

ASUS ZenFone 3

Product Guide



Zenfone™ **3**
Built for Photography

Agility in Performance

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

Beauty Inside and Outside

- Front and Rear 2.5D Contoured Corning® Gorilla® Glass
- Up to 5.5" FHD Super IPS+ Display with 600nits Brightness

Clarity in Every Shot

- 16MP PixelMaster 3.0 Camera with 0.03 Second TriTech Focus System
- 4 axis OIS / 3 axis EIS / Color Correction Sensor

Book Contents

We are ZenFone	04
Incredible is NOW	06
Achievements	08

Technology Showcase

PixelMaster 3.0 – Capture reality, fast and steady	
0.03s TriTech AF Systems	12
2 nd Gen Laser AF	14
Advanced PDAF	16
Continuous AF	18
Steadily shot, shake-free photos and videos	20
Optical Image Stabilization	22
Electronic Image Stabilization	24
Realistic Photos like the actual scenes	26
Deep Trench Isolation, Color Correction Sensor & Dual LED Flashes	28
Super Resolution	30
32 sec Long Exposure	32
4K UHD Video Recording & Real-time HDR Mode	34
20 Camera Modes	36
#CapturedbyZenFone3	38
VisualMaster 3.0 – Rich viewing experience	
Tru2Life+ – A vivid and rich HDTV experience	44
Intelligent Contrast & Sharpness Optimization	46

Blur-Free Motion & Outdoor Readable	48
Bluelight Filter & Ultra-High Color Gamut Display	50
SonicMaster 3.0 – Impress your ears, inside and out	
Sound Volume	54
Sound Effect	56
Sound Quality	58
VoLTE Quality	60
Voice NR Enhancement	62

Explore the World of ZenFone 3

ZenFone 3 – Built for Photography	
Exquisite design inspired by the beauty of nature	68
Refined Craftsmanship & Amazing Display	70
Capture reality, fast and steady	72
Fingerprint sensor with so much more	76
Full speed on every front	78
Unrivalled smartphone audio	80
ZenFone 3 Deluxe – All Metal, Pure Beauty	
Pure Beauty	84
Pure Color	94
Ubiquity	96
Capture reality, fast and steady	98
Unrivalled smartphone audio & ASUS ZenEar S	100

ZenFone 3 Ultra – Ultra Vision. Ultra Sound	
The all-metal miracle with invisible antenna	104
All your entertainment, upgraded	106
World's first smartphone with UHD TV display processor	108
Capture reality, fast and steady	112
Ultra-speed revolution	114
Impress your ears, inside and out	116
Power revolution	118

ZenFone 3 Laser – Ultra fast 0.03s laser auto-focus	
Feel the luxury of metallic design	122
Wide, bright and packed with detail	124
Capture reality, fast and steady	130
Fingerprint sensor & Five-magnet speaker	132

ZenFone 3 Max – Maximized battery. Metallic beauty	
Premium design that's as natural as your grip	136
Power through the day without recharge	138
Your go-everywhere power bank	140
Make enormous energy go even further	142
Picture perfect – Never miss another moment	144
Stunning display & Fingerprint sensor	146

ASUS ZenUI 3.0 – New interface with added intelligence	
Animated widgets & Wallpaper motion effect	150

Theme Store & Mobile Manager	152
ZenMotion & Photos+	154
ZenCircle	156
Game Genie	158
Your ZenFone 3 Premium Protection	160

ZenFone 3 Series Specifications

ZenFone 3	162
ZenFone 3 Deluxe	164
ZenFone 3 Ultra	165
ZenFone 3 Laser	166
ZenFone 3 Max	167



Zenfone™

Our journey begins with a singular focus
The pursuit of superior function wrapped in a stunning, stylish body

Just like a well-cut diamond
The process takes a great deal of time and dedication by talented, passionate craftsmen, to create a Zen-like balance between strength and beauty

When the world shows you something you simply can't turn away
My laser focus puts the speed of light right in your hands
Together we can capture the moments that will last a life time

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

We are ZenFone



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!

ASUS ZenFone has won over 649 awards globally!!!

We love ZenFone, and we know you'll love ZenFone. But you don't have to take our word for it. ZenFone has received awards from many world-famous organizations and internationally-respected journalists. And not just a handful of plaudits – but hundreds. In fact, to date ZenFone has been awarded over 649 significant honors globally, including the latest d&i award 2016 by iF and the Best Choice of the Year by COMPUTEX 2016. All this praise tells its own story: that ZenFone is adored, because ZenFone is so special.

Quotes from medias

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

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

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

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

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

"If you're due for a smartphone upgrade, the ZenFone 3 Deluxe is a device to keep your eyes on." – **CNet**

Achievements

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

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

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

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

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

"ASUS ranked in No. 1 in Japan SIM-FREE smartphone market."



PixelMaster 3.0

Capture reality, fast and steady

Next-generation PixelMaster 3.0 lifts the new ZenFone 3 Series photography far above the smartphone norm. To capture real-world authenticity, PixelMaster 3.0 packs a 23 MegaPixel / 16 MegaPixel sensor, 92 MegaPixel / 64 MegaPixel Super Resolution technology, large f/2.0-aperture lens and subject-tracking TriTech auto-focus for any distance and lighting clarity in just 0.03 seconds. With both optical and electronic image stabilization for blur-free shots and video, and color correction sensor for true color photography, forget everything you know about smartphone photography — the PixelMaster 3.0 revolution is here.



FAST

2nd Gen Laser AF system

Advanced PDAF system

Continuous AF system

STEADY

4-axis OIS pictures

3-axis EIS videos

REALISTIC

Deep Trench Isolation technology

Super Resolution mode

Real-time HDR

Color Correction sensor

32^{sec} long exposure

20 camera modes

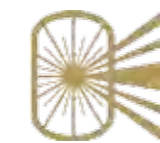
Dual LED real-tone flashes

4K UHD video recording



0.03s TriTech AF Systems

ZenFone 3 Series has something no other smartphone camera has — its exclusive TriTech auto-focus technology. For the first time in the smartphone world, our engineers have combined three focusing technologies — laser, phase detection and continuous auto-focus — into one harmonious system. Resulting a clear focus in just 0.03 seconds in varying conditions, for all scenarios — and at up to ten times (10x) faster than the blink of your eye!



