

ASUS PRODUCT GUIDE

MOBILE PRODUCTS

June / July 2016

Highlight

New Zenfone™ Go

ASUS ZenPower™ Pro

ASUS ZenPower™ Ultra

Zenfone Max™

World's leading 5000mAh
battery maximized for 38 days power

ASUS is TOP 2 Global Android Tablet Brand & TOP 2 Southeast Asia Smartphone Brand

According to latest retail sales data, ASUS is still TOP 2 Global Consumer Notebook Brand, also ranked as TOP 2 Global Android Tablet Brand, with one of the biggest selling growth in the world.



Recently, ASUS has achieved another milestone in Q2 2015, where it is now TOP 2 Smartphone Brand in Southeast Asia, with high demand & anticipation of the ASUS ZenFone series.

Company profile

ASUS has long been at the forefront of this growth and while the company started life as a humble motherboard manufacturer with just a handful of employees, it is now the leading technology company in Taiwan with over 12,500 employees worldwide. ASUS makes products in almost every area of Information Technology too, including PC components, peripherals, notebooks, tablets, servers and smartphones.

This visionary approach is the reason ASUS is able to bring high-quality innovation and design to all, and the reason for its widespread acclaim. ASUS products won 4,256 international awards and accolades in 2013 – that’s over 11 a day, every day. ASUS has consistently achieved significant year-on-year growth in terms of consumer notebook units shipped too, and closed 2011 on a high with revenues hitting US\$11.9 billion.



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ASUS ZenFone Won Over 500 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 500 significant honors globally, including the prestigious 2015 iF Design Award for Design Excellence. All this praise tells its own story: that ZenFone is adored, because ZenFone is so special. Here's just a small selection of the worldwide Zenthusiam for ZenFone!



"ASUS ZenFone 2 is a good buy if you're looking to change your old smartphone. The strengths of the model: a powerful processor from Intel; 4GB of RAM, a big screen with Full HD resolution, 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

"What happens when you forgot some of the fanciest smartphone bells and whistles, such as ultra-high-resolution display and curved screens? You get ASUS ZenFone 2 a powerful, high-quality smartphone that's half the price. ASUS ZenFone 2: good Full HD resolution display; powerful processor from Intel; 4GB of RAM; broad wireless connectivity; and nice ASUS ZenUI interface. We award ASUS ZenFone 2 our Editor's Choice accolade."

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



ZenFone 2 (ZE551ML)
"ASUS ZenFone 2, 延续ZenFone的设计风格, 采用5.5寸、1080p荧幕, 搭载64位英特尔Atom Z3580 (2.3GHz) 处理器, 并有内存4GB"
China Press, Malaysia - April 2015

ZenFone 2 (ZE551ML)
"SKRIN CANTIK, TAK LAG"
Harian Metro, Malaysia - Jun 2015

ZenFone 2 Laser 5.5 (ZE550KL)
Good quality IPS screen; laser assisted autofocus works fast; camera produces reasonably good images.
TheStar, Malaysia - February 2016

ZenFone 2 (ZE551ML)
"Incredibly feature-packed with a very affordable price tag"
The Sun, Malaysia - MAY 2015

GeeksUltD Bronze Award
ZenFone Max (ZC550KL)
The pricing of the 2GB RAM/16GB variant of the Zenfone Max is retailing at RM749.99 at online retailers. In my opinion the phone is priced well for its performance.
Geeksultd.com - April 2016

8.5/10
ZenFone Zoom (ZX551ML)
Great image quality from camera system, Powerful performance, very good display
HARDWAREZONE.COM.MY
January 2016

8.5/10
ZenFone Zoom (ZX551ML)
The ASUS ZenFone Zoom is a sleek phone with powerful performance and a great camera system.
HWM Malaysia - February 2016

8.0/10
ASUS ZenPad 10 (Z300CL)
The ASUS ZenPad 10 will entertain you for hours on end without breaking the bank.
HWM Malaysia - January 2016

KLADGETGUY Silver Award
KLADGETGUY Design Award
ZenFone Zoom (ZX551ML)
The Zenfone Zoom has the potential to be the best smartphone that ASUS has ever made since the Padfone series.
KLGADGETGUY.COM - May 2016

8.6/10
ZenFone Zoom (ZX551ML)
Great performance paired with a decent battery, and has a gorgeous screen with its back wrapped in leather.
NASILEMAKTECH.COM - April 2016

8.3/10
ZenFone Max (ZC550KL)
Great battery life and great performance for your money. Comes with a decent camera, really nice build quality, and most important of all, a smooth Android experience.
NASILEMAKTECH.COM - April 2016

The Assemblage - SMBlage Gold
ZenFone 2 Laser 6.0 (ZE601KL)
A great smartphone that took me by surprise. They made their budget smartphone stronger, which gives people more choice in which smartphone to go for.
The Assemblage - April 2016

The Assemblage - SMBlage Gold
ZenFone Selfie (ZD551KL)
The ASUS Zenfone Selfie is a great smartphone overall. It's not even the least bit sluggish, the camera is good, and battery life as well as heating issues have been resolved!
The Aseemblage - November 2015

The Assemblage - SMBlage Gold
ASUS ZenPad Theater (Z380KL)
A good tablet option. The audio cover gives you external speakers, protection for the tablet itself, and makes the device look more pleasing to bring around.
The Assemblage - April 2016

ZenFone 2 Laser 6.0 (ZE601KL)
Huge display is gorgeous and the pair of loudspeakers has blown me away as an affordable option for entertaining myself on the go, coupled with that great battery life and camera performance
KLGADGETGUY - February 2016

PC.COM AWARDS - SILVER
ZenFone 2 Laser 6.0 (ZE601KL)
It's a Zenfone 2 Laser, but bigger.
PC.Com Malaysia - February 2016

POKDEWARD - SILVER
ZenFone 2 Laser 6.0 (ZE601KL)
This device is not just about larger display. It's much more powerful, has better heat dissipation and actually holds better compared to its smaller sibling.
POKDE.NET - February 2016

4/5
ZenFone 2 Laser 5.5 (ZE550KL)
ASUS has proven with the ASUS ZenFone 2 Laser that it knows what it is doing. This has paved the way for the next upcoming flagship from ASUS.
AMANZ.NET - April 2016

7.7/10
ASUS ZenPad 7.0 (Z370CG)
Tablet with premium design on a reasonable price tag. Intel Atom 3 processor with 2GB RAM offers fast daily performance along with durable battery life.
AMANZ.NET - December 2015

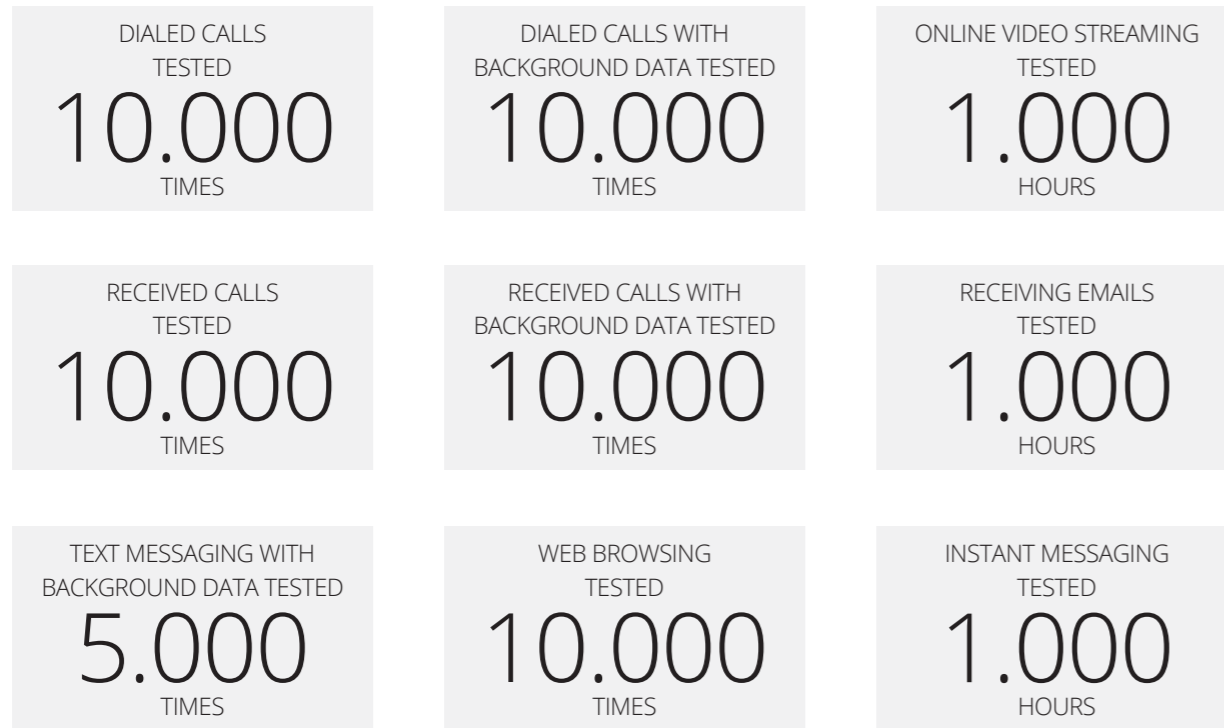
4.9/5
ZenFone 2 Deluxe SE (ZE551ML)
Very smooth, tactile and practical phablet with sufficient computing power, decent screen, a good front and sold rear camera with a day of battery endurance.
ClickUz - April 2016

ZenFone Selfie (ZD551KL)
RM 999 – what you get is a phone that's great for selfie. The camera on ZenFone Selfie works fine for general photography purpose, only to fall short when the exposure is challenging.
GOLDFRIES.COM - February 2016

★★★★☆
ASUS ZenPad 8.0 (Z380KL)
The ASUS ZenPad 8.0 is not only budget-friendly, but also packed a punch with powerful specs and great features.
CASEYMOVIEMANIA.COM
January 2016

