



ZenFone CES Product Guide

Zenfone™ AR

Built for Augmented Reality



World's 1st AR & VR

Tango enabled &
Daydream-ready phone

ASUS TriCam™ System

23MP / Motion Tracking /
Depth Sensing cameras

**Qualcomm® Snapdragon™ 821
Processor + 8GB RAM**

Extreme powerbuilt for AR & VR

5.7" WQHD AMOLED

Immersive 2.5K VR experiences

Zenfone™

You live to explore, and explore to experience
To see the things that no one else before has seen
You'll cross continents, your hope to capture...
...creatures leaping majestically, from the sea
Or climb the tallest mountain, your aim to gain...
... perspectives that are astonishing, truly
And all of this with boundless energy
That's you. And that's me

I'm ZenFone 3. Built for photography.

A woman with long brown hair, wearing a red lace dress and light-colored shoes, is swinging on a swing set. She is holding a smartphone in her right hand, capturing a photo of the city skyline below. The background is a dense urban landscape with many skyscrapers, including the Empire State Building, under a clear blue sky. The lighting suggests it's either early morning or late afternoon, with a warm glow over the city.

INCREDIBLE IS NOW

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!



721 Awards. Worldwide Adoration.

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 world-famous organizations and internationally respected journalists. And not just a handful of plaudits — but hundreds. In fact, ZenFone has collected more than 721 significant honors, globally — including the d&i and Best Choice of the Year awards at Computex 2016. 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 enthusiasm for ZenFone!



Global Media Praise for Zenfone™ 3 Series

Forbes

"Asus ZenFone 3 Deluxe Redefines Android Superphone Category."

Forbes, USA – 01 Jun 2016

THE VERGE

"Asus has somehow worked around the iPhone's most glaring aesthetic shortcoming, beating competitors like HTC, Huawei, and Meizu in producing a "full-metal" phone with completely discreet antennas."

The Verge, USA – 30 May 2016

BGR

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

BGR, USA – 30 May 2016



"The metal edges of the Zenfone 3 are sandblasted which makes them feel almost velvety to the touch."

Mobile Geeks, German – 29 May 2016

engadget

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

Engadget, USA – 30 May 2016



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

CNET, USA – 29 May 2016

Stuff

"ZenFone 3 Ultra is a full-fledged entertainment system that fits in your pocket."

Stuff, USA – 26 Aug 2016

indiatoday in tech

"It's pretty amazing how that thing can measure just 6.8 mm even after cramming in a massive 4,600mAh battery inside."

India Today, India – 31 May 2016



"The phone is the ideal amalgamation of a smartphone and a tablet."

Wccf Tech, India – 31 May 2016



"Zenfone 3: new design, unlike the previous generation of Zenfone; good screen, high performance and long battery life; exclusive shooting modes, the lens are protected by a sapphire crystal; functional GUI."

ITC Online, Ukraine – 09 Oct 2016

THE ECONOMIC TIMES

"6 hot smartphones worth waiting for." "The Zenfone range from Asus has always delivered excellent value and great design with a feature-rich user interface."

The Economic Times, India – 13 Jul 2016

NEW STRAITS TIMES ONLINE

"Asus is finally getting into the premium smartphone game. It may be priced slightly higher than what you expect from Asus."

NST online, Malaysia – 17 Oct 2016



"A premium phone feel, design for its price. Indeed its steep but a lot to be desired from its Processor and GPU. Other than that aside for quick charging, its perfect!"

ClickUz, Malaysia – 02 Sep 2016

PC ADVISOR

"ZenFone 3 is a good all-round mid-range phone with decent performance. It's quite an update on ZenFone 2, and definitely worth considering as an upgrade."

PC Advisor, UK – 25 Oct 2016



"Asus Zenfone 3 ZE520KL is latest Android smartphone with so many powerful features, especially a top notch camera."

ArenaLTE, Indonesia – 03 Oct 2016



"ASUS ZenFone 3 offers a great manual mode, aside from a list of other great features like auto HDR, Super Resolution, Low Light, Depth of Field, and many more."

Pokdeward Gold, Malaysia – 24 Oct 2016



"The ZenFone 3 also gets an updated camera that outperforms its predecessor by a noticeable margin. From a practical standpoint, this smartphone is rock solid."

SoyaCincau, Malaysia – 29 Sep, 2016



"It looks good, is well-built, and offers plenty of features that you'd use on a daily basis. If you're looking for a phone that has it all, this could very well be the phone for you."

Hardwarezone, Malaysia – 17 Aug 2016

TECHijau

"This phone is a wow compared to the previous generation. Total modification from the design perspective, performance boost, camera and significant upgrade on battery lifetime make them as the perfect replacement of Zenfone 2."

Techijau, Indonesia – 17 Sep 2016



"For a phone in its class, ZenFone 3 has a powerful camera feature. With so many modes available, you can experiment a lot in photography. If you are familiar with photography, you can also try the Manual mode."

Metrotvnews, Indonesia – 26 Sep 2016



"Asus has presented with the ZenFone 3 a really stylish 5.5" smartphone, which also can convince with his inner values."

Notebookcheck, Germany – 22 Oct 2016



"ASUS ZenFone 3 looks stunningly slim and premium." "ASUS ZenFone 3 Ultra ZU680KL review - Finally, a powerful and premium all-in-one phone tablet"

Technave, Malaysia – 31 Aug, 21 Oct 2016



"Zenfone 3 is a phone that hits a lot of the right spots, and is definitely a nice phone to have and use."

CHIP Outstanding Award, Malaysia – 07 Oct 2016



"ASUS Zenfone 3 has a well-made glass-and-metal case, a fingerprint scanner, a high-quality camera with cutting-edge features, and excellent battery life."

Innovation & Design Award, Russia – 15 Sep 2016



"Good power saving and performance by S625 processor with good price."

XFastest, Taiwan – 25 Oct 2016



"A mid-range smartphone that's above-average in performance with relatively good value for money."