2nd Gen
LASER AF
Indoors / Dark Environment



Advanced PDAF
Outdoors



Continuous AF
Movement Tracking

Light-speed shots with 2nd gen laser AF

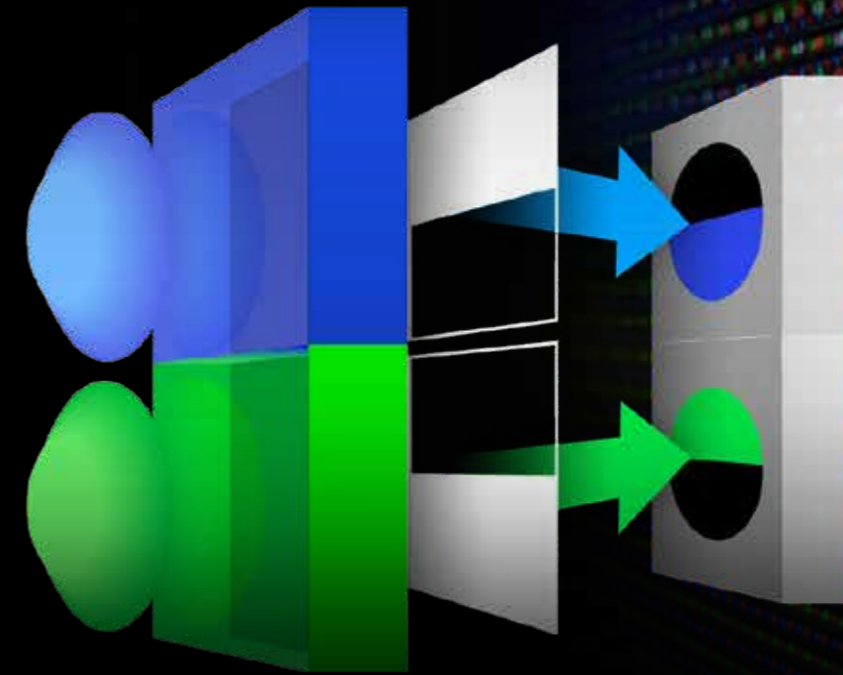
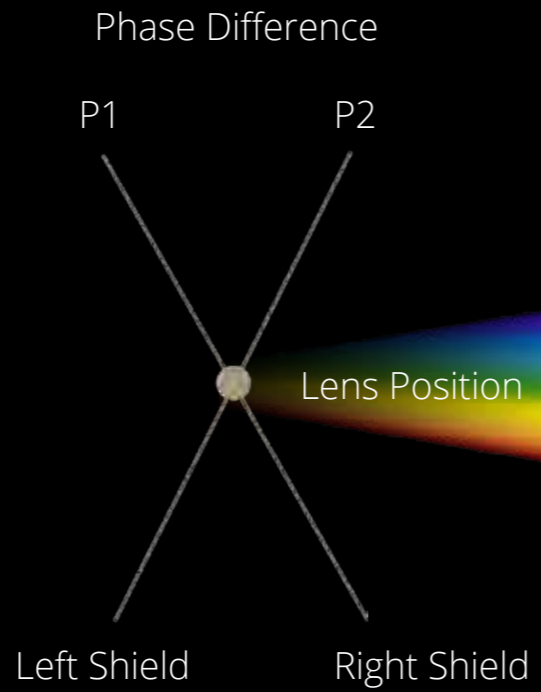
ZenFone 3 Series' rear camera has laser auto-focus technology that achieves focus for close-up subjects in just 0.03 seconds, and it's magnificent under low light conditions. It works by firing a laser beam to measure distances at lightning speed, and then makes fast lens adjustments for near-instant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

as fast as
0.03sec



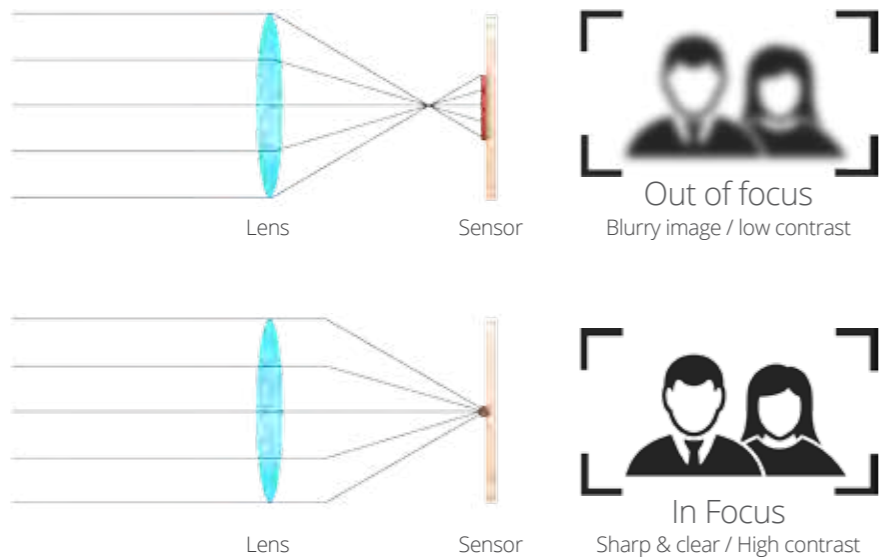
Advanced Phase Detection Auto Focus

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



Continuous Auto Focus

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



Steadily shot, shake-free photos and videos

While shooting photos, the four-axis optical image stabilizer (OIS) senses and prevents your hand movements from blurring photos. And for videos, a three-axis electronic image stabilizer (EIS) keeps your handheld videos rock steady.

OIS

4-axis

Optical Image Stabilization

8direction

OIS compensation

4stops

OIS Stabilization

EIS

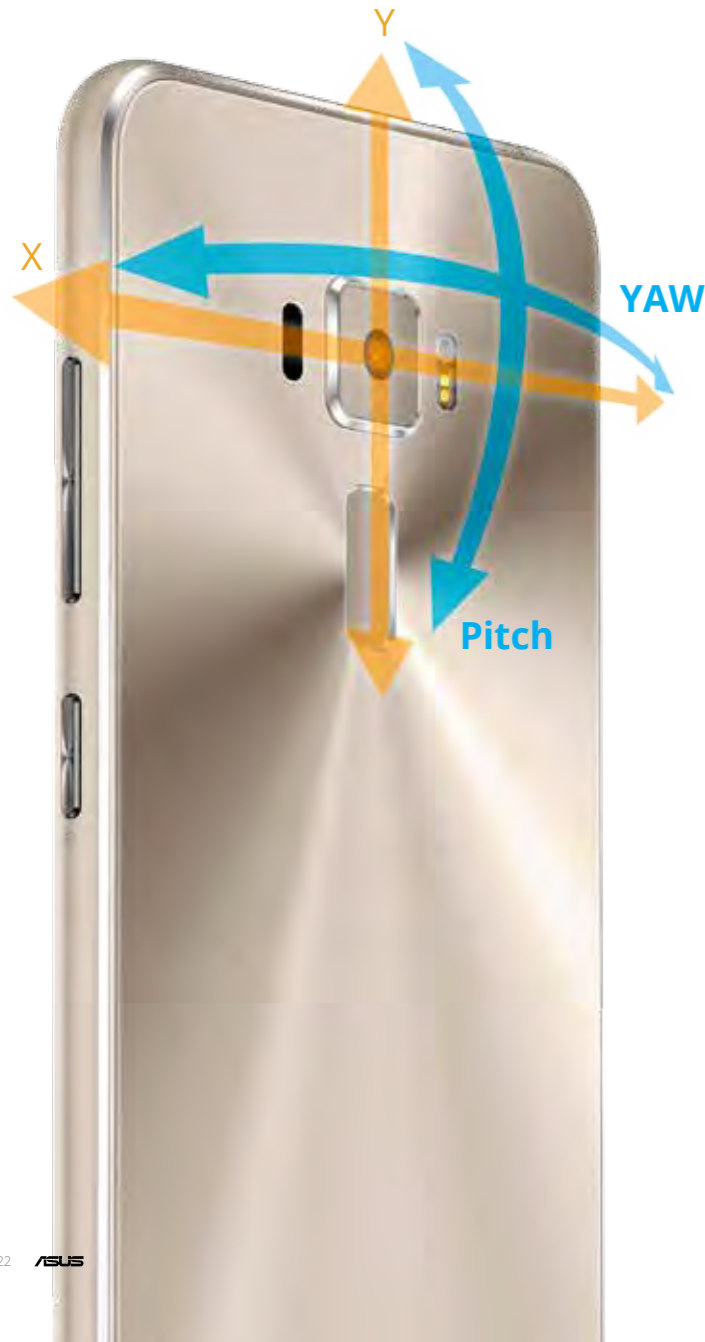
3-axis

Electronic Image Stabilization

6direction

EIS compensation





Shots as steady as your own vision with best-in-class

Optical Image Stabilization

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

16x Shutter Speed Extension

4-axis
Optical Image Stabilization

8direction
OIS compensation

4stops
OIS Stabilization



With



Without



Photo diode



Photo diode



No Hand Movement



Hand Held OIS off



Hand Held OIS on





Movies without the moves

Electronic Image Stabilization

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

Smart Gyro Sensor

3-axis
Electronic Image Stabilization

6direction
OIS compensation



PixelMaster 3.0

Realistic photos like the actual scenes

Photos will appear as realistic as you view them, with deep trench isolation technology preventing photons of light from leaking from one pixel on the sensor to another, resulting in clearer details. The color correction sensor detects unusually-lit subjects and makes them look natural in the resulting photo. These are complemented by the 4x Super Resolution feature which creates a single, extremely detailed photo; and Real-time HDR that properly shows the resulting HDR photo as you frame it.

