ASUS
ZenFone Guide
COMPUTEX TAIPEI 2016

Agility in Performance
• Qualcomm 14nm S625 2.0Ghz Processor with 4GB RAM
• Fingerprint Security Sensor
• New 5-Magnet Speakers with High-Res Audio

Beauty Inside and Outside
• Front and Rear 2.5D Contoured Corning® Gorilla® Glass
• 5.5" FHD Super IPS+ Display with 500nits Brightness
• 2.1mm Slim Bezel and 77.3% Screen to Body Ratio

Clarity in Every Shot
• 16/8MP front & Rear PixelMaster 3.0 Camera
• World’s Best 0.03 Second TriTech AF Camera
• 4 axis OIS/3 axis EIS/Color Correction Sensor
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Inspired by the beauty of nature
Our journey begins with a singular focus
The pursuit of superior function wrapped in a stunning, stylish body.

Just like a well-cut diamond,
The process takes a great deal of time and dedication by talented, passionate craftsmen, to create a Zen-like balance between strength and beauty.

When the world shows you something you simply can’t turn away,
My laser focus puts the speed of light right in your hands.
Together we can capture the moments that will last a lifetime.

Together we are unstoppable.
Together we see what others can’t see.

We are ZenFone.
We love Zenfone, and we know you’ll love ZenFone. But you don’t have to take our word for it. ZenFone has received awards from many world-famous organizations and internationally respected journalists. And not just a handful of plaudits – hundreds. In fact, to date Zenfone has been awarded over 600 significant honors globally, including the latest d&i award 2016 by iF and the Best Choice of the Year by COMPUTEX 2016. All this praise tells its own story: that ZenFone is adored, because Zenfone is special. Hence just a small selection of the worldwide Zenhusam for ZenFone!

"ASUS ZenFone 2 is a good buy if you’re looking to change your old smartphone. The strengths of the model: a powerful processor from Intel; 4GB of RAM, a big screen with Full HD resolution, and the Android (Lollipop) OS. This wonderful ASUS Zenfone 2 gets our Editor’s Choice award."

Editor's Choice, Digital Media Russia - 07/2015

"For photography, ASUS ZenFone 2 Laser stands on the shoulders of giants. The endurance of its 2,400mAh battery is amazing. In terms of performance, it deals with everything that the best Galaxy smartphones are capable of – browsing, video streaming, multiple apps and games. In this price range, only ASUS gives the option of 4GB RAM capacity, which is the icing on the cake."

Reviewed.com, USA - 01/2015

"What happens when you forget some of the fanciest smartphone bells and whistles, such as ultra-high resolution display and curved screens? You get ASUS Zenfone 2 a powerful, high-quality smartphone that hits the price. ASUS Zenfone 2: good Full HD resolution display; powerful processor from Intel; 48GB of RAM; broad wireless connectivity; and now ASUS ZenFone interface. We award ASUS Zenfone 2 our Editor’s Choice accolade."

Editor’s Choice, 3DNews Russia - 07/2015

"The new wonderful technological device, the ASUS Zenfone 2 Laser brings to you more than pay for it."

Expansion, Spain - 16/2015

"ASUS ZenFone Selfie is a very good smartphone. If you are considering buying this selfie smartphone, then you would be more than satisfied with its performance."

The Times of India, India - 08/2015
PixelMaster 3.0
Capture reality, fast and steady

Next-generation PixelMaster 3.0 lifts the new ZenFone 3 Series photography far above the smartphone norm. To capture real-world authenticity, PixelMaster 3.0 packs a 23MP/16MP sensor, 92MP/64MP Super Resolution technology, large f/2.0 aperture lens and subject-tracking TriTech auto-focus for any distance and lighting clarity in just 0.03 seconds. With both optical and electronic image stabilization for blur-free shots and video, and color correction sensor for true color photography, forget everything you know about smartphone photography — the PixelMaster 3.0 revolution is here.
ASUS VisualMaster is a suite of exclusive visual enhancement technologies — including ASUS Tru2Life+ and ASUS TruVivid — that combine hardware and software to deliver an incredibly realistic visual experience.

ASUS Tru2Life+ Brings Rich Viewing Experience

ASUS Tru2Life+ technology accesses direct image processing technology found in 4K TV. Every pixel is optimized to deliver incredible contrast and sharpness for beautiful, true-to-life images. TruVivid uses the most advanced color management (CMC) algorithms for smooth, blue-free video that doesn’t wash out. With ASUS Tru2Life+ technology, it’s just beginning there.

