ASUS ZenFone 3
Product Guide

Agility in Performance
• Qualcomm® SD625 2.0Ghz 14nm CPU
• Fingerprint Security Sensor
• High-Res Audio with New 5-Magnet Speakers

Beauty Inside and Outside
• Front and Rear 2.5D Contoured Corning® Gorilla® Glass
• Up to 5.5” FHD Super IPS+ Display with 600nits Brightness

Clarity in Every Shot
• 16MP PixelMaster 3.0 Camera with 0.03 Second TriTech Focus System
• 4 axis OIS / 3 axis EIS / Color Correction Sensor

ZenFone™ 3
Built for Photography
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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
They always say, “don’t put off until tomorrow, what you can do today”. But, in our extremely fast paced and busy lives, we sometimes spend more time thinking about next month, next year, next... whenever, than we do right this very moment. And while it’s great to dream of what is yet to come, don’t we owe it to ourselves to live in the here and now? To experience and enjoy all the incredible things life has to offer?

At ASUS, we certainly think so, and that is why we developed the ZenFone 3. A premium design, next generation smartphone that offers you all the style, power and innovation you need to truly unlock your passions, right now!

So, what are you waiting for?

Explore your passions and realize... Incredible is Now!
ASUS ZenFone has won over 649 awards globally!!!

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 – but hundreds. In fact, to date ZenFone has been awarded over 649 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 so special.

Quotes from medias

"ASUS's ZenFone 3 looks and feels twice its price." - Engadget

"The metal edges of the Zenfone 3 are sandblasted which makes them feel almost velvety to the touch. The fingerprint sensor is well positioned on the back and was easy enough to reach." – Mobile Geeks

"ASUS ZenFone 3 crams plenty of great features into a new glass-clad chassis." – CNet

"ASUS ZenFone 3 Deluxe Redefines Android Superphone Category." – Forbes

"The craziest new Android flagship you’ve ever seen does the one thing the iPhone 7 can’t." – BGR

“If you’re due for a smartphone upgrade, the ZenFone 3 Deluxe is a device to keep your eyes on.” – CNet

Achievements

"ASUS ranked in No. 3 in APeC Android smartphone market" – Yr.2015

"ASUS ranked in No. 2 in SEA Android smartphone market." – Yr.2015 (SEA includes Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam.)

"ASUS ranked in No. 2 in Malaysia Android smartphone market"

"ASUS ranked in No. 2 in Indonesia Android smartphone market."

"ASUS ranked in No. 1 in Taiwan Android smartphone market for 2 consecutive years."

"ASUS ranked in No. 1 in Japan SIM-FREE smartphone market."
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 23 MegaPixel / 16 MegaPixel sensor, 92 MegaPixel / 64 MegaPixel 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.

FAST

2nd Gen Laser AF | Advanced PDAF | Continuous AF

STEADY

4-axis OIS | 3-axis EIS

REALISTIC

Deep Trench Isolation technology | Super Resolution mode | Real-time HDR

Color Correction sensor | 32 sec long exposure | 20 camera modes

Dual LED real-tone flashes | 4K UHD video recording
ZenFone 3 Series 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!
Light-speed shots with 2\textsuperscript{nd} gen laser AF

ZenFone 3 Series’ rear camera has laser auto-focus technology that achieves focus for close-up subjects in just 0.03 seconds, and it’s magnificent under low light conditions. It works by firing a laser beam to measure distances at lightning speed, and then makes fast lens adjustments for near-instant focus.

as fast as \(0.03\text{sec}\)
Advanced Phase Detection Auto Focus

ZenFone 3 Series has pro-style phase detection auto-focus for accurate, ultra-fast clarity of moving subjects and in bright lighting. This DSLR-style technology detects the paths of incoming light rays, adjusting the lens to bring the focal points together — delivering auto-focus that’s as rapid as it is clear!
Continuous Auto Focus

PixelMaster 3.0 has both laser and phase detection auto-focus for high-speed clarity — and continuous auto-focus to keep everything in your viewfinder sharp and crisp, no matter how fast or far your subjects move.
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.
Shots as steady as your own vision with best-in-class

Optical Image Stabilization

ZenFone 3 Series' camera uses an innovative four-axis optical image stabilizer (OIS) that moves the lens in eight directions to compensate for shakes and wobbles, meaning the lens keeps steady even when you can’t. With total stability, everyday shakes are eliminated, so every shot you take will be as sharp as you intend them to be. And this advanced OIS means ZenFone 3 series is an ace in low light conditions, so you’re free to use shutter speeds up to 4 stops slower than otherwise — meaning you can set longer exposures to capture more light without blurring!
Movies without the moves

Electronic Image Stabilization

With ZenFone 3 Series' electronic image stabilization (EIS) you’ll shoot video that stays steady, even as you and your subjects move. Smart software algorithms detect shakes and sharp movements in three axes, and automatically compensate to keep the footage feeling as smooth and steady as your film is fluid.
Realistic 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
Dual LED real-tone flashes
Super Resolution mode

32 sec long exposure
4K UHD video recording
Real-time HDR
20 camera modes
Deep Trench Isolation Technology

An intricate technique called deep trench isolation (DTI) directs light photons to where they need to go. Microscopically etched lines between the light sensing pixels of the sensor create an insulating barrier that stops photons of light bleeding from one pixel into adjacent ones — and that means clearer and finer photo quality.

Color Correction Sensor

Smartphone photos are marred by unnatural colors, typically caused by artificial lights — so ZenFone 3 series has a color correction sensor to capture the true scene. It detects the type of light and automatically applies the best settings to achieve the perfect balance for natural looking colors.