Deep Trench Isolation
technology

32^{sec}
long exposure

Color Correction
sensor

4K UHD
video recording

Dual LED
real-tone flashes

Real-time
HDR

Super Resolution
mode

20 camera
modes

REALISTIC



PixelMaster 3.0

Deep Trench Isolation Technology

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

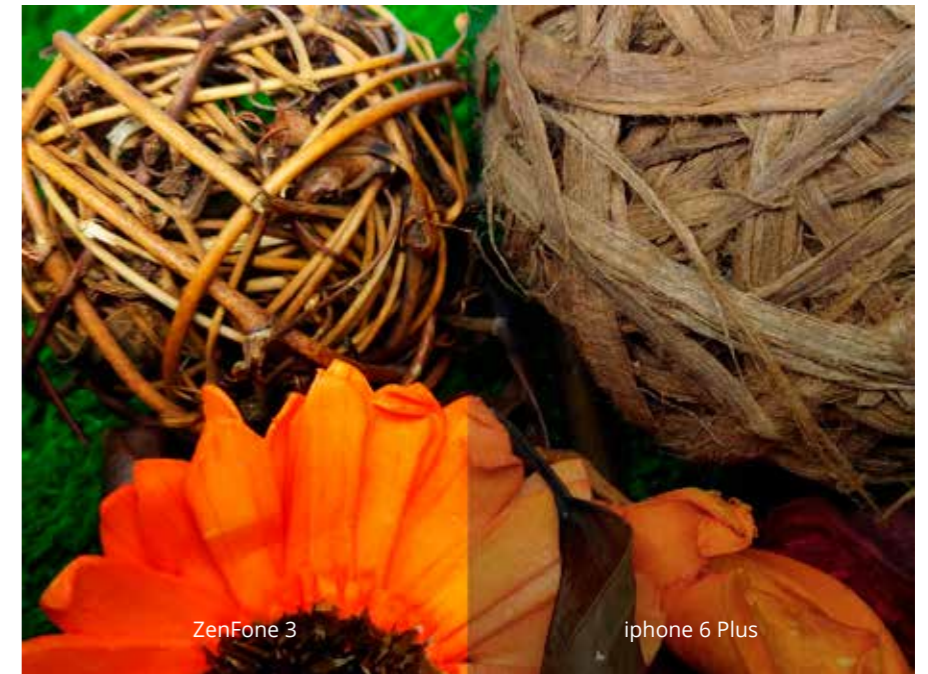


Pixels crosstalk without DTI

DTI ensures light captured by one pixel doesn't interfere with the ones around it

Color Correction Sensor

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



ZenFone 3

iphone 6 Plus

Dual LED Real Tone Flashes

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



iphone 6 Plus

ZenFone 3

PixelMaster 3.0

Excite your eyes with Super Resolution

ZenFone 3 Series' Super Resolution mode applies special image processing techniques to create incredibly detailed photos. In this mode, ZenFone 3 Series burst captures five photos, and instantly combines them to create a single image with an exceptional four times (4x) clarity. Light or dark, you'll enjoy more detail and less noise — in a super resolution photo with the equivalent resolution of up to 4x megapixels!

1/60 s | f/2.0 | ISO 148 | Super Resolution
#CapturedbyZenFone3

REALISTIC



PixelMaster 3.0

REALISTIC

32 sec Long Exposure

ZenFone 3 Series is stuffed with controls, including the ability to set the exposure manually — for as long as 32 seconds! When you set the lens to shoot long-exposure scenes, you'll be able to capture all sorts of stunning effects, from science-fiction-style light trails of cars speeding along the freeway, to a night sky filled with stars you'd normally struggle to see. It's as amazing as your imagination.



PixelMaster 3.0

4K UHD Video Recording

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



Real-time HDR Mode

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

4X Brightness
super HDR



without

















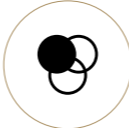

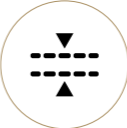



with Real-time HDR



PixelMaster 3.0

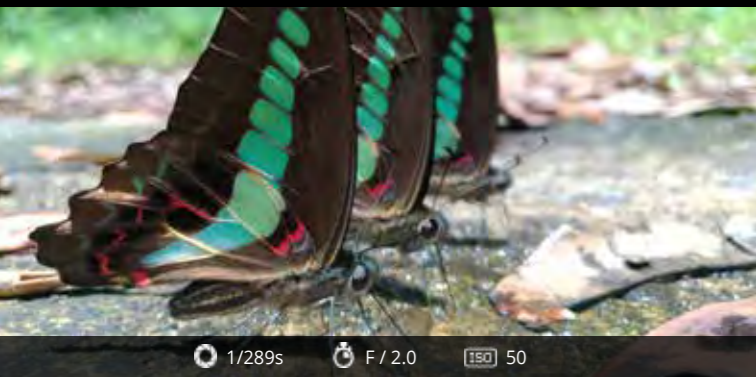
20 camera modes for total agility

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

- | | | | | | | |
|--|--|---|--|--|---|--|
| 
Auto | 
Manual | 
Super Resolution | 
Children | 
Night | 
Depth of Field | 
GIF Animation |
| 
Panorama | 
Smart Remove | 
All Smiles | 
HDR Pro | 
Beautification | 
Low Light | 
QR Code |
| 
Effect | 
Selfie | 
Miniature | 
Time Rewind | 
Slow Motion | 
Time Lapse | |



