

ASUS ZenFone Guide

COMPUTEX TAIPEI 2016

Zenfone™ **3**
Agility. Beauty. Clarity



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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The background of the advertisement is a composite image. The upper portion features a deep blue space scene with a vibrant blue nebula and numerous white stars. The lower portion shows a bright blue horizon line, likely representing the Earth's surface as seen from space. A silver ZenFone smartphone is positioned diagonally across the frame, from the bottom left towards the top center. The phone's screen displays the same space scene as the background, creating a seamless visual transition. The phone's design is sleek, with a thin bezel and a metallic finish.

Zenfone™

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 life time

Together we are unstoppable
Together we See What Others Can't See

We are ZenFone

ASUS ZenFone Won Over 627 Awards Globally!



"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, great 13-megapixel rear camera (5-megapixel front for panoramic selfies); support two SIM cards and networks up to 4G; wide navigation capabilities; 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 2400mAh battery is amazing. In terms of performance, it deals with the everyday stuff without delay. Add to this a striking design, excellent screen and updated Android 5.0 interface — it's really an attractive price."

Tutto Android, Russia - 10/2015



"ZenFone Selfie is quite similar to ZenFone 2 (ZE551ML), with a 13MP front camera. It performs well in all areas. In low light, the ZenFone is one of the best and reveals detail without electronic noise to spoil the party. It easily surpasses the iPhone 6 Plus and Galaxy S6."

Les Numeriques, Germany - 09/2015



"ASUS ZenFone 2 Deluxe is a beautiful piece with tough hardware that allows you to run multiple apps and games. In this price range, only ASUS gives the option of 4GB RAM capacity, which is enough to give you lag-free performance."

PC Quest, India - 09/2015



"ASUS ZenFone 2 Laser is an interesting device that incorporates a laser sensor for focus. Based on the price you can find it online it's a smartphone with an excellent quality/price ratio. This ASUS product is a best buy!"

Tutto Android, Italy - 10/2015



"ASUS ZenFone Selfie reaffirms how ASUS did a very good job this year. From both the hardware and software points of view we find a complete, balanced, mature, well-maintained product. A very good mid-range product."

HD Blog, Italy - 10/2015



"ZenFone Selfie's front camera has a wide-angle lens, [Real Tone] flash, and 13 megapixels — and these give the Selfie an edge against the iPhone 6 Plus and LG G4 when it comes to taking selfies."

Swirling Over Coffee, Phillipine - 09/2015



"The laser-assisted focusing mechanism which gives the device its name is really quick and combined with lightning-fast shutter response, the ZenFone 2 Laser has a very fast camera."

Hindu Business Line, India - 09/2015



"The brand-new laser auto focus feature greatly reduces blurring and enhances image stabilisation, and the Low Light mode employs pixel-merging technology to capture up to 400%-brighter photos at night or in lowlight scenes — all without the need for a flash."

The Financial Express, India - 10/2015

"The new ZenFone 2 boasts excellent specs at an affordable price."

Reviewed.com, USA - 01/2015

"The ZenFone is back for a second run, bigger and better than ever."

Android Central's Top Pick for CES 2015, USA - 01/2015

"The positives of the ASUS ZenFone 2 Laser far outweigh the negatives, and if value for money is what you are looking for, this device is certainly a very compelling option."

Android Authority, USA - 11/2015



"The performance, features and quality components, such as the display, put the ZenFone 2 in the same place as the most successful phones from other brands."

Computer Hoy, Spain - 10/2015



"ASUS ZenFone 2's Intel chip in combination with 4GB RAM ensures good performance, the display is pleasing and the camera is very great for experimenting."

Area Mobile, Germany - 10/2015



"ASUS ZenFone Selfie is a device with an excellent signal reception and has a very good battery life. The system is very fluid, and the sound is quite powerful."

Batista 70 Phone, Italy - 10/2015



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

The Times of India, India - 08/2015



"ASUS ZenFone 2 is a remarkable device in every respect, starting with the low cost."

O Globo, Brazil - 08/2015



"ASUS ZenFone 2 convinces with its performance, good battery life and its ecosystem."