Superior Communications

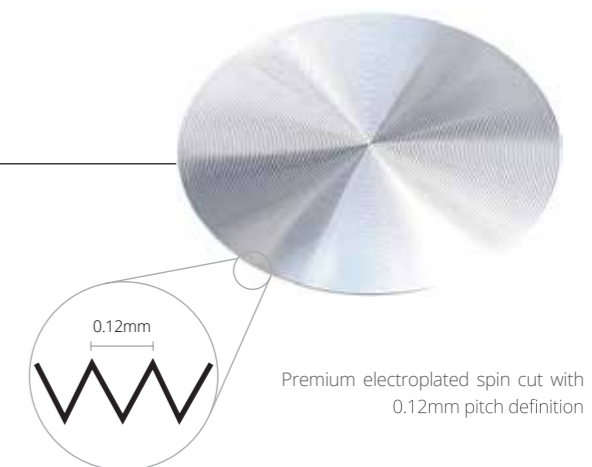
ZenFone is Made to Communicate — and Tested Extensively for The Many Ways You'll Enjoy Using It



Iconic Zen Design

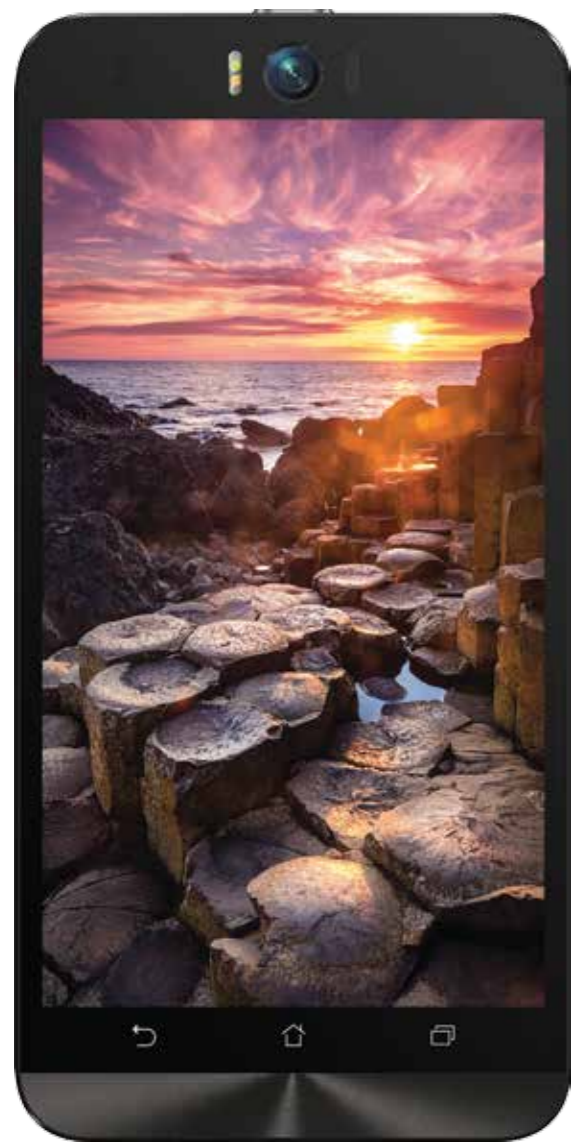
ZenFone is the result of tireless engineering paired with unceasing passion for exceptional design. To embody the spirit of Zen our designers looked to nature's eternal beauty — the rippling undulations of raindrops on water, the inexorable rise of ancient arbors marked silently by growth rings, and the scintillating aura visible only during a solar eclipse. Our engineers embodied this spectacular natural concentricity in ZenFone's spun-cut design, creating 0.12mm-pitch groove to mimic nature's most-intricate evolutions.

Expressive concentric-circle texture – front deco, power button, volume key
Each detail was meticulously designed, engineered and crafted



Premium electroplated spin cut with 0.12mm pitch definition

ASUS ZENFONE : SEE WHAT OTHER CAN'T SEE



Crystal Clear, Sharp Display

IPS Panel with 72% NTSC Color Range
and LTPS Technology

ZenFone is equipped with a high-resolution 1920x1080 Full HD IPS display that offers wide 178-degree viewing angles. The staggering 403ppi pixel density renders every image in eye-delighting detail; and with ASUS TruVivid technology built in, ZenFone brings color to life in brilliant clarity.

With 400nits brightness you'll enjoy easy viewing and reading anywhere — even outdoors, in sunlight — and ZenFone's panel reaches a fantastic 72% of the NTSC color gamut, accentuating the beauty of your photography to show every image as clear and as vivid as can be.

ZenFone's display is forged using the latest low-temperature polycrystalline silicon (LTPS) technology, allowing electrons to flow at very high rates for superb clarity and energy efficiency.

Feature available in selected ZenFone models



403_{ppi}
400_{nits}

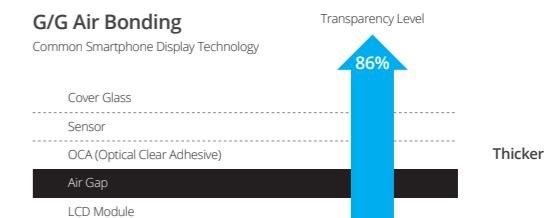
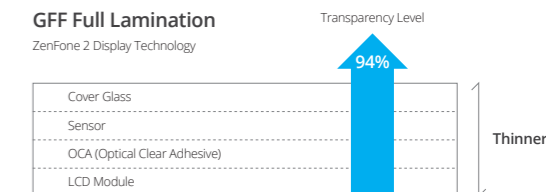


Everything Closer to Your Touch

Full Screen Lamination
with ASUS TruVivid Technology

For the best clarity, brightness and touch responsiveness, ZenFone is engineered with exclusive ASUS TruVivid technology. This seamlessly transforms the conventional four display layers into an innovative two-layer design with full lamination. Fusing the cover-glass and touch-panel layers eliminates the air gap, bringing everything closer to your touch.

Feature available in selected ZenFone models



Cover Glass

Super Anti-Scratch
Corning® Gorilla® Glass 4

Touch Sensor

Super Fast 60ms
Touch Response Time

OCA 99%

Optical Clear Adhesive

IPS Display

Full HD 1920x1080, 403ppi
Super Wide 178° View Angle
400nits Super Bright

Zenfone™ Zoom Premium Camera

Empowering 3x optical-zoom

Creating the world's thinnest 3x optical-zoom smartphone demands serious engineering — but ASUS is always in search of incredible. Now you no longer need to carry a traditional digital camera to see the world up close: with ZenFone Zoom's 3x optical-zoom and rock-steady optical image stabilization (OIS), dual-LED Real Tone flash for perfect lighting and revolutionary 0.03 second laser auto-focus, you'll shoot in total clarity every time.



Laser Auto-focus

Light-Speed Shots with Laser Auto Focus

ZenFone is engineered with laser auto-focus technology for the fastest possible clarity in all situations. Focusing in low-light conditions is traditionally slow, but ZenFone's laser beam measures distances at lightning speed for near-instant focus. ZenFone's laser auto-focus even accelerates close-ups photography, compensating for the extra distance created by the lens receding during framing.

What does all this mean in the real world? It means shooting with ZenFone is to shoot without delay. From the instant you press the shutter button to the moment your subject is framed and in focus in the blink of an eye — as fast 0.03 seconds. With ZenFone, photography is as fast as your finger.

2x Faster than Traditional Contrast Focus | LIGHT SPEED Short Range Focusing
0.03s Ultra-fast Laser Auto-focus | SUPERIOR Accurate Focusing for Ultra-clear Imaging

Focus achieved in 0.03s - Ultra-clear image



ZenFone Zoom / Zenfone Max / ZenFone 2 Laser / Zenfone Selfie

0.03s - Still searching for focus | Focus achieved after a while



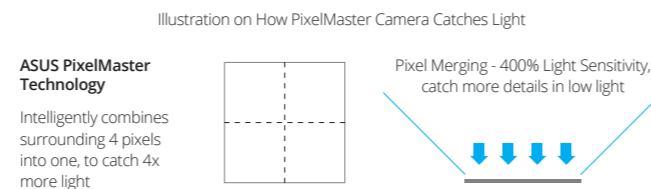
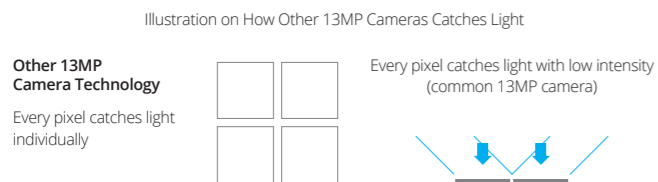
Other Common Smartphones



Unparalleled in Low Light

Up to 400%-brighter Photo and Video in Low Light Conditions

PixelMaster's Low Light mode captures clear photos or videos throughout the night. Our engineers developed unique algorithms that identify additional details in dark scenes and automatically enhance the light sensitivity. Through a combination of pixel-merging technology, which joins four adjacent pixels to form a new pixel, and advanced image-processing algorithms, Low Light mode increases light sensitivity by up to 400%. It also enhances noise reduction and boosts color contrast by up to 400%, for clear and bright low-light shots without flash. Digital Image Stabilization (DIS) improves low-light performance even further resulting in non-blurry photos.



