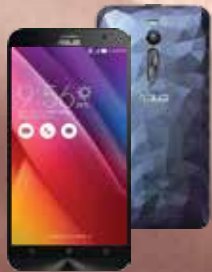


# ASUS PRODUCT GUIDE

MOBILE PRODUCTS  
AUG - SEPT 2015

## Highlight



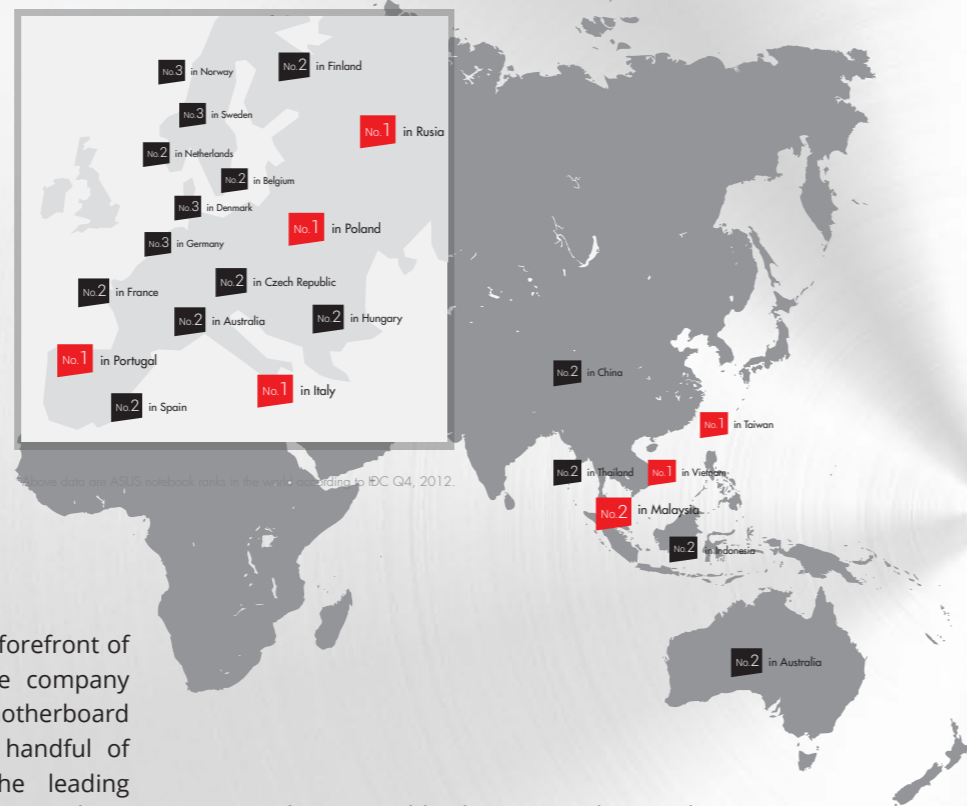
Zenfone™ 2 Deluxe

Now comes with  
Illusion cover & 128GB storage!

ASUS ZenPad™ 7.0  
with Intel® Atom™ x3 Processor  
**Luxury On Your Terms**

## ASUS is a TOP 2 Global Android Tablet Brand

According to latest retail sales data, ASUS the 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.



## 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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IF Design Award started from 1953 in Germany, and has been one of the world's most prestigious award in industrial design

ASUS ZenFone's design and features have won more than 238 awards around the world. These awards were given by international journalists and also world famous institutions that revolve around IT industry. It's a strong indication that ASUS ZenFone has been acknowledged as one of the best smart-phone for its design and technology in the world.



ASUS ZenFone 2 (ZE551ML)

**"SKRIN CANTIK, TAK LAG"**

HARIAN METRO, Malaysia - JUN 2015



ASUS ZenFone 2 (ZE551ML)

**"Incredibly feature-packed with a very affordable price tag"**

THE SUN, Malaysia - MAY 2015



ASUS 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



ASUS ZenFone 2 (ZE551ML)

**"这次搭配PixelMaster推出的Super HDR背光模式, 即使逆光拍摄, 主体影像还是可以清晰可见。"**

ORIENTAL DAILY NEWS, Malaysia - APRIL 2015



9.0/10

ASUS ZenFone 2 (ZE551ML)

**"The ASUS ZenFone 2 proves that good phones don't have to come with exorbitant prices."**

HWM Malaysia - JULY 2015



ASUS ZenFone 2 (ZE551ML)

**"ASUS ZenFone 2 is Definitely one of the phones to get right now"**

CHIP Malaysia - JUNE 2015



ASUS ZenFone 2 (ZE551ML)

**"Processing power is great, doesn't overheat enough to cook an egg, low light shots are superb, apps are launched in a blink of an eye"**

PC.com Malaysia - MAY 2015



ASUS ZenFone 2 (ZE551ML)

**"ASUS ZenFone 2 stands out is the inclusion of a whopping 4GB DDR3 RAM"**

T3 Malaysia - MAY 2015



4.5/5

ASUS ZenFone 2 (ZE551ML)

**"Powerful, sleek, and, most importantly, affordable."**

AMANZ.NET - JULY 2015



ASUS ZenFone 2 (ZE551ML)

**"Has plenty processing power and A LOT of RAM, which is probably my favorite part of the device."**

GOLDFRIES.COM - JULY 2015



ASUS ZenFone 2 (ZE551ML)

**"RAM at 4GB which can handle multitasking in a breeze"**

MDROID.MY - MAY 2015



ASUS ZenFone 2 (ZE551ML)

**"4x 13MP photos to produce a clearer picture with greater detail while reducing noise"**

SOYACINCAU.COM - MAY 2015



ASUS ZenFone 2 (ZE551ML)

**"Menukar-nukar game pada tab yang berlainan tanpa satu pun 'lag' atau permainan tergendala kerana proses yang terbantut di tengah jalan."**

THESKOP.COM - MAY 2015



# Design of the New ASUS ZenPad™

The design of the new ASUS ZenPad™ carries modern influences such as embossed leather patterns or hairline diamond-cut pattern, yet retains a simple and clean feel that gives them a universal and stylish appeal.

These elements are inspired by our Zen design philosophy:  
The balance of beauty and strength

## 360-Degree Beauty

With its clean lines, unique design, and an embossed elegant leather patterning, ASUS ZenPad has refined, luxurious styling that represents your personality and fits any setting.

Available in various color choices, including black, white, red, and Aurora Metallic. A decorative metallic frame coating with NCVM (Non Conductive Vacuum Metallization) technology provides a high-quality appearance and protects the display.