Engadget, Spain - 10/2015



"ASUS ZenFone Selfie is definitely the best smartphone on the market for taking selfies."

Android World, Italy - 11/2015



"ASUS ZenFone Selfie has an excellent camera, and left us with very good feelings about its performance."

Expansion, Spain - 10/2015



"Most impressive [about ASUS ZenFone 2] is the performance of the quad-core CPU and the amount of RAM."

TviPlayer, Portugal - 09/2015



"If you happen to be really into selfies, the ZenFone Selfie does the job well thanks to its 13MP front auto-focus camera."

Soyacincanau, Malaysia - 09/2015



"ASUS ZenFone 2: Stability and customization on a smartphone that gives you more than pay for it."

Xataka, Spain - 11/2015



"If you are a selfie-lover, then the ASUS ZenFone Selfie is definitely going to appeal to you."

Pokde, Malaysia - 09/2015



"When you want to capture quick photos, ZenFone 2 Laser outshines other phones."

Hungry Geeks, Phillipine - 10/2015



"ZenFone 2 Laser is an option for those who likes good quality in a nice price."

Tabletowo, Poland - 09/2015



"ASUS ZenFone 2 has raised the profile of SIM-free devices in Japan."

Keitai Watch, Japan - 04/2015



"The new wonderful technological device, ASUS ZenFone 2."

Redmasnoticias, Columbia - 10/2015

"The price looks like an utter steal for such insane tech specs, and we can't wait to see carriers release the device."

Androidorigin, USA - 01/2015

"Delivering high performance without crashes or slowness, ASUS ZenFone 2 hits the market with a very great price."

Adrenaline, Brazil - 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.



VisualMaster 3.0

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+

ASUS
TruVivid

ASUS
Bluelight Filter

IPS
Display

ASUS
Splendid



ASUS Tru2Life+ Brings Rich Viewing Experience

ASUS Tru2Life+ technology uses the latest image processing technology found on 4K TVs. 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. With ASUS Tru2Life+ technology, it's just like being there.

Intelligent contrast

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

200%
WIDER CONTRAST LEVELS



WITH Tru2Life+

WITHOUT

Sharpness optimization

Dramatically enhanced detail for sharper, more lifelike images.



WITH Tru2Life+

WITHOUT

SonicMaster 3.0

Impress your ears with cinematic 3D surround

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 Headphone:X™ to pump virtual 7.1-channel surround sound straight to your ears — another smartphone world first!



Zenfone™ 3 Deluxe

Determined. Desirable. Distinguished.

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
- 1.3mm 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 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.

Invisible
Antenna

design

4.2mm

thin edge

0.14mm

diamond-cut bevel





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 hyperfine 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.

1.3mm
slim bezel

79%
screen-to-body ratio

Tru2Life
technology

Gorilla Glass 4
cover glass

Super AMOLED
FHD display

3,000,000 : 1
contrast ratio



Speed revolution

It seems impossible that something as beautiful as ZenFone 3 Deluxe (Z5570KL) 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.