Featured in ZenFone 2 Deluxe, ZenFone 2 Laser & ZenFone Selfie

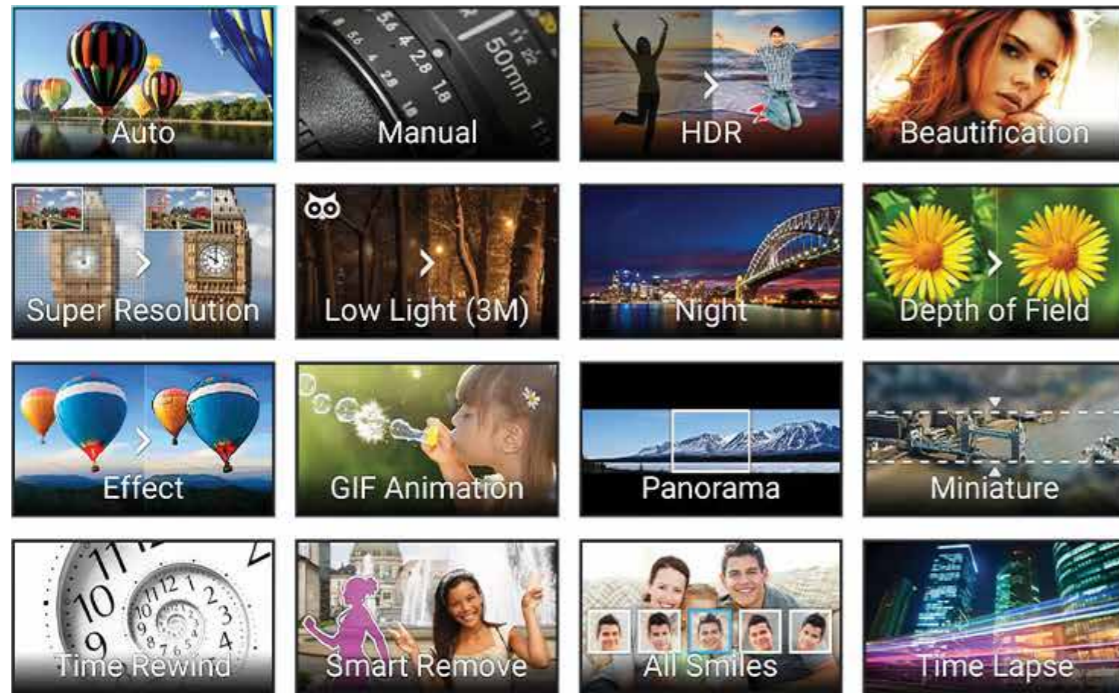
52 Megapixel Photography

See 4X More Detail with Super Resolution

ZenFone's Super Resolution mode applies special image-processing techniques to create incredibly-detailed photos. ZenFone captures and combines four 13 megapixel photos to create a single image of with exceptional four times (4X) of clarity. Light or dark, you'll enjoy more detail and less noise — a Super Resolution equivalent up to 52 megapixels!



Featured in ZenFone 2 Deluxe, ZenFone 2 Laser & ZenFone Selfie



A Mode for Every Mood

You Choose The Moment, We Make It Happen

ZenFone is loaded with intuitive shooting modes for every scenario. With loads of instant presets for both front and rear PixelMaster cameras, configuring ZenFone for the best shots is as swift as selecting the mode to suit the setting.

Want to make yourself look even more glamorous? Fire up Beautification mode and let ZenFone work its magic, and all in real time. Desire more detail in the dark? PixelMaster's Low Light mode enhances light sensitivity to capture what others will never see.

Featured in ZenFone 2 Deluxe, ZenFone 2 Laser & ZenFone Selfie



Corning Gorilla Glass 4

Stunningly Strong, Gorilla Strong

Gorilla® Glass 4 is the latest ingenious creation from the world-renowned Corning®. ZenFone's Gorilla Glass 4 display offers twice (2X) the drop-damage resistance of its predecessor, a 2.5X increase in retained strength and is 85% less likely to break in daily use.

What does all that mean for you? It means ZenFone is safer and stronger than ever before. Corning's world-class scientists have exclusive knowledge of what causes scratches and cracks, and unique experience of how to prevent them. They conduct the industry's toughest drop tests in situations that mimic real-world use. ZenFone is your digital world — and it's protected by the Corning's toughest-ever glass.

2x Drop Damage Resistance | 2.5x Retained Strength

85% Drop Damage Resistance

Featured in ZenFone Selfie & ZenFone 2 Laser

Louder, Clearer Sounds

Five Magnets. Finer Audio

ASUS-exclusive SonicMaster 2.0 technology means louder, clearer sounds with maximum bass and minimum distortion — for unforgettable listening experiences. We achieved this by designing ZenFone with a unique speaker chamber that contains five magnets, and the necessary expanse to allow audio the space it needs to grow.

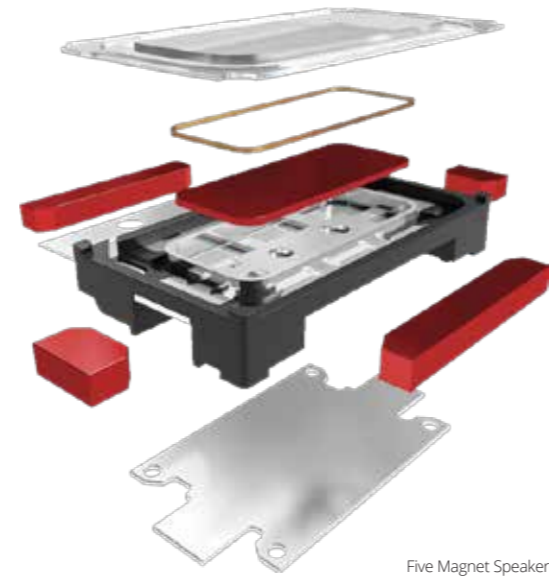
ZenFone puts single-speakers constructions to shame. Audiophiles will understand logarithmic higher-is-better sound pressure levels (SPL), with ZenFone outperforming single-speaker devices by 93dB to 90dB SPL — for 23%-better output power.

ZenFone's five-magnet speaker also extends low frequencies by 14%, from 850Hz to 730Hz, for deeper bass; and reduces bass total harmonic distortion (THD) from 22% to 13% for high-accuracy reproduction.

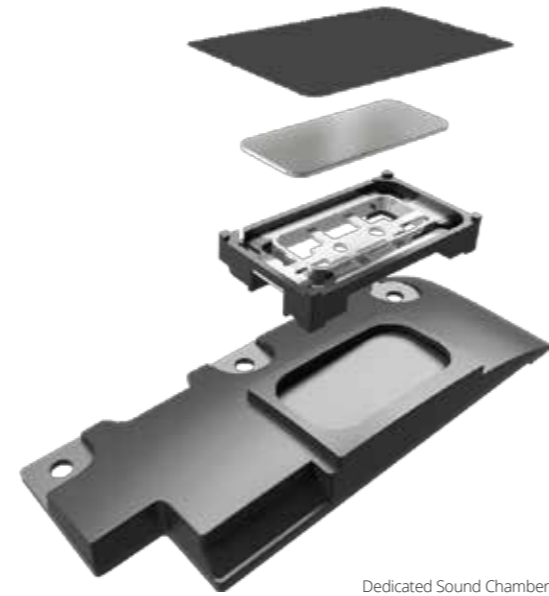
41% Louder Level | 14% Extends Low Frequency

12% Improves Lower Degree of Distortion at Low Frequency

Featured in ZenFone Selfie & ZenFone 2 Laser



Five Magnet Speaker



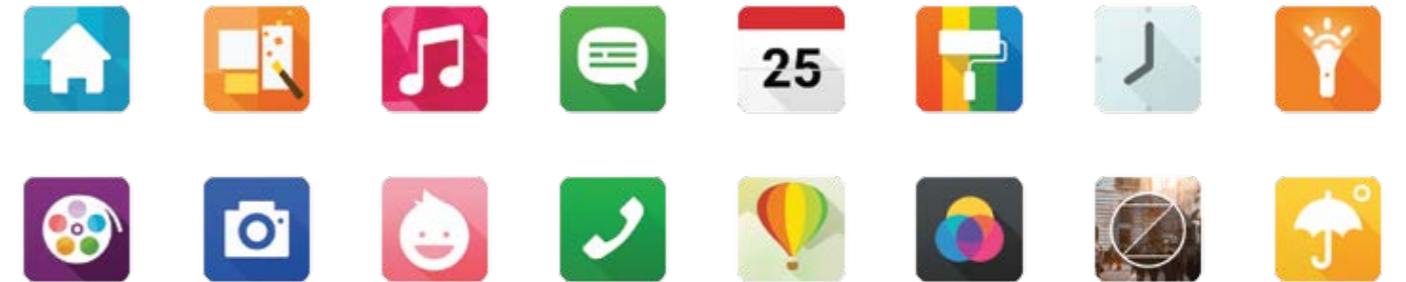
Dedicated Sound Chamber
Designed for Five Magnet Speaker

ASUS ZenUI™ Freedom. Connection. Expression

Over 1000 Features for a Simpler, Smarter, More Personalized Experience

ZenUI is the unique face of ZenFone, and a simpler and smarter way to interact with your digital world. Stylish simplicity is the brand-new ZenUI's starting point, expanding white space for a cleaner design and placing the information you need front and center. It's brighter, smarter and even more beautiful.

ZenUI is about freedom, connection, and expression. With ZenUI, your ZenFone give you the freedom explore and create, keeps you connected wherever you go, and enables you to express your thoughts and feelings — here and now. Our latest ZenUI is upgraded with many exciting and helpful new features, including ZenMotion for everyday simplicity, SnapView and TrendMicro™ to ensure security and privacy, and ZenUI Instant Updates to that your experiences are always seamless.



ZenUI Instant Updates — Innovation That's Under Your Control, 24/7

As a privileged ZenFone owner, you'll always be first to get the latest updates — ZenUI Instant Updates puts you in full control. ZenUI has over 30 sublime apps that are continuously improved by our software engineers. When our developers issue updates they're available to you immediately, direct from the Google Play Store, so you choose when you'd like to improve your experience — and no more waiting for months for the latest updates!