Panorama Mode



1/289s F/2.0 ISO 50



1/120s F/2.0 ISO 65



4s F/2.0 ISO 100



8s F/2.0 ISO 100



1/2500s F/2.0 ISO 54



1/2200s F/2.0 ISO 50



1/120s F/2.0 ISO 95



1/1139s F/2.0 ISO 51

#CapturedbyZenFone3



Super Resolution



1/120s F / 2.0 ISO 79



1/30s F / 2.0 ISO 1174



1/320s F / 2.0 ISO 50



1/140s F / 2.0 ISO 50



1/2200s F / 2.0 ISO 50



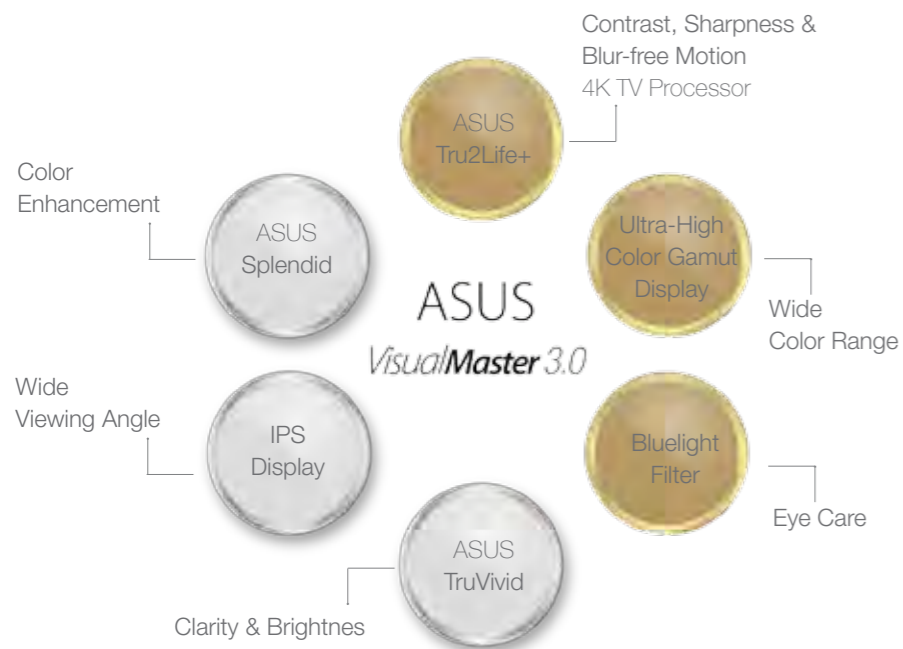
1/60s F / 2.0 ISO 61



1/1700s F / 2.0 ISO 53

Rich viewing experience

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



A vivid and rich HDTV experience

ASUS Tru2Life+ technology uses the latest image processing technology found on 4K TVs. Every pixel is optimized to deliver incredible contrast and sharpness for beautiful, true-to-life images. Tru2Life+ also has motion-estimation and motion-compensation (MEMC) algorithms for smooth, blur-free video that doesn't judder. With ASUS Tru2Life+ technology, it's just like being there in the moment.

Intelligent Contrast

real-time HDR

Sharpness Optimization

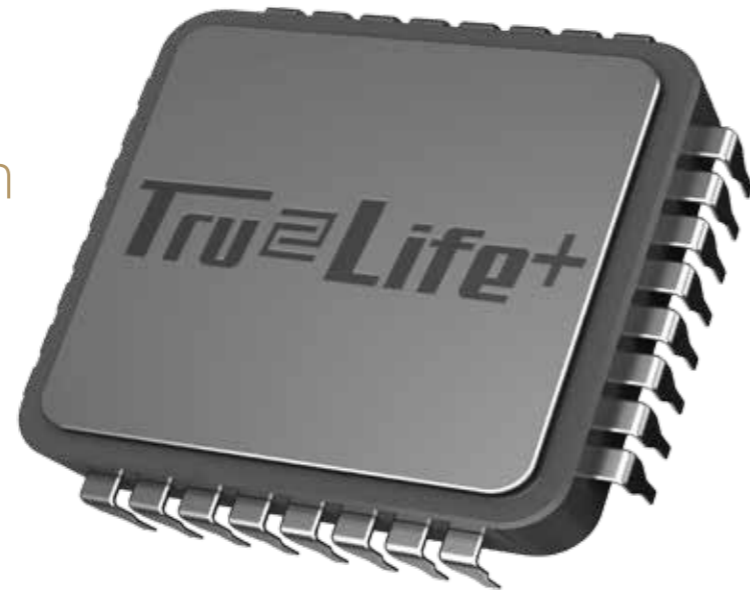
hyper resolution

Blur-free Motion

MEMC

Outdoor Readable

technology



Other Brands



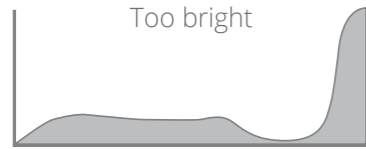
ASUS Tru2Life+ Technology



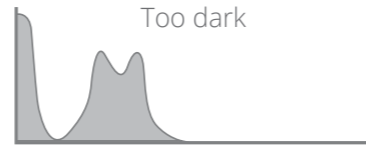
40% Improvement on resolution
120 million display optimizations
per second on FHD screen
Contrast & sharpness optimization
applied to each pixel

Intelligent Contrast

Traditional displays have a constrained brightness and contrast range per frame



Too bright



Too dark

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



Optimized Histogram



Sharpness Optimization

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



Without



With sharpness optimization



Blur-Free Motion (MEMC)

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



without



with MEMC

Outdoor Readable

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



Other brands

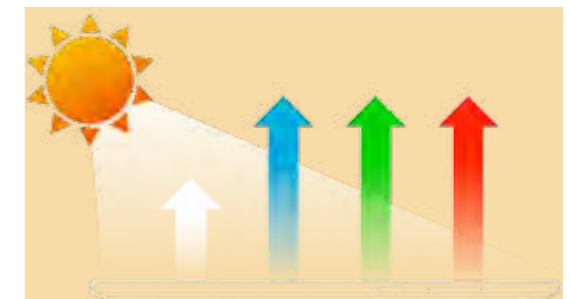
Difficult to read due to sunlight reflection



ASUS Tru2Life+

Outdoor readable

How it works



VisualMaster 3.0

Bluelight Filter

Helps reduce eye fatigue and provide a comfortable viewing experience by minimizing blue light emission from the screen without affecting other colors.



with Bluelight Filter

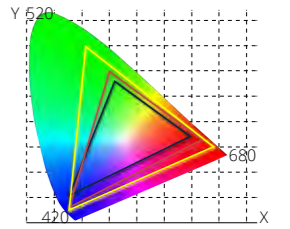
without

Ultra-High Color Gamut Display

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

High Gamut Display
CIE 1931 chromaticity Diagram

- NTSC100%
- NTSC72% (sRGB)
- NTSC50% (general display)



without



with High Gamut Display

SonicMaster 3.0

Impress your ears, inside and out

SonicMaster 3.0 technology combines more audio innovations that you'll find on any other smartphone — more volume, more quality and more effects. New five-magnet speakers are driven by a powerful NXP Smart AMP, for expansive, high-volume output. When it's time for immersive listening, The new ZenFone 3 Series is able to output certified high-resolution audio to compatible devices at 24-bit/192kHz, or 4x CD quality! Then, ZenFone 3 Ultra ramp up the audio effects with DTS Headphone:X™ to pump virtual 7.1-channel surround sound straight to your ears — another smartphone world first! The ZenFone 3 Series is also able to make the most advance VoLTE (voice over LTE) with the Noise Reduction (NR) enhancement.