Ergonomic rounded edges give a better holding experience and contribute to ASUS ZenPad's premium look and feel. Stylish design and leather pattern. Various Color Metallic-coated frame. Rounded Edges.



## Less is More

72% Screen to Body Ratio

ASUS ZenPad 7.0 is a 7-inch tablet with a 72% screen-to-body ratio — an incredible engineering achievement made possible by reducing the bezel width to the bare minimum.



# ASUS VisualMaster

A vivid and rich HDTV tablet experience

ASUS VisualMaster is a suite of exclusive visual enhancement technologies that combine hardware and software to optimize all aspects of the display — including contrast, sharpness, color, clarity, and brightness — resulting in an incredibly realistic viewing experience. With ASUS VisualMaster, it's just like being there.

ASUS  
Tru2Life

ASUS  
TruVivid

ASUS  
Bluelight  
Filter

IPS  
Display

ASUS  
Splendid



## ASUS Tru2Life Technology

ASUS Tru2Life technology uses the latest image processing technology found on high-end TVs to deliver incredibly realistic images with accurate contrast, sharpness, and detail. Its intelligent contrast enhancement boosts dynamic range — measured as the contrast between the lightest and darkest points of an image — to provide wider contrast levels. The higher the dynamic range of an image, the more realistic it looks.

Tru2Life technology also provides intelligent sharpness enhancement to bring out even the smallest details in an image.

# A vivid and rich HDTV tablet experience

## Intelligent contrast



WITHOUT

WITH Tru2Life

200%  
WIDER CONTRAST LEVELS

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

## Sharpness Optimization



WITHOUT

WITH Tru2Life

Dramatically-enhanced detail for sharper, more lifelike images.

# Clear, Blur-Free Motion

ASUS ZenPad is equipped with ASUS Tru2Life+ technology, which improves video with fast action scenes — such as sports — by increasing the screen refresh rate, resulting in reduced blur and smooth, detailed motion.

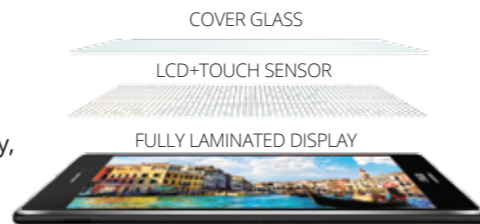


WITHOUT

WITH Tru2Life

# ASUS TruVivid Brings Color to Life With Brilliant Clarity

ASUS ZenPad incorporates TruVivid technology to improve screen clarity, brightness, and touch responsiveness. This technology transforms the conventional four-layer display design—composed of cover glass, touch panel, air gap, and LCD module—into a two-layer, full lamination design, eliminating the air gap and combining the cover glass and touch panel layers. This offers higher optical transparency (>94%) than conventional display, resulting in brilliant color clarity and brightness.



# ASUS Tru2Life Technology Architecture

60 million pixel hardware optimizations per second



# Hyper Resolution

Incredibly sharp, detailed images

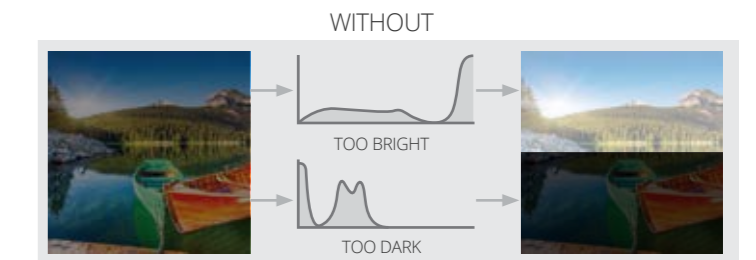
ASUS Tru2Life performs intelligent sharpness enhancements on every image to reveal the smallest details and make every picture look its best.



# Real time HDR

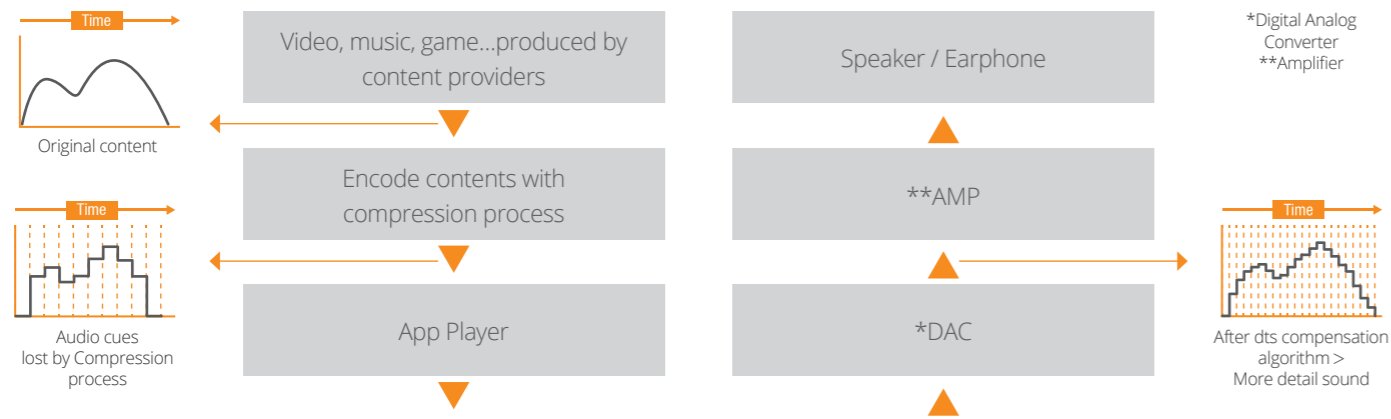
Boosts contrast levels for stunning, natural-looking images

Traditional displays are limited in their ability to reproduce high-contrast scenes the way the human eye perceives them, resulting in flat images that lack realism. ASUS Tru2Life technology on ASUS ZenPad\* boosts dynamic range — measured as the contrast between the lightest and darkest points of an image — to provide wider contrast levels for incredibly realistic.



# World's first tablet with DTS-HD Premium Sound

DTS HD Premium Sound™ provides the ultimate audio experience for music, movies and games. Utilizing advanced patented technologies, DTS HD Premium Sound delivers a refined, louder audio experience, complete with deep bass, 3D audio and immersive surround sound. The experience will be enjoyed across any speaker configuration with the ability to personalize listening preferences.