Intelligent contrast

Intelligent contrast enhancement analyzes and optimizes each pixel in an image (before it is reproduced), ensuring more detail in the highlights and shadows to reveal the true beauty in your picture.

Sharpness optimization

Dramatically-enhanced detail for sharper, more vivid images.
SonicMaster 3.0 technology combines more audio innovations that you’ll find on any other smartphone—more volume, more quality and more effects. New five-magnet speakers are driven by a powerful NXP Smart AMP for expansive, high-volume output. When it’s time for immersive listening, the new ZenFone 3 Series is able to output certified high-resolution audio to compatible devices at 24-bit/192kHz or 4x CD quality! Then, ZenFone 3 Ultra ramp up the audio effects with DTS HeadphoneX™ to pump virtual 7.1-channel surround sound straight to your ears — another smartphone world first!
Zenfone 3 Deluxe


Every intricate detail of ZenFone 3 Deluxe determines what it is. A desirable meld of art and science that accords you an untouchable level of distinction. A smartphone where craftsmanship and technical brilliance combine to create a sleek, all-metal outlook with an antenna that’s not merely discreet — it’s entirely invisible. And then you look inside to find a 23MP camera with TriTech auto-focus and 6GB of memory. ZenFone 3 Deluxe is as determined, desirable and as distinguished those able to acquire it. ZenFone 3 Deluxe is your next ambition.

Desirable Appearance
- World’s 1st full metal unibody phone with invisible antenna design
- 5.7” FHD Super AMOLED Display with ASUS Tru2Life Technology
- 1.8mm Slim Bezel and 79% Screen to Body Ratio

Determined performance
- Qualcomm 14nm S820 Series Processor with up to 6GB RAM
- Support QuickCharge 3.0 & Type-C USB 3.1
- New 5-Magnet Speaker with High-Res Audio

Distinguished PixelMaster 3.0 camera
- 23/8MP rear & front PixelMaster 3.0 camera
- World’s best 0.03 second TriTech AF camera
- 4 axis OIS/3 axis EIS/Color Correction Sensor
The all-metal miracle with invisible antennas

Every smartphone needs antennas but radio waves won’t pass through metal — that’s why so many smartphones designs are marred by ugly gaps. But not ZenFone 3 Deluxe. Our world-class engineers’ pursuit of perfection and technical prowess ascend a new pinnacle with ZenFone 3 Deluxe, integrating the antennas in such a way as to make them invisible. The result is gapless beauty and uncompromised signal quality. A curved, diamond-cut wonder with an all-metal unibody that seems impossible — that’s ZenFone 3 Deluxe.
The journey to perfection

We start with finest aerospace-grade alloy, precision-milled with 0.14mm diamond-cutting technology to create the optimum balance of strength and sleekness for ZenFone 3 Deluxe’s all-metal frame. We then abrade the surface with a 0.125mm superfine sanding process, polishing it to a beautifully smooth finish — just one of the 240 precision steps it takes to create perfection.

So much screen, so much reality

To view ZenFone 3 Deluxe’s 5.7-inch display is to see new realities. With super bright, Super AMOLED technology, 1920 x 1080 Full-HD resolution, a 3,000,000:1 contrast, and a color gamut that’s greater than 100% of the NTSC color space, everything ZenFone 3 Deluxe displays looks as vibrant as real life — and with ASUS’ Tru2Life technology optimizing every pixel for maximum intensity. The display’s barely-there 1.3mm bezel gives a huge screen-to-body ratio of 79%, for a vast view in a smaller space. And with always-on technology, the screen keeps vital information in constant view for whenever you need it — without waking up the whole display.
Speed revolution

It seems impossible that something as beautiful as ZenFone 3 Deluxe (ZS570KL) could also deliver exceptional performance — but we’ve made the impossible possible. Its elegant beauty veils monstrous power, including a Snapdragon 820 series processor, up to 6GB memory and desktop-grade Adreno™ 530 graphics performance. ZenFone 3 Deluxe also has up to 600Mbps 4G LTE (Cat 13), any-way-up USB-C, rapid fingerprint security.
Fingerprint sensor with so much more