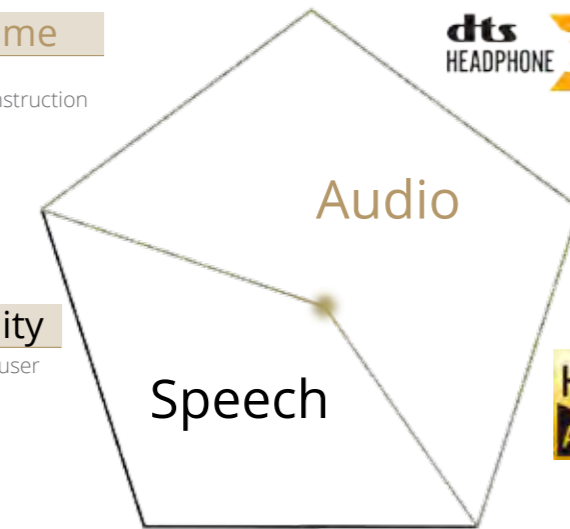
Sound Volume

- Dual Speakers
- NEW 5-magnet Construction
- NXP Smart AMP



VoLTE Quality

- Positive real-world user experiences in all environments



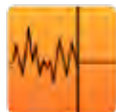
Sound Effect

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



Sound Quality

- NXP Smart AMP
- Hi-Res Audio



Voice NR Enhancement

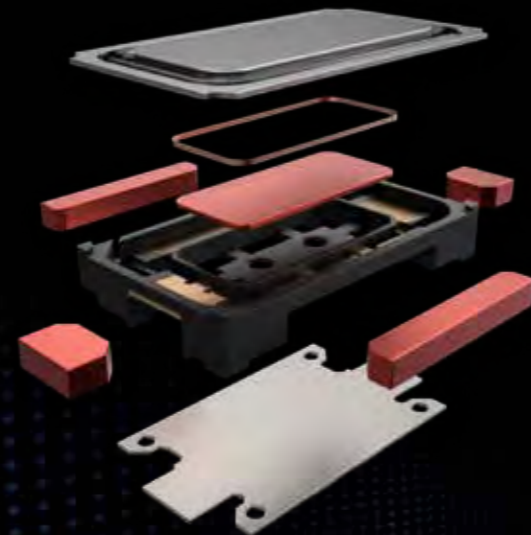
- Great SNRI Measured Result



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

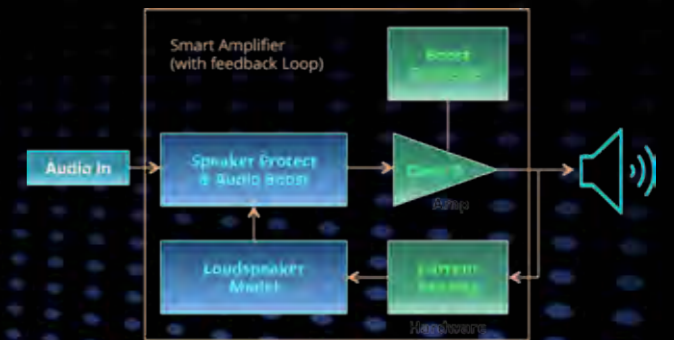
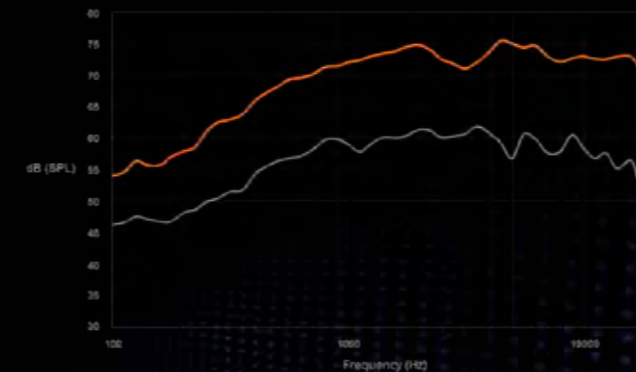
New DUAL Five-Magnet Speakers

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



Experience Big Sound from a Slim Body

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



Mind-blowing surround sound like you've never experienced before!



An innovative new sound experience designed to make your movies, music, and games sound better over headphones. It's like listening to high-quality speakers placed around and above you. Headphone X: is designed to work with any set of headphones. All you have to do is plug them in to experience your music or other audio content exactly the way it was recorded in the studio.

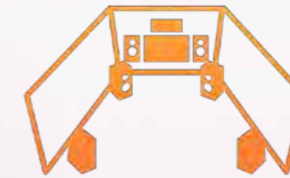
World's 1st Smartphone Partnership with

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

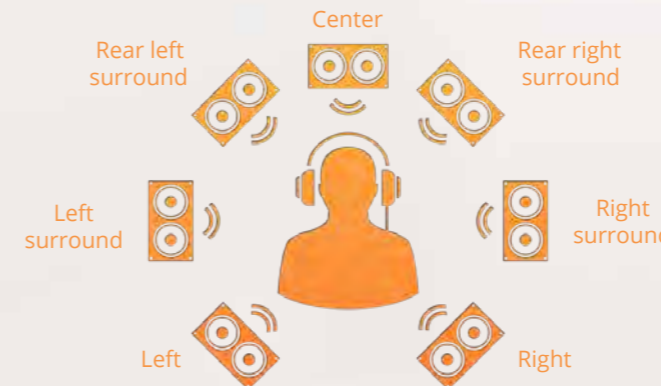


Make All Content on Your Phone Sound Better

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



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



A Revolutionary Headphone Experience

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

SonicMaster 3.0

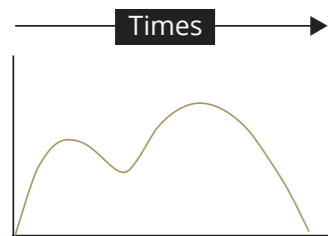
Feel More with High-Res Audio

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

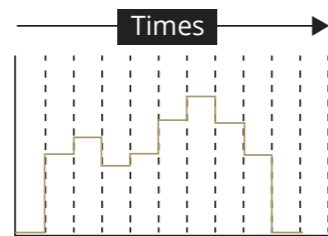


4X Better than CD Quality

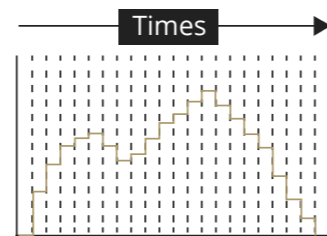
High-Resolution Audio refers to a collection of digital processes and formats that allow the encoding and playback of music using higher sampling rates than the standards used in CDs. The graphs below start with the original analog sound waves, and illustrate the low sample rate of CDs compared to the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



Original analog recording



CD : 16bit / 44.1kHz



High-Resolution Audio at
24bit / 96kHz

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



SOUND QUALITY

ASUS ZenEar S™

Refined by Grammy Award Winner



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

SonicMaster 3.0

Excellent VoLTE Quality

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

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

Excellent VoLTE quality

Based on the audio graph, ZenFone 3 series is able to establish more stable connections and higher VoLTE quality compared with iPhone 6s Plus. The iPhone 6s Plus experienced intermittent speech disruption in VoLTE use.



Original

ZenFone 3 series

iPhone 6s Plus

VoLTE QUALITY



Voice Noise Reduction (NR) Enhancement

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

		Noise Type	iPhone6S+	ZenFone 3 series
Noise Reduction	SNRI	Pub	21.20	26.27
		Road	19.50	25.55
		Xroad	26.28	32.29
		Train	23.70	31.15
		Car 130Km/h	21.39	31.86
		Cafecounter	19.80	27.08
		Mensa	20.20	26.46
		Callcenter	12.0	26.51

• Signal-to-noise ratio improvement (SNRI): a test value measured during speech activity.

Noise Reduction (NR) Performance Comparison

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





INCREDBLE IS NOW



Zenfone™ **3**

Built for Photography

ZenFone 3 is an agile, exquisite design inspired by the beauty of nature. A glass-and-metal wonder that captures the world with absolute clarity. An extraordinary smartphone for a life less ordinary.

Agility in performance

- Qualcomm Snapdragon 14nm S625 2.0Ghz Processor with 4GB RAM
- Fingerprint Security Sensor
- New 5-Magnet Speakers with High-Res Audio

Beauty inside and outside

- Front and Rear 2.5D Contoured Corning® Gorilla® Glass
- 5.5-inch Full HD Super IPS+ Display with 600nits Brightness
- 2.1mm Slim Bezel and 77.3% Screen to Body Ratio

Clarity in every shot

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

Exquisite design inspired by the beauty of nature

You've never felt diamond-like natural beauty with your whole hand. You've never felt precision-sculpted glass on both sides. You've never felt the aesthetic joy of Zen's signature concentric-circle pattern, or the tactile excitement of spun-cut etchings. All this because you've never felt ZenFone 3. It's time your senses felt exquisite design. It's time for ZenFone 3.

Zen
design

front & rear
2.5D
contoured Corning® Gorilla® Glass

Moonlight Silver Shimmer Gold Aqua Blue Sapphire Black



Fine craftsmanship, finest finish

ZenFone 3 is the definition of refined craftsmanship. Encased in contoured Corning® Gorilla® Glass and tapering to a thin 6.16mm metal frame, ZenFone 3 has a fluid, multi-dimensional design that's finished with a diamond-cut chamfer. To hold ZenFone 3 is to appreciate a contemporary work of art — the passion of imagination realized.