Qualcomm
S820 Series
CPU

2.3GHz
CPU

14nm
CPU

Up to
6GB
RAM

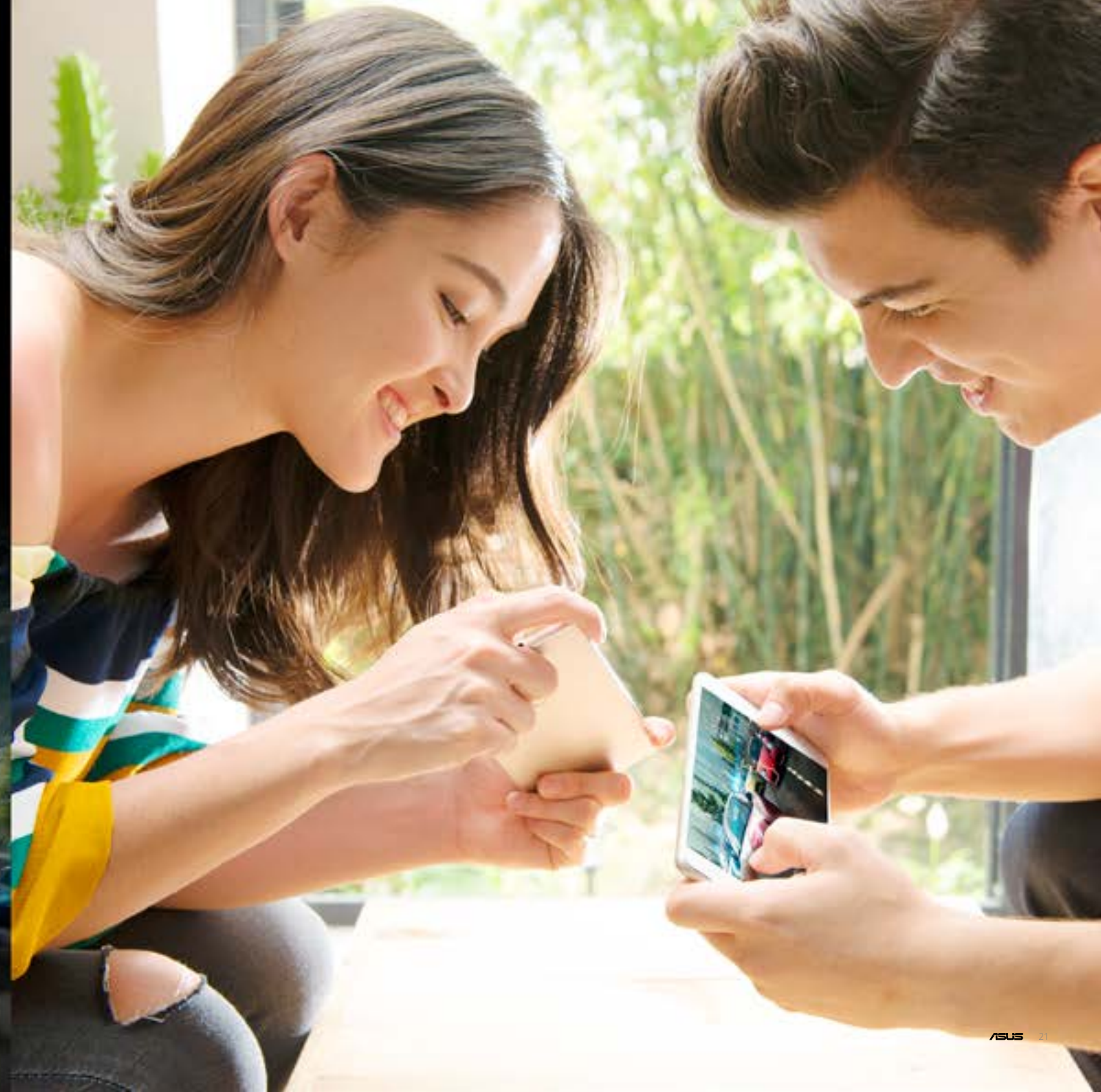
Up to
256GB
UFS 2.0 ROM

Adreno
530
GPU

Up to
600Mbps
Cat 13 LTE

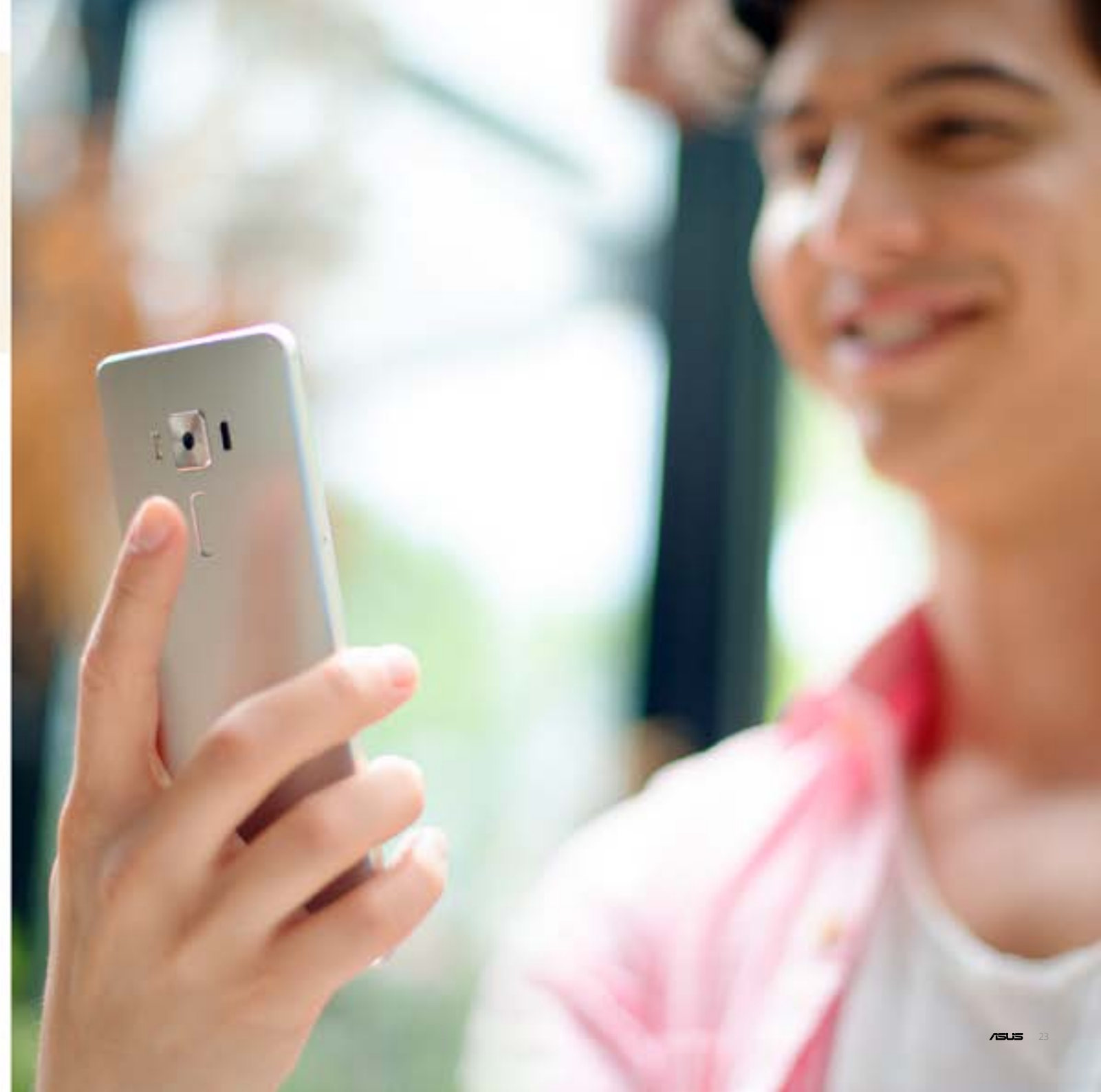
USB-C
3.0
Port

Quick Charge
3.0



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.

23MP

Rear Camera

92MP

Super Resolution

f/2.0

Aperture

0.03s

TriTech AF

6P

Largan lens

OIS & EIS

Pictures & Videos

Sapphire

Lens protection



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 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



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 compensation

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-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

Technology

Color Correction

Sensor

92MP

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 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 Deluxe's studio-grade 24-bit/192kHz playback that's 4x better than CD quality!

New

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 TriTech 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

Front & Rear

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.



0.18_{mm}
Diamond-cut bevel

7.69_{mm}
Thin

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 500nits 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}
Brightness

77.3%
Screen-to-body ratio

2.1_{mm}
Slim bezel

1920 X 1080
Super IPS+ display



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.

16MP

Rear Camera

4k

Video recording

6 ϕ

Largan lens

0.03s

TriTech AF

f/2.0

Aperture

OIS & EIS

Pictures & videos

Sapphire

Lens protection

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!

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

4 Stops
OIS stabilization

8 direction
OIS compensation

6 direction
EIS 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.