ZenFone 3 Deluxe’s rear fingerprint is perfectly positioned for the way you hold your phone. It unlocks ZenFone 3 Deluxe in a fraction of a second, and does so much more besides. Swipe your fingertip down across the sensor to summon the selfie camera, and then tap with your tip to take a picture: it’s like a second shutter button, right where you need it. You’re even able to answer incoming calls with a double-tap, or launch favorite apps with specific fingerprints — and you can store up to five!
Capture reality, fast and steady

Next-generation PixelMaster 3.0 lifts ZenFone 3 Deluxe’s photography far above the smartphone norm. To capture real-world authenticity, PixelMaster 3.0 packs a 23MP sensor, 92MP Super Resolution technology, large f/2.0 aperture lens and subject-tracking TriTech auto-focus for any distance and lighting clarity in just 0.03 seconds. With both optical and electronic image stabilization for blur-free shots and video, and color correction sensor for true color photography, forget everything you know about smartphone photography — the PixelMaster 3.0 revolution is here.

Ultra-fast 0.03s instant focus & subject tracking

ZenFone 3 Deluxe has something no other smartphone camera has — its exclusive TriTech auto-focus technology. For the first time in the smartphone world our engineers have combined three focusing technologies — laser, phase detection and continuous auto-focus — into one harmonious system. Resulting in a clear focus in just 0.03 seconds in varying conditions, for all scenarios — and at up to ten times (10x) faster than the blink of your eye.

23MP
Rear Camera

92MP
Super Resolution

f/2.0
Aperture

0.03s
TriTech AF

6P
Larger Lens

OIS & EIS
Picture & Video

Sapphire
Lens protection

0.03s
Laser AF

0.03s
Phase detection AF

Precise
Continuous AF
Steadily shot, shake-free photos and videos

While shooting photos, the four-axis optical image stabilizer (OIS) senses and prevents your hand movements from blurring photos. And for videos, a three-axis electronic image stabilizer (EIS) keeps your handheld videos rock steady.

3-axis EIS 4-axis OIS 8 direction OIS stabilization

6 direction EIS compensation 4 Stops OIS stabilization

Photos like the actual scenes

Photos will appear as realistic as you view them, with deep trench isolation technology preventing photons of light from leaking from one pixel on the sensor to another, resulting in clearer details. The color correction sensor detects unusually-bright subjects and makes them look natural in the resulting photo. These are complemented by the 4x Super Resolution feature which creates a single, extremely detailed photo, and Real-Time HDR that properly shows the resulting HDR photo as you frame it.

Deep Trench Isolation Technology

Color Correction Sensor

92 MP Super Resolution

Real-time HDR
Unrivalled smartphone audio with SonicMaster

When you listen with ZenFone 3 Deluxe you'll treat your ears to audio that you simply can't get from other smartphones — because only ZenFone 3 Deluxe has SonicMaster and Hi-Res Audio certification. With an advanced five-magnet speaker construction, metal voice coil and expansive sound chamber, you'll enjoy powerful, emotional audio in every scenario. When it's time for immersive listening, plug in your favorite compatible headphone or earbuds and experience true Hi-Res audio quality everywhere you go with ZenFone 3 Deluxe's studio-grade 24-bit/192kHz playback that's 4x better than CD quality!

- 5-magnet speaker
- 4x CD quality
Zenfone 3

Agility. Beauty. Clarity

Zenfone 3 is an agile, exquisite design inspired by the beauty of nature. A glass-and-metal wonder that captures the world with absolute clarity. An extraordinary smartphone for a life less ordinary.

Agility in Performance
- Qualcomm 14nm S625 2.0Ghz Processor with 4GB RAM
- Fingerprint Security Sensor
- New 5-Magnet Speakers with High-Res Audio

Beauty Inside and Outside
- Front and Rear 2.5D Contoured Corning® Gorilla® Glass
- 5.5” FHD Super IPS+ Display with 500nits Brightness
- 2.1mm Slim Bezel and 77.3% Screen to Body Ratio

Clarity in Every Shot
- 16/8MP Rear & Front PixelMaster 3.0 Camera
- World’s Best 0.03 Second TRI-Tech AF Camera
- 4 axis OIS/3 axis EIS/Color Correction Sensor
Exquisite design inspired by the beauty of nature

You've never felt diamond-like natural beauty with your whole hand. You've never felt precision-sculpted glass on both sides. You've never felt the aesthetic joy of Zen's signature concentric-circle pattern, or the tactile excitement of spun-cut etchings. All this because you've never felt ZenFone 3. It's time your senses felt exquisite design. It's time for ZenFone 3.