6.16mm
ultra-slim metal frame

0.18mm
diamond-cut bevel

40°
CNC diamond-cut

Wide, bright and packed with detail

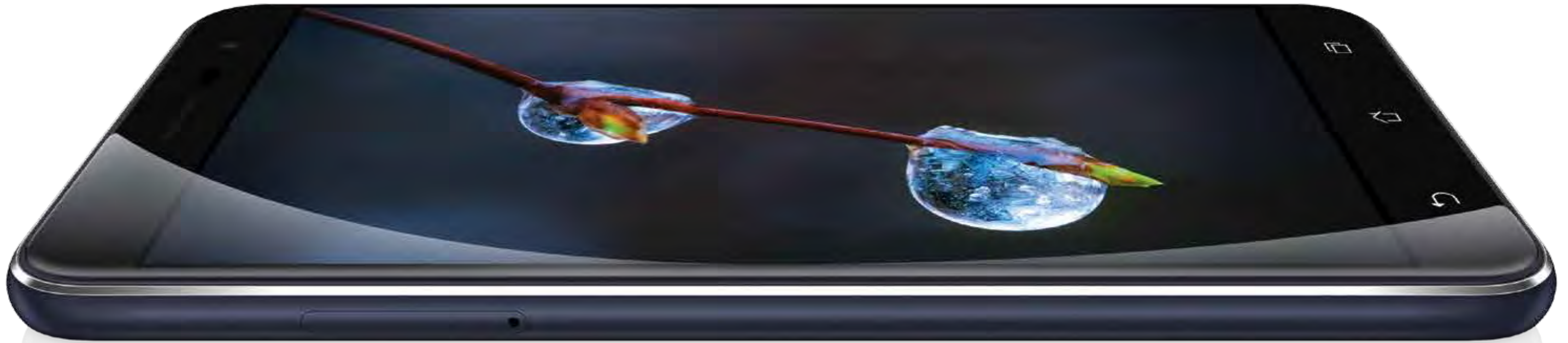
With fabulous 5.5-inch display with 1920 x 1080 Full HD resolution to show every detail, and up to 600nits brightness for easy viewing under even the brightest light conditions. Indoors or out, everything you view is clear on ZenFone 3. And with an ultra-slim 2.1mm bezel and remarkable 77.3% screen-to-body ratio, it's more display and less bulk!

1920x1080
super IPS+ FHD display

600nits
brightness level

77.3%
screen-to-body ratio

2.1mm
slim bezel



PixelMaster 3.0

Capture reality, fast and steady

Next-generation PixelMaster 3.0 lifts ZenFone 3's photography far above the smartphone norm. To capture real-world authenticity, PixelMaster 3.0 packs a 16MP camera with the latest Sony® IMX298 sensor, six-element Largan lens with a large f/2.0 aperture, and subject-tracking TriTech auto-focus for variable distance and lighting clarity in just 0.03 seconds — all protected by sapphire glass for literal crystal clarity that's intensely resistant to scratches and damage. With both optical and electronic image stabilization for blur-free shots and video, color correction sensor for true color photography, and true 4K UHD video recording, forget everything you know about smartphone cameras — the PixelMaster 3.0 revolution is here.

16MP rear camera	SONY IMX298 camera sensor	6p largan lens	f/2.0 aperture
0.03s TriTech AF	OIS&EIS picture & videos	4k video recording	
Color Correction sensor	Sapphire lens protection		



Ultra-fast 0.03s instant focus & subject tracking

ZenFone 3 has something no other smartphone camera has — its exclusive TriTech auto-focus technology. For the first time in the smartphone world, our engineers have combined three focusing technologies — laser, phase detection and continuous auto-focus — into one harmonious system. Resulting a clear focus in just 0.03 seconds in varying conditions, for all scenarios — and at up to ten times (10x) faster than the blink of your eye!

0.03s laser AF	0.03s phase detection AF	Precise continuous AF
-------------------	-----------------------------	--------------------------

PixelMaster 3.0

Steadily shot, shake-free photos and videos

While shooting photos, the four-axis optical image stabilizer (OIS) senses and prevents your hand movements from blurring photos. And for videos, a three-axis electronic image stabilizer (EIS) keeps your handheld videos rock steady.

3-axis
EIS

4-axis
OIS

4Stops
OIS stabilization

8direction
OIS compensation

6direction
EIS compensation



Photos like the actual scenes

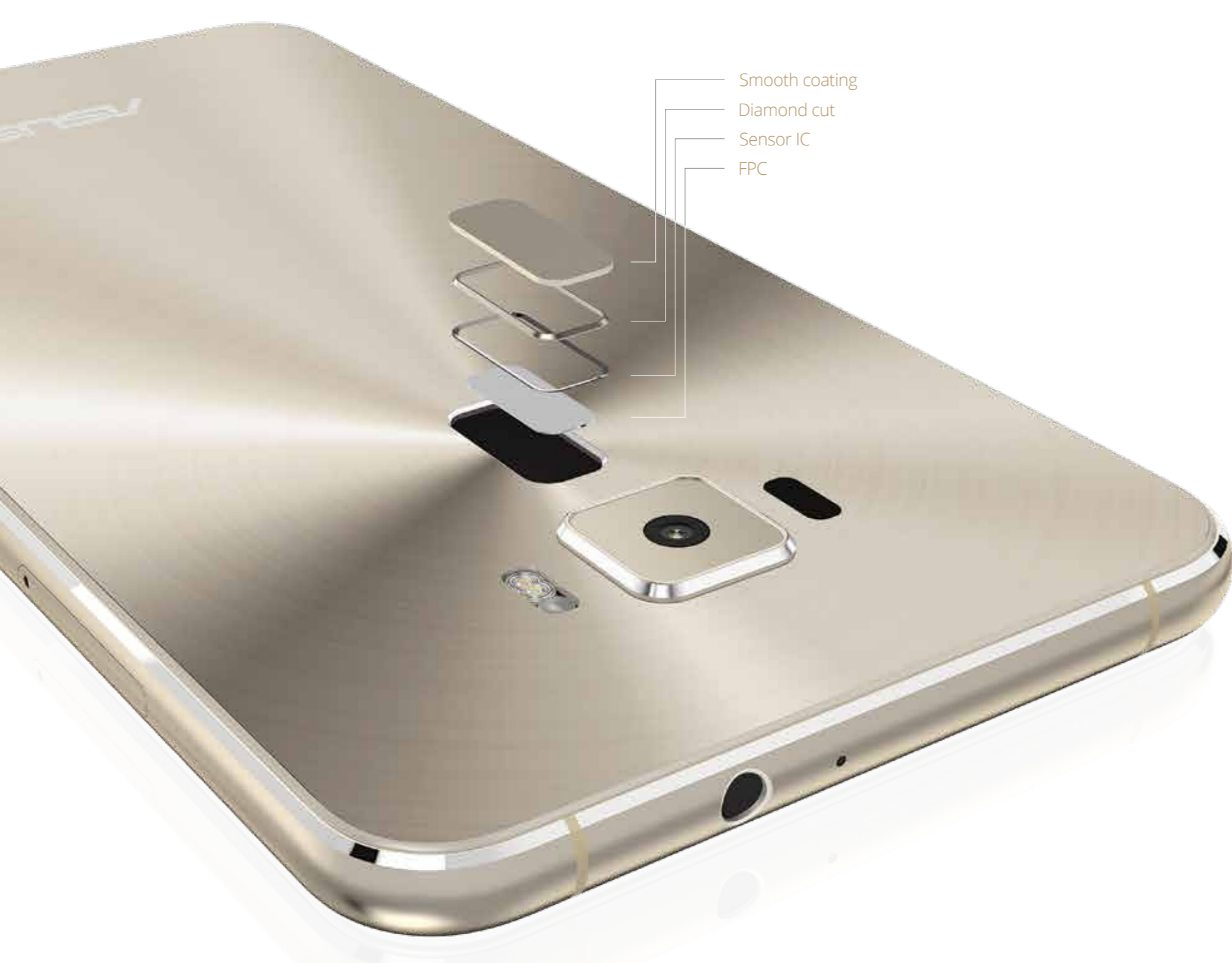
Photos will appear as realistic as you view them, with deep trench isolation technology preventing photons of light from leaking from one pixel on the sensor to another, resulting in clearer details. The color correction sensor detects unusually-lit subjects and makes them look natural in the resulting photo. These are complemented by the 4x Super Resolution feature which creates a single, extremely detailed photo; and Real-time HDR that properly shows the resulting HDR photo as you frame it.