Deep Trench
Isolation
Technology

Color
Correction
Sensor

64MP
Super Resolution

Real
time
HDR



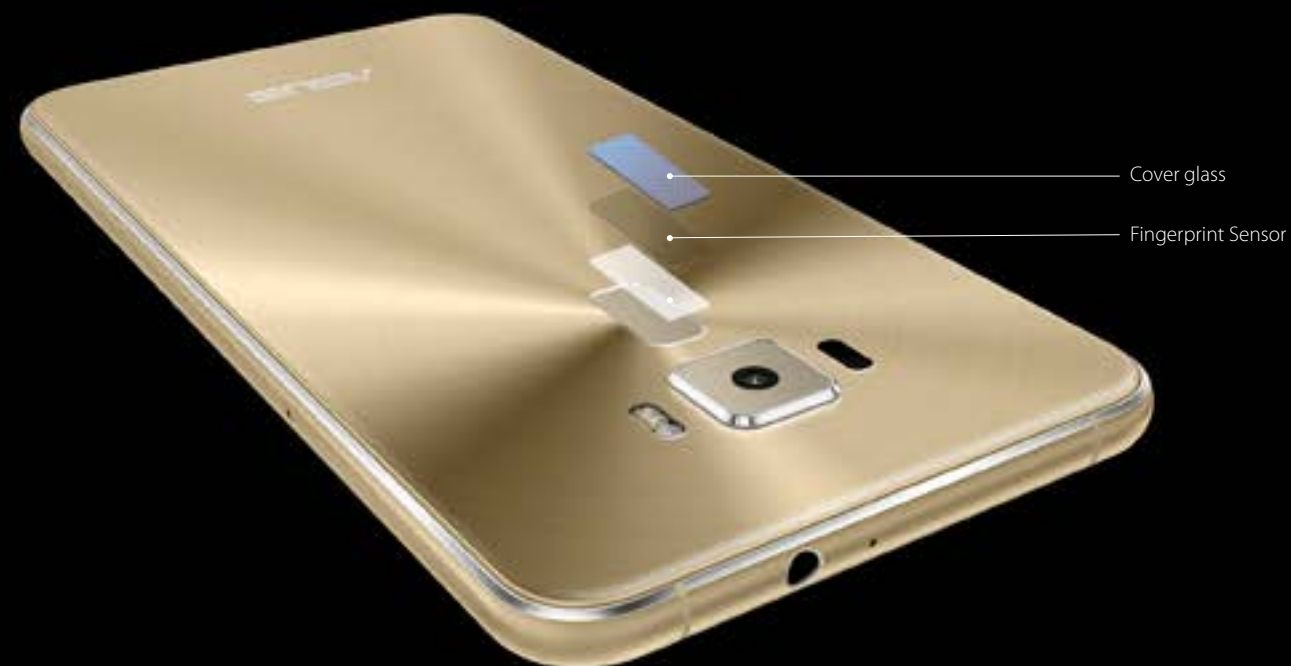
Full speed on every front

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-tip tap, or launch favorite apps with specific fingerprints — and you can store up to five!



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!

New
5-Magnet
Speaker



4X CD Quality



Zenfone™ 3 Ultra

Unleashed.Unlimited.Unrivaled

You live your life unleashed. You demand unlimited entertainment, and immersion that's unrivaled. 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

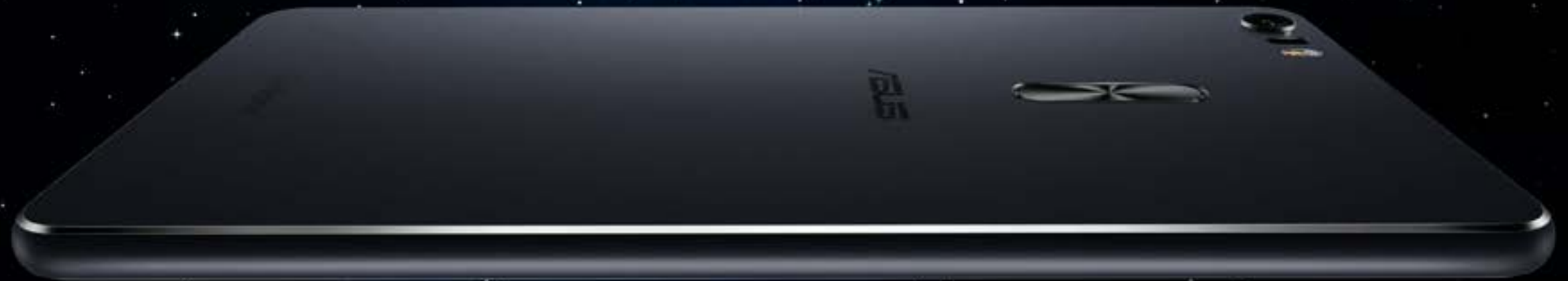
- World's 1st with DTS Headphone:X for 7.1 Surround Sound
- New Dual 5-Magnet Speakers with High-Res Audio