Dual LED Real Tone Flashes

ZenFone 3 Series’ dual-LED Real Tone flash creates the most natural illumination for indoor shots. The moment you press the shutter button, ZenFone 3 Series’ delivers the perfect combination of yellow and white light to produce flash lit shots that capture the real tones of your subjects.
Excite your eyes with Super Resolution

ZenFone 3 Series’ Super Resolution mode applies special image processing techniques to create incredibly detailed photos. In this mode, ZenFone 3 Series burst captures five photos, and instantly combines them to create a single image with an exceptional four times (4x) clarity. Light or dark, you’ll enjoy more detail and less noise — in a super resolution photo with the equivalent resolution of up to 4x megapixels!
ZenFone 3 Series is stuffed with controls, including the ability to set the exposure manually — for as long as 32 seconds! When you set the lens to shoot long-exposure scenes, you'll be able to capture all sorts of stunning effects, from science-fiction-style light trails of cars speeding along the freeway, to a night sky filled with stars you'd normally struggle to see. It's as amazing as your imagination.

![Long Exposure](image-url)
Real-time HDR Mode

ZenFone 3 Series’ new and improved backlight (HDR Pro) mode shows exactly how photos and videos look before you’ve even pressed the shutter! This real-time preview gives you even better control over the results, and makes shooting in difficult light conditions — into the sun, for example — even easier. Backlight or shade, ZenFone 3 Series shoots photos that are up to four times (4x) brighter!

4K UHD Video Recording

ZenFone 3 Series shoots video at up to 4K UHD resolution — or four times (4x) the quality of Full HD! There’s nothing complicated for you to do: just point, shoot and share your memories, all captured with incredible levels of detail. But don’t worry about eating up all your storage, ZenFone 3 Series applies High Efficiency Video Coding (HEVC) to keep your 4K UHD file sizes to a minimum, without sacrificing a pixel of quality!
20 camera modes for total agility

Our ZenFone 3 Series comes with so many different camera modes, you will swear it’s a professional camera! From Manual mode to Depth of Field to Slow Motion, ZenFone 3 Series has it all. You can choose freely between modes according to your needs in an instant. Whatever you need, our ZenFone 3 will provide it for you.
Rich viewing experience

ASUS VisualMaster 3.0 is a suite of exclusive visual enhancement technologies — including ASUS Tru2Life+, Color Gamut Display and Bluelight filter — that combine hardware and software to deliver an incredibly realistic visual experience.
A vivid and rich HDTV 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 in the moment.

Intelligent Contrast
real-time HDR

Sharpness Optimization
hyper resolution

Blur-free Motion
MEMC

Outdoor Readable
technology
Intelligent Contrast

Traditional displays have a constrained brightness and contrast range per frame.

Tru2Life+ IC generates over 2 million contrast-optimized pixels per image.

Sharpness Optimization

ASUS Tru2Life performs intelligent sharpness enhancements on every image to reveal the smallest details and make every picture look its best.
Visual Master 3.0

Blur-Free Motion (MEMC)

Improves video with fast action scenes — such as sports — by increasing the screen refresh rate, resulting in reduced blur and smooth, detailed motion.

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Outdoor Readable

Tru2Life+ technology with ambient sensor to adjust the brightness and overall look of the display to fit different lighting conditions, providing a clearer and more vivid outdoor viewing experience in bright sunlight.

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How it works

Other brands
Difficult to read due to sunlight reflection

ASUS Tru2Life+
Outdoor readable

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Without MEMC

---

With MEMC

---
Ultra-High Color Gamut Display

Higher NTSC color range, the more vivid screen show. Over 100% NTSC color range, increased 30% compared with the average cell phone sRGB screen.

Bluelight Filter

Helps reduce eye fatigue and provide a comfortable viewing experience by minimizing blue light emission from the screen without affecting other colors.
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! The ZenFone 3 Series is also able to make the most advance VoLTE (voice over LTE) with the Noise Reduction (NR) enhancement.

*Dual 5-Magnet Speakers and DTS Headphone:X™ are only available on Zenfone 3 Ultra.

Impress your ears, inside and out

Voice NR Enhancement
- Great SNR Measured Result

Voice NR Enhancement
- Dual speakers
- NEW 5-magnet Construction
- NXP Smart AMP

Sound Volume
- Dual speakers
- NEW 5-magnet Construction
- NXP Smart AMP

Sound Effect
- DTS Headphone:X™ virtual 7.1 Surround
- AudioWizard 3.0 powered by ICEpower®

Sound Quality
- NXP Smart AMP
- Hi-Res Audio

VoLTE Quality
- Positive real-world user experiences in all environments

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! The ZenFone 3 Series is also able to make the most advance VoLTE (voice over LTE) with the Noise Reduction (NR) enhancement.

*Dual 5-Magnet Speakers and DTS Headphone:X™ are only available on Zenfone 3 Ultra.
New DUAL Five-Magnet Speakers

- Louder volumes by up to 140%
- Extends low-frequencies by up to 17%
- At low frequencies, improves lower degree of distortion by 42%

Experience Big Sound from a Slim Body

Smart Amp (amplifier) allows engineers to develop smartphones with industry-leading audio quality at peak volumes, while maximizing battery efficiency and integrating speaker protection.
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.

Exquisite design inspired by the beauty of nature

World's 1st Smartphone Partnership with

- 7.1 Virtual surround sound
- Clear and distinct sound for a true-to-life experience

Make All Content on Your Phone Sound Better

1. Recreate the studio
   - Recreates the acoustics of a real room to deliver a home-theater-like experience

2. Tune for the headphones
   - Dramatically enhances multichannel and stereo playback.
   - Tunes headphones to optimize audio quality.