Zenfone Zoom™

World's thinnest 3x optical-zoom smartphone



Empowering 3X Zoom with PixelMaster Features

4X sensitivity and contrast, 52MP photos, 32s long exposure, plus dedicated shutter and recording buttons

Full Metal Unibody Finessed with Italian Leather Craftsmanship

Best protection 3X optical zoom, and the fine-quality hide for the best grip

Monster Performance

2.5GHz, 64-bit Super Quad-Core Intel® Atom™ Z3590 processor. World's first 4GB RAM smartphone, with up to 128GB storage

Optical Image Stabilization (4 stops OIS)

Shoot shake-free photos every time

3X Optical Zoom, 12X Total Zoom

World-class camera technology captures close-up detail

Good Design Award 2015

The design industry's Oscars

0.03s Laser Auto-Focus Photography

Total clarity at the speed of light

5.5" ZX551ML

Zenfone Zoom™

World's thinnest 3x optical-zoom smartphone



Finish / Color	<ul style="list-style-type: none"> - Luxurious leather rear cover : Premium Pure Black/Sleek Ceramic White - Metal uni-body - 2015 Good Design award - Premium leather wrist straps 	Wireless & Navigation	<ul style="list-style-type: none"> - LTE CAT4 - 802.11 b/g/n WiFi - Bluetooth 4.0 with A2DP - GPS, GLONASS, QZSS, SBAS, BDS
Storage Capacity	<ul style="list-style-type: none"> - Internal storage: 128GB - Micro SD: up to 128GB - ASUS WebStorage: 5GB free for life - Google Drive: 100GB free space (2 years) 	Sensors	<ul style="list-style-type: none"> - Accelerator, E-Compass, Gyroscope, Proximity sensor, Hall sensor, Ambient light sensor
Weight / Dimension	- 185g (with battery) / 78.84 x 158.9 x 5 ~ 11.95 mm (LxWxH)	SIM Cards	<ul style="list-style-type: none"> - Single Micro SIM Card - SIM Support 2G / 3G / 4G
Display	<ul style="list-style-type: none"> - 5.5-inch HD (1280 x 720) IPS display with Full-screen Lamination - ASUS TruVivid Technology - 75% screen-to-body ratio - 400nits Brightness - Corning® Gorilla® Glass 4 - Bluelight Filter for Eye Care 	Network	<ul style="list-style-type: none"> - WCDMA / FDD-LTE - Data Rate: DC-HSPA+: UL 5.76Mbps / DL 42Mbps - LTE Cat4: UL 50Mbps / DL 150Mbps - 3G WCDMA: 850MHz (5) / 900MHz (8) / 1900MHz (2) / 2100MHz (1) - 4G* FDD-LTE: (WW version) - FDD-LTE: 2100MHz (1) / 1900MHz (2) / 1800MHz (3) / 850MHz (5) / 2600MHz (7) / 900MHz (8) / 800MHz (20)
Touch Technology	<ul style="list-style-type: none"> - Industrial leading 60ms touch response time - Fingerprint and smudge-resistant oleophobic coating - Support glove touch 	User Interface	<ul style="list-style-type: none"> - ASUS ZenUI™ 2.0 with over 1000+ software enhancements, including Themes Store, MiniMovie, PhotoCollage, ZenCircle, Easy / Kids / SnapView modes, ZenMotion / Tap tap to wake up and sleep - 24/7 ZenUI™ apps Instant update from Google Play Store
Processor	- Intel® Atom™ Quad Core Z3590	Battery	<ul style="list-style-type: none"> - 3000mAh Li-Polymer (non-removable) - Standby time: up to 38 days - 3G talk time: up to 37.6 hours - Web Browsing (WiFi): up to 32.5 hours - Video Playback: up to 22.6 hours (Battery life figures based on testing conducted by ASUS. Actual results will vary)
Memory	- 4GB LPDDR3 RAM	Ports	- Micro USB, 3.5mm audio jack
Operating System	- Android 5.0 Lollipop	Audio	<ul style="list-style-type: none"> - Built-in Mono speaker - One internal mic with ASUS NoiseZero Talk Technology
PixelMaster Camera	<ul style="list-style-type: none"> - Front: 5 MegaPixel Camera f/2.0, 85° wide-viewing angle - Rear: 13 MegaPixel Camera f/2.0, 10P HOYA lens, 3X optical zoom / 12X total zoom Laser Auto Focus (0.03 sec focusing), Level 4 OIS (optical Image Stabilization), Dual-LED real tone flash, 5cm macro focusing - PixelMaster Camera Modes: HDR (up to 400% brightness), Low Light (up to 400% better light sensitivity), Manual (DSLR-like), Real Time Beautification, Super Resolution (52MP), Night, Depth of Field, Photo Effect, Selfie Panorama, Selfie, GIF Animation, Panorama, Miniature, Time Rewind, Smart Remove, All Smiles, Slow Motion, Time Lapse 		

RM2,199

Zenfone Max™

World's leading 5000mAh battery maximized for 38 days power



5000mAh Battery Monster

Up to 38 days stand-by time, 37.6 hours 3G talk time, 32/5 hours Wi-Fi web browsing and 22.6 hours of video playback

Your go-everywhere powerbank

Includes USB OTG cable to juice up other devices

PixelMaster Camera

4X-better light sensitivity and contrast, plus 52MP Super Resolution photos

0.03s Laser Auto-Focus Photography

Total clarity at the speed of light

60ms Touch Response

34% less glass friction

Corning® Gorilla® Glass 4

Best-in-class screen protection

5.5" ZC550KL

Zenfone Max™

World's Leading 5000mAh Battery Maximized for 38 Days Power



Finish / Color	<ul style="list-style-type: none"> - Leather-like Finish: Osmium Black - Eggshell Finish: Pure White - Metal-like edge 	Sensors	<ul style="list-style-type: none"> - Accelerator, E-Compass, Proximity sensor, Hall sensor, Ambient light sensor
Storage Capacity	<ul style="list-style-type: none"> - Internal storage: 16GB - Micro SD: up to 64GB - ASUS WebStorage: 5GB free for life - Google Drive: 100GB free space (2 years) 	SIM Cards	<ul style="list-style-type: none"> - Dual SIM Dual Standby - SIM1 Support 2G / 3G / 4G - SIM2 Support 2G / 3G / 4G
Weight / Dimension	<ul style="list-style-type: none"> - 202g (with battery) / 77.5 x 156 x 5.2 ~ 10.55 mm (LxWxH) 	Network	<ul style="list-style-type: none"> - WCDMA / FDD-LTE - Data Rate: DC-HSPA+: UL 5.76Mbps / DL 42Mbps - LTE Cat4: UL 50Mbps / DL 150Mbps - 3G WCDMA: 850MHz (5) / 900MHz (8) / 1900MHz (2) / 2100MHz (1) - 4G* FDD-LTE: (WW version) 2100MHz (1) / 1900MHz (2) / 1800MHz (3) / 850MHz (5) / 2600MHz (7) / 900MHz (8) / 800MHz (20)
Display	<ul style="list-style-type: none"> - 5.5-inch HD (1280 x 720) IPS display with Full-screen Lamination - ASUS TruVivid Technology - 75% screen-to-body ratio - 450nits Brightness - Corning® Gorilla® Glass 4 - Bluelight Filter for Eye Care 	User Interface	<ul style="list-style-type: none"> - ASUS ZenUI™ 2.0 with over 1000+ software enhancements, including Themes Store, MiniMovie, PhotoCollage, ZenCircle, Easy / Kids / SnapView modes, ZenMotion / Tap tap to wake up and sleep - 24/7 ZenUI™ apps Instant update from Google Play Store
Touch Technology	<ul style="list-style-type: none"> - Industrial leading 60ms touch response time - Fingerprint and smudge-resistant oleophobic coating - Support glove touch 	Battery	<ul style="list-style-type: none"> - 5000mAh Li-Polymer (non-removable) - Standby time: up to 38 days - 3G talk time: up to 37.6 hours - Web Browsing (WiFi): up to 32.5 hours - Video Playback: up to 22.6 hours (Battery life figures based on testing conducted by ASUS. Actual results will vary)
Processor	<ul style="list-style-type: none"> - 64-bit CPU Qualcomm® Snapdragon™ 410 	Ports	<ul style="list-style-type: none"> - Micro USB, 3.5mm audio jack
Memory	<ul style="list-style-type: none"> - 2GB LPDDR3 RAM 	Audio	<ul style="list-style-type: none"> - Built-in Mono speaker - One internal mic with ASUS NoiseZero Talk Technology
Operating System	<ul style="list-style-type: none"> - Android 5.0 Lollipop 	Wireless & Navigation	<ul style="list-style-type: none"> - LTE CAT4 - 802.11 b/g/n WiFi - Bluetooth 4.0 with A2DP - GPS, A-GPS, GLONASS, BDS
PixelMaster Camera	<ul style="list-style-type: none"> - Front: 5 MegaPixel Camera f/2.0, 88° wide-viewing angle - Rear: 13 MegaPixel Camera f/2.0, 5-element Largan lens, Laser Auto Focus (0.03 sec focusing), Dual-LED real tone flash - PixelMaster Camera Modes: HDR (up to 400% brightness), Low Light (up to 400% better light sensitivity), Manual (DSLR-like), Real Time Beautification, Super Resolution (52MP), Night, Depth of Field, Photo Effect, Selfie Panorama, Selfie, GIF Animation, Panorama, Miniature, Time Rewind, Smart Remove, All Smiles, Slow Motion, Time Lapse 		