PC.com Choice Award, Malaysia – 20 Sep 2016



"It packs a wonderful camera which is totally underrated and I stress that you will not regret getting this smartphone for its camera capability."

TechSlack, Malaysia – 15 Sep 2016



"ASUS Zenfone 3 is indeed a well-made product in its class. The manufacturer positions it as a cameraphone and it really copes with that job. Moreover, it just looks good."

Overclockers, Russia – 05 Oct 2016

Future technology. Now.

Tango is a set of sensors and computer vision software that gives ZenFone AR the ability to understand space and motion like humans do, which gives ZenFone AR augmented reality capabilities that feel positively futuristic. Tango adds three new abilities to your ZenFone AR: Motion Tracking, Depth Perception and Area Learning. ZenFone AR can detect how far it is away from the floor or wall or an object and understand where it is moving in three-dimensional space.

Motion Tracking



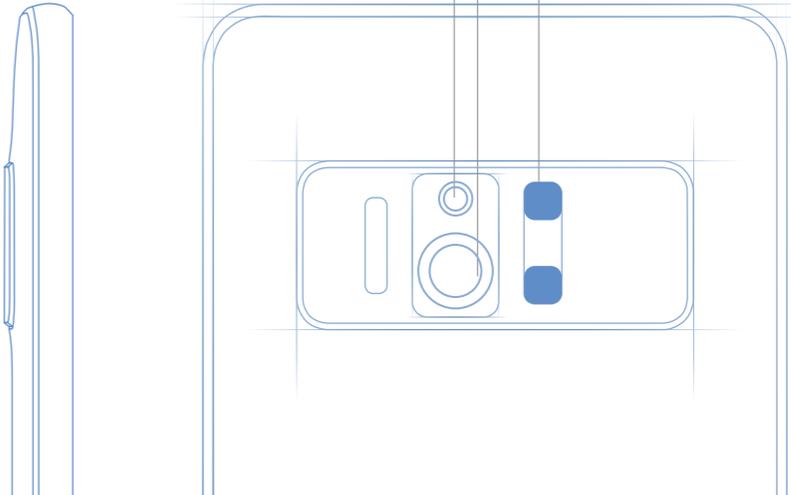
Area Learning



Depth Perception



- Motion Tracking Rear Camera
- 23 Megapixel Rear Camera
- Depth-sensing Rear Camera



ASUS TriCam™ System

Built to see like your eyes do

ZenFone AR is equipped with the innovative TriCam system consisting of three rear cameras — a motion tracking, depth-sensing, and high-resolution 23MP camera — that enable the phone to create a three-dimensional model of its surroundings and track its motion, so it can see the world just like you do.

- Together with Tango, ZenFone AR delivers engaging augmented reality experiences for you to explore and enjoy.

- **Motion Tracking Rear Camera**

The motion tracking camera lets ZenFone AR track its location as it moves through space.

- **Depth-sensing Rear Camera**

The depth-sensing camera with an infrared (IR) projector lets ZenFone AR measure its distance from real-world objects.

- **23 Megapixel Rear Camera**

The high-resolution 23MP camera lets you view virtual objects in your actual environment in stunning detail.

23MP
1st rear camera

Motion tracking
2nd rear camera

Depth-sensing
3rd rear camera



ASUS TriTech+™ System

Focus as fast as 0.03 seconds

We've upgraded ZenFone 3 Zoom with TriTech+ technology, adding an all-new dual phase detection auto-focus (PDAF) system that uses similar technology found in DSLR cameras. Every single pixel on the Dual-PDAF sensor is used for phase detection, enabling auto-focus that's so incredibly fast and seamless that even the most sudden movements are caught in the act — even when the light starts to fade. TriTech+ also features subject-tracking auto-focus for both photos and videos to keep the object in clear focus, and laser auto-focus for variable distance and lighting clarity in just 0.03 seconds.