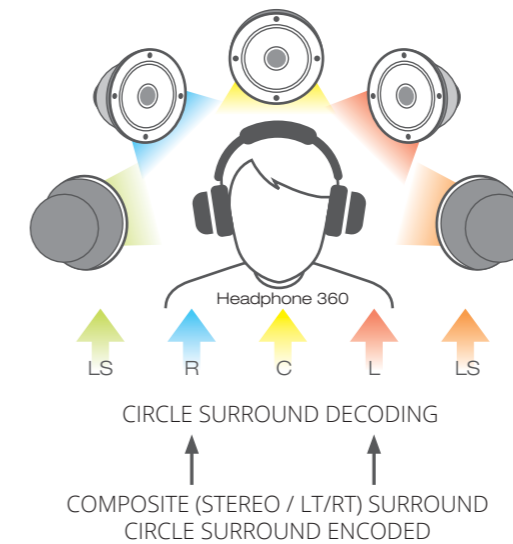
ASUS Android framework

2-CHContent ▶ dts TruMedia  
Virtual surround  
Headphone 360



## DTS Surrounding Sound

Enjoy theater-quality sound over headphones or earbuds with DTS Headphone 5.1-channel virtual surround sound. Enjoy theater-quality sound over headphones or earbuds with DTS Headphone 5.1-channel virtual surround sound.



## Audio cover Immersive 5.1 channel surround sound



6 speakers | 6 x Sound Volume  
Including 1 subwoofer

6 hours  
Continuous enjoyment

ASUS Audio Cover boosts sound volume and delivers up to six hours of continuous use on a single charge. Audio Cover also doubles as a convenient stand for video watching or getting some work done.



# The Ultimate in Customization

ASUS ZenPad\* features an innovative interchangeable design that lets you easily customize your tablet with functional cases that provide extra features and additional color options, while perfectly matching ASUS ZenPad's look.

\*Actual usage may vary by models

World's  
First

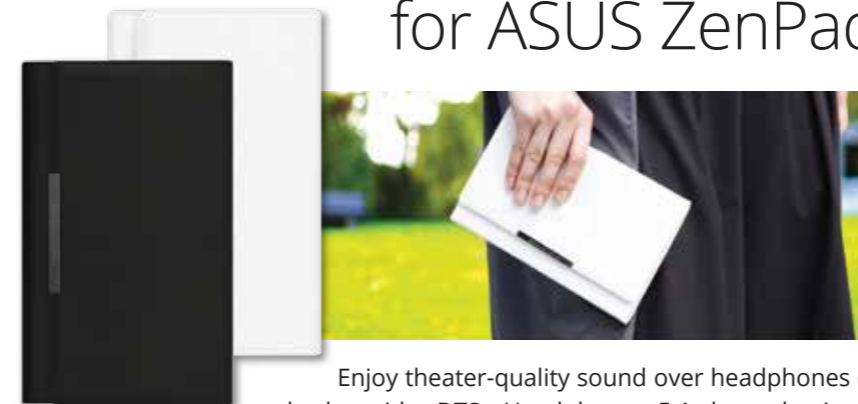
Zen  
Clutch

Zen  
Case

Power  
Case

Audio  
Cover

## A Premium Fashion Accessory for ASUS ZenPad



Enjoy theater-quality sound over headphones or earbuds with DTS Headphone 5.1-channel virtual surround sound. Enjoy theater-quality sound over headphones or earbuds with DTS Headphone 5.1-channel virtual surround sound.

## ASUS Zen Case

Vibrant Colors for Your Unique Style



ASUS Zen Case\* is an easily changeable back case beautifully designed with a fine leather pattern and available in five attractive colors to match your style. Choices include Black, White, Aurora Metallic, Blue and Orange.

\*Actual usage may vary by models

## ASUS Power Case Stay Charged While On the Go

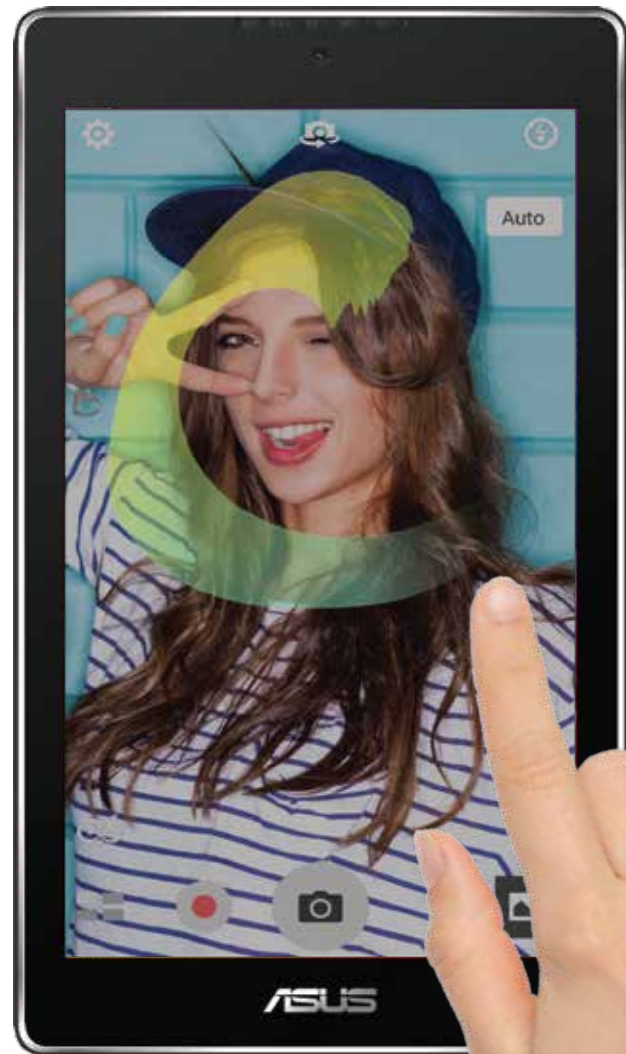


16\* hours  
BATTERY LIFE



ASUS Power Case extends ZenPad's battery life by up to 15 hours\* to easily get you through the day. This beautifully designed case seamlessly attaches to ASUS ZenPad, perfectly matching its look and maintaining its compact size.



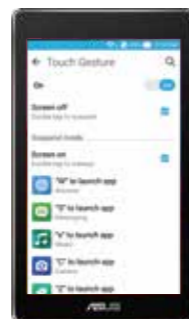


# Launch It with ASUS ZenMotion

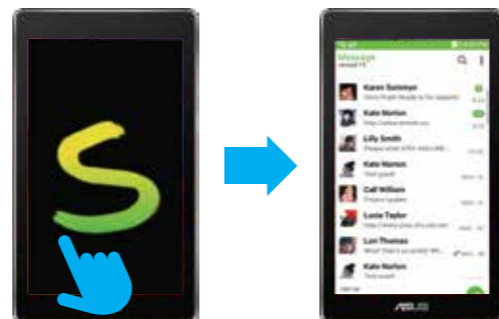
## Everything has a Shortcut

You can do a lot of things with your ASUS ZenPad. With ASUS ZenMotion, you can even launch an app directly from your locked ASUS ZenPad! Touch Gesture settings will allow you to set up to 6 motion gestures as a shortcut to launch those apps. For example, you can write "W" on ASUS ZenPad locked screen to launch Browser app directly, or write "S" to launch Messaging app, write "C" to launch Camera, and so on.