RM899

Zenfone 2 Laser 5.5

Light speed photography and smartphone luxury combined



iF DESIGN AWARD
Oscar award in design industry

0.03 sec Laser Auto-focus
Light speed photography

PixelMaster Camera
4X sensitivity & contrast, 52 MegaPixel photos

5-Magnet Speaker
40% better audio experience

60ms Touch Response Time
34% less glass friction

Up to 28 Days Stand-by Time
Long-lasting battery life

Corning® Gorilla® Glass 4
Best-in-class screen protection

5.5" ZE550KL

Zenfone 2 Laser 5.5

Light speed photography and smartphone luxury combined



Finish / Color	<ul style="list-style-type: none"> Premium UV Coating: Pure Black / Glamour Red / Ceramic White Hairline design with Glacier Gray / Sheer Gold 	Wireless & Navigation	<ul style="list-style-type: none"> 802.11n, Wi-Fi Direct, Bluetooth 4.0 GPS, A-GPS, GLONASS, BDS
Storage Capacity	<ul style="list-style-type: none"> 32GB ROM, ASUS WebStorage 5GB (lifetime) Google drive 100G free space (2 years) Micro SD card expandable up to 128GB 	Sensor	<ul style="list-style-type: none"> Accelerometer, proximity, ambient light, gyro, digital compass and Hall-effect sensor
Dimension / Weight	<ul style="list-style-type: none"> 152.5 x 77.2 x 10.8-3.9mm / 170g 	SIM Card	<ul style="list-style-type: none"> Dual SIM, Dual Stand by (LTE+LTE) SIM1 Support 2G / 3G / 4G SIM2 Support 2G / 3G / 4G
Display	<ul style="list-style-type: none"> 5.5-inch, 1280x720 HD resolution 267 ppi, IPS display with 178 degree view angle Anti Scratch Corning® Gorilla® Glass 4 Blue light filter for eye care, Glove Touch support, 60ms touch response time, 20nm Oleophobic Anti-fingerprints coating 	Network	<ul style="list-style-type: none"> DC-HSPA+ (DL/UL): 42/5.76Mbit/s; LTE Category 4 (DL/UL): 150/50Mbit/s GSM: 850/900/1800/1900 WCDMA: Band 1/2/5/8 (w/ div) FDD-LTE Band 1/2/3/5/7/8/20
Processor	<ul style="list-style-type: none"> Qualcomm 64-bit Quad Core Processor Snapdragon 410 (MSM8916) Qualcomm Adreno 306 GPU 	User Interface	<ul style="list-style-type: none"> ASUS ZenUI 2.0 with over 1000+ software enhancements including What's Next, ZenLink, ZenMotion, Quick Access, ASUS Splendid, Kids Mode, SnapView, One Hand Mode, Trend Micro™ Security etc Services/ Other Apps PhotoCollage, PhotoEffects, MiniMovie, Google App, Share Link, WebStorage, File Manager, Do It Later, SuperNote Theme (customize your ZenFone 2 Laser theme from many different templates)
Memory	<ul style="list-style-type: none"> Up to LPDDR3 2GB RAM 	Battery	<ul style="list-style-type: none"> 3000mAh removable lithium-polymer
Operating system	<ul style="list-style-type: none"> Android 5.0 Lollipop (Upgradable to Android 6.0) 	Audio	<ul style="list-style-type: none"> Dual Microphone with Noise Cancellation for best phone call quality 5 magnet structure sound chamber with louder sound, stronger bass, less distortion
PixelMaster cameras	<ul style="list-style-type: none"> Front: <ul style="list-style-type: none"> 5 MegaPixel with f/2.0 aperture 5 element wide-angle (FOV 85°) lens Front Camera Modes: <ul style="list-style-type: none"> Selfie Panorama (up to 140 degrees left to right) Real Time Beautification, HDR Mode, Low Light Mode Night Mode, Photo Effects, GIF animation, Time Lapse Rear: <ul style="list-style-type: none"> 0.03 seconds ultra fast speed Laser Auto Focus 13 MegaPixel with f/2.0 aperture 5 element lens Largan lens Dual LED Real Tone Flash 400% brighter photo and video, 400% noise reduction and 400% contrast increase Rear Camera Modes: <ul style="list-style-type: none"> Back Light (HDR) mode with ASUS Pixel-Enhancing Technology for up to 400% brighter, and evenly-exposed photos and videos Low Light mode with ASUS PixelMaster Technology for up to 400% brighter photos and videos Manual Mode for DSLR-like camera detail settings Super resolution for up to 52MP resolution photos Real Time Beautification, Night mode, Depth of Field Selfie mode, Photo Effects, Panorama mode, Miniature Time Rewind, Smart Remove, All Smiles, Time Lapse 	Video	<ul style="list-style-type: none"> 1080p HD video recording with video stabilization and one-touch still-capture facility

RM799

Zenfone™ 2 Laser 6.0

0.03s light-speed photography with a wide 6-inch outlook



PixelMaster Camera

4X-better light sensitivity and contrast, plus 52MP Super Resolution photos

6-inch Large High-Density Display

Handheld home-theater experience

Long-Lasting Battery Life

Up to 18 days stand-by time

iF Design Award

Recognized by international experts

Powerful Dual 5-Magnet Speaker

40%-better audio experience

60ms Touch Response

34%=less glass friction

Built-in Blue-Light Filter

Eye-friendly protection

0.03s Laser Auto-Focus Photography

Total clarity at the speed of light

Corning® Gorilla® Glass 4

Best-in-class screen protection

6.0" ZE600KL

Zenfone™ 2 Laser 6.0

0.03s light-speed photography with a wide 6-inch outlook



Finish / Color

· Hairline design with Glacier Gray / Glamour Red / Sheer Gold

Storage Capacity

· 16GB ROM, ASUS WebStorage 5GB (lifetime)
· Google drive 100G free space (2 years)
· Micro SD card expandable up to 128GB

Weight / Dimension

· 164.55 x 84 x 10.55 ~ mm / 190g

Display

· 6.0-inch, 1920x1080 FHD resolution 367 ppi, IPS display with 178 degree view angle
· Anti Scratch Corning® Gorilla® Glass 4
· Blue light filter for eye care, Glove Touch support, 60ms touch response time, 20nm Oleophobic Anti-fingerprints coating

Processor

· Qualcomm 64-bit Quad Core Processor Snapdragon 410 (MSM8916)
· Qualcomm Adreno 405 GPU

Memory

· Up to LPDDR3 2GB RAM

Operating system

· Android 5.0 Lollipop (Upgradable to Android 6.0)

PixelMaster cameras

· Front:

5 MegaPixel with f/2.0 aperture
5 element wide-angle (FOV 85°) lens

· Front Camera Modes:

Selfie Panorama (up to 140 degrees left to right)
Real Time Beautification, HDR Mode, Low Light Mode
Night Mode, Photo Effects, GIF animation, Time Lapse

· Rear:

0.03 seconds ultra fast speed Laser Auto Focus
13 MegaPixel with f/2.0 aperture
5 element lens Largin lens
Dual LED Real Tone Flash
400% brighter photo and video, 400% noise reduction and 400% contrast increase

· Rear Camera Modes:

Back Light (HDR) mode with ASUS Pixel-Enhancing Technology for up to 400% brighter, and evenly-exposed photos and videos
Low Light mode with ASUS PixelMaster Technology for up to 400% brighter photos and videos
Manual Mode for DSLR-like camera detail settings
Super resolution for up to 52MP resolution photos, Real Time Beautification, Night mode, Depth of Field
Selfie mode, Photo Effects, Panorama mode, Miniature, Time Rewind, Smart Remove, All Smiles, Time Lapse

Wireless & Navigation

· 802.11n, Wi-Fi Direct
· Bluetooth 4.0
· GPS, A-GPS, GLONASS, BDS

Sensor

· Accelerometer, proximity, ambient light, gyro, digital compass and Hall-effect sensor

SIM Card

· Dual SIM, Dual Stand by (LTE+LTE)
SIM1 Support 2G / 3G / 4G
SIM2 Support 2G / 3G / 4G

Network

· DC-HSPA+ (DL/UL): 42/5.76Mbit/s;
· LTE Category 4 (DL/UL): 150/50Mbit/s
· GSM: 850/900/1800/1900
· WCDMA: Band 1/2/5/8 (w/ div)
· FDD-LTE Band 1/2/3/5/7/8/20

User Interface

· ASUS ZenUI 2.0 with over 1000+ software enhancements
What's Next, ZenLink, ZenMotion, Quick Access, ASUS Splendid, Kids Mode, SnapView, One Hand Mode, Trend Micro™ Security etc
Services/ Other Apps
PhotoCollage, PhotoEffects, MiniMovie, Google App, Share Link, WebStorage, File Manager, Do It Later, SuperNote
Theme (customize your ZenFone 2 Laser theme from many different templates)

Battery

· 3000 mAh removable lithium-polymer

Audio

· Dual Microphone with Noise Cancellation for best phone call quality
5 magnet structure sound chamber with louder sound, stronger bass, less distortion

Video

· 1080p HD video recording with video stabilization and one-touch still-capture facility

RM999

Zenfone™ Selfie

See the perfect you with 13MP front camera



5.5-inch Full HD High-Density Display

Handheld home-theater experience

Front and Rear 13MP Cameras & 2X Dual-LED Flash

4X better light sensitivity & contrast, plus 52MP Super Resolution photos

PixelMaster Selfie Experience

Swipe S to launch front camera, and real-time beautification

0.03s Laser Auto Focus Photography

Total clarity at the speed of light

Powerful 5-Magnet Speaker

40%-better audio experience

Corning Gorilla Glass 4

Best-in-class screen protection



5.5" ZD551KL

Zenfone™ Selfie

See The Perfect You with 13 MegaPixel Front Camera

Finish / Color	<ul style="list-style-type: none"> · Metallic Hairline Finish: Sheer Gold / Glacier Gray / Glamour Red · Eggshell Finish: Chic Pink / Pure Black / Pure White / Aqua Blue 	Sensors	<ul style="list-style-type: none"> · Accelerator, E-Compass, Proximity sensor, Hall sensor, Ambient light sensor, Gyroscope
Storage Capacity	<ul style="list-style-type: none"> · Internal storage: 32GB · Micro SD: up to 128GB · ASUS WebStorage: 5GB free for life · Google Drive: 100GB free space (2 years) 	SIM Cards	<ul style="list-style-type: none"> · Dual SIM Dual Standby · SIM1 Support 2G / 3G / 4G · SIM2 Support 2G / 3G / 4G · (Both micro SIM card slots support 3G WCDMA / 4G LTE network band. But only one micro SIM card can connect to 3G WCDMA / 4G LTE service at a time)
Weight / Dimension	<ul style="list-style-type: none"> · 170g (with battery) / 156.5 x 77.2 x 3.9~10.8 mm (LxWxH) 	Network	<ul style="list-style-type: none"> · WCDMA / FDD-LTE · Data Rate: DC-HSPA+: UL 5.76Mbps / DL 42Mbps · LTE Cat4: UL 50Mbps / DL 150Mbps · 2G: GSM: 850MHz (5) / 900MHz (8) / 1800MHz (3) / 1900MHz (2) · 3G: WCDMA: 850MHz (5) / 900MHz (8) / 1900MHz (2) / 2100MHz (1) · 4G* FDD-LTE: (WW version) 2100MHz (1) / 1900MHz (2) / 1800MHz (3) / 850MHz (5) / 2600MHz (7) / 900MHz (8) / 800MHz (20)
Display	<ul style="list-style-type: none"> · 5.5-inch Full HD (1920 x 1080) IPS display with Full-screen Lamination · ASUS TruVivid Technology · 75% screen-to-body ratio · 400nits Brightness · Corning® Gorilla® Glass 4 · Bluelight Filter for Eye Care 	User Interface	<ul style="list-style-type: none"> · ASUS ZenUI™ 2.0 with over 1000+ software enhancements, including Themes Store, MiniMovie, PhotoCollage, ZenCircle, Easy / Kids / SnapView modes, ZenMotion / Tap tap to wake up and sleep · 24/7 ZenUI™ apps Instant update from Google Play Store
Touch Technology	<ul style="list-style-type: none"> · Industrial leading 60ms touch response time · Fingerprint and smudge-resistant oleophobic coating · Support glove touch 	Battery	<ul style="list-style-type: none"> · 3000mAh Li-Polymer (removable) · Standby time: up to 28 days · Web Browsing (WiFi): up to 12 hours · (Battery life figures based on testing conducted by ASUS. Actual results will vary)
Processor	<ul style="list-style-type: none"> · 64-bit CPU Qualcomm® Snapdragon™ 615 	Ports	<ul style="list-style-type: none"> · Micro USB, 3.5mm audio jack
Memory	<ul style="list-style-type: none"> · 3GB LPDDR3 RAM 	Audio	<ul style="list-style-type: none"> · Built-in Mono FIVE-Magnet speaker · Dual internal mic with ASUS NoiseZero Talk Technology
Operating System	<ul style="list-style-type: none"> · Android 5.0 Lollipop (Upgradable to Android 6.0) 	Wireless & Navigation	<ul style="list-style-type: none"> · LTE CAT4 · 802.11 b/g/n WiFi · Bluetooth 4.0 with A2DP · GPS, A-GPS, GLONASS, BDS
PixelMaster Camera	<ul style="list-style-type: none"> · Front: 13 MegaPixel Camera f/2.2, 88° wide-viewing angle · Rear: 13 MegaPixel Camera f/2.0, 5-element Largin lens, Laser Auto Focus (0.03 sec focusing), Dual-LED real tone flash · PixelMaster Camera Modes: HDR (up to 400% brightness), Low Light (up to 400% better light sensitivity), Manual (DSLR-like), Real Time Beautification, Super Resolution (52MP), Night, Depth of Field, Photo Effect, Selfie Panorama, Selfie, GIF Animation, Panorama, Miniature, Time Rewind, Smart Remove, All Smiles, Slow Motion, Time Lapse 		