Zen design

2.5D
Contoured Corning “Gorilla” Glass

Moonlight Silver  Shimmer Gold  Aqua Blue  Sapphire Black
Fine craftsmanship, finest finish

ZenFone 3 is the definition of refined craftsmanship. Encased in contoured Corning® Gorilla® Glass and tapering to a thin 7.69mm, ZenFone 3 has a fluid, multi-dimensional design that’s finished with a diamond-cut chamfer. To hold ZenFone 3 is to appreciate a contemporary work of art — the passion of imagination realized.

Wide, bright and packed with detail

ZenFone 3 has a fabulous 5.5-in display with 1920 x 1080 Full HD resolution to show every detail, and intense 500 nits brightness for easy viewing even under the brightest light conditions. Indoors or out, everything you view is clear on ZenFone 3. And with an ultra-slim 2.1mm bezel and remarkable 77.3% screen-to-body ratio, it’s more display and less bulk!

| 500 nits | 77.3% |
| Brightness | Screen-to-body ratio |
| 2.1 mm | 1920 X 1080 |
| Slim bezel | Super IPS+ display |

0.18 mm Diamond-cut bezel
7.69 mm Thin
Capture reality, fast and steady

Next-generation PixelMaster 3.0 lifts Zenfone 3’s photography far above the smartphone norm. To capture real-world authenticity, PixelMaster 3.0 packs a 16MP sensor, large f/2.0-aperture lens and subject-tracking TriTech auto-focus for any distance and lighting clarity in just 0.03 seconds. With both optical and electronic image stabilization for blur-free shots and video, and color correction sensor for true color photography, forget everything you know about smartphone photography — the PixelMaster 3.0 revolution is here.

Ultra-fast 0.03s instant focus & subject tracking

Zenfone 3 has something no other smartphone camera has — its exclusive TriTech auto-focus technology. For the first time in the smartphone world, our engineers have combined three focusing technologies — laser, phase detection and continuous auto focus — into one harmonious system. Resulting a clear focus in just 0.03 seconds in varying conditions, for all scenarios — and at up to ten times (10x) faster than the blink of your eye!
Steadily shot, shake-free photos and videos

While shooting photos, the four-axis optical image stabilizer (OIS) senses and prevents your hand movements from blurring photos. And for videos, a three-axis electronic image stabilizer (EIS) keeps your handheld videos rock steady.

Photos like the actual scenes

Photos will appear as realistic as you view them, with deep trench isolation technology preventing photons of light from leaking from one pixel on the sensor to another, resulting in clearer details. The color correction sensor detects unusually-lit subjects and makes them look natural in the resulting photo. These are complemented by the 4x Super Resolution feature which creates a single, extremely detailed photo; and Real-time HDR that properly shows the resulting HDR photo as you frame it.

Deep Trench Isolation  
Color Correction  
64MP  
Real time

Technology  
Sensor  
Super Resolution  
HDR
Full speed on every front

It seems impossible that something as beautiful as ZenFone 3 could also deliver exceptional performance — but we’ve made the impossible possible. Its elegant beauty veils monstrous power, including a 64-bit, 2.0GHz octa-core Snapdragon™ 625 processor (14nm CPU with 35% lower Day of Use power), 4GB memory and desktop-grade Adreno™ 506 graphics performance. ZenFone 3 also has 300Mbps 4G LTE, any-way-up USB Type-C and rapid fingerprint security.

Fingerprint sensor with so much

ZenFone 3’s rear fingerprint is perfectly positioned for the way you hold your phone; it unlocks ZenFone 3 in a fraction of a second, and does so much more besides. Swipe your fingertip down across the sensor to summon the selfie camera, and then tap with your tip to take a picture; it’s like a second shutter button, right where you need it. You’re even able to answer incoming calls with a double-tap tap, or launch favorite apps with specific fingerprints — and you can store up to five.