Unrivaled Speed and Power

- Qualcomm S652 Octa-core Processor with 4GB RAM
- 4600mAh with Quick Charge 3.0
- Power Bank Mode for 3X Faster Reverse Charging

Unprecedented Camera

- 23/8MP Rear & Front PixelMaster 3.0 cameras
- 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 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.

6.8mm
Thin edge

0.18mm
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/192kHz, or 4x CD quality! Then, ramp up the audio effects with DTS Headphone:X™ 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
Largan 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!

Battery
4600mAh
Capacity

Quick Charge
3.0
60% charged in
40 mins

Up to
34hr
3G talk time

Power bank
3x
Speed

Up to
11.5hr
Wi-Fi web browsing

Up to
11.5hr
Video playback



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.

Qualcomm
S652
CPU

4GB
RAM

Adreno
510
GPU

Octa-core
64-bit
CPU

Up to
300Mbps
Cat 7 LTE

0.2s
fingerprint unlock





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

Determined. Desirable. Distinguished.

Model Name	· ZS570KL	Wireless	· WIFI 802.11ac , 5G/2.4G MiMO Wifi · Cat 13* LTE 600/150Mbps (download/upload) , 3CA <small>*Cat 13 only available in certain region.The rest with CAT 12</small>
Design	· The world's first full metal body smartphone with invisible antenna design · Slim bezel (1.3mm) and 79% S to B ratio · Exquisite front side Zen pattern · Thinnest edge 4.2mm · Premium-crafted metallic diamond-cut	Connectivity	· bluetooth 4.2 · Type C USB 3.0 (10X fater data transfer) · Rear finger security print sensor
Display, Resolution	· 5.7" FHD AMOLED display : · NTSC over 100% /3,000,000 : 1 dynamic contrast · Tru2life technology for high contrast and outdoor readable · Corning® Gorilla® Glass 4 cover glass for best protection	SIM card and SD slot	· slot1:Micro sim (3G/4G) · slot2:Nano sim (3G/4G) / Micro SD
CPU	· Qualcomm 14nm Snapdragon 820 Series processor	GPS	· GPS, AGPS, GLONESS, BEIDOU
GPU	· Adreno 530	OS	· Android M with lastest ZenUI 3.0
Memory(RAM / ROM)	· Up to 6GB RAM / Up to 256GB ROM with UFS 2.0 (10X faster data transfer)	Battery	· 3000 mAh with Quick Charge 3.0
Front Camera	· 8MP PixelMaster Camera, f/2.0 aperture, 85° wide view angle · HDR/Lowlight Selfie	Audio	· Hi-Res Audio 192kHz/24-bit standard that is 4 times better than CD quality · New 5 Magnet Structure Speaker for louder sound and less distortion · NXP Smart AMP technology delivers up to 4X sound volume
Rear Camera	· 23MP PixelMaster Camera (Sony IMX318), f/2.0 aperture, 6p Largan lens ,Sapphire cover glass · 4-axis, 4 stops Optical Image Stabilization for steady photos · 3-axis Electronic Image Stabilization for shake-free videos · Ultra-fast 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 tone flash	Color	· Titanium Gray · Glacier Silver · Sand Gold
Camera feature	· 92MP Super Resolution Mode · Advanced Lowlight /Real time HDR · 32 seconds long exposure · Selfie beautification mode · Manual Mode		

*ASUS phone 4G / LTE band compatibility varies by region.
Please check compatibility with local carriers if intending to use your ASUS phone outside the original purchase region.