A Revolutionary Headphone Experience

Asus ZenFone 3 Ultra features DTS Headphone: X, a revolutionary surround sound technology that synthesizes a full 7.1-channel virtual surround sound experience, making all content sound better over any headphones. When you're on the go, DTS Headphone: X provides the best sounding audio and a truly, immersive listening experience to let you enjoy TV shows, movies, music, and games.
Feel More with High-Res Audio

Music is one of life's greatest daily pleasures. Hi-Res Audio brings your favorite tracks to life, letting you hear them just as the artist intended. Enjoy details in your music you've never heard before and be surprised by stunning audio clarity.

4X Better than CD Quality

High-Resolution Audio refers to a collection of digital processes and formats that allow the encoding and playback of music using higher sampling rates than the standards used in CDs. The graphs below start with the original analog sound waves, and illustrate the low sample rate of CDs compared to the greater frequency used to record High Resolution Audio. 192kHz/24-bit audio is four times better than CD quality, giving you ultimate sound quality for the best music listening experience.

- Supports digital USB audio output to external USB HP amplifier, and the amplifier integrates DAC to have HP output.
- Supports FLAC & WAVE format. Includes 192kHz/24bit, 96kHz/24bit, 44.1kHz/24bit, 48kHz/24bit, 88.2kHz/24bit playability output without any internal conversion.

*DTS Headphone:X™ are only available on Zenfone 3 Ultra.
Excellent VoLTE Quality

VoLTE (voice over LTE) calls are calls made using the data transmission of an LTE service. The ZenFone 3 series is able to make faster connections and achieve higher voice quality, compared to traditional GSM or CDMA calls.

- To achieve high quality VoLTE calls, both phones need to be on LTE networks.
- Check your phone model, carrier, location and service before using VoLTE.

Excellent VoLTE quality

Based on the audio graph, ZenFone 3 series is able to establish more stable connections and higher VoLTE quality compared with iPhone 6s Plus. The iPhone 6s Plus experienced intermittent speech disruption in VoLTE use.
Signal-to-noise ratio improvement (SNRI): a test value measured during speech activity.

SNRI Measured Result (dB) ZenFone 3 series demonstrated excellent speech quality during calls in the following noisy environments.

Noise Reduction (NR) Performance Comparison

- iPhone 6s Plus experienced distorted speech caused by ambient noises during phone calls in noisy environments.
- ZenFone 3 series delivers better voice quality in noisy environments.

Voice Noise Reduction (NR) Enhancement

<table>
<thead>
<tr>
<th>Noise Type</th>
<th>iPhone6s+</th>
<th>ZenFone 3 series</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pub</td>
<td>21.20</td>
<td>26.27</td>
</tr>
<tr>
<td>Road</td>
<td>19.50</td>
<td>25.55</td>
</tr>
<tr>
<td>Xroad</td>
<td>26.28</td>
<td>32.29</td>
</tr>
<tr>
<td>Train</td>
<td>23.70</td>
<td>31.15</td>
</tr>
<tr>
<td>Car 130Km/h</td>
<td>21.39</td>
<td>31.86</td>
</tr>
<tr>
<td>Cafecounter</td>
<td>19.80</td>
<td>27.08</td>
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<tr>
<td>Mensa</td>
<td>20.20</td>
<td>26.46</td>
</tr>
<tr>
<td>Callcenter</td>
<td>12.0</td>
<td>26.51</td>
</tr>
</tbody>
</table>

Voice Noise Reduction (NR) Enhancement

- Signal-to-noise ratio improvement (SNRI) test value measured during speech activity.
INCREDIBLE IS NOW
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.

Exquisite design inspired by the beauty of nature

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 Snapdragon 14nm 625 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-inch Full HD Super IPS+ Display with 600nits Brightness
- 2.1mm Slim Bezel and 77.3% Screen to Body Ratio

Clarity in every shot

- 16 MegaPixel Rear / 8 MegaPixel Front PixelMaster 3.0 cameras
- World’s best 0.03 second Tri-Tech AF camera
- 4-axis OIS / 3-axis EIS / Color Correction Sensor
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.

Exquisite design inspired by
the beauty of nature

Zen design

2.5D front & rear
countoured Corning® Gorilla® Glass

Moonlight Silver Shimmer Gold Aqua Blue Sapphire Black

ZenFone 3 ZenFone 3 Deluxe ZenFone 3 Laser ZenFone 3 Max
Fine craftsmanship, finest finish

ZenFone 3 is the definition of refined craftsmanship. Encased in contoured Corning® Gorilla® Glass and tapering to a thin 6.16mm metal frame, 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

With fabulous 5.5-inch display with 1920 x 1080 Full HD resolution to show every detail, and up to 600nits brightness for easy viewing under even 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!

6.16mm | 0.18mm | 40°
ultra-slim metal frame | diamond-cut bevel | CNC diamond-cut

1920x1080 | 600nits | 77.3%
super IPS+ FHD display | brightness level | screen-to-body ratio

2.1mm slim bezel
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 camera with the latest Sony® IMX298 sensor, six-element Largan lens with a large f/2.0 aperture, and subject-tracking TriTech auto-focus for variable distance and lighting clarity in just 0.03 seconds — all protected by sapphire glass for literal crystal clarity that’s intensely resistant to scratches and damage. With both optical and electronic image stabilization for blur-free shots and video, color correction sensor for true color photography, and true 4K UHD video recording, forget everything you know about smartphone cameras — 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.
Fingerprint sensor with so much more

ZenFone 3’s rear fingerprint is perfectly positioned for the way you hold your phone. It unlocks ZenFone 3 in just 0.2 seconds, 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!