S625
QUALCOMM Snapdragon CPU
14nm
CPU
506
Adreno GPU
35%
Better power efficient
4GB
RAM
300Mbps
Cat 6 LTE
Super-quick fingerprint security
Type-C
USB

0.2s
Unlock
5
Fingers Recognition
360°
Recognition
Multiple App
Integration

Cover glass
Fingerprint Sensor
Unrivalled smartphone audio with SonicMaster

When you listen with ZenFone 3 you’ll treat your ears to audio that you simply can’t get from other smartphones — because only ZenFone 3 has SonicMaster and High-Res Audio certification. With an advanced five-magnet speaker construction, metal voice coil and expansive sound chamber, you’ll enjoy powerful emotional audio in every scenario. When it’s time for immersive listening, plug in your favorite compatible headphone or earbuds and experience true High-Res audio quality everywhere you go with ZenFone 3’s studio-grade 24-bit/192kHz playback that’s 4x better than CD quality!
Zenfone 3 Ultra

Unleashed. Unlimited. Unrivalled

You live your life unleashed. You demand unlimited entertainment, and immersion that’s unrivalled. Audio that envelops you. Motion as smooth as reality. Color that’s as vivid as your imagination. Unleash unlimited possibilities with the unrivaled Zenfone 3 Ultra, and bring your dreams to life. *

Unleashed Visual Enjoyment

• ASUS Tru2Life+ Technology: World’s 1st with 4K TV Processor
• World’s 1st with DisplayPort over Type-C
• 6.8” FHD IPS Display with 79% Screen to Body Ratio

Unlimited Audio, Inside and Out

• World’s 1st with DTS Headphone:X for 7.1 Surround Sound
• New Dual 5-Magnet Speakers with High-Res Audio

Unrivalled Speed and Power

• Qualcomm Snapdragon 821 Octa-core Processor with 4GB RAM
• 4500mAh with Quick Charge 3.0
• Power Bank Mode for 3X Faster Reverse Charging

Unprecedented Camera

• 23MP Rear & Front PixelMaster 3.0 cameras
• World’s Best 0.03 Second Tri-tech AF Camera
• 4 axis OIS/3 axis EIS/Color Correction Sensor
The all-metal miracle with invisible antennas

Every smartphone needs antennas, but radio waves won’t pass through metal — that’s why so many smartphones designs are marred by ugly gaps. But not ZenFone 3 Ultra. Our world-class engineers’ pursuit of perfection and technical prowess ascend a new pinnacle with ZenFone 3 Ultra, integrating the antennas in such a way as to make them invisible. The result is gapless beauty and uncompromised signal quality. A sleek, diamond-cut wonder with an all-metal unibody that seems impossible — that’s ZenFone 3 Ultra.

6.8 mm
Thin edge

0.18 mm
Diamond-cut bevel

Invisible Antenna
Design
All your entertainment, upgraded

ZenFone 3 Ultra means mobile entertainment as you’ve never before experienced. With its incredible display, advanced speakers and multitude of advanced audiovisual technologies, you’ll enjoy vivid details, smooth motion and outstanding audio pleasures. You’re even able to transmit your favorite content to any screen with a high-quality DisplayPort connection through its USB-C port. You demand the best video, music, gaming, and reading experiences, so demand the best mobile entertainer — ZenFone 3 Ultra!

6.8” FHD
IPS display

Gorilla Glass 4
Cover glass

79%
Screen-to-body Ratio

DisplayPort
Over USB-C
Excite your eyes with 4K TV-grade optimization

ZenFone 3 Ultra is the world’s first smartphone with a dedicated display processor like those found in the latest 4K UHD TVs. We call this ASUS Tru2Life+ technology, and with good reason. Every pixel is optimized to deliver incredible contrast and sharpness for beautiful, true-to-life images. Tru2Life+ also has motion-estimation and motion-compensation (MEMC) algorithms for smooth, blur-free video that doesn’t judder. And, with a 95% NTSC color gamut and 400nits brightness, you’ll view with real-world vibrancy.

Tru2Life+
4K TV processor
200% Contrast level
95% NTSC

Impress your ears, inside and out

ZenFone 3 Ultra’s SonicMaster 3.0 technology combines more audio innovations that you’ll find on any other smartphone — more volume, more quality and more effects. Dual five-magnet speakers are driven by a powerful NXP Smart Amp for expansive, high-volume output. When it’s time for immersive listening, ZenFone 3 Ultra is able to output certified high-resolution audio to compatible devices at 24-bit/96kHz or 4x CD quality. Then, ramp up the audio effects with DTS HeadphoneX™ to pump virtual 7.1-channel surround sound straight to your ears — another smartphone world first!