dual pixel auto-focus



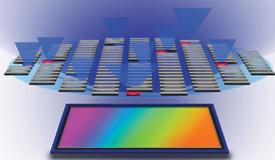
Laser auto-focus



subject-tracking auto-focus

5%

600,000 pixels for light detection



Phase Detection auto-focus

100%

12,000,000 pixels for light detection



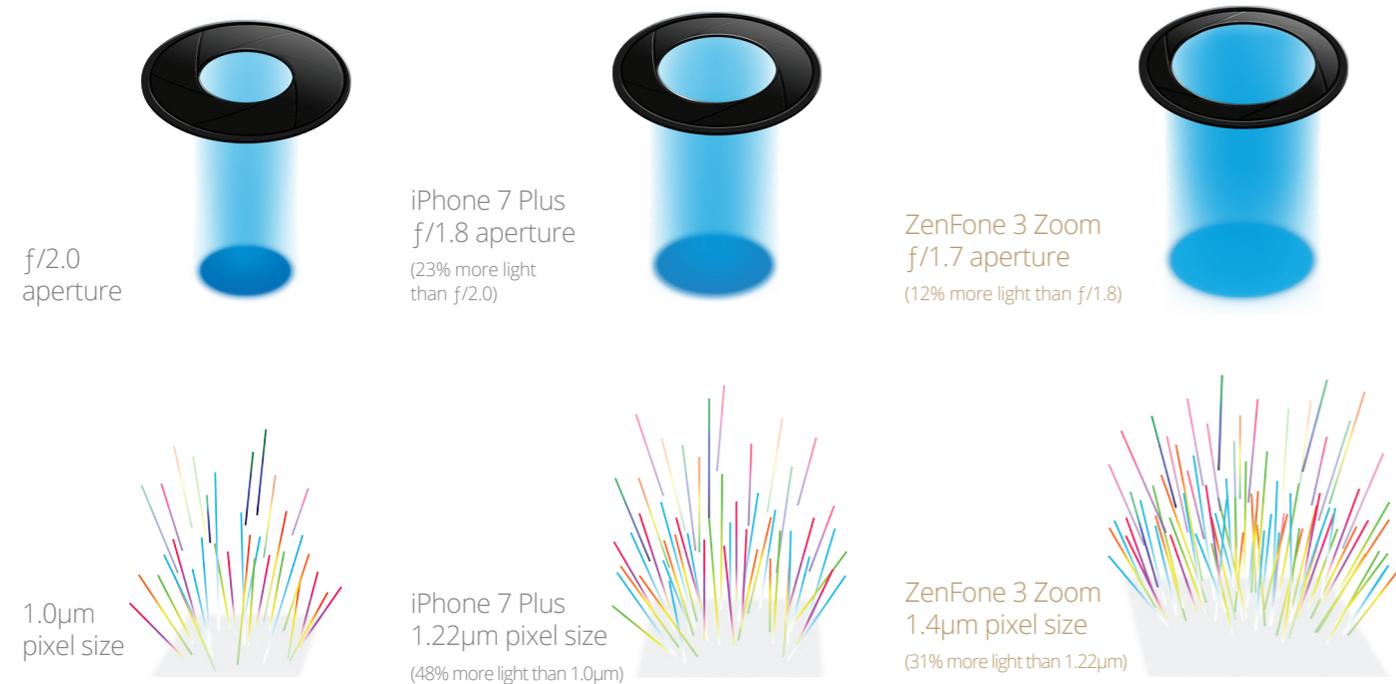
Dual Phase Detection auto-focus



ASUS SuperPixel™ System

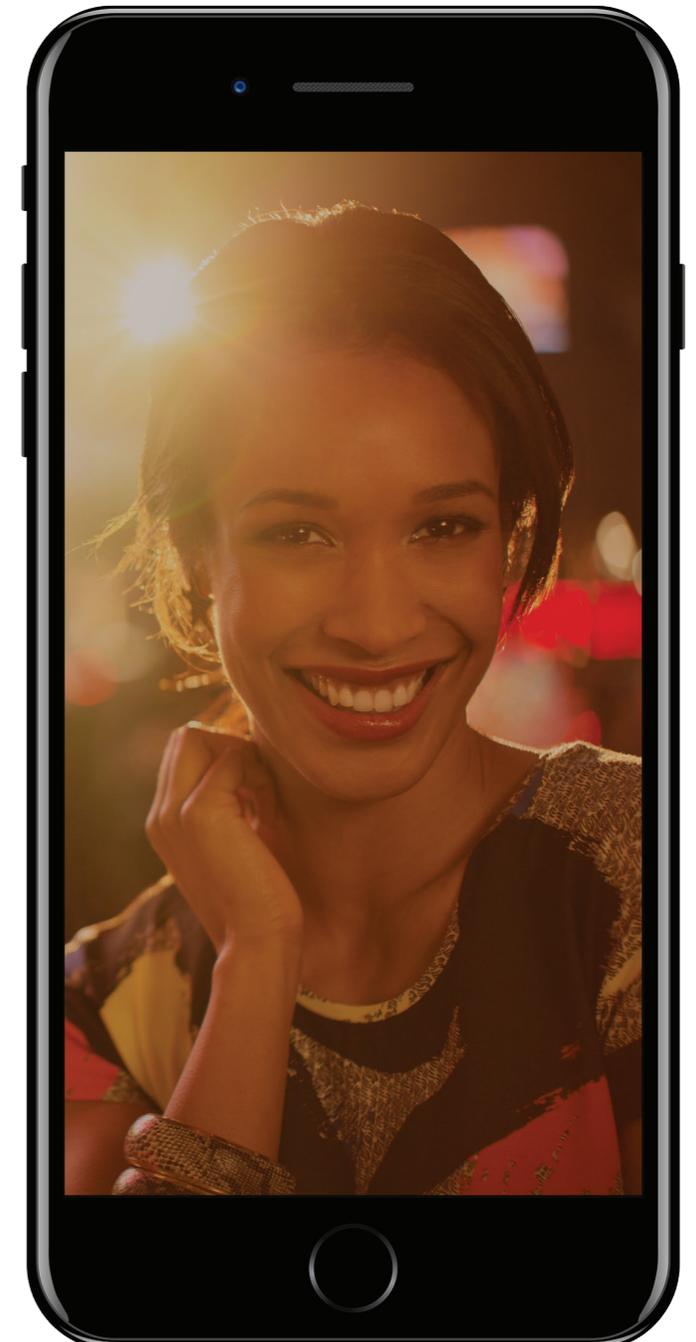
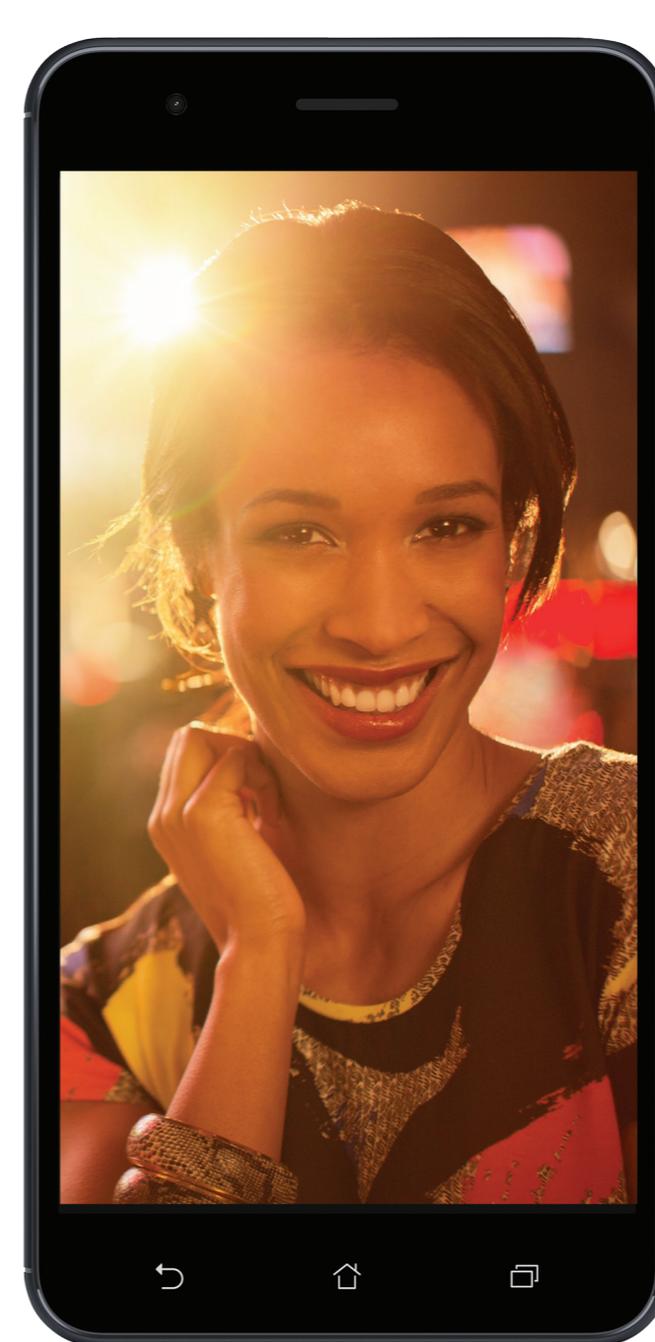
Twice the light sensitivity