Zenfone™ 3

Agility. Beauty. Clarity.

Model Name	· ZE552KL	Wireless	· Wi-Fi 802.11 ac, dual-band, Wi-Fi Direct, hotspot · CAT 6* LTE 300/50Mbps (download/upload) <small>*Only available in TW, HK and JP. The rest with CAT. 4</small>
Design	· Front and rear 2.5D contoured Corning® Gorilla® Glasses with metallic frame · Slim bezel (2.1mm) and 77.3% S to B ratio. · Exquisite Zen pattern inspired by the beauty of nature · Premium-crafted metallic diamond-cut · 7.69mm thin	Connectivity	· bluetooth 4.2 · Type C USB · Rear fingerprint security sensor
Display, Resolution	· 5.5" FHD Super IPS+ display : 500nits brightness for outdoor readable · 2.5D contoured Corning® Gorilla® Glass	SIM card and SD slot	· slot1:Micro sim (3G/4G) · slot2:Nano sim (3G/4G) / Micro SD
CPU	· Qualcomm Octa-core 14nm Snapdragon 625, 2.0Ghz	GPS	· GPS, AGPS, GLONASS, BEIDOU
GPU	· Adreno 506	OS	· Android M with ZenUI 3.0
Memory(RAM / ROM)	· Up to 4GB RAM / Up to 64GB ROM	Battery	· 3000 mAh
Front Camera	· 8MP PixelMaster Camera, f/2.0 aperture, 85° wide view angle · HDR/Lowlight Selfie	Audio	· Hi-Res Audio 192kHz/24-bit standard that is 4 times better than CD quality · New 5 Magnet Structure Speaker for louder sound and less distortion · NXP Smart AMP technology delivers up to 4X sound volume
Rear Camera	· 16MP PixelMaster Camera (Sony IMX298), f/2.0 aperture, 6p Largan lens ,Sapphire cover glass · 4-axis, 4 stops Optical Image Stabilization for steady photos · 3-axis Electronic Image Stabilization for shake-free videos · Ultra-fast 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 tone flash	Color	· Shimmer Gold · Aqua Blue · Sapphire Black · Moonlight White
Camera feature	· 64MP Super Resolution Mode · Advanced Lowlight /Real time HDR · 32 seconds long exposure · Selfie beautification mode · Manual Mode		

*ASUS phone 4G / LTE band compatibility varies by region.
Please check compatibility with local carriers if intending to use your ASUS phone outside the original purchase region.



Zenfone™ 3 Ultra

Unleashed . Unlimited . Unrivaed .



Model Name	· ZU680KL	Wireless	· Wi-Fi 802.11 ac, dual-band, Wi-Fi Direct, hotspot · CAT 6 LTE, 300/50Mbps (download/upload)
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	Connectivity	· bluetooth 4.2 · Type C USB (Supports HDMI DisplayPort over Type C) · Front fingerprint sensor
Display, Resolution	· 6.8" FHD IPS display · NTSC 95% · 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	SIM card and SD slot	· slot1:Micro sim (3G/4G) · slot2:Nano sim (3G/4G) / Micro SD
CPU	· Qualcomm Octa-core Snapdragon 652, 1.8Ghz	GPS	· GPS, AGPS, GLONASS, BEIDOU
GPU	· Adreno 510	OS	· Android M with ZenUI 3.0
Memory(RAM / ROM)	· Up to 4GB RAM , up to 128GB ROM	Battery	· 4600mAh with Qualcomm Quick Charge 3.0 · Power Bank Mode for 3X Faster Reverse Charging
Front Camera	· 8MP PixelMaster Camera, f/2.0 aperture , 85° wide view angle · HDR/Lowlight Selfie	Audio	· Dual FIVE-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
Rear Camera	· 23MP PixelMaster Camera (Sony IMX318), f/2.0 aperture , 6p Largan lens · 4-axis, 4 stops Optical Image Stabilization for steady photos · 3-axis Electronic Image Stabilization for shake-free videos · Ultra-fast 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 tone flash	Color	· Titanium Gray · Glacier Silver · Rose Gold
Camera feature	· 92MP Super Resolution Mode · Advanced Lowlight /Real time HDR · 32 seconds long exposure · Selfie beautification mode · Manual Mode		

*ASUS phone 4G / LTE band compatibility varies by region.
Please check compatibility with local carriers if intending to use your ASUS phone outside the original purchase region.