New Dual
5 magnet Speakers
4x CD quality
7.1 channel Virtual surround
Ultra-fast 0.03s instant focus & subject tracking

ZenFone 3 Ultra has something no other smartphone camera has — its exclusive TriTech auto-focus technology. For the first time in the smartphone world, our engineers have combined three focusing technologies — laser, phase detection and continuous auto-focus — into one harmonious system. Resulting a clear focus in just 0.03 seconds in varying conditions, for all scenarios — and at up to ten times (10x) faster than the blink of your eye!

0.03s  
Laser AF

0.03s  
Phase detection AF

Precise  
Continuous AF

Capture reality, fast and steady

Next-generation PixelMaster 3.0 lifts ZenFone 3 Ultra’s photography far above the smartphone norm. To capture real-world authenticity, PixelMaster 3.0 packs a 23MP sensor, large f/2.0 aperture lens and subject-tracking TriTech auto-focus for any distance and lighting clarity in just 0.03 seconds. With both optical and electronic image stabilization for blur-free shots and video, and color correction sensor for true color photography, forget everything you know about smartphone photography — the PixelMaster 3.0 revolution is here.

23MP  
Rear Camera

92MP  
Super Resolution

6p  
Larger lens

0.03s  
TriTech AF

OIS & EIS  
Pictures & videos

f/2.0  
Aperture
Steadily shot, shake-free photos and videos

While shooting photos, the four-axis optical image stabilizer (OIS) senses and prevents your hand movements from blurring photos. And for videos, a three-axis electronic image stabilizer (EIS) keeps your handheld videos rock steady.

6 axis OIS sensor

4 axis EIS sensor

8 direction compensation

Photos like the actual scenes

Photos will appear as realistic as you view them, with deep trench isolation technology preventing photons of light from leaking from one pixel on the sensor to another, resulting in clearer details. The color correction sensor detects unusually lit subjects and makes them look natural in the resulting photo. These are complemented by the 4x Super Resolution feature which creates a single, extremely detailed photo: and Real-time HDR that properly shows the resulting HDR photo as you frame it.

92 MP Super resolution

Color Correction Sensor

Real time HDR

Deep Trench Isolation Technology
## Power revolution

With so many movies, music, and games available, you need long-lasting power — so ZenFone 3 Ultra has a 4600mAh battery with extreme 700Wh/L energy density. This means ZenFone 3 Ultra is thin, light and packed with power. You’ll also benefit from the latest Quick Charge 3.0 technology to accelerate the battery capacity to 60% in just 40 minutes, so you’ll wait less and do more. You can even use ZenFone 3 Ultra as a power bank to charge your other devices!

<table>
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<tr>
<th>Battery</th>
<th>4600mAh Capacity</th>
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<tr>
<td>Quick Charge</td>
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<tr>
<td>Power bank</td>
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<td>WiFi web browsing</td>
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## Speed revolution

It seems impossible that something as beautiful as ZenFone 3 Ultra could also deliver exceptional performance — but we’ve made the impossible possible. Its elegant beauty veils monstrous power, including a 64-bit octa-core Snapdragon™ 652 processor, 4GB memory and desktop-grade Adreno™ 510 graphics performance. ZenFone 3 Ultra also has 300Mbps 4G LTE and intuitive fingerprint security that unlocks ZenFone 3 Ultra in a fraction of a second — plus so much more besides.

<table>
<thead>
<tr>
<th>Qualcomm</th>
<th>S652 CPU</th>
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<tr>
<td>Adreno</td>
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<td>Octa-core</td>
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<td>Upto</td>
<td>300Mbps Cat.7 LTE</td>
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<tr>
<td>Fingerprint unlock</td>
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</table>
ASUS ZenUI™

New interface with added intelligence

Incredible hardware demands spectacular software — and that's ZenUI 3.0. ZenFone's sublime front end improves the standard interface in over 1,000 unique ways, and our latest edition includes brand-new ideas to brighten your outlook, improve productivity and make everyday life just that little bit more fun. See weather updates with real-time animations, or check the time with a stylish clock widget. Feel the depth of parallax scrolling as you swipe through your apps, and appreciate how the subtle frosting effect keeps your focus on the foreground. ZenUI 3.0 isn't just an interface — it's the best friend who accompanies you everywhere.
GameGenie