The aperture of any camera is the hole behind the lens through which light passes to reach the sensor. The larger it is, the more light is able to reach the sensor, and the better the camera will be for low light shooting. The f/1.7 aperture of the ZenFone 3 Zoom is one of the largest found on any smartphone camera and allows users to enjoy these benefit. A camera sensor is composed of millions of light sensing squares known as pixels. The larger the pixel, the more sensitive it will be to incoming light. The ZenFone 3 Zoom's 1.4 μm pixel size is among the largest of any smartphone camera sensors, making the camera excellent for low light photography.



ZenFone 3 Zoom Night HDR

iphone 7 Plus



A woman with blonde hair, wearing a teal top, is looking at her smartphone. She is standing in an outdoor cafe or restaurant area with trees and hanging lights in the background. The scene is brightly lit, suggesting daytime.

INCREDBLE IS NOW



Zenfone™ AR

Built for Augmented Reality

ZenFone AR is the world's first 5.7-inch smartphone that is Tango enabled and Daydream-ready. Tango is an exciting new augmented reality (AR) technology from Google, Tango changes the way you interact with the world and expands your vision. And with Daydream by Google, you can experience high quality, immersive virtual reality (VR) with just a phone.

World's 1st AR & VR

- Tango enabled & Daydream-ready phone

ASUS TriCam System

- 23MP/ Motion Tracking / Depth Sensing cameras

Qualcomm® Snapdragon™ 821 processor + 8GB RAM

- Extreme power built for AR & VR

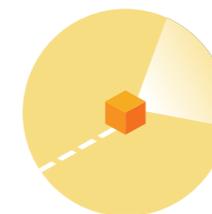
5.7" WQHD AMOLED

- Immersive 2.5K VR experiences

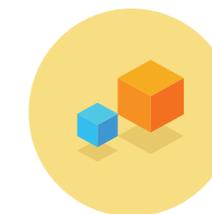


Future technology. Now.

Tango is a set of sensors and computer vision software that gives ZenFone AR the ability to understand space and motion like humans do, which gives ZenFone AR augmented reality capabilities that feel positively futuristic. Tango adds Motion Tracking, Depth Perception, and Area Learning capabilities to ZenFone AR, so it can detect how far it is away from the floor, walls, and objects and understand where it is moving in three-dimensional space.



Motion Tracking



Area Learning



Depth Perception

Built to see like your eyes do

ZenFone AR is equipped with the innovative TriCam system consisting of three rear cameras — a motion tracking, depth sensing, and high-resolution 23MP camera — that enable the phone to create a three-dimensional model of its surroundings and track its motion, so it can see the world just like you do. The motion tracking camera lets ZenFone AR track its location as it moves through space. The depth sensing camera with an infrared (IR) projector lets ZenFone AR measure its distance from real-world objects. The high-resolution 23MP camera lets you view virtual objects in your actual environment in stunning detail. Together with Tango, ZenFone AR delivers engaging augmented reality experiences for you to explore and enjoy.

23MP
1st rear camera

Motion tracking
2nd rear camera

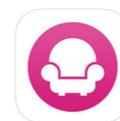
Depth-sensing
3rd rear camera





Do more

ZenFone AR is a versatile tool that lets you do more every day. Tackle home-improvement projects — like redecorating your living room — with ease. ZenFone AR lets you take room measurements and place virtual furniture, so you can see how well that new sofa fits without doing any heavy lifting. ZenFone AR puts powerful capabilities at your fingertips and makes a variety of tasks easier.



iStaging



Lowers



Matterport
Scenes



Measure



WayfairView

Play more

Your world becomes more interesting with ZenFone AR. With Tango augmented reality technology, you can interact with virtual objects that appear to be in the real world, providing you with fun and exciting new experiences and games. Play with cute virtual pets wherever you are or create a wild jungle race track right on your desk and compete against your friends. Enjoy endless entertainment opportunities with ZenFone AR.



Crayola Color Blaster



Domino World



HotWheel's



Raise



Slingshot Island



Wild Wild Race



World





Take your VR experience to a whole new level

ZenFone AR with Daydream brings you high-quality VR experiences. With its brilliant WQHD Super AMOLED display, ultra-smooth graphics, and high-fidelity sensors that precisely track head movement, ZenFone AR immerses you in incredible new worlds that are so realistic, you feel as if you are actually there. Together with Daydream View, a VR headset and controller by Google, ZenFone AR lets you travel anywhere you want to go, kick back in your personal VR cinema, and play games that put you in the center of action.

