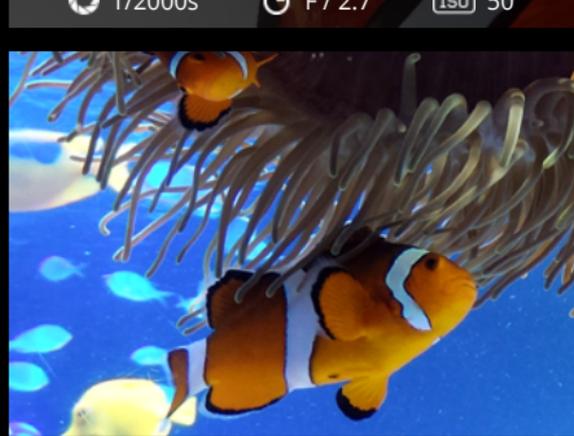
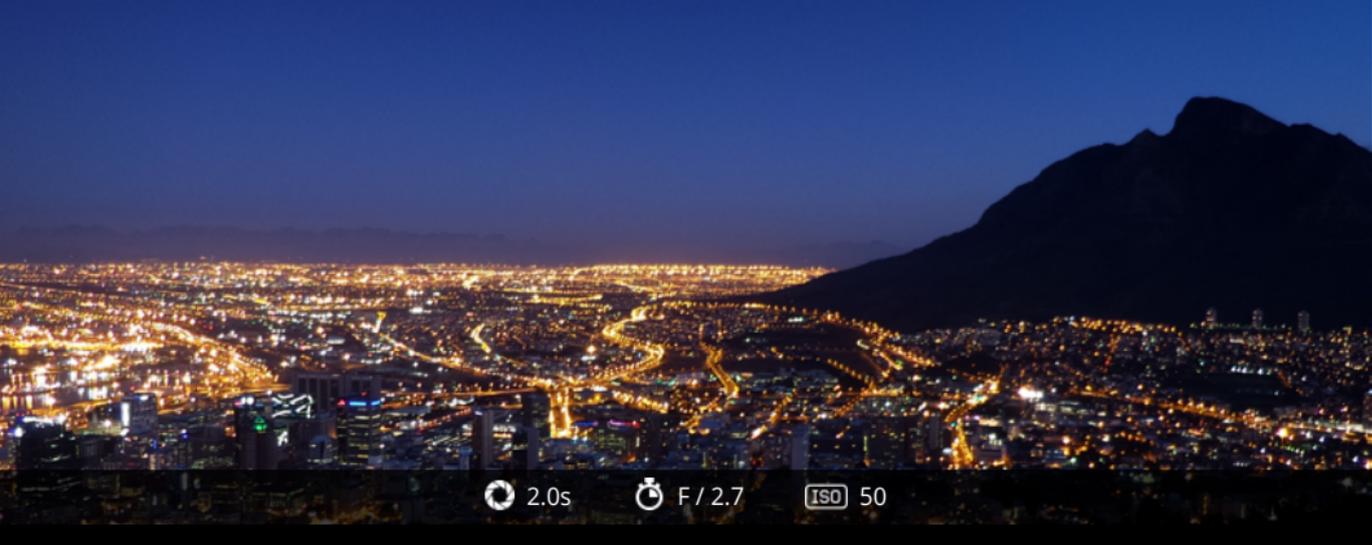
1/350s F / 2.7 ISO 50



1/170s F / 2.7 ISO 50



1/560s F / 2.7 ISO 50



Zenfone Zoom

See the World Up Close



ZX551ML