Game smart, win fast, stream smooth

Game Genie is a brand-new feature of ZenUI 3.0, and one that’s packed with brilliant features to enhance your playtime! Summon the pop-up search window to hunt for tips as you play, use the booster feature to speed up the action, or broadcast your gameplay live via YouTube or Twitch — if you think you’re good enough!
Your ZenFone 3 Premium Protection

We also designed ZenFone 3 flip covers that help to provide ZenFone 3 beautiful display from scrapes and scratches. The Folio Cover, specially designed for ZenFone 3 Ultra is a premium-crafted cover that folds in on itself to create an instant stand for your ZenFone Ultra while View Flip Cover series has an viewing window for instant alert on important messages and calls.
Zenfone 3 Deluxe


Model Name: ZS570KL

Design:
The world’s first metal body smartphone with invisible antenna design.

Camera feature:
- 13MP Super Resolution Mode
- Advanced Lowlight Realtime HDR

Camera feature (cont.):
- 12 seconds long exposure
- Selfie beautification mode
- Manual Mode

Connectivity:
- Bluetooth 4.2
- Type C USB 3.0 (10X faster data transfer)
- Rear fingerprint security sensor

Display, Resolution:
- 5.7" FHD AMOLED display (1920x1080)

CPU:
- Qualcomm Snapdragon 625, 2.0GHz

GPU:
- Adreno 506

Memory (RAM / ROM):
- Up to 4GB RAM / Up to 64GB ROM with UFS 2.0 (10X faster data transfer)

Battery:
- 3000 mAh with Quick Charge 3.0

Design:
- Premium-crafted metallic diamond-cut
- Exquisite front side Zen pattern inspired by the beauty of nature

Model Name: ZE552KL

Design:
- Front and rear 2.5D contoured Corning® Gorilla® Glass
- 3A stainless steel for best protection

Connectivity:
- Bluetooth 4.2

Display, Resolution:
- 5.5" FHD Super IPS+ display (1920x1080)

CPU:
- Qualcomm Octa-core 14nm Snapdragon 625, 2.0GHz

GPU:
- Adreno 506

Memory (RAM / ROM):
- Up to 4GB RAM / Up to 64GB ROM

Battery:
- 3000 mAh

Design:
- Front and rear 2.5D contoured Corning® Gorilla® Glass
- Ultra-fast 0.03s instant focus and subject tracking

Camera feature:
- 16MP PixelMaster Camera (Sony IMX298), f/2.0 aperture, 85˚ wide view angle

Color:
- Titanium Gray
- Glacier Silver
- Sand Gold

Audio:
- Hi-Res Audio 192kHz/24bit standard that is 4 times better than CD quality

### Model Name
- ZU680KL

### Design
- The world’s first full metal body smartphone with invisible antenna design
- Thickness: 6.8mm (all flat)
- Slim bezel (2.4mm) and 79% S to B ratio
- Premium crafted metallic diamond-cut

### Display & Resolution
- 6.8” FHD+ display
- NTSC 99%
- Tru2Life+ Technology: World’s 1st smartphone with 4K TV-grade image processor for amazing contrast, sharpness and blur-free motion
- Corning® Gorilla® Glass 4 cover glass for best protection
- Full lamination display with ASUS TruVivid technology delivers outstanding brightness and clarity

### CPU
- Qualcomm® Octa-core Snapdragon 652, 1.8GHz

### GPU
- Adreno 510

### Memory(RAM / ROM)
- 4GB RAM, up to 128GB ROM

### Front Camera
- 8MP PixelMaster Camera, f/2.0 aperture, 85° wide view angle
- HDR/Lowlight Selfie

### Rear Camera
- 23MP PixelMaster Camera (Sony IMX318), f/2.0 aperture, 6p Largan lens
- 4-axes, 4-stops Optical Image Stabilization for steady photos
- 3-axis Electronic Image Stabilization for shake-free videos
- 0.03s instant focus and subject tracking TriTech AF system:
  - Phase Detection auto Focus
  - 2nd generation Laser auto focus
  - Continuous auto focus (subject tracking)
- 4K video recording
- Color correction (RGB) sensor for the best white balance and natural-looking colors
- Dual-LED real time flash