RM1099

Zenfone Go™ See As You Go

Stylish & Premium
IMR Rear Cover

Qualcomm
Snapdragon
Quad-core Processor

High-Capacity
Battery



4.5" ZB452KG

Zenfone Go 4.5™ See as You Go



Finish / Color	· Painted/Metallic Hairline Finish: Lemon Yellow/Charcoal Black/Pearl White/Glacier Gray/Sheer Gold/Glamour Red/Silver Blue
Storage Capacity	· Internal storage: 8GB · Micro SD: up to 64GB · ASUS WebStorage: 5GB free for life · Google Drive: 100GB free space (2 years)
Weight / Dimension	· 125g (with battery) / 136.5 x 66.7 x 3.6~11.2 mm (LxWxH)
Display	· 4.5-inch (480 x 854) FWVGA Display
Processor	· Qualcomm® Snapdragon™ Quad Core Processor
Memory	· 1GB LPDDR3 RAM
Operating System	· Android 5.1 Lollipop
PixelMaster Camera	· Front: 2 MegaPixel Camera / VGA · Rear: 8 MegaPixel Camera f/2.0 / 5 MegaPixel Camera, auto-focus, LED Flash
Battery	· 2070mAh Li-Polymer (removable) · Standby time: up to 321 hours · 3G talk time: up to 11 hours (Battery life figures based on testing conducted by ASUS. Actual results will vary)

VGA / 5 MP Camera: **RM299**

2 MP Camera / 8 MP Camera: **RM379**

ZenFone Go Series General Specification

SIM Cards	· Dual SIM, Dual Stand by SIM1 Support 2G / 3G SIM2 Support 2G / 3G
Network	· Data Rate DC-HSPA+: UL 5.76Mbps / DL 42Mbps 2G · EDGE / GPRS / GSM: (WW version) 850MHz / 900MHz / 1800MHz / 1900MHz 3G · WCDMA: (WW version) 850MHz / 900MHz / 1900MHz / 2100MHz
User Interface	· ASUS ZenUI 2.0 with over 1000+ software enhancements What's Next, ZenLink, ZenMotion, Quick Access, ASUS Splendid, Kids Mode, SnapView, One Hand Mode Trend Micro™ Security etc Services/ Other Apps PhotoCollage, PhotoEffects, MiniMovie, Google App, Share Link, WebStorage, File Manager, Do It Later, SuperNote Theme (customize your ZenFone 2 Laser theme from many different templates)
Ports	· Micro USB, 3.5mm audio jack
Audio	· Built-in Mono speaker · Dual internal mic
Wireless & Navigation	· 802.11 b/g/n WiFi · Bluetooth 4.0 · GPS, A-GPS
Sensors	· Accelerator, E-Compass, Proximity sensor, Ambient light sensor
PixelMaster Camera Modes	· HDR (up to 400% brightness), Low Light (up to 400% better light sensitivity), Manual (DSLR-like), Real Time Beautification, Super Resolution (52MP), Night, Depth of Field, Photo Effect, Selfie Panorama, Selfie, GIF Animation, Panorama, Miniature, Time Rewind, Smart Remove, All Smiles, Slow Motion, Time Lapse

5" ZC500TG

Zenfone Go 5.0

See as You Go



Finish / Color	- Painted/Metallic Hairline Finish: Black/White/Blue/Red/Gold
Storage Capacity	- Internal storage: 16GB - Micro SD: up to 64GB - ASUS WebStorage: 5GB free for life - Google Drive: 100GB free space (2 years)
Weight / Dimension	- 135g (with battery) / 144.5 x 71 x 9.98mm (LxWxH)
Display	- 5.0-inch HD (1280 x 720) HD IPS Display
Processor	- Quad Core Processor
Memory	- 2GB LPDDR3 RAM
Operating System	- Android 5.1 Lollipop
PixelMaster Camera	- Front: 2 MegaPixel Camera - Rear: 8 MegaPixel Camera f/2.0 auto-focus, LED Flash
Battery	- 2070mAh Li-Polymer (removable) - Standby time: up to 321 hours - 3G talk time: up to 11 hours (Battery life figures based on testing conducted by ASUS. Actual results will vary)

RM599

ZenFone Go Series General Specification

SIM Cards	- Dual SIM, Dual Stand by SIM1 Support 2G/3G SIM2 Support 2G/3G
Network	- Data Rate DC-HSPA+: UL 5.76Mbps / DL 42Mbps 2G - EDGE / GPRS / GSM: (WW version) 850MHz / 900MHz / 1800MHz / 1900MHz 3G - WCDMA: (WW version) 850MHz / 900MHz / 1900MHz / 2100MHz
User Interface	- ASUS ZenUI 2.0 with over 1000+ software enhancements What's Next, ZenLink, ZenMotion, Quick Access, ASUS Splendid, Kids Mode, SnapView, One Hand Mode Trend Micro™ Security etc Services/ Other Apps PhotoCollage, PhotoEffects, MiniMovie, Google App, Share Link, WebStorage, File Manager, Do It Later, SuperNote Theme (customize your ZenFone 2 Laser theme from many different templates)
Ports	Micro USB, 3.5mm audio jack
Audio	- Built-in Mono speaker - Dual internal mic
Wireless & Navigation	- 802.11 b/g/n WiFi · Bluetooth 4.0 - GPS, A-GPS
Sensors	- Accelerator, E-Compass, Proximity sensor, Ambient light sensor
- PixelMaster Camera Modes:	- HDR (up to 400% brightness), Low Light (up to 400% better light sensitivity), Manual (DSLR-like), Real Time Beautification, Super Resolution (52MP), Night, Depth of Field, Photo Effect, Selfie Panorama, Selfie, GIF Animation, Panorama, Miniature, Time Rewind, Smart Remove, All Smiles, Slow Motion, Time Lapse

5.5" ZB551KL

Zenfone Go 5.5

See as You Go



Finish / Color	- Painted/Metallic Hairline Finish: Gray/Gold/ Black/ White/ Blue/ Red/ Flora Pink/Silver Blue
Storage Capacity	- Internal storage: 16GB - Micro SD: up to 64GB - ASUS WebStorage: 5GB free for life - Google Drive: 100GB free space (2 years)
Weight / Dimension	- 160g (with battery) / 151 x 76.9 x 10.7mm (LxWxH)
Display	- 5.5-inch HD (1280 x 720) HD IPS Display
Processor	- Qualcomm® Snapdragon™ Quad Core Processor
Memory	- 2GB LPDDR3 RAM
Operating System	- Android 5.1 Lollipop
PixelMaster Camera	- Front: 5 MegaPixel Camera - Rear: 8 MegaPixel Camera f/2.0 auto-focus, dual flash real tone LED flash
Battery	- 3010mAh Li-Polymer (removable) - Standby time: up to 400 hours - 3G talk time: up to 16 hours (Battery life figures based on testing conducted by ASUS. Actual results will vary)

RM699

ZenFone Go Series General Specification

SIM Cards	- Dual SIM, Dual Stand by SIM1 Support 2G/3G/4G SIM2 Support 2G/3G/4G
Network	- Data Rate DC-HSPA+: UL 5.76Mbps / DL 42Mbps 2G - EDGE / GPRS / GSM: (WW version) 850MHz / 900MHz / 1800MHz / 1900MHz 3G - WCDMA: (WW version) 850MHz / 900MHz / 1900MHz / 2100MHz 4G - FDD-LTE Band 1/2/3/5/7/8/20
User Interface	- ASUS ZenUI 2.0 with over 1000+ software enhancements What's Next, ZenLink, ZenMotion, Quick Access, ASUS Splendid, Kids Mode, SnapView, One Hand Mode Trend Micro™ Security etc Services/ Other Apps PhotoCollage, PhotoEffects, MiniMovie, Google App, Share Link, WebStorage, File Manager, Do It Later, SuperNote Theme (customize your ZenFone 2 Laser theme from many different templates)
Ports	Micro USB, 3.5mm audio jack
Audio	- Built-in Mono speaker - Dual internal mic
Wireless & Navigation	- 802.11 b/g/n WiFi · Bluetooth 4.0 - GPS, A-GPS
Sensors	- Accelerator, E-Compass, Proximity sensor, Ambient light sensor
- PixelMaster Camera Modes:	- HDR (up to 400% brightness), Low Light (up to 400% better light sensitivity), Manual (DSLR-like), Real Time Beautification, Super Resolution (52MP), Night, Depth of Field, Photo Effect, Selfie Panorama, Selfie, GIF Animation, Panorama, Miniature, Time Rewind, Smart Remove, All Smiles, Slow Motion, Time Lapse

ASUS ZenPad™

Luxury on your terms



ZenPad 8.0 (Z380KL)



ZenPad 10 (Z300CL)



ZenPad C 7.0 (Z170CG)



ZenPad 7.0 (Z370CG)

#Z3N

COMING SOON

Ultimate Style and Beauty

Stylish design and fashionable covers.