Deep Trench Isolation
technology

Color Correction
sensor

64MP
super resolution

Real-time
HDR



Smooth coating
Diamond cut
Sensor IC
FPC

Fingerprint sensor with so much more

ZenFone 3's rear fingerprint is perfectly positioned for the way you hold your phone. It unlocks ZenFone 3 in just 0.2 seconds, and does so much more besides. Swipe your fingertip down across the sensor to summon the selfie camera, and then tap with your tip to take a picture: it's like a second shutter button, right where you need it. You're even able to answer incoming calls with a double-tip tap, or launch favorite apps with specific fingerprints — and you can store up to five!

0.2sec
unlock speed

5fingerprints
recognition

360°
recognition

Multiple APP
integration

Full speed on every front

It seems impossible that something as beautiful as ZenFone 3 could also deliver exceptional performance — but we've made the impossible possible. Its elegant beauty veils monstrous power, including a 64-bit, 2.0GHz octa-core Snapdragon™ 625 processor, 4GB memory and desktop-grade Adreno™ 506 graphics performance. ZenFone 3's processor also has revolutionary 14nm Fin Field Effect Transistors with 35% lower power consumption, 300Mbps 4G LTE and reversible USB-C.

Qualcomm
S625 CPU

CPU
14 nm

Adreno
506 GPU

power efficient
35% better

RAM
4 GB

Up to
300 Mbps

fingerprint unlock
0.2 sec

reversible
Type-C USB





 **SonicMaster 3.0**

Unrivalled smartphone audio

When you listen with ZenFone 3 you'll treat your ears to audio that you simply can't get from other smartphones — because only ZenFone 3 has SonicMaster and High-Res Audio certification. With an advanced five-magnet speaker construction, metal voice coil and expansive sound chamber powered by Smart AMP, you'll enjoy powerful, emotional audio in every scenario. When it's time for immersive listening, plug in your favorite compatible headphone or earbuds and experience true High-Res audio quality everywhere you go with ZenFone 3's studio-grade 24-bit/192kHz playback that's 4x better than CD quality!

smart
AMP
IC

new
5-Magnet
speaker





Zenfone™ **3** Deluxe

All Metal. Pure Beauty.

Every intricate detail of ZenFone 3 Deluxe determines what it is. A desirable meld of art and science that accords you an untouchable level of distinction. A smartphone where craftsmanship and technical brilliance combine to create a sleek, all-metal outlook with an antenna that's not merely discreet — it's entirely invisible. And then you look inside to find a 23 MegaPixel camera with TriTech auto-focus and 6GB of memory. ZenFone 3 Deluxe is as determined, desirable and as distinguished those able to acquire it.

Desirable appearance

- World's 1st Full Metal Unibody phone with invisible antenna design
- 5.7-inch Full HD Super AMOLED Display with ASUS Tru2Life Technology
- 1.3mm Slim Bezel and 79% Screen-to-body Ratio

Determined performance

- Qualcomm 14nm S820 Series Processor with up to 6GB RAM
- Support QuickCharge 3.0 & Type-C USB 3.0 • New 5-Magnet Speaker with High-Res Audio

Distinguished PixelMaster 3.0 camera

- 23 MegaPixel Rear / 8 MegaPixel Front PixelMaster 3.0 cameras
- World's best 0.03 second TriTech AF camera • 4-axis OIS / 3-axis EIS / Color Correction Sensor

Pure Beauty

Every smartphone needs antennas but radio waves won't pass through metal — that's why so many smartphones designs are marred by ugly gaps. But not ZenFone 3 Deluxe. Our world-class engineers' pursuit of perfection and technical prowess ascend a new pinnacle with ZenFone 3 Deluxe, integrating the antennas in such a way as to make them invisible. The result is gapless beauty and uncompromised signal quality. A curved, diamond-cut wonder with an all-metal unibody that seems impossible — that's ZenFone 3 Deluxe.

Invisible Antenna
design

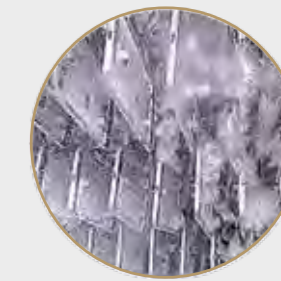
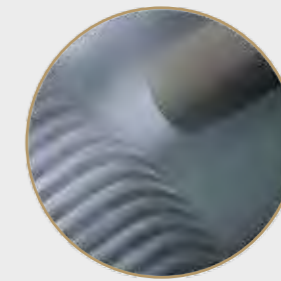
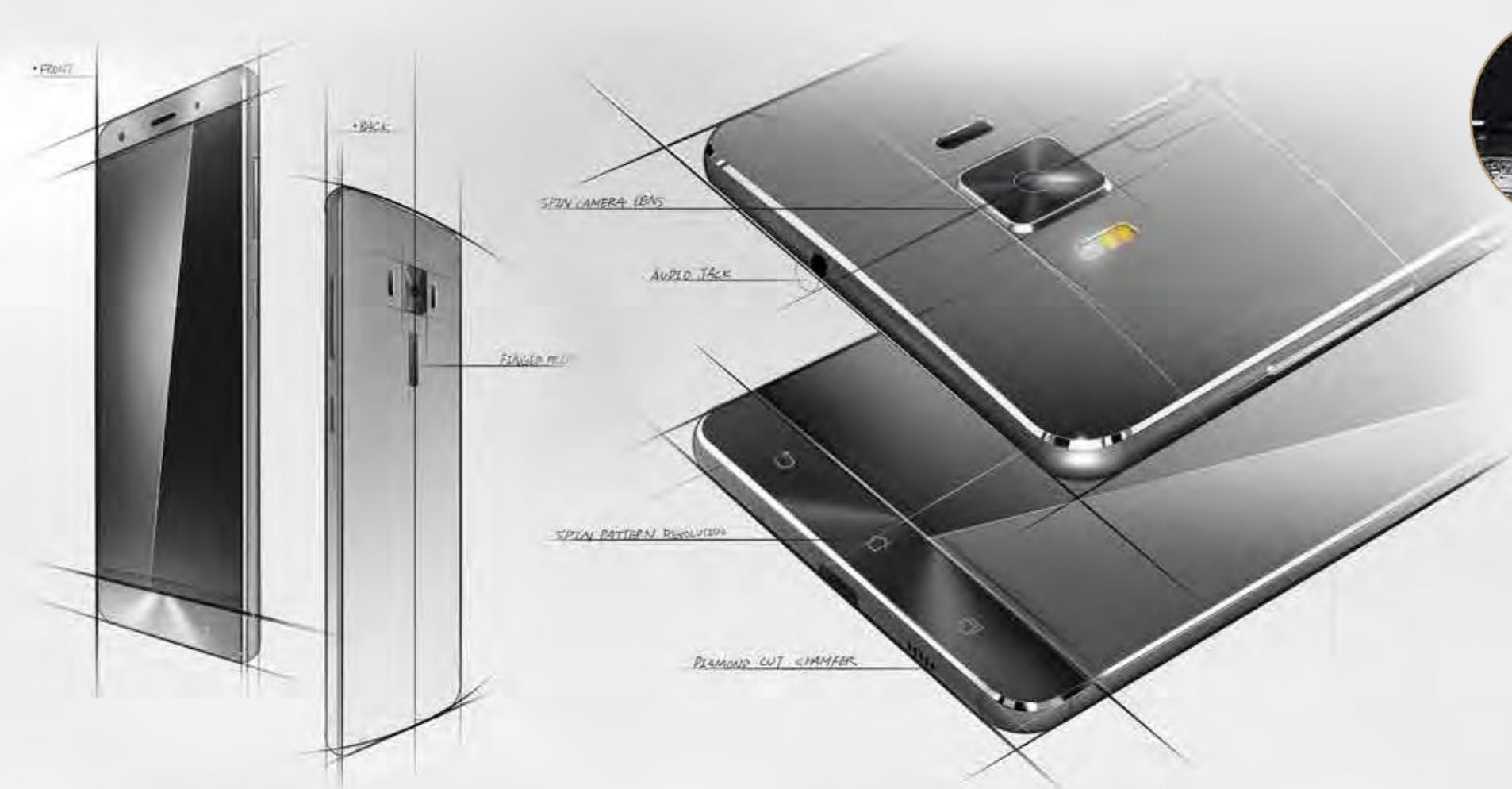
4.2mm
thin edge