Super AMOLED
5.7-inch display

WQHD
2560x1440
resolution

Gorilla Glass 4
cover glass

79%
screen-to-body ratio



Daydream ready



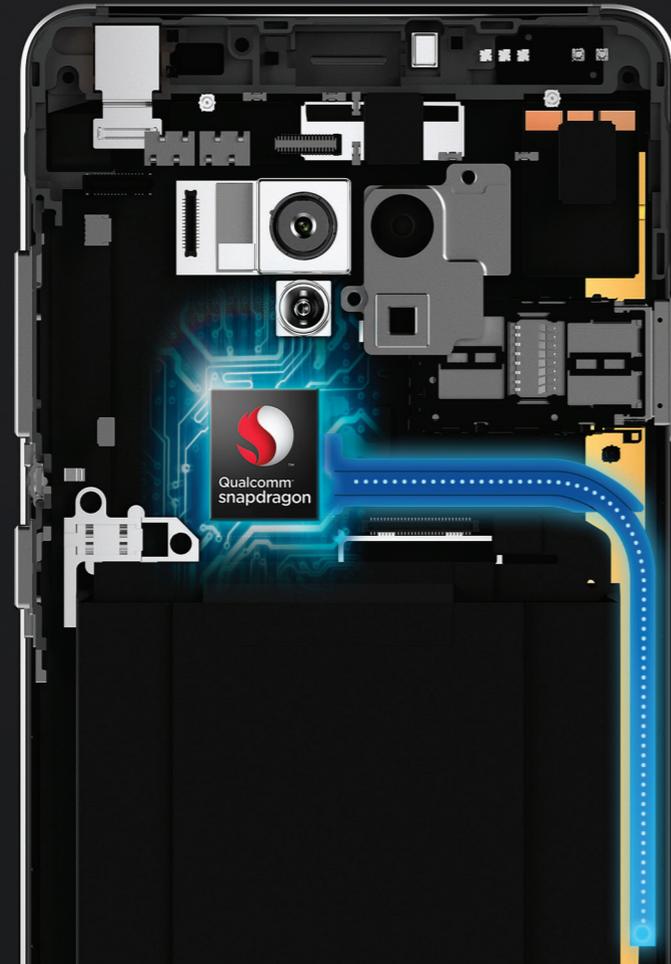
Extreme power engineered for AR & VR

The ZenFone AR features the powerful 14nm smartphone processor — the Qualcomm® Snapdragon™ 821 processor, optimized for Tango. It's built to deliver ultra-fast performance for today's best Tango smartphone AR and Daydream VR experiences. To optimize Tango performance on the Snapdragon™ 821 processor, ASUS worked closely with Qualcomm® Technologies engineers and Google to efficiently distribute computer vision workloads, as well as six degrees of freedom, commonly referred to as "6DoF", which is essentially the multi-directional positioning used in Tango. With world's first 8GB of RAM and the desktop-class Qualcomm® Adreno™ 530 graphics processing unit (GPU) that delivers supercharged graphics performance, the ZenFone AR handles the demands of Tango and Daydream with ease. Complementing its powerful processors, ZenFone AR has a sophisticated vapor cooling system that enables the CPU and GPU to work more efficiently and delivers enhanced performance to prevent overheating.

Optimized
S821
CPU

World's 1st
8GB
RAM

Advanced
Vapor Cooling
system



The desire of delicate design

ZenFone AR packages its advanced technology in a beautifully minimalist design with touches of traditional craftsmanship. A burnished-leather rear surface perfectly complements the phone's precision-milled metal frame and provides a tactile finish that feels great in the hand. Sleek stainless steel accentuates its luxurious look and also protects the camera lens from scratches.



Impress your ears, inside and out

ZenFone AR's SonicMaster 3.0 technology combines more audio innovations for AR and VR to be truly immersive — more volume, more quality and more effects. The new five-magnet speaker is driven by a powerful NXP Smart AMP, for expansive, high-volume output. When it's time for immersive listening, ZenFone AR is able to output certified high-resolution audio to compatible devices at 24-bit/192kHz, or 4x CD quality! Then, ramp up the audio effects with DTS Headphone:X™ to pump virtual 7.1-channel surround sound straight to your ears!

NEW

5-magnet speaker

140% louder

42% less distortion

17% low frequency extension

4x speaker

7.1-magnet virtual surround



Explore, discover and photograph

ZenFone AR is designed to encourage exploration and discovery. Photography is a wonderful tool for capturing and communicating discoveries. To help you explore and capture your world, ZenFone AR features a high-resolution 23MP camera as part of its TriCam system. With a large f/2.0 aperture lens, lightning-fast 0.03 seconds TriTech autofocus with subject tracking, and 92MP Super Resolution technology, it delivers beautiful and stunningly detailed photos in any lighting condition. Optical and electronic image stabilization help ensure blur-free shots and 4K video recording lets you capture moments in the highest quality.

23MP pictures

Sony IMX318 camera sensor

92MP Super Resolution

f/2.0 aperture

0.03s TriTech

OIS&EIS pictures & videos

4K videos



Zenfone™ **3** Zoom

Built for Photography

ZenFone 3 Zoom confines compromise to history. We've combined the industry's best smartphone-camera technologies and innovative dual-lens optics with an outstanding 5000mAh battery and a power-saving Qualcomm® Snapdragon™ S625 processor. The upshot is unparalleled smartphone photography ready to capture every scenario, the moment you need. Seize the moment. Built for photography — ZenFone 3 Zoom.