Note: You still have to input security pattern or password before the apps will open if you set any before.



ZenMotion Touch  
Gesture settings



Example: write "S" on the screen to  
launch Messaging app



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



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

**ASUS**<sup>®</sup>  
IN SEARCH OF INCREDIBLE




Zenfone™ **2**

ZENFONE 2  
DESIGN

## Reveal what lies in the dark

With Low Light mode, you'll always see what others can't see.



-  **PixelMaster Camera** captures 400% brighter photos in low-light scenes
-  Fast speed with 4GB RAM, 2.3GHz Super Quad Core Intel® Atom™ Processor
-  5.5" Full HD IPS Panel with 72% screen-to-body ratio for best entertainment

See What Others Can't See

[www.asus.com/my](http://www.asus.com/my) | Image by Robert Jahns

## Beautifully and Precisely Crafted

From the 3.9mm Ultra-Thin Edge to  
the delicate 0.4mm Laser Drilled Speaker

ASUS ZenFone™ 2 has an incredibly slim profile, it is just 3.9mm at the thinnest edge. This is more than an impressive engineering feat: the thin design is so comfortable to hold, and makes using ASUS ZenFone™ 2 easier. This also allows ASUS ZenFone™ 2 to eliminate the visual and physical obstacle on the side, making it the best looking smartphone, ever. On the rear bottom of the phone, you can also find the other design excellence which we managed leveraging laser drilling technique to engraving the speaker mesh into only 0.4mm hole of each, it not only it provides you the best sound quality, but also shows our insistence to make every details perfect.

3.9mm

## Arc design with Intuitive Controls on the back

There is no technology better than yourself. ASUS ZenFone™ 2 defines a more instinctive way for human interaction, encompassing a physical rear key as part of the Ergonomic Arc design. Snapping selfies, adjusting the volume and retracing your steps now feel as natural as your grip, no matter for left or right hand use. The elegant shape feels secure and extremely comfortable to hold. The fine-crafted concentric circle that lies on the rear key, shows elegant reflection which makes your ASUS ZenFone™ 2 more glamorous than others.



IF Design Award started from 1953 in Germany, and has been one of the world's most prestigious award in industrial design

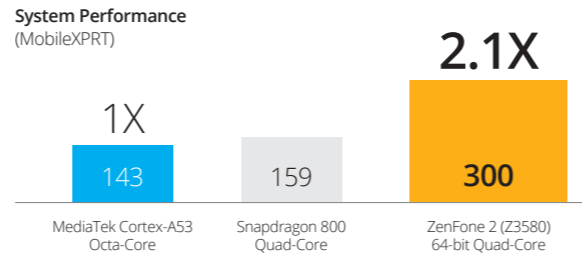


# 64-bit Quad-Core Super Power Multi-tasking, also gaming



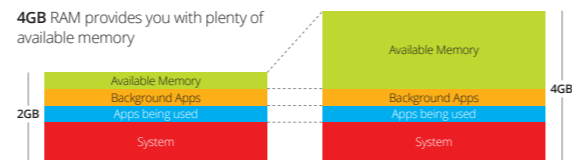
Feel the power of the future with 64-bit mobile computing

The 64-bit Intel® Atom™ Super Quad-Core 22nm processor inside ASUS ZenFone 2 carefully balances brilliant performance and superb power efficiency. Apps open quickly, games run smoothly and can effortlessly browse even the busiest webpages — all without compromising on battery life. ASUS Zenfone 2 PowerVR 6430 graphics-processing unit (GPU) packs a serious punch — supporting OpenGL 3.0 and up to 7X\* faster than ASUS ZenFone 5. It also allows you to have computing experience found usually only your desktop computer. Heavy and graphic intensive games and videos can run buttery smooth and looks splendid on your ASUS ZenFone 2 Full HD display.



## World's First 4GB Smartphone Monster Power, now in your hand

Now with the 4GB RAM version of ASUS ZenFone 2, you will never have to worry about your phone being sluggish or always need to remove background apps that running to make it faster! Also with 64-bit CPU, the processor can fully unleash the power of the Intel® dual channel RAM architecture, by delivering 2 pipes (32-bit each pipe) of data from CPU to RAM at the same time.



# PixelMaster Camera 2.0

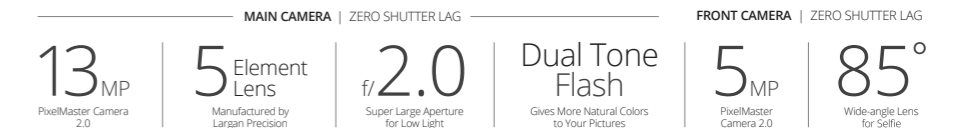
See What Others Can't See

ASUS PixelMaster is a unique ASUS-developed imaging system that combines exclusive algorithms, powerful hardware and special optics to deliver incredible photo quality. With PixelMaster, taking professional-quality photos is as simple as clicking the shutter button. ASUS PixelMaster is always with you, so you'll capture every precious moment. The heroes behind ASUS PixelMaster are the engineers from ASUS Digital Image Technology Division (DIT), world-class experts with broad professional backgrounds. ASUS PixelMaster's brilliance is the results of many years of studying, designing, testing and repeating — until perfection is achieved.

The Camera that knows how to take astounding pictures

ASUS ZenFone 2 can take astounding pictures. Its 5-element lens camera module is equipped with blue-glass infrared filter. The 13MP rear-facing camera comes with f/2.0-aperture lens and back-sided illuminated high-sensitivity BSI CMOS sensors that support raw domain noise reduction and for more light to be delivered through. The data is then sent to the image signal processor through 20 stages of processing down to each pixel to ensure the perfect balance of day and night, indoors or out, no matter where you are.

Our unique pixel enhancing technique and unique algorithm ensures the best image quality without any additional settings. With default WDR (Wide Dynamic Range) applied, ASUS ZenFone 2 PixelMaster camera automatically adjusts the ratio of maximum contrast (the brightest point to the darkest point of the image) to enhance the ability of framing features and shapes of the subject, improving the detail of darker areas. You can capture clear photos even under challenging lighting conditions. ASUS ZenFone 2 5MP front-facing camera comes with 85-degree wide-angle lens, it can shoot sharp selfies and clear video chats. Moreover, ASUS ZenFone 2 front camera now also support Low Light mode and Zero Shutter Lag.