0.2 sec unlock speed | 5 fingerprints recognition | 360° recognition

Multiple APP integration
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, 4GB memory and desktop-grade Adreno™ 506 graphics performance. ZenFone 3’s processor also has revolutionary 14nm Fin Field Effect Transistors with 35% lower power consumption, 300Mbps 4G LTE and reversible USB-C.

<table>
<thead>
<tr>
<th>Qualcomm</th>
<th>S625 CPU</th>
<th>14 nm</th>
<th>Adreno 506 GPU</th>
<th>power efficient 35% better</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAM</td>
<td>Up to 4GB</td>
<td>300 Mbps</td>
<td>fingerprint unlock 0.2 sec</td>
<td>reversible Type-C USB</td>
</tr>
</tbody>
</table>

ZenFone 3
ZenFone 3 Deluxe
ZenFone 3 Laser
ZenFone 3 Max
ZenFone 3 Ultra
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.

Exquisite design inspired by the beauty of nature

Unrivalled smartphone audio

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 powered by Smart AMP, 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!

AMP
IC
new 5-Magnet speaker
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.

Exquisite design inspired by the beauty of nature

Zenfone™ 3 Deluxe

All Metal. Pure Beauty.

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 23 MegaPixel camera with TriTech auto-focus and 6GB of memory. ZenFone 3 Deluxe is as determined, desirable and as distinguished those able to acquire it.

Desirable appearance

• World’s 1st Full Metal Unibody phone with invisible antenna design
• 5.7-inch Full HD 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 MegaPixel Rear / 8 MegaPixel Front PixelMaster 3.0 cameras
• World’s best 0.03 second TriTech AF camera • 4-axis OIS / 3-axis EIS / Color Correction Sensor
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

Pure Beauty
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.
"Perfection is achieved, 
not when there is nothing more to add, 
but when there is nothing left to take away."

- Antoine de Saint-Exupery
“ASUS ZenFone 3 Deluxe Redefines Android Superphone Category.”

– Forbes
The World's 1st Snapdragon 821 Smartphone

- Smooth, Faster Multitasking with 6GB RAM
- 6GB RAM with ASUS OptiFlex™ Technology

World's Largest, Fastest DRAM Solution
- 6GB RAM
- highest

World's Largest, Fastest Storage Solution
- 29.8GB
- fastest
- 256GB
- largest
- UFS 2.0
- fastest

CPU Performance

- 1.2X
- 1.13X

Compared with 4GB RAM Competitor

- YouTube: 2.07X vs 1X
- Google Docs: 1.43X vs 1X
- Google Sheets: 1.27X vs 1X
- Google Slides: 1.44X vs 1X

Launch applications instantly

- 1.48X
- 1.61X

Pure Color

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.

13mm slim bezel | 79% screen-to-body ratio | Tru2Life technology | Gorilla Glass 4 cover glass
Super AMOLED FHD display | 3,000,000:1 contrast ratio | Always-On panel
Effortless and hassle-free charging experience

Combining the most advanced Quick Charge 3.0 and reversible USB Type-C 3.0 for an effortless and hassle-free mobile experience.

Quick Charge 3.0
60% in 39 minutes

USB Type-C 3.0
10x speed reversible connector

ZenFone 3 Deluxe that Keeps up with you

Fastest wireless connectivity to enable you to connect with the world with blazingly fast speed wherever you are.

All Band 4G+3G Cat 13 3CA 2×2MIMO
LTE support dual SIM LTE speed carrier aggregation carrier aggregation

ZenFone 3 Deluxe ZenFone 3
ZenFone 3 Laser ZenFone 3 Max
ZenFone 3 Ultra

ZenFone 3 Laser ZenFone 3 Max
ZenFone 3 Ultra
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 92MP f/2.0
rear camera super resolution aperture

6p 0.03s S821
large lens TriTech AF ISP

S821 CPU & GPU
Sapphire lens protection
Unrivalled smartphone audio

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!

ASUS ZenEar S

Our best inbox earphone ever

All-new ASUS ZenEar S are the small earbuds that deliver a big audio revelation, with a triple-layer diaphragm, dual-resonance chambers and aerospace-grade metal to deliver sizzling highs, clear mids, and deep bass. With Hi-Res Audio (HRA) support and DTS®-tuned virtual 7.1 surround sound, ZenEar S earbuds are the perfect match for the luxurious ZenFone 3 Deluxe & ZenFone 3 Ultra.
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.

Exquisite design inspired by the beauty of nature

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
• Tru2Life+: World’s 1st with 4K TV-grade Image Processor
• DisplayPort over USB 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 virtual 7.1 Surround Sound
• New Dual 5-Magnet Speakers with NXP Smart Amp
• Hi-Res Audio for 4X CD Quality

Unrivaled Speed and Power
• Qualcomm® S652 Octa-core Processor with 4GB RAM
• 4600mAh with Quick Charge 3.0
• 3x Faster Reverse Charging

Unprecedented Camera
• 23/8MP Rear & Front PixelMaster 3.0 Cameras
• 0.03 Second TriTech AF Camera
• 4-axis OIS / 3 axis EIS / Color Correction Sensor
The all-metal miracle with invisible antenna

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.

Invisible Antenna

6.8mm ultra-thin edge
0.18mm diamond-cut bevel

Glacier Silver
Rose Gold
Titanium Gray
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” full HD IPS display
79% screen-to-body ratio
Gorilla Glass 4 cover glass
Display Port over USB Type-C
World’s first smartphone with UHD TV display processor

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, you’ll view with real-world vibrancy.