Low Light Photos

- 2.5X Light Sensitivity* SuperPixel™ camera

Long Distance Shots

- 12X Total Zoom Camera

Long Battery Life

- 5000mAh Battery / 6.4 hrs 4K Video Recording

* Compared with iPhone 7 Plus



It takes two to see up close

ZenFone 3 Zoom sets the new bar for mobile photography, combining two entirely new camera systems. A 12 megapixel f/1.7 aperture, wide-angle lens with ASUS SuperPixel™ technology is primed to capture everyday scenes, especially in dark environment; and a 12 megapixel 2.3x optical zoom for high-quality close-ups from farther away. Switching between ZenFone 3 Zoom's dual cameras takes just an instant, and the combination enables an all-new depth-of-field effect — for portraits that look like they were shot by a pro.

Dual
12MP
camera

2.5x Light Sensitivity*
SuperPixel™ camera

12x
zoom camera

* Compared with iPhone 7 Plus

Break through distance barrier

ZenFone 3 Zoom's true 2.3x optical zoom lets you shoot super-sharp, close-up photos and videos from right where you stand, and with just a single tap. When you want to feel even closer, use ZenFone 3 Zoom's improved digital-zoom technology to ramp up the magnification to a 12x view — and with clarity that's hard to believe.





Seize the emotion

ZenFone 3 Zoom's 2.3x optical-zoom camera and 56mm focal length introduces a whole new way to shoot. 2.3x optical-zoom produce a high quality close-up, and the 56mm focal length lens brought subject closer to you by creating more depth to its background object — so you'll capture depth-of-field effects to rival those achieved by professional DSLR cameras. Combing with the new Portrait mode, the subject stands out more by softly blurring the background. Professionals call this the 'bokeh' effect — but you'll know it as your new way to capture stunning portrait photography.

12MP
picture

2.3x
optical-zoom

56mm
focal length



portrait mode

* Portrait mode will be available with software update.

Camera that sees in the dark

To capture real-world authenticity, ZenFone 3 Zoom packs a 12 megapixel camera with a wide f/1.7 aperture and the latest Sony® IMX362 sensor. This combination, along with a large 1.4µm pixel size and a six-element lens, allows 1.25x more light to pass through to the sensor. This is further enhanced by ASUS SuperPixel™ technology, effectively increasing captured light by up to 2.5x* — making ZenFone 3 Zoom perfect for night time shots and low-light environments. You'll also benefit from both optical and electronic image stabilization (OIS and EIS) technologies for blur-free shots and video every time, a RGB color-correction sensor for true-color photography, and true 4K UHD video recording.

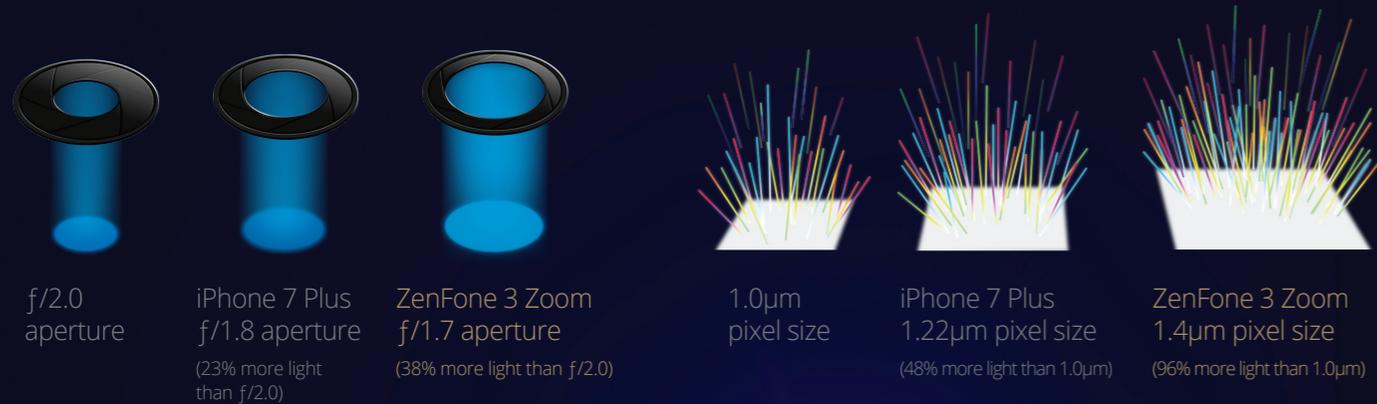
2.5x light sensitivity*	f/1.7 aperture	SONY IMX362 camera sensor	1.4µm pixel size
ASUS SuperPixel™ technology	0.03s TriTech+ AF	6P lens	4K UHD video recording
 OIS & EIS	 Corning Gorilla Glass lens protection	 RGB Color Correction sensor	

* Compared with iPhone 7 Plus



Night shot, low light & back light photos

The aperture of any camera is the hole behind the lens through which light passes to reach the sensor. The larger it is, the more light is able to reach the sensor, and the better the camera will be for low-light photography. ZenFone 3 Zoom's $f/1.7$ aperture is one of the largest found on any smartphone camera, and it's coupled with a $1.4\mu\text{m}$ pixel size ($1/2.55''$ sensor size) that's also among the largest in the industry. Combining with ASUS SuperPixel™ technology with its software enhancement to further increases its low light performance, ZenFone 3 Zoom can captures up to 2.5x more light in any given circumstance compared to competing smartphones. So, ZenFone 3 Zoom a star performer in all conditions — and cuts through the dark even when the light is low.