## Unparalleled Low-Light Mode

Up to 400%-brighter photo and video in low-light conditions



ASUS PixelMaster Low-Light mode captures clear photos or videos throughout the night. Our engineers developed unique algorithms that identify details in the dark and automatically enhance the light sensitivity. Through a combination of pixel-merging technology (that joins four adjacent pixels to form a new pixel) and advanced image-processing algorithms, image light sensitivity is increased by up to 400%, enhances noise reduction and boosts color contrast by up to 400%. You can take clear and bright low-light shots without the need of using a flash. The Digital Image Stabilization (DIS) also improves low-light performance, resulting in sharper, non-blurry photos.

## Incredible Super HDR

World's Best HDR Photography, capture clear photos of backlight objects



ASUS PixelMaster Backlight (HDR) mode automatically captures multi-shots with a Pixel Enhancing technology from the field of view (FOV). These multi-shots are then merged to create a detail-revealing HDR shot. The Super HDR mode first automatically captures serial of photos at different EV settings, which later is dynamically adjusted by detecting the environment lightning every second. Afterwards, the Pixel Enhancing (Super HDR post-processing) algorithm that does local area detection that expands the dynamic range up to 4 times that the picture can have 400% more brightness, color contrast and details, ensuring the photos look natural.



NORMAL LED FLASH used in common smartphones create over-exposed image



Dual LED Real Tone Flash in ASUS ZenFone 2 takes picture in their natural color

## Dual LED Real Tone Flash

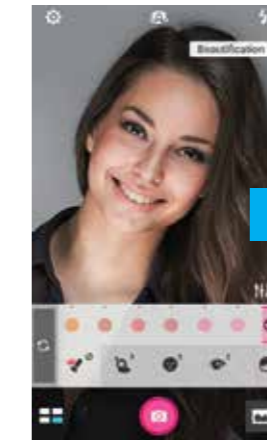
See the true colors in every photo

ASUS ZenFone 2 Dual LED Real Tone Flash creates the most natural illumination for indoor portrait shots. The moment you press the shutter button, ASUS ZenFone 2 delivers the perfect combination of yellow and white light to produce flash-lit shots that capture the real tones of your subjects.

## Glamorous You

### Real-time beautification tools

When using the ASUS ZenFone 2 front camera, it intuitively switched to the Beautification Mode. It makes you (and friends) even better looking before your eye in real time, just like live cosmetics. Let ASUS ZenFone 2 balance facial features, soften complexions to create flawless photos — all in real time!



Viewfinder view when taking selfie before using Beautification Mode



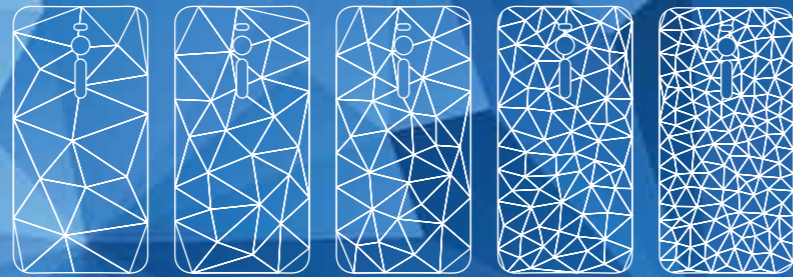
With Beautification Mode, you can adjust your looks before taking a selfie, all in real-time



**ASUS**<sup>®</sup>  
IN SEARCH OF INCREDIBLE

# Zenfone 2 Deluxe

## See the Crystal Miracle



We started with handmade designs that achieved different combinations of visual and tactile sensations. As we refined the designs, three dimensional patterns were fine-tuned and tested to achieve the most accurate configuration possible.

### Premium-Crafted Polygonal Design

Over 500 tessellated triangles project unique multifaceted beauty.

### Monster Performance

Pumped 64-bit quad-core power from the 2.3Ghz Intel® Atom™ Z3580 processor.

### Ultimate Multitasking Experience

4GB of fast memory delivers the smoothest multitasking experiences for all your apps and games.

### BoostMaster Fast Charging

Juice up to 60% in just 39 minutes, ready for your busy life.



**ASUS**<sup>®</sup>  
IN SEARCH OF INCREDIBLE

Zenfone™ Selfie

## See the Perfect You

Capture your true beauty with the ZenFone Selfie.

### Available soon



## See What Others Can't See

[www.asus.com/zenfone2](http://www.asus.com/zenfone2)

ZE551ML



# Zenfone™ 2 Deluxe



ZE551ML



ZE550ML

# Zenfone™ 2

## Model: ZE551ML

### Display

5.5-inch, 1920 x 1080 Full HD resolution, 403ppi with ASUS TrueVivid Full Screen Lamination technology  
72% screen to body ratio

IPS display up to 178° viewing angle  
400nits brightness  
Anti Scratch Corning® Gorilla® Glass 3  
Support glove touch  
20nm Oleophobic Anti-fingerprints coating

### Processor

Intel 64-bit (Moorefield) 22nm processor Z3580 @ 2.3 Ghz  
PowerVR G6430 , OpenGL 3.2 Support  
Intel exclusive 3D Tri-Gate Transistor Technology

### Storage

128 GB MLC ROM, ASUS WebStorage 5GB (lifetime)  
Google drive 100G free space (2year)  
Micro SD card support, up to 128GB

### Memory

World's first LPDDR3 4GB RAM

### PixelMaster cameras

#### Front:

5 MegaPixel Camera with large f/2.0-aperture, wide-angle (85°) lens

#### Front Camera Modes:

Selfie Panorama (up to 140°)  
Real Time Beautification

HDR mode  
Low Light Mode  
Night Mode  
Photo Effects  
GIF animation  
Time Lapse

#### Rear:

13 MegaPixel Camera with large f/2.0-aperture,  
5-element auto-focus lens / dual-color Real Tone flash  
Blue Glass IR Filter / Zero Shutter Lag

#### Rear Camera Modes:

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

### Network standards

5 Laser Direct Structuring Antennas for Better Signal Reception  
4G LTE-A with Carrier Aggregation for Fastest 4G Download speed up to 250Mbps (supported in more than 31 countries)  
GSM / WCDMA Quad-Band for Worldwide Data Roaming  
850 / 900 / 1900 / 2100MHz