Tru2Life+ 4K UHD TV-grade processor  200% contrast level  95% NTSC gamut
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 videos, 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 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!

23MP rear camera | 92MP super resolution | 6p large lens | 0.03s TriTech AF | f/2.0 aperture | OIS&EIS picture & videos

0.03s laser AF | 0.03s phase detection | Precis continuous AF
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 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.

Steadily shot, shake-free photos and videos

Photos like the actual scenes

6-axis EIS sensor | 4-axis OIS sensor

8-direction compensation

92MP super resolution

Color Correction sensor

Real-time HDR

Deep Trench Isolation technology
Ultra-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, 1.8GHz 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.
Impress your ears, inside and out

ZenFone 3 Ultra features SonicMaster 3.0 technology for both audio and speech innovations than you'll find on any other smartphone — more volume, more quality, and more effects. And SonicMaster 3.0 does more still. Experience improved call quality with Voice over LTE (VoLTE), and see background distractions all but eliminated with advanced noise-reduction technology.

Dual 5-Magnet
ultra-loud speaker

140% louder

42% less distortion

17% low frequency extension

7.1 channel virtual surround

4x CD Quality

SonicMaster 3.0
ZenFone 3 Ultra is packed with an extremely high capacity 4600mAh battery to keep you entertained for as long as you desire. Its Qualcomm Quick Charge 3.0 technology can have it charged from flat to 60% in just 45 minutes. It can even charge attached devices as a power bank with a high current of up to 1.5A that makes charging up to three times faster compared to standard charger.

- **4600mAh** battery capacity
- **QuickCharge 3.0** 60% charged in 45 mins
- up to 34hrs 3G talk time
- up to 14.5hrs Wi-Fi web browsing
- up to 12.5hrs video playback
- **3x** reverse charging speed
- **USB Type-C** connectivity port
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.

Exquisite design inspired by the beauty of nature

Ultra fast 0.03s laser auto-focus

Life is fast, and the best moments are fleeting. ZenFone 3 Laser is the smartphone that focuses in just 0.03 seconds for near-instant clarity, and wrapped in metal for the next-level luxury with peerless style. Focus in a moment, elevate your elegance, and always shoot at light speed — only with ZenFone 3 Laser.

PixelMaster 3.0 Technology

- 2nd Generation 0.03 seconds Laser Auto-focus
- EIS for blur-free images & Full HD video recording support
- 52 MegaPixel Super Resolution mode & Color correction sensor

Ultra-thin with Metallic Body

- 7.9mm thin Metal Frame Body • 77% Screen-to-body ratio
- 7.5D Contoured Corning® Gorilla® Glass

Masterful Fingerprint Security

- Finger recognition with 360° orientation
- 0.3 seconds ultra-fast unlock
Feel the luxury of metallic design

To hold ZenFone 3 Laser is to feel the luxury of true craftsmanship. ZenFone 3 Laser’s elements exude exclusivity, from its metallic body and premium aesthetics to the unique ergonomic design. And, for final touch of finesse, we use a hyperfine sand-blasting technique to polish ZenFone 3 Laser’s metal surface in every detail, and it’s yours to desire in two gorgeous colors — Glacier Silver and Sand Gold.

7.9mm thin profile

Glacier Silver  Sand Gold
Wide, bright and packed with detail

ZenFone 3 Laser embodies the core values of industrial design, paring beautiful aesthetics with uncompromising build quality to create an exceptional user experience. ZenFone 3 Laser’s contoured (2.5D) glass touch screen is matched around the back by a gently curving rear cover that feels as natural to hold as your grip. ZenFone 3 Laser has a fabulous 5.5-inch 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 Laser. And with an ultra-slim 2.58mm bezel and remarkable 77% screen-to-body ratio, it’s more display and less bulk!

2.5D Corning Gorilla Glass

77% screen-to-body ratio

1920x1080 screen-to-body ratio

up to 500 nits brightness
Next-generation PixelMaster 3.0 lifts ZenFone 3 Laser's photography far above the smartphone norm. To capture real-world authenticity, PixelMaster 3.0 packs a 13MP sensor, large f/2.0 aperture lens and laser auto-focus for any distance and lighting instant clarity in just 0.03 seconds. With electronic image stabilization (EIS) for blur-free video, and an automatic color correction sensor for true-color photography, forget everything you know about smartphone photography — the PixelMaster 3.0 revolution is here.

Capture reality, fast and steady
ZenFone 3 Laser's rear camera has 2nd-generation laser auto-focus technology for instant clarity in just 0.03 seconds. The smartphone shoots a laser beam to measures distances at lightning speed. The laser auto-focus even accelerates close-up photography, compensating for the extra distance created by the lens receding during framing — so every shot is sharp, clear and captured as quick as your finger can press!
And for videos, a ZenFone 3 Laser has a three-axis electronic image stabilizer (EIS) to keeps your handheld videos rock-steady.

Photos are captured as realistically 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 your photo. These are complemented by 4x Super Resolution, which creates a single, extreme-detail photo; and real-time backlight (Super HDR) that shows the HDR effect as the photo is framed.
Fingerprint sensor with so much more

ZenFone 3 Laser’s rear fingerprint is perfectly positioned for the way you hold your phone. It unlocks ZenFone 3 Laser in just 0.3 seconds, 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 — and you can store up to five!