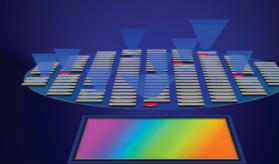
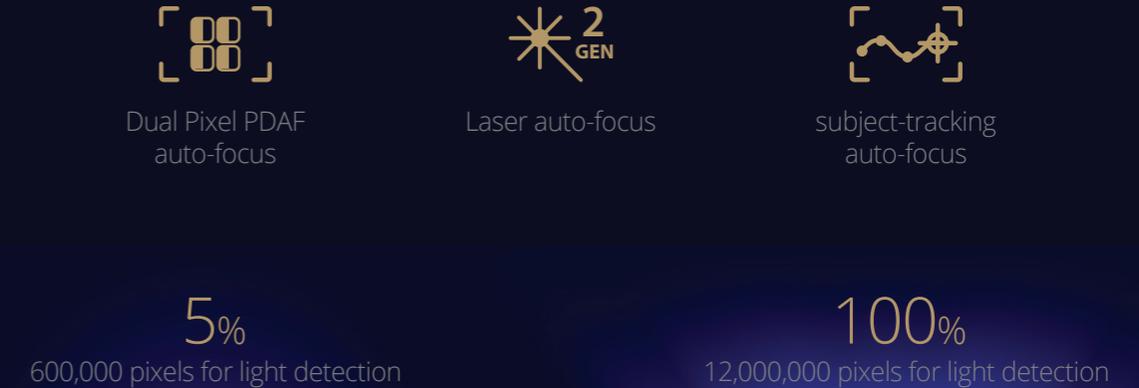
iphone 7 Plus



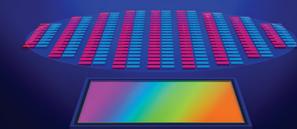
ZenFone 3 Zoom
ASUS SuperPixel™ Technology
2.5x Light Sensitivity

Focus as fast as 0.03 seconds

We've upgraded ZenFone 3 Zoom with ASUS TriTech+™ technology, adding an all-new Dual Pixel system that uses similar technology found in DSLR cameras. Every single pixel on the Dual-Pixel PDAF sensor is used for phase detection, enabling auto-focus that's so incredibly fast and seamless that even the most sudden movements are caught in the act — even when the light starts to fade. TriTech+ also features subject-tracking auto-focus for both photos and videos to keep the object in clear focus, and laser auto-focus for variable distance and lighting clarity in just 0.03 seconds.



Traditional PDAF



Dual Pixel PDAF

Capture the realistic moments

Smartphone photos are marred by unnatural colors, typically caused by artificial lights — so ZenFone 3 Zoom has a RGB 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. ZenFone 3 Zoom shoots video at up to 4K UHD resolution (3840 x 2160) — 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.



Selfie with so much detail

ZenFone 3 Zoom has the world's most advanced dual-lens smartphone-camera system — and it's also a selfie superstar. The remarkable front-facing camera employs a 13 megapixel Sony IMX214 sensor for high-resolution selfies, while the Screen Flash feature turns the entire screen bright white for brilliant illumination in low-light environments. Combined with the ZenUI Camera app's unique Beautification and 140° Selfie Panorama modes, you'll shoot selfies with more detail than ever before, add instant glamor and ensure that every friend is in the frame.



13MP
picture

f/2.0
aperture

SONY
IMX214
camera sensor

140°
selfie panorama

screen flash

Beautification
mode



Going pro has never been so simple

ZenFone 3 Zoom's Manual mode puts pro-level creative controls right in front of you, for a DSLR-like experience that fits in a pocket. These include one-touch control over shutter speed, white balance, EV, ISO and metering, plus two features unique in the ZenFone range to ZenFone 3 Zoom: support for the professional RAW photo format, and the ability to switch instantly between the dual lenses for either 25mm or 56mm focal length. Shoot wide or close, and store every original detail — pro photography has never seen so simple.

* RAW support will be available with Android 7.0 (Nougat).

RAW
RAW support

25mm
56mm
switchable lens

Exceptional energy for every photography adventure

ZenFone 3 Zoom's incredible cameras will encourage you to take more photos, more often — and that's why we've fitted a high-capacity 5000mAh battery, it can even charge attached devices as a power bank. With this vast power resource hidden within ZenFone 3 Zoom's slim 5.5-inch frame, you'll simply stop worrying about battery life. Enjoy the reassurance of up to 42 days standby time, and shoot all day, every day — as often as you like. And you won't stop at photos: with so much energy in store, record videos in glorious 4K UHD quality for as long as you need; or set ZenFone 3 Zoom's Time Lapse mode to create transition sequences that capture all day and through the night. ZenFone 3 Zoom is even able to turn power bank, meaning you can use its seemingly endless energy to charge your other devices.

5000mAh
Battery

Up to
42 days
stand by

Up to
48hrs
3G talk time

Up to
25hrs
Wi-Fi web browsing

Up to
6.4hrs
4K video recording


power bank



Efficiently powerful, effortlessly fast

ZenFone 3 Zoom's 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. This powerhouse has revolutionary 14nm Fin Field Effect transistors (FinFETs) to deliver full-on performance while reducing power consumption by 35%. Then, there's the mobile and wireless speeds. ZenFone 3 Zoom has 4G/3G dual-SIM bay for complete flexibility for up to 300Mbps (Category 7) downloads via either card, and the latest 802.11ac technology for Wi-Fi connections that scream at up to 433Mbps. ZenFone 3 Zoom even offers accelerated charging, with a five-minute top-up adding two hours of talk time to the powerful 5000mAh battery – and reversible USB-C for any-way-up connectivity convenience.

Qualcomm S625 CPU	14mm CPU process	Adreno 506 GPU	35% power efficiency	Up to 4GB RAM	Up to 128GB ROM
Up to 300 Mbps Cat 7 LTE	4G / 3G DSDS	802.11ac 433 Mbps Wi-Fi	2hr Fast charging by 5 mins charged	 USB-C port	



The thinnest, lightest 5.5-inch 5000mAh smartphone

ZenFone 3 Zoom embodies the core values of industrial design and aesthetic beauty. Our engineering marvel blends highly advanced dual-camera technologies and a near-flat lens enclosure with a world-beating 5000mAh battery and expansive 5.5-inch display, and encases them all in a remarkably slim metal body. Every aspect of ZenFone 3 Zoom's design, from the balanced positioning of the display to the precise alignment of the retaining screws at the bottom, has been meticulously considered and engineered to perfection — a product that you feel should not be possible, and yet somehow exists.



7.9mm
thin edge | **170g**
weight





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.