### Wireless

802.11 a/b/g/n/ac ( 802.11ac is 5X faster than 802.11n, up to 433Mbps)  
BT4.0 with A2DP, Wi-Fi direct  
5 Laser direct Structuring Antennas for better signal reception  
4G LTE-A with Carrier Aggregation  
Connectivity  
3.5mm audio jack, dual micro-SIM , micro USB (support OTG)

### Navigation

5 Satellite Navigation System support  
GPS/GNSS/QZSS/SBAS/Beidou (BDS)

### Sensor

Accelerometer, proximity, ambient-light, gyroscopic, digital compass and Hall-effect sensors

### Operating system

Brand-new ASUS ZenUI with Android 5.0 Lollipop

### SIM Card

Dual SIM, Dual Active (Both SIM cards active, still can receive call when talking in another line)  
SIM1 Support2G/3G/4G  
SIM2 Support2G

### Battery

3000mAh lithium-polymer ,BoostMaster fast-charging technology (Charge up to 60% capacity in 39 minutes)

### Dimension / Weight

152.5 x 77.2 x 10.9-3.9mm / 170g

### 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, ASUS Sync, MyCloud, File Manager, MyLibrary, SuperNote  
Themes (customize your ZenFone 2 theme from many different templates)

### Audio

Dual Microphone with Noise Cancellation for the best phone call quality  
ASUS SonicMaster for better sound clarity and deeper bass  
FM Receiver (Radio)

### Video

Playback MPEG-4 up to 1080p  
Full HD Video recording 1080p at 30fps with video stabilization and one-touch still-capture facility

### Accessories

Accessories (sold separately)  
• ZenFone View Flip Cover Deluxe with access to 7 ZenUI™ functions (receive calls, reply messages, flashlight, weather, settings, instant camera, what's next)

### Color

Premium Polygonal Material:  
Illusion white/Illusion Blue /Illusion Red

## Model: ZE551ML

### Display

5.5-inch Super Bright IPS Full HD 1920x1080, 403 pixel per inch

### Processor

Intel® 64-bit (Moorefield) Quad-Core Processor Z3580 (2.3GHz) / Intel® 64-bit (Moorefield) Quad-Core Processor Z3560 (1.8GHz) with PowerVR Series 6-G6430, OpenGL 3.2 support, Intel® exclusive 3D Tri-Gate Transistor Technology

### Memory

64-bit Dual Channel LPDDR3  
4GB (World's First 4GB RAM Smartphone) / 2GB RAM

### Colors

Premium Hairline Metallic Finish  
Glacier Gray, Osmium Black, Glamour Red, Ceramic White, Sheer Gold

## Model: ZE550ML

### Display

5.5-inch Super Bright IPS HD 1280x720, 268 pixel per inch

### Processor

Intel® 64-bit (Moorefield) Quad-Core Processor Z3560 (1.8GHz) with PowerVR Series 6-G6430, OpenGL 3.2 support, Intel® exclusive 3D Tri-Gate Transistor Technology

### Memory

64-bit Dual Channel LPDDR3 2GB RAM

### Colors - Premium UV Coating

Osmium Black, Glamour Red, Ceramic White

### ZE551ML & ZE550ML General Specifications

#### Display

5.5-inch IPS with 178° wide view angle, Super Anti-Scratch Corning® Gorilla® Glass 3 with 20nm Oleophobic Anti-Finger Coating  
Ultra Sensitive touch panel with glove touch support  
60ms Touch Screen Response Time • 72% Screen to Body Ratio  
ZenMotion support Touch and Motion gesture (including tap tap to wake up and sleep)

### Storage

16GB / 32GB / 64GB + 5GB ASUS WebStorage Free for Lifetime  
MicroSD card support up to 128GB

### Operating System

The Latest 64-bit Android™ 5.0 Lollipop

### Camera

13 MegaPixel Auto-Focus, Large Aperture f/2.0, 5-element lens, PixelMaster Camera for brighter photo & video up to 400% with Blue Glass Infrared Filter, Zero Shutter Lag, Dual-Color Real Tone Flash for true-to-life photo (rear)  
5 MegaPixel with 85° field of view, Large Aperture f/2.0, 5-element lens, PixelMaster Camera with 140° Selfie Panorama (front)  
Manual Mode support (as in DSLR Camera)  
52 MegaPixel Super Resolution Mode

### Network

5 Laser Direct Structuring Antennas for Better Signal Reception  
4G LTE-A with Carrier Aggregation for Fastest 4G Download speed up to 250Mbps (supported in more than 31 countries)  
GSM / WCDMA Quad-Band for Worldwide Data Roaming  
850 / 900 / 1900 / 2100MHz

### Wireless

802.11a/b/g/n/ac Dual-band (802.11ac is 5x faster than 802.11n, up to 433Mbps)  
BT 4.0 with A2DP, Wi-Fi Direct  
NFC (Near Field Communication) Support  
Super Fast Wi-Fi Hotspot capability (Tethering)

### Connectivity

MicroUSB with OTG support, 3.5mm earjack

### Navigation

5 Satellite Navigation System Support  
GPS / GNSS / QZSS / SBAS / Beidou (BDS)

### SIM Card

Dual Micro-SIM support with Dual SIM Dual Active (DSDA) (both SIM cards active, still can receive call when talking in another line)

### Battery

3000mAh Li-Polymer with BoostMaster Fast Charging Technology (charge up to 60% capacity in 39 minutes)

### Dimension

152.5 x 77.2 x 3.9- 10.9mm | 170g

### Sensor

Accelerometer, Proximity, Ambient-light, Gyroscopic, Digital Compass, Hall-effect sensor

### 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, ASUS Sync, MyCloud, File Manager, MyLibrary, SuperNote  
Themes (customize your ZenFone 2 theme from many different templates)  
BBM & Whatsapp Ready

### Audio

Dual Microphone with Noise Cancellation for the best phone call quality  
ASUS SonicMaster for better sound clarity and deeper bass  
FM Receiver (Radio)  
MP3, AAC, AAC+, eAAC+, WMA, MIDI, WAV, AC3, FLAC

### Video

Playback MPEG-4 up to 1080p  
Full HD Video recording 1080p at 30fps with video stabilization and one-touch still-capture facility  
DivX, H.264, MPEG4, H.263, Xvid, 3gp

### Accessories (sold separately)

ZenFone View Flip Cover Deluxe with access to 7 ZenUI™ functions (receive calls, reply messages, flashlight, weather, settings, instant camera, what's next)

# Brand New ASUS ZenUI™

1000+ Features in a Simpler, Smarter, More Personalized ZenUI Experience

ASUS ZenUI has more than 1000+ of distinguishing features compared to standard Android user interface. The brand-new ASUS ZenUI offers a simpler and smarter user experience, with a stylish new layout that expands white space for a cleaner design, placing the information you need front and center. It's brighter, smarter, simpler and even more beautiful! ASUS ZenUI knows what you need, expresses your thoughts and feelings, and connects you wherever you go.