The new five-magnet speaker

ZenFone 3 Laser’s five-magnet construction and metal voice coil deliver powerful, emotional sounds in every scenario – and at supreme quality levels. With the smart software ASUS AudioWizard that provides the best listening experience in different scenarios, including Movie mode, Gaming mode, Keynote mode, Music mode and Smart mode.
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.

Exquisite design inspired by the beauty of nature

Maximized battery. Metallic beauty.

You work all day, and play all night. Does your smartphone keep up? ZenFone 3 Max’s magnificent 4100mAh battery lasts through the whole work day and long into your playtime. Work hard and play harder — with ZenFone 3 Max always at your side.

Maximized Energy
- Large 4100mAh battery for 30-day standby
- Power bank mode for reverse charging

Metallic Beauty
- Gorgeous premium-crafted metal body
- 5.2 inch 2.5D contoured glass display

Masterful Fingerprint Security
- Finger recognition with 360° orientation
- 0.3 seconds ultra-fast unlock
Premium design that’s as natural as your grip

ZenFone 3 Max embodies the core values of industrial design, paring beautiful aesthetics with uncompromising build quality to create an exceptional user experience. ZenFone 3 Max’s contoured (2.5D) glass touch screen is matched around the back by a gently curving rear cover that feels as natural to hold as your grip. That’s because we have considered every aspect of ZenFone 3 Max’s design, from the balanced positioning of the display to the precise alignment of the retaining screws at the bottom.

Match your unique style

ZenFone 3 Max is premium design in every detail, and it’s yours to desire in three gorgeous colors: Sand Gold, Titanium Gray and Glacier Silver.
Power through the day without recharge

ZenFone 3 Max is the 5.2-inch smartphone eliminates battery life worries, with enough power to get you through a full work day, and even beyond! With its high-capacity 4100mAh cell ZenFone 3 Max just keeps on going, with standby that lasts up to 30 days both. We all need more time to talk, connect, play and watch without running out of power. We all need ZenFone 3 Max.

4100mAh battery capacity

up to 30 days 3G standby

up to 20 hrs 3G talk time

up to 18 hrs Wi-Fi web browsing

up to 87 hrs music playback
Your go-everywhere power bank

ZenFone 3 Max's 4100mAh battery capacity is so substantial that it's able to double up as a power bank to charge your digital devices. So, no need to worry when your other gadgets run out of juice; just hook them up to ZenFone 3 Max and top up on the go!
Make enormous energy go even further

You can never have enough battery life — and that’s why ZenFone 3 Max includes two brilliant battery-extending technologies to squeeze even more power out of its 4100mAh cell. Power Saving and Super Saving modes are preconfigured to maximize every last milliamp and, when enabled, Super Saving mode can extend another 36 hours to ZenFone 3 Max’s standby time — even when it’s as low as 10%.

up to 36hrs
with 10% battery standby
ZenFone 3 Max's 13MP PixelMaster camera that captures beautiful, high-resolution photos with zero shutter lag. The rear-facing 13MP camera takes astounding images, and the 5MP front camera shoots sharp selfies and clear video chats.

PixelMaster is loaded with powerful camera modes to capture every precious moment. The industry-leading HDR mode lets you see clearly through daytime shadow. This expands the dynamic range by four times (4x), and enhances brightness by up to 400%. Super Resolution captures multiple shots simultaneously for a single photograph with stunning 52MP detail. And ZenFone 3 Max’s Low Light mode takes clear and bright photos, even in poor lighting conditions.

Picture perfect

Never miss another moment

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ZenFone 3 Max has a fabulous 5.2-inch high-definition IPS display for great detail, and intense 400nits brightness for easy viewing even under the brightest light conditions. Indoors or out, everything you view is clear on ZenFone 3 Max. And with a thin 2.25mm bezel and remarkable 75% screen-to-body ratio, it’s more display and less bulk!

Stunning display

ZenFone 3 Max’s rear fingerprint sensor is perfectly positioned for the way you hold your phone. It unlocks ZenFone 3 Max in a fraction of a second, and does so much more besides. Swipe your fingertips 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!

Fingerprint sensor with so much more
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.

Exquisite design inspired by the beauty of nature

ASUS ZenUI™ 3.0
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 mobile experience, 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 on your screen as you swipe through your apps, and appreciate how the subtle blurring effect keeps your focus on the foreground. ZenUI 3.0 isn’t just an interface — it’s the best friend who accompanies you everywhere.
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.

Exquisite design inspired by
the beauty of nature

Real-time animated weather and clock widgets

ZenUI 3.0 comes with some great clock widgets to help you keep track of your day, and a variety of beautifully crafted temperature and weather animations — so you'll know at a glance if it's going to be rain or shine. Animations include sun, clouds, rain, snow, thunderstorm and more!

See your world in motion

ZenUI 3.0's brand new wallpaper motion effect constructs your wallpaper in multiple layers for vivid and satisfying visual experience. You'll feel a true sense of depth as you swipe through apps, and keep your focus on what's happening on the foreground — as the background is subtly blurred out view.
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.

Exquisite design inspired by the beauty of nature

We've updated ZenUI with the all-new Theme Store, packed with hundreds of carefully selected themes — ready for you to download straight to your ZenFone. You'll also be able to shop for enhanced keyboard themes. Create your own theme using Theme DIY, mix and match to get thousands and thousands of ways to customize your phone.

Optimized your mobile experience

ZenUI 3.0 now has Mobile Manager, a one-stop tuning shop to keep your ZenFone running at maximum speed. Use the app to find your best balance of power efficiency and performance, or to clear out unwanted apps and large files for more storage. With Mobile Manager, your ZenFone is always at the top of its game!
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.