5.7" ZS571KL

Zenfone AR

Built for Augmented Reality



- Display, Resolution**
 - 5.7" WQHD (2560 x 1440) Super AMOLED display for immersive AR/VR
 - NTSC over 100% / 3,000,000 : 1 dynamic contrast
 - Tru2life technology for high contrast and outdoor readable
 - Corning Gorilla Glass 4 cover glass for best protection
 - 79% screen-to-body ratio
- CPU**
 - Qualcomm 14nm Snapdragon 821, 2.3Ghz, optimized for Tango to deliver great AR & VR experiences
- GPU**
 - Adreno 530
- Memory(RAM / ROM)**
 - World's first 8GB RAM / Up to 256GB ROM with UFS 2.0 (10X faster data transfer)
- TriCam System for Tango**
 - Fisheye camera for motion tracking and to understand its motion as it moves through an areag
 - Depth-sensing camera with an infrared (IR) projector to measure its distance from real-world objects
 - 23MP PixelMaster camera to view virtual objects in the actual environment in stunning detail
- Front Camera**
 - 8MP PixelMaster Camera, f/2.0 aperture, 85° wide view angle
 - HDR / Lowlight Selfie
- Rear Camera**
 - 23MP PixelMaster Camera (Sony IMX318), f/2.0 aperture, 6p Largan lens, Sapphire cover glass
 - 4-axis, 4 stops Optical Image Stabilization for steady photos
 - 3-axis Electronic Image Stabilization for shake-free videos
 - Ultra-fast 0.03s instant focus and subject tracking TriTech AF system :
 - Phase Detection auto Focus
 - 2nd generation Laser auto focus
 - Continuous auto focus (Subject tracking)
 - 4K video recording
 - Color correction (RGB) sensor for the best white balance and natural-looking colors
 - Dual-LED real tone flash

- Camera feature**
 - 92MP Super Resolution Mode
 - Advanced Lowlight / Real time HDR
 - 32 seconds long exposure
 - Selfie beautification mode
 - Manual Mode
- Battery**
 - 3300 mAh with Quick Charge 3.0
- Audio**
 - New 5 Magnet Structure Speaker for louder sound and less distortion
 - DTS Headphone:X™ for virtual 7.1 surround sound
 - Hi-Res Audio 192kHz/24-bit standard that is 4 times better than CD quality
 - NXP Smart AMP technology delivers up to 4X sound volume
- Wireless**
 - WiFi 802.11ac, 5G / 2.4G MiMO Wifi
 - Cat 13* LTE 600 / 150Mbps (download / upload), 3CA
 - *Cat 13 only available in certain region.The rest with CAT 12.
- Connectivity**
 - Bluetooth 4.2
 - Type C USB 2.0
 - Rear finger security print sensor
- SIM card and SD slot**
 - slot1 : Micro sim (3G / 4G)
 - slot2 : Nano sim (3G / 4G) / Micro SDup to 128GB
- GPS**
 - GPS / AGPS / GLONASS / BEIDOU
- Sensor**
 - Accelerometer, Proximity, Ambient-Light, Gyroscopic, Digital Compass, Hall Sensor, Barometer, RGB sensor, Depth Sensor, Fingerprint, NFC
- OS**
 - Android N
- Design**
 - Premium leather rear cover
 - Sleek stainless steel accentuates a luxurious look and protects the camera lens
 - Precision-milled metal frame
- Color**
 - Black

5.5" ZE553KL

Zenfone 3 Zoom

Built for Photography



- Design**
 - 2.5D Arc front glass with Premium metal design
 - Thickness 7.99mm
 - Weight : 170g
- Display, Resolution**
 - 5.5-inch Full HD AMOLED display (1920*1080)
 - 500nits brightness for outdoor readable
 - Corning Gorilla Glass 5 display for best screen protection (1.7X improved drop resistance than Gorilla Glass 4)
 - 76.5% screen to body ratio
- CPU**
 - Qualcomm Snapdragon 625 Octa-core 14nm processor
- GPU**
 - Adreno 506
- Memory(RAM / ROM)**
 - Up to 4GB RAM / Up to 128GB ROM
- Front Camera**
 - 13 Megapixel, f/2.0 aperture & 5P lens
 - SONY IMX214 sensor (1/3.06" sensor size, 1.12um pixel size)
 - Screen Flash
- Main Camera**
 - 12 Megapixel, f/1.7 aperture & 6p lens
 - SONY IMX362 sensor (1/2.55" large sensor size, 1.4 um large pixel size)
 - ASUS SuperPixel™ technology for 2.5 times light sensitivity compare with iPhone 7 Plus
 - Focal Length 25mm
 - 4-axis, 4 stops Optical Image Stabilization for steady photos
 - 3-axis Electronic Image Stabilization for shake-free videos
 - ASUS TriTech™ Auto Focus system with 0.03s instant focus
- Zoom Camera**
 - 12 Megapixel & 5p lens
 - 12X Total Zoom
 - 2.3X Optical Zoom
 - Focal Length 56mm
- Camera feature**
 - Total 20 different camera modes
 - Manual Mode with RAW Support : shoot and view

- SIM card and SD slot**
 - slot1 : Nano sim (3G / 4G)
 - slot2 : Nano sim (3G / 4G) / Micro SD up to 2TB
- OS**
 - Android 6.0 with ZenUI 3.0 new skin and features
- Battery**
 - 5000mAh non removable large capacity battery (35% increased power efficiency)
 - Powerbank mode to charge other device
- 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
- Color**
 - Navy Black & Glacier Silver

ASUS[®]
IN SEARCH OF INCREDIBLE



Zenfone [™] 3 Zoom

Built for Photography

Low Light Photos

2.5X Light Sensitivity* SuperPixel™ camera

Long Distance Shots

12X Total Zoom Camera

Long Battery Life

5000mAh Battery / 6.4 hrs 4K Video Recording

* Compared with iPhone 7 Plus