### Camera feature
- 92MP Super Resolution Mode
- Advanced Lowlight Realtime HDR
- 32 seconds long exposure
- Selfie beautification mode
- Manual Mode

### Wireless
- Wi-Fi 802.11 ac, dual-band, Wi-Fi Direct, hotspot
- CAT 6 LTE 300/50Mbps (download/upload)

### Connectivity
- Bluetooth 4.2
- Type C USB (Supports HDMI DisplayPort over Type C)
- Fingerprint sensor

### SIM card and SD slot
- slot1: Micro sim (SIM4G)
- slot2: Nano sim (SIM4G) / Micro SD

### GPS
- GPS, AGPS, GLONASS, BDS

### OS
- Android M with ZenUI 3.0

### Battery
- 4600mAh with Qualcomm Quick Charge 3.0
- Power Bank Mode for 3x faster reverse charging

### Audio
- Dual FVH magnet speakers for louder sound volume and less distortion
- World’s 1st smartphone with DTS Headphone:X™ for virtual 7.1 surround sound
- Hi-Res Audio 192kHz/24-bit standard that is 4 times better than CD quality
- NXP Smart AMP technology delivers up to 4x sound volume

### Color
- Titanium Gray
- Glacier Silver
- Rose Gold

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*Please check compatibility with local carriers if intending to use your ASUS phone outside the original purchase region.*

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* zhutong® Gorilla® Glass 4 /zhutong® Gorilla® Glass 4/*
**Ultra-fast 0.03 sec laser auto-focus**

**Model Name**: ZC551KL

**Design**
- 2.5D contoured Corning® Gorilla® Glasses
- Premium-crafted metallic design
- Slim bezel and 77% S to B ratio
- 7.9mm thin

**Display, Resolution**
- 5.5" FHD display: 1920 x 1080
- 400nits brightness

**CPU**
- 64-bit Qualcomm Octa-Core Snapdragon 430, 1.4GHz

**GPU**
- Adreno 510

**Memory (RAM / ROM)**
- Up to 4GB RAM / Up to 32GB ROM

**Front Camera**
- 8MP PixelMaster Camera, f/2.0 aperture, 89˚ wide view angle

**Rear Camera**
- 13MP PixelMaster Camera (Sony IMX214), f/2.0 aperture

**Camera feature**
- 52MP Super Resolution Mode

**Audio**
- New 5 Magnet Structure Speaker for louder sound and less distortion

**Wireless**
- Wi-Fi 802.11, dual-band, Wi-Fi Direct, hotspot
- LTE Cat 4 (DL/UL): 150/50 Mbps

**Connectivity**
- Bluetooth 4.0
- NFC

**SIM card and SD slot**
- Slot1: Micro SD / Nano sim (4G/2G)
- Slot2: Micro SD (4G/2G) / Micro SD up to 128GB

**Battery**
- 3000 mAh

**Wireless**
- Wi-Fi 802.11 b/g/n, Wi-Fi Direct, hotspot
- CAT 4: 150/50 Mbps (download/upload)

**Connectivity**
- Bluetooth 4.0
- NFC

**SIM card and SD slot**
- Slot1: Micro SD (4G/4G)
- Slot2: Micro SD (4G/4G) / Micro SD

**Battery**
- Typical: 4130mAh / Min: 4030mAh

**Audio**
- ICEpower enhanced speaker
- Dual Microphone with Noise Cancellation
- Audio Wizard for enhanced audio experience

**Color**
- Titanium Gray
- Glacier Silver
- Sand Gold

Zenfone™ 3 Deluxe

Desirable Appearance
- World’s 1st full metal unibody phone with invisible antenna design
- 5.7” FHD Super AMOLED Display with ASUS Tru2Life Technology
- 1.3mm Slim Bezel and 79% Screen to Body Ratio

Determined performance
- Qualcomm 14nm S820 Series Processor with up to 6GB RAM
- Support QuickCharge 3.0 & Type-C USB 3.0
- New Dual 5-Magnet Speakers with High-Res Audio

Distinguished PixelMaster 3.0 camera
- 23/8MP front & rear PixelMaster 3.0 cameras
- World’s best 0.03 second TriTech AF camera
- 4 axis OIS/3 axis EIS/Color Correction Sensor