Freedom, connection, and expression form the foundation for ASUS ZenUI mobile user interface. The brand-new ASUS ZenUI with exquisite visual design has a variety of new features, including ASUS ZenMotion, SnapView, TrendMicro™ Security and ASUS ZenUI Instant Updates, that enhance usability, ensure security and privacy, and deliver a seamless user experience.



24 Hours, 7 Days a Week, Easy Update through Google Play Store



To keep ASUS ZenUI always updated, ASUS made ZenUI into 30+ apps that can update separately by itself. You don't need wait for a big system update like other Android smartphones do anymore. With ASUS ZenUI Instant Updates, your ASUS ZenUI along with its apps will have 24/7 update from ASUS. Which means, you will get the latest update in an instant when it is available — no more waiting for months!

ZenUI  
Facts

16.000.000+  
ZenUI Devices Sold Worldwide

150.000.000+  
ZenUI Apps Downloaded via Google Play Store Worldwide



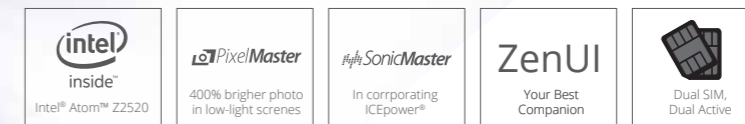
ZC451CG

## Zenfone™ C

Perfect performance, without compromises

Make your own statement with ASUS ZenFone C's fashionable vibrant colors. Designed to match your unique style. Ergonomically crafted to become part of your extended body.

Available on ASUS Store Online! More info, visit <http://store.asus.com/my>



**Operation System**  
Android 4.4 (KitKat)  
**Display**  
4.5" TFT LED Backlit WSVGA (480 x 854)  
**CPU**  
Intel® Atom™ Processor Z2520 (1.2GHz)  
**Memory**  
1GB / 2GB  
**Storage**  
8GB / 16GB  
5GB of ASUS WebStorage space for life  
**Camera**  
0.3MP Front Camera, 5MP\* Rear Camera  
**Color**  
Black, White, Red  
**Dimension**  
67 mm (W) x 136.5 mm (L) x 6.2 mm (H)  
**Weight**  
150g

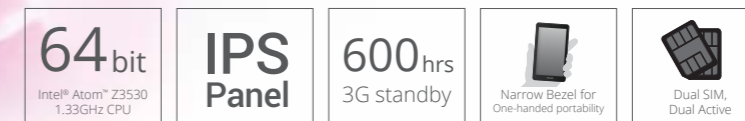


FE380CG

ASUS fonepad™ 8  
with Intel Inside®

## Fonepad is Calling

Powered by 64-bit Intel® Atom™ processor, a whole new mobile experience awaits you with the 8-inch ASUS Fonepad™ 8. Its narrow bezel design fits snugly in one hand to give you a portable Android tablet with full 3G phone functionality to stay connected anytime, anywhere.



**Operation System**  
Android 4.4 (KitKat)  
**Display**  
8" LED Backlight WSGA (1280 x 800) Screen IPS Panel  
**CPU**  
Intel® Atom™ Processor Z3530 (Quad-Core, up to 1.33GHz, 64 bit)  
**Memory**  
1GB  
**Storage**  
8GB  
5GB of ASUS WebStorage space for life  
**Camera**  
2MP Front Camera, 5MP\* Rear Camera  
**Color**  
Black, White, Red, Gold  
**Dimension**  
120 mm (W) x 214 mm (L) x 8.9 mm (H)  
**Weight**  
310g

# 9600mAh ZenPower

World's first credit card size 9600 mAh Power Bank




ASUS ZenPower is a class-leading high-capacity, ultra-compact 215g portable power bank for all smartphones and tablets that delivers more ultra-fast charging to your smart devices. Just a fraction bigger than a credit card, ZenPower's strong, stylish aluminum shell contains a power-packed 9600mAh cell with a 2.4A output that's able to fully charge even big-battery tablets, fast. ZenPower is equipped with 11 advanced safety features to provide double the expected lifespan of competing devices, and has secured six international certificates in recognition of its exceptional safety.


## 11 ASUS PowerSafe Technologies

To ensure end users to use ASUS ZenPower safely, ASUS ZenPower is equipped with 11 exclusive PowerSafe technologies to monitor temperature, smooth both input and output voltages, prevent unexpected disconnection and overload.


### Temperature Protection

 Temperature sensors and temperature controlling mechanism ensure the safety of lithium batteries to work within the temperature range.


### Short Circuit Protection

 When ASUS ZenPower control board detects short circuit, ASUS ZenPower will shut off for safety.


### Reset Protection

 Once some problems happen to ASUS ZenPower, power button is designed to reset the ASUS ZenPower and restore it to function well again.


### Input Over Voltage Protection

 ASUS ZenPower can intelligently detect input voltage. When the input voltage exceeds the upper limit, output power will be shut off to protect both ASUS ZenPower and your device.


### Output Over Voltage Protection

 The over-voltage circuit detection can prevent ASUS ZenPower from any damage to your devices by any abnormal output voltage.


### Input Reserve Direction Protection

 When the charging cable connects to input and output inlet simultaneously, ASUS ZenPower will power off & show the warning lights to ensure user safety.


### Over Charge / Over Discharge Protection

 To have a longer lifespan for ASUS ZenPower, ASUS ZenPower can detect the charging situation of correspondent adapter / devices, and adjust the charging current.


### Output Over Current Protection

 In order to protect your device, ZenPower will stop the output circuit once the output current is abnormal.


### Cell PTC Protection

 With instant detection of batteries core temperature, ZenPower will shut off the power output when the temperature exceeds its limit.

### Adapter Protection

 ASUS PowerSafe Technology ensures that the charging inlet and your cable will not over heat to a dangerous level.

### JEITA Protection (Temperature Protection)

 ASUS ZenPower has intelligent technology that monitors ambient temperatures and adjusts the charging current accordingly; delivering safety levels that are higher even than the highest industry standard. Being protected against temperature extremes provides the ideal operating environment for ASUS ZenPower.

## 6 International Safety Certificates




Industry leading 6 international safety certificates give you the highest standard protections.