Realistic Visual Experience

ASUS VisualMaster with Tru2Life technology delivers incredibly realistic picture.

Immersive Surround Sound

DTS-HD Premium Sound delivers ultimate audio enjoyment.



ASUS ZenPad C 7.0 (Z170CG)

Operation System

Android 5.0 (Lollipop)

Display

7" LED Backlight WSVGA
(1024 x 600)
IPS panel
Full lamination
Anti-fingerprint coating
10 finger multi-touch

CPU

Intel® Atom™ x3-C3230
Quad-Core, 64bit

Graphics

Mali-450 MP4

Memory

1GB

Storage

16GB
5GB of ASUS WebStorage space for life; with an additional 11GB for the 1st year

Connectivity

802.11 b/g/n
Bluetooth 4.0
Support Miracast

Network Standard

2G :
EDGE/GSM :
900MHz / 1800 MHz

3G :
WCDMA :
900MHz(8)/2100MHz(1)

Camera

0.3MP Front Camera
2MP* Rear Camera

Audio

1 x Front Speaker
DTS-HD

Interface

1 x Micro USB
1 x 2-in-1 Audio Jack
(Headphone / Mic-in)
1 x Micro SD Card Reader, up to
64GB SDHC
2 x Micro SIM tray (Z170CG)

Battery

8 hours battery life
13 Wh Li-polymer Battery

Sensor

GPS/GLONASS/APGS
G-sensor

Color

Black, White, Red, Aurora Metallic

Dimension

108 mm (W) x 189 mm (L) x
8.4 mm (H)

Weight

265g

RM549



ASUS ZenPad 7.0 (Z370CG)

Operation System

Android 5.0 (Lollipop)

Display

7" LED Backlight WXGAA
(1280 x 800)
IPS panel
Corning® Gorilla® Glass
Full lamination
Anti-fingerprint coating
10 finger multi-touch
ASUS Tru2Life

CPU

Intel® Atom™ x3-C3230RK
Quad Core, 64-bit

Graphics

Mali-450 MP4

Memory

2GB

Storage

16GB
5GB of ASUS WebStorage space for life; with an additional 11GB for the 1st year

Connectivity

802.11 b/g/n
Bluetooth 4.0
Support Miracast

Network Standard

2G :
EDGE/GSM :
850MHz/900MHz/1800MHz/1900MHz

3G :
WCDMA :
850MHz/900MHz/1900MHz/2100MHz

Camera

2MP MP Front Camera
8MP Auto-Focus Rear Camera

Audio

1 x Front Speaker
ICE POWER technology
DTS-HD Premium Sound

Interface

1 x Micro USB
1 x 2-in-1 Audio Jack
(Headphone / Mic-in)
1 x Micro SD Card Reader, up to
128GB SDXC
1 x Micro SIM tray

Battery

8 hours battery life
13 Wh Li-polymer Battery

Sensor

GPS/GLONASS/APGS
G-Sensor / E-compass / GPS /
Light Sensor/ Proximity/Hall
Sensor

Color

Black, White, Aurora Metallic

Dimension

189 mm (L) x 110.9 mm (W) x
8.7 mm (H)

Weight

272g

RM749



ASUS ZenPad 8.0 (Z380KL)

Operation System

Android 5.0 (Lollipop)

Display

8" LED Backlight WXGA
(1280 x 800)
IPS panel
Full lamination
Anti-fingerprint coating
10 finger multi-touch
ASUS TruLife

CPU

Qualcomm® MSM8916
Quad-Core, 64bit

Graphics

Adreno 306

Memory

2GB

Storage

16GB
5GB of ASUS WebStorage space for life; with an additional 11GB for the 1st year
100GB of Google Drive space for 2 years

Connectivity

802.11 b/g/n
Bluetooth 4.0
Support Miracast

Network Standard

2G :
EDGE/GSM :
850MHz(5)/ 900MHz (8)/ 1800 MHz(3) / 1900 MHz(2)

3G :
WCDMA :
2100MHz(1)/ 1900MHz(2)/ 850MHz(5)/ 900MHz(8)

4G :

LTE :
2100MHz(1)/ 1900MHz(2)/
1800MHz(3)/ 850MHz(5)/
2600MHz(7)/ 900MHz(8)/
800MHz(5)

Camera

2MP Front Camera
8MP* Rear Camera

Audio

1 x Front Speaker
DTS-HD Premium Sound

Interface

1 x Micro USB
1 x 2-in-1 Audio Jack
(Headphone / Mic-in)
1 x Micro SD Card Reader, up to
64GB SDHC
1 x Micro SIM tray

Battery

10 hours battery life
15.2 Wh Li-polymer Battery

Sensor

G-sensor/ E-compass/ Hall
sensor/ Light Sensor

Color

Black, White, Aurora Metallic

Dimension

209 mm (W) x 123 mm (L) x
8.5 mm (H)

Weight

350g

RM849



ASUS ZenPad 10 (Z300CL)

Operation System

Android 5.0 (Lollipop)

Display

10.1" LED Backlight WXGA (1280 x 800)
IPS panel
Corning® Gorilla® Glass
Full lamination
Anti-fingerprint coating
10 finger multi-touch
ASUS Tru2Life

CPU

Intel® Atom™ Z3560 Quad Core, 64-bit

Graphics

IMG PowerVR Series 6 - G6430

Memory

2GB

Storage

32GB
5GB of ASUS WebStorage space for life; with an additional 11GB for the 1st year
100GB of Google Drive space for 2 years

Connectivity

802.11 b/g/n
Bluetooth 4.0
Support Miracast

Network Standard

2G :
EDGE/GSM :
850MHz(5)/ 900MHz(8)/ 1800MHz(3)/
1900MHz(2)

3G :
WCDMA :
850MHz(5)/900MHz(8)/1900MHz(2) /2100MHz(1)

4G :

LTE :
700(28)/ 800(20)/
850(18)/850(19)/ 850(26)/ 900(8)/
1800(3)/ 1800(9)/ 2100(1)/
2500(41)/ 2600(7)

Camera

2MP MP Front Camera
5MP Rear Camera

Audio

2 x Front Speaker
DTS-HD Premium Sound

Interface

1 x Micro USB
1 x 2-in-1 Audio Jack
(Headphone / Mic-in)
1 x Micro SD Card Reader, up to
128GB SDXC
1 x Micro SIM tray
1 x Accessory Connector

Battery

9 hours battery life
18 Wh Li-polymer Battery

Sensor

G-Sensor / E-compass / Light
Sensor/ Hall Sensor

Color

Black, White, Aurora Metallic

Dimension

251.6 mm (L) x 172 mm (W) x
7.9 mm (H)

Weight

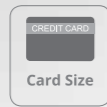
510g

RM1,199

ASUS ZenPower™

Always in Charge

Small and Light



ZenPower is condensed into the size of an credit card. It is easy-to-carry, lightweight and the design is outstanding for its class. With a high-capacity 10050mAh lithium-ion battery and powerful output that provides power to all smarts devices anytime anywhere.

Ultra-Fast Charging



Quickly put life back into all your devices with ASUS ZenPower. It offers high-speed, high-efficiency charging with up to 2.4A output.

Protect Yourself and Your Device

ZenPower includes exclusive ASUS PowerGuardian technology with 11 advanced safety features. PowerGuardian intelligently monitors temperature, controls both input and output voltages, and guards against short circuits to provide maximum safety while charging or travelling, or while in storage.



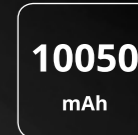
ASUS ZenPower Pro™

(ABTU-010)

Charge Two at the Same Time

Similar to its predecessor, the ZenPower Pro offers the similar size and weight as ZenPower 10050, but with two USB Port. With a high-capacity 10050mAh lithium-ion battery and Dual USB port, you can charge two devices at the same time.

In addition to provide power to your smart devices, ZenPower pro is also equipped with LED light bulb. With the large capacity battery, ZenPower Pro can also provide you with more sustainable long-term high-intensity lighting up to 100 hours.



ASUS ZenPower Ultra™ (ABTU-009)

Ultra-high Capacity Completely Fulfills Your Mobility Life

ASUS ZenPower Ultra is a beautiful, multi-functional power bank that charges all your smart devices. ZenPower Ultra's power-packed 20100mAh battery makes it perfect for fully charging smartphone or tablet – up to many times over. ASUS ZenPower Ultra's dual port supports Qualcomm® Quick Charge™ 2.0, allow you to quick charge two devices at the same time with total output up to 36W. With these advanced features, you will be able to charge two ZenFone2 up to 50% battery capacity in just 30 mins at the same time.



Less Time Charging, More Time Doing

ZenPower Pro and ZenPower Ultra are designed to support Qualcomm Quick Charge 2.0. It allows devices for up to 75% faster charging compared to devices without Quick Charge 2.0. and provide 5 volts (V), 9 volts or 12 volts power output.

ASUS ZenFone 2 using power Zenpower Pro which support Qualcomm QC2.0,50% of electricity can be filled within 30 minutes, while others may take more than 60 minutes.