Exquisite design inspired by the beauty of nature

Tap and swipe just the way you like

ZenUI 3.0’s ZenMotion offers loads of fast and intuitive gesture controls, so you’re able to navigate ZenFone just the way you like. Use Tap Tap to wake the display with a double-tap, or use a simple swipe to launch favorite apps in a snap!

Create the amazing by Photos+

The incredible camera on your ZenFone with PixelMaster 3.0 technology can only tell half of the story. We have prepared a whole range of photo related tools to further elevating your journey. Quick and simple photo editing in PhotoCollage with PhotoEffects, media animation affect with MiniMovie and various sticker to further vivid your best memories.
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. Exquisite design inspired by the beauty of nature.

Capture, share and discover with ZenCircle

ZenCircle is the wonderful, simple platform for you connect to the amazing world by sharing your remarkable memories. And you get to browse through millions of creations by others, and discover more ideas for your next journey!
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.
Exquisite design inspired by the beauty of nature

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!

Live Streaming
via YouTube or Twitch

In Game
search window

System Booster
in One Touch

159158
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.

Exquisite design inspired by the beauty of nature

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
Built for Photography

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

Display, Resolution
5.5” FHD Super IPS+ display: 600nits brightness for outdoor readability.
2.5D contoured Corning® Gorilla® Glass

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

GPU
Adreno 506

Memory/RAM /ROM
Up to 4GB RAM & Up to 64GB ROM

Front Camera
16MP PixelMaster Camera, f/2.2 aperture, 85˚ wide view angle HDR/Lowlight Selfie

Rear Camera
16MP PixelMaster Camera (Sony IMX298), f/2.2 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
DualLED/microwave flash

Camera feature
64MP Super Resolution Mode
Advanced/Lowlight Real time HDR
12 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)*Only available in TW, HK and JP. The rest with CAT 4
Bluetooth 4.2
Type C USB
Rear fingerprint security sensor

Connectivity
Bluetooth 4.2
Type C USB
Rear fingerprint security sensor

SIM card and SD slot
slot1: Micro sim (3G/4G)
slot2: Nano sim (3G/4G) / Micro SD

GPS
GPS, AGPS, GLONASS, BEIDOU

OS
Android M with ZenUI 3.0

Battery
3000 mAh

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

Color
Shimmer Gold
Aqua Blue
Sapphire Black
Moonlight White
Zenfone 3 Deluxe
All Metal. Pure Beauty.

Design
The world's first full metal body smartphone with invisible antenna design.
- Sim bezel (1.1mm) and 79% 50:50 ratio
- Exquisite front side, 2.5D pattern
- Thinnest edge 4.2mm
- Premium crafted metallic diamond-cut

Display
5.2” FHD AMOLED display
- NTSC over 100%/3000:1 dynamic contrast
- Tru2Life technology for high contrast and outdoor readable
- Corning® Gorilla® Glass 4 cover glass for best protection

CPU
- Qualcomm 14nm Snapdragon 820 Series processor
- Adreno 530
- 652, 1.8GHz
- Octa-core Snapdragon
- Manual Mode
- Selfie beautification mode
- 92MP Super Resolution Mode
- Selfie beautification mode
- Manual Mode

Camera feature
- 13MP Super Resolution Mode
- Advanced Light Sense Mode
- 32 seconds long exposure
- Selfie beautification mode
- Manual Mode

Audio
- NXP Smart AMP technology delivers up to 4X sound volume
- Dual-FIVE magnet speaker 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
- Power Bank Mode for 3x Faster Reverse Charging

Battery
- 4600mAh with Qualcomm Quick Charge 3.0

OS
- Android M with lastest ZenUI 3.0

SD slot
- Slot 1: Micro-sim (SD46)
- Slot 2: Nano sim (SD46) / Micro SD

GPS
- GPS, AGPS, GLONESS, BEIDOU

Connectivity
- Bluetooth 4.2
- Type-C USB (Supports HDMI Display Port over Type C)
- Front fingerprint sensor

Zenfone 3 Ultra

Design
The world's first full metal body smartphone with invisible antenna design.
- The narrow 6.8mm (all flat)
- Sim bezel (2.4mm) and 79% 50:50 ratio
- Premium crafted metallic diamond-cut

Display
6.8” FHD+ IPS display
- NTSC 95%
- Tru2Life Technology: World’s 1st smartphone with 4K TV-grade image processor for amazing contrast, sharpness and blue-free motion
- Corning® Gorilla® Glass 4 cover glass for best protection
- Full-Screen Display with AGUS Tru2Life technology delivers outstanding brightness and clarity

CPU
- Qualcomm Octa-core Snapdragon 652, 1.6GHz
- Adreno 510
- 32GB ROM, 32GB RAM

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

GPU
- Adreno 510

Camera feature
- 23MP PixelMaster Camera (Sony IMX318), f/2.0 aperture, 85˚ wide view angle
- 1080p Full HD Video recording
- 4K video recording
- Selfie beautification mode
- Manual Mode

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 4K sound volume

Battery
- 4600mAh with Qualcomm Quick Charge 3.0

OS
- Android M with ZenUI 3.0

SD slot
- Slot 1: Nano-sim (SD46)
- Slot 2: Nano-sim (SD46) / Micro SD

GPS
- GPS, AGPS, GLONESS, BEIDOU

Connectivity
- Bluetooth 4.2
- Type-C USB (Supports HDMI Display Port over Type C)
- Front fingerprint sensor

Zenfone 3 Deluxe
All Metal. Pure Beauty.