Zenfone™ 3 Laser

Ultra-fast 0.03 sec laser auto-focus

Model Name	· ZC551KL	Wireless	· Wi-Fi 802.11, dual-band, Wi-Fi Direct, hotspot · LTE Cat4 (DL/UL): 150/50 Mbps
Design	· Front 2.5D contoured Corning® Gorilla® Glasses · Premium-crafted metallic design · Slim bezel and 77% S to B ratio · 7.9mm thin	Connectivity	· Bluetooth 4.0 · Micro USB · Rear fingerprint security sensor
Display, Resolution	· 5.5" FHD display : 1920 x 1080 · 400nits brightness · 2.5D contoured Corning® Gorilla® Glass display for best screen protection	SIM card and SD slot	· slot1:Micro sim / Nano sim (4G/2G) · slot2:Micro sim (4G/2G) / Micro SD up to 128GB
CPU	· 64bit Qualcomm Octa-Core Snapdragon 430, 1.4GHz	GPS	· GPS, AGPS, GLONESS, BEIDOU
GPU	· Adreno 505	OS	· Android M with ZenUI 3.0
Memory(RAM / ROM)	· Up to 4GB RAM / Up to 32GB ROM	Battery	· 3000 mAh
Front Camera	· 8MP PixelMaster Camera , f/2.0 aperture, 89° wide view angle · HDR / Lowlight Selfie	Audio	· New 5 Magnet Structure Speaker for louder sound and less distortion · ICEpower · Codec audio
Rear Camera	· 13MP PixelMaster Camera (Sony IMX214) · f/2.0 aperture · 2nd generation 0.03s laser auto focus · Color correction (RGB) sensor for the best white balance and natural-looking colors · Dual-LED real tone flash · Electornic image stabilization for the best steady video · FHD video recording	Color	· Glacier silver · Sand gold
Camera feature	· 52MP Super Resolution Mode · Advanced Lowlight / Real-time HDR · 32 seconds long exposure · Selife beautification mode · Manual mode		

Zenfone™ 3 Max

Maximized battery. Metallic beauty.

Model Name	· ZC502TL	Wireless	· Wi-Fi 802.11 b/g/n, Wi-Fi Direct, hotspot · CAT. 4. 150/50Mbps (download/upload)
Design	· Premium-crafted metallic design with 2.5D contoured glass · Slim bezel (2.25mm) and 75% S to B ratio. · Exquisite Zen pattern inspired buttons	Connectivity	· Bluetooth 4.0 · Micro USB · Rear fingerprint security sensor
Display, Resolution	· 5.2" HD high definition display · 400nits brightness · 2.5D contoured glass	SIM card and SD slot	· slot1:Micro sim (3G/4G) · slot2:Micro sim (3G/4G)/Micro SD
CPU	· Quad-core 64-bit processor, 1.45GHz	GPS	· GPS, AGPS, GLONESS, BEIDOU
GPU	· Mali T720	OS	· Android M with ZenUI 3.0
Memory(RAM / ROM)	· Up to 3GB RAM / Up to 32GB ROM	Battery	· Typical: 4130mAh / Min: 4030mAh · Reverse Charging · Super Saving mode
Front Camera	· 5M PixelMaster Camera, f/2.0 aperture · HDR / Lowlight / Beautification mode	Audio	· ICEpower enhanced speaker · Dual Microphone with Noise Cancellation · Audio Wizard for enhanced audio experience
Rear Camera	· 13MP PixelMaster Camera, 5p Largan lens	Color	· Titanium Gray · Glacier Silver · Sand Gold
Camera feature	· 52MP Super Resolution · Backlight HDR mode · Low Light mode · Manual mode · Selfie Panorama mode · Beautification · Panorama · Time Lapse		

Zenfone 3[™] Deluxe

Determined. Desirable. Distinguished.



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