# ASUS Lolliflash™

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

-  360° Rotation  
Perfect shot from any angle
-  Photo & Video  
For all shooting modes
-  >Internal Battery  
Lasts up to 3 hours



## View FlipCover Deluxe

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

Compatible model: ZE551ML



## View Flip Cover

Premium Protection In An Intuitional Fashion

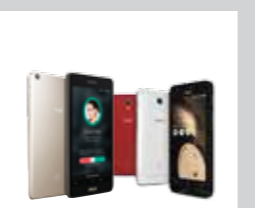


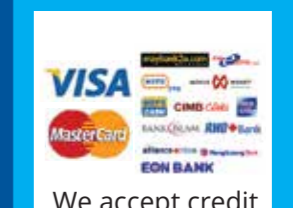

Compatible model: ZE551ML



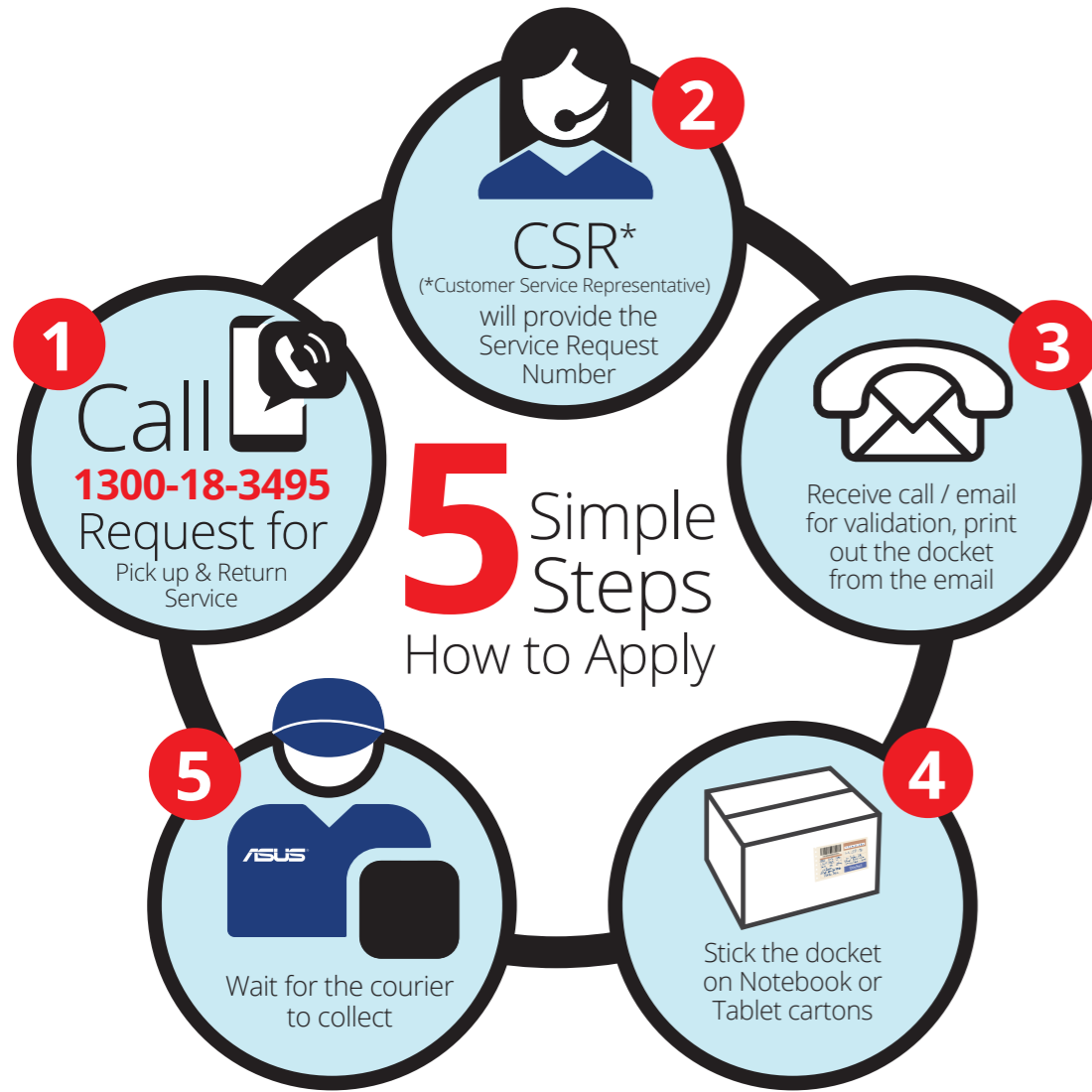
You can purchase online from **ASUS Store!**



# 5 REASONS TO PURCHASE ONLINE

-  We offer **latest range** of ASUS products
-  We offer ASUS Store exclusive accessories
-  We have ongoing ASUS Store exclusive promotions
-  We accept credit card, cash on delivery (COD) & Online banking payment
-  We deliver within **3 DAYS**

So what are you waiting for? Sign up at <http://store.asus.com/my>



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

### 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

**OneTJ-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

### Johor

#### ENTERCC

95, Jalan Seri Impian Emas, 81300, Skudai, Johor

#### Micro 2000

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

### Kelantan (Tablet only)

#### BIT C Enterprise

Tingkat 1, Pt 2303, Taman Kota Sri Suria SBJ, Jalan Abdul Kadir Adabi, 15200 Kota Bahru

### Melaka

#### OMC

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

### Selangor

#### MYCOM

Lot No.2-05, 2nd Floor Digital Mall, No. Jalan 14/20, Seksyen 14, 46100, Petaling Jaya

G008 & G009, Millennium Square, Jalan 14/1, Seksyen 14, 46100 Petaling Jaya

### 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

#### East Malaysia

Sabah - Kinarut Papar  
Sarawak - Kuching, Miri

### One Mobile

#### Johor

- Skudai Parade (IT Mall) Level 3 - 31, 32, Skudai Parade, Jalan Skudai, 83100 Skudai  
- No 12, Jalan Persiaran Flora Utama, Taman Flora Utama, 83000, Batu Bahat

#### Kuala Lumpur

- Lot 1-081, 1st Floor, Endah Parade, No.1, Jalan 1/149E, 57000, Sri Petaling

#### Melaka

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

# ASUS PRODUCT GUIDE

MOBILE PRODUCTS

AUG - SEPT 2015

## Zenfone™ **2**

Capture beauty  
that will never fade

With Backlight (Super HDR), you'll always capture vivid and evenly exposed photos.

Available on ASUS Store Online!  
More info, visit <http://store.asus.com/my>



See What Others Can't See

[www.asus.com/my](http://www.asus.com/my) | Image by Robert Jahns

ZE551ML