ZenFone2
50%
Battery Level
In 30 mins

Charging
Speed
75%
Faster



ZenPower 10050
ABTU-005



ZenPower Pro
ABTU-0010

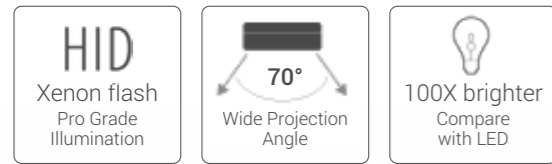


ZenPower Ultra
ABTU-008

Cell Capacity	3.6V/10050mAh	3.6V/10050mAh	3.6V/20100mAh
Battery Type	Lithium-ion rechargeable cell	Lithium-ion rechargeable cell	Lithium-ion rechargeable cell
Input	DC 5V/2A	DC 5V/2A	5Vdc/2A ; 9Vdc/2A
Output	DC 5.1V/2.4 A	Output 1 : 5.1V/2.4A or 9.1V/2A or 12.1V/1.5A / Output 2 : 5.1V/2.4A Output 1+2 : 23.5W	Output 1 : 5.1Vdc/2.4A or 9.1Vdc/2A or 12.1Vdc/1.5A
Charging time	<6hrs (5V/2A) / <9hrs (5V/1A)	< 6hr (5V/2A) / < 9hr (5V/1A)	7.5hr (9Vdc/2A) ; 11hr (5Vdc/2A) ; 18hr (5Vdc/1A)
Size	90.5*59*22mm	100 x 59.6 x 22mm	175 x 59.6 x 22 mm
Weight	215g±3	230 ±3g	500g±5
Load Detection	Auto-detect the plug-in and plug-out of devices	Auto-detect the plug-in and plug-out of devices	Auto-detect the plug-in and plug- out of devices
International Certification	6	11	11
Operation Temp	0°C - 40°C	0°C - 35°C	0°C - 35°C

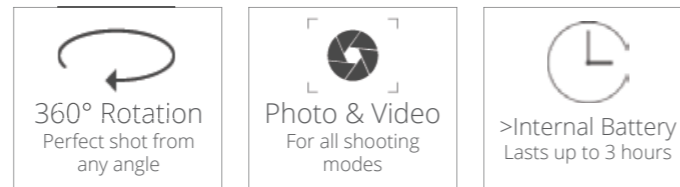
ASUS Zenflash™

World's first fully synchronized professional xenon flash



ASUS Lolliflash™

Dual Color Led Flash for Images with True-to-Life Colors



ASUS® Store

<http://store.asus.com/my>



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- We deliver within 3 working days

View FlipCover Deluxe



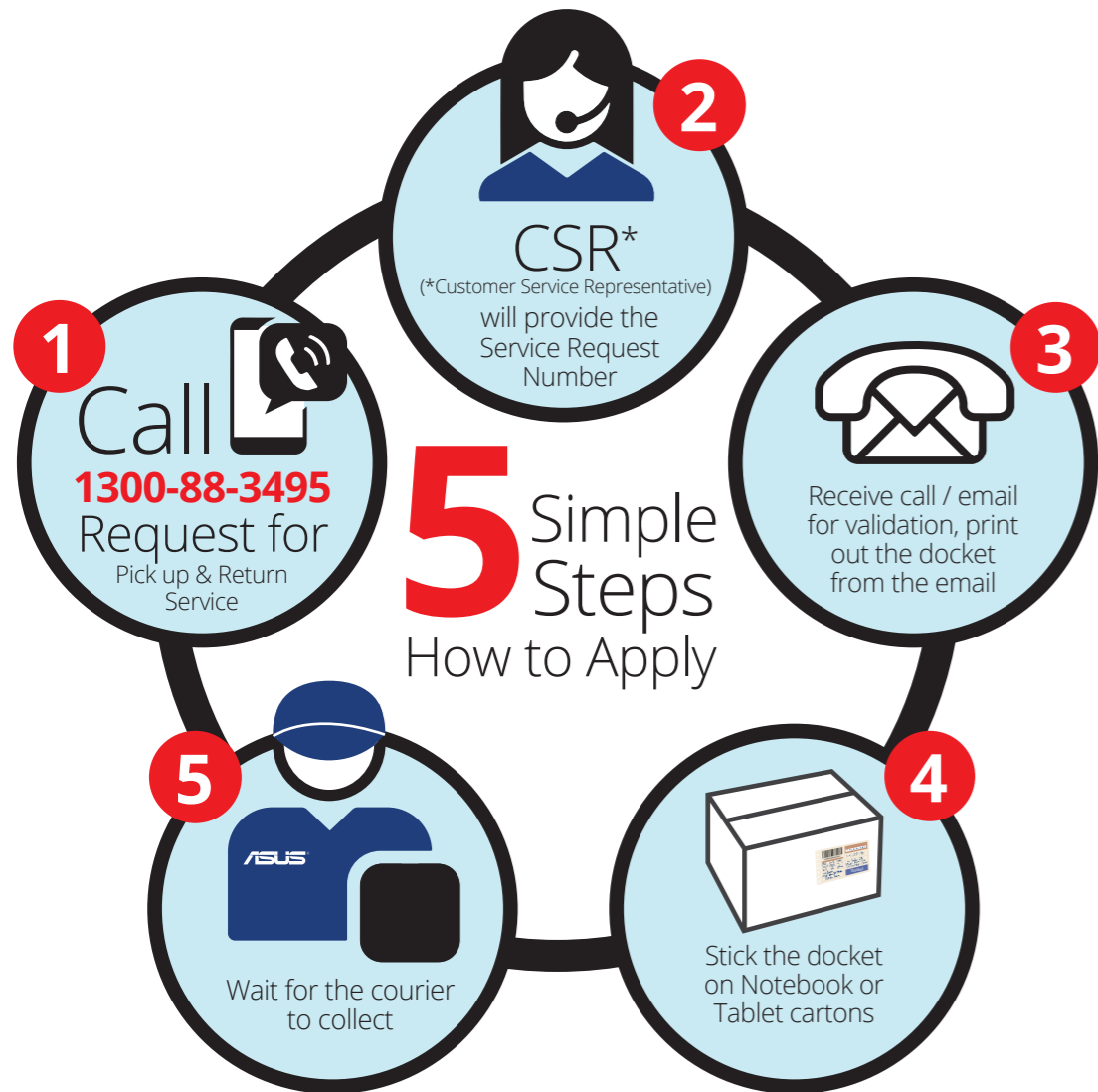
Your ZenFone 2 Premium Protection made from a single piece of high-quality artificial leather.
Compatible model: ZE551ML

MyView Cover



For **Zenfone™ Selfie**

Protects ZenFone Selfie's beautiful display from scrapes and scratches.
Compatible model: ZD551KL



Terms and Conditions:

- (1) The Pick-Up & Return service applies to ASUS Notebook and Tablet only.
- (2) The Pick-Up & Return service for defective unit within warranty period will be free of charge.
- (3) Out-of-warranty, non-defective or customer-induced damage units are not covered by Pick-Up & Return service. In such cases, dealer or end user needs to carry in for repair.
- (4) Pick-Up & Return service only applies to RMA repairs and does not apply to DOA claims.
- (5) Customer shall responsible for saving and backing up any data contained on the storage device(s) of an ASUS product being returned to ASUS for In-warranty or Out-warranty service.
- (6) For Out Of Warranty service, customer will receive a quotation email for the repair service, customer is require to reply within 3 days. If no response from customer, RM 100 will be charge as inspection fee.
- (7) Do not to send in unrelated accessories like: Charger, Battery, Earphone, Sim-card, Memory card, Battery cover, Ram, etc. ASUS will not be liable or responsible for any discrepancies or lost. **Unless those accessories are required
- (8) ASUS Pick up Return Request courier service only for In-warranty repair unit (Notebook , Mobile Phone & Tablet only - ASUS will not arrange pick-up and return for Purchase Accessories case , Over Warranty case & OP case (Open Platform). Warranty pick-up 10am - 1pm only (Later then 1pm will be pick-up the next business day) Customer full details must be provided or ASUS have the right to refused the unit & will not responsible for any mistake. Example : Unit serial number, Company name, Address, Contact personal, Contact number and Provide the invoice (Stock Set) and Cash bill, if not ASUS will follow ASUS system warranty End Date. Provide us with Delivery order of the unit for our reference.

ASUS SERVICE CENTER

ASUS TECH SUPPORT / PICK UP & RETURN SERVICE	
Website: http://www.asus.com/my/support/Contact-ASUS/	
Hotline: 1300 88 3495	OPERATION HOURS Monday - Friday 9am-6pm (Except Public Holiday)

Kuala Lumpur
Low Yat Plaza Monday - Sunday 10am - 8pm daily
 4-010 (4th floor), Plaza Low Yat, Jalan Bintang, Off Jalan Bukit Bintang, Bukit Bintang Central, 55100 Kuala Lumpur

Penang
E-Gate Monday - Friday 10am - 7pm
 (except Public Holiday)
 1-02-08, E-Gate, Lebuhr Tunku Kudin 2, 11700 Gelugor, Penang

Sabah
Kompleks Karamusing
 Monday - Friday 9am - 6pm (except Public Holiday)
 LOT 3.04, 3rd Floor, Block C, Kompleks Karamusing, Jalan Tunku Abdul Rahman, 88000, Kota Kinabalu, Sabah

Sarawak
Mendu Commercial Central
 Monday - Friday 9am - 6pm (except Public Holiday)
 No. 32F, Ground floor, Mendu Commercial Central Phase III, Jalan Mendu, 93200 Kuching, Sarawak

ASUS AUTHORISED SERVICE CENTRE

AXXON Tech
West Malaysia
 Kelantan - Kota Bharu
 Klang - Klang Parade
 Seremban - Terminal One Shopping Center
East Malaysia
 Kota Kinabalu - Karamusing Komplex

INTELLISERVE Sdn Bhd
West Malaysia
 Johor - Johor Bahru, Segamat, Muar
 Kelantan - Kota Bahru
 Kuala Lumpur - Damansara Sutera
 Melaka - Bukit Beruang
 Pahang - Kuantan
 Penang - Sebarang Jaya
 Perak - Ipoh
 Terengganu - Kuala Terengganu

BIT C Enterprise
Kelantan
 Tingkat 1, Pt 2303, Taman Kota Sri Suria SBJ, Jalan Abdul Kadir Adabi, 15200 Kota Bahru (Tablet only)
ENTERCC
Johor
 95, Jalan Seri Impian Emas, 81300, Skudai, Johor

MYCOM
Selangor
 Lot No.2-09, 2nd Floor Digital Mall, No. Jalan 14/20, Seksyen 14, 46100, Petaling Jaya

OMC
Melaka
 G-087, Upper Ground, Dataran Pahlawan Megamall, Jalan Merdeka, 75000 Bandar Hilir, Melaka

One Mobile
West Malaysia
 Johor - Skudai Parade
 Kuala Lumpur - Endah Parade
 Melaka - Dataran Pahlawan Megamall

East Malaysia
 Sabah - Kinarut Papar
 Sarawak - Kuching
 - Miri

Micro 2000
Johor
 No. 82, Jalan Molek 2/2, Taman Molek, 81100 Johor

ASUS PRODUCT GUIDE

MOBILE PRODUCTS

June / July 2016

ASUS ZenPower™
Coming Soon