Design
The world's first full metal body smartphone with invisible antenna design.
- Sim bezel (1.1mm) and 79% 50:50 ratio
- Exquisite front side, 2.5D pattern
- Thinnest edge 4.2mm
- Premium crafted metallic diamond-cut

Display
5.2” FHD AMOLED display
- NTSC over 100%/3000:1 dynamic contrast
- Tru2Life technology for high contrast and outdoor readable
- Corning® Gorilla® Glass 4 cover glass for best protection

CPU
- Qualcomm 14nm Snapdragon 820 Series processor
- Adreno 530
- 652, 1.8GHz
- Octa-core Snapdragon
- Manual Mode
- Selfie beautification mode
- 92MP Super Resolution Mode
- Selfie beautification mode
- Manual Mode

Camera feature
- 13MP Super Resolution Mode
- Advanced Light Sense Mode
- 32 seconds long exposure
- Selfie beautification mode
- Manual Mode

Audio
- NXP Smart AMP technology delivers up to 4X sound volume
- Dual-FIVE magnet speaker 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
- Power Bank Mode for 3x Faster Reverse Charging

Battery
- 4600mAh with Qualcomm Quick Charge 3.0

OS
- Android M with lastest ZenUI 3.0

SD slot
- Slot 1: Micro-sim (SD46)
- Slot 2: Nano sim (SD46) / Micro SD

GPS
- GPS, AGPS, GLONESS, BEIDOU

Connectivity
- Bluetooth 4.2
- Type-C USB (Supports HDMI Display Port over Type C)
- Front fingerprint sensor

Zenfone 3 Ultra

Design
The world's first full metal body smartphone with invisible antenna design.
- The narrow 6.8mm (all flat)
- Sim bezel (2.4mm) and 79% 50:50 ratio
- Premium crafted metallic diamond-cut

Display
6.8” FHD+ IPS display
- NTSC 95%
- Tru2Life Technology: World’s 1st smartphone with 4K TV-grade image processor for amazing contrast, sharpness and blue-free motion
- Corning® Gorilla® Glass 4 cover glass for best protection
- Full-Screen Display with AGUS Tru2Life technology delivers outstanding brightness and clarity

CPU
- Qualcomm Octa-core Snapdragon 652, 1.6GHz
- Adreno 510
- 32GB ROM, 32GB RAM

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

GPU
- Adreno 510

Camera feature
- 23MP PixelMaster Camera (Sony IMX318), f/2.0 aperture, 85˚ wide view angle
- 1080p Full HD Video recording
- 4K video recording
- Selfie beautification mode
- Manual Mode

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 4K sound volume

Battery
- 4600mAh with Qualcomm Quick Charge 3.0

OS
- Android M with ZenUI 3.0

SD slot
- Slot 1: Nano-sim (SD46)
- Slot 2: Nano-sim (SD46) / Micro SD

GPS
- GPS, AGPS, GLONESS, BEIDOU

Connectivity
- Bluetooth 4.2
- Type-C USB (Supports HDMI Display Port over Type C)
- Front fingerprint sensor
# Asus Zenfone 3 Laser

**Ultra-fast 0.03 sec laser auto-focus**

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

**Display, Resolution**
- 5.5" FHD display
- 1920 x 1080
- 500nits brightness
- 2.5D contoured Corning® Gorilla® Glass for best screen protection

**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
- 2.5D contoured Corning® Gorilla® Glass display for best screen protection

**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
- Electronic image stabilization for the best steady video
- FHD video recording
- 52MP Super Resolution Mode
- Advanced Lowlight / Real time HDR
- 32 seconds long exposure
- Selfie beautification mode

**Wireless**
- Wi-Fi 802.11 b/g/n, Wi-Fi Direct, hotspot
- Bluetooth 4.0
- Micro USB
- Rear fingerprint security sensor

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

**GPS**
- GPS, AGPS, GLONASS, BEIDOU

**OS**
- Android M with ZenUI 3.0

**Battery**
- 3000 mAh
- New 5 Magnet Structure Speaker for louder sound and less distortion
- NAP SmartAMP technology delivers up to 4x sound volume
- ICEpower
- Codec audio
- Dual Microphone with Noise Cancellation
- Audio Wizard for enhanced audio experience

**Color**
- Glacier silver
- Sand gold

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# Asus Zenfone 3 Max

**Maximized battery. Metallic beauty.**

**Design**
- Premium-crafted metallic design with 2.5D contoured glass
- Slim bezel (2.25mm) and 79% S to B ratio
- Exquisite Zen pattern inspired buttons

**Display, Resolution**
- 5.2" HD high definition display
- 1920 x 1080
- 2.5D contoured glass

**CPU**
- Quad-core 64-bit processor, 1.4GHz

**GPU**
- Mali T720

**Memory (RAM/ROM)**
- Up to 3GB RAM / Up to 32GB ROM

**Front Camera**
- 5MP PixelMaster Camera, f/2.0 aperture
- HDR / Lowlight / Beautification mode

**Rear Camera**
- 13MP PixelMaster Camera, 5p Largan lens

**Camera feature**
- 52MP Super Resolution
- Backlight HDR mode
- Beautification
- Panorama
- Time Lapse

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

**Connectivity**
- USB 3.0

**SIM card and SD slot**
- Slot1: Micro sim (3G/4G)
- Slot2: Micro sim (3G4G)/Micro SD

**GPS**
- GPS, AGPS

**OS**
- Android M with ZenUI 3.0

**Battery**
- Typical: 4130mAh / Min: 4030mAh
- Reverse Charging
- Super Saving mode

**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
All Metal. Pure Beauty.

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 S821 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