0.14mm
diamond-cut bevel

Glacier Silver

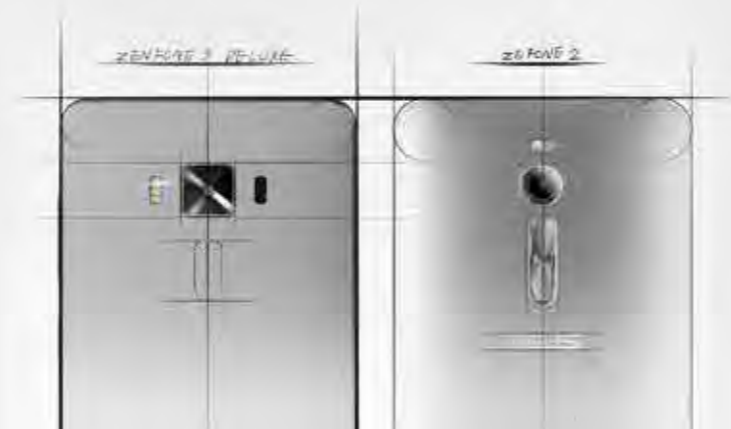
Sand Gold





The journey to perfection

We start with finest aerospace-grade alloy, precision-milled with 0.14mm diamond-cutting technology to create the optimum balance of strength and sleekness for ZenFone 3 Deluxe's all-metal frame. We then abrade the surface with a 0.125mm hyperfine sanding process, polishing it to a beautifully smooth finish — just one of the 240 precision steps it takes to create perfection.



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

- Antoine de Saint-Exupery



"ASUS ZenFone 3 Deluxe Redefines Android Superphone Category."

- Forbes



processor
Snapdragon 821@2.4GHz

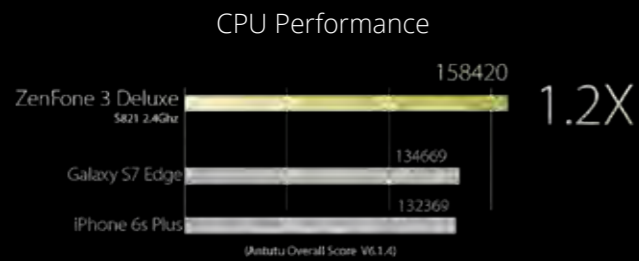
graphics
Adreno 530@653MHz

6GB
RAM

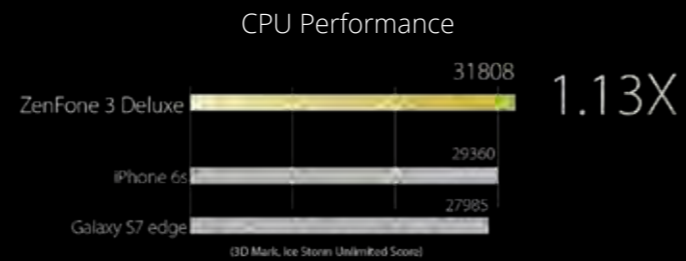
256GB
UFS 2.0 ROM

Qualcomm
snapdragon 

The World's 1st Snapdragon 821 Smartphone

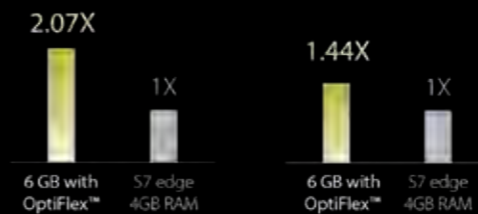


The World's 1st Adreno 530 (653MHz) Graphics



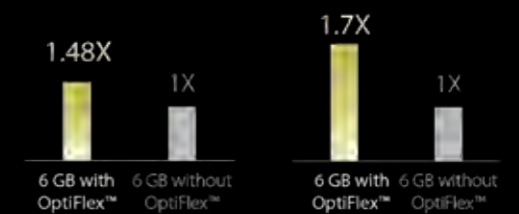
Smooth, Faster Multitasking with 6GB RAM

Compared with 4GB RAM Competitor



6GB RAM with ASUS OptiFlex™ Technology

Launch applications instantly



World's Largest, Fastest DRAM Solution

highest
6GB
RAM

fastest
29.8GB
Dual Channel / LPDDR4

World's Largest, Fastest Storage Solution

largest
256GB
ROM

fastest
UFS 2.0
interface





Pure Color

To view ZenFone 3 Deluxe's 5.7-inch display is to see new realities. With super-bright, Super AMOLED technology, 1920 x 1080 Full HD resolution, a 3,000,000:1 contrast, and a color gamut that's greater than 100% of the NTSC color space, everything ZenFone 3 Deluxe displays looks as vibrant as real life — and with ASUS Tru2Life technology optimizing every pixel for maximum intensity. The display's barely-there 1.3mm bezel gives a huge screen-to-body ratio of 79%, for a vast view in a smaller space. And with always-on technology, the screen keeps vital information in constant view for whenever you need it — without waking up the whole display.

1.3mm
slim bezel

79%
screen-to-body ratio

Tru2Life
technology

Gorilla Glass 4
cover glass

Super AMOLED
FHD display

3,000,000:1
contrast ratio

Always-On
panel



Effortless and hassle-free charging experience

Combining the most advance QuickCharge 3.0 and reversible USB Type-C 3.0 for an effortless and hassle-free mobile experience.

Quick Charge 3.0
60% in 39 minutes

USB Type-C 3.0
10x speed reversible connector



ZenFone 3 Deluxe that Keeps up with you

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

All Band
LTE support

4G+3G
dual SIM

Cat 13
LTE speed

3CA
carrier aggregation

2x2 MIMO
carrier aggregation

PixelMaster 3.0

Capture reality, fast and steady

Next-generation PixelMaster 3.0 lifts ZenFone 3 Deluxe's photography far above the smartphone norm. To capture real-world authenticity, PixelMaster 3.0 packs a 23MP sensor, 92MP Super Resolution technology, large f/2.0-aperture lens and subject-tracking TriTech auto-focus for any distance and lighting clarity in just 0.03 seconds. With both optical and electronic image stabilization for blur-free shots and video, and color correction sensor for true color photography, forget everything you know about smartphone photography — the PixelMaster 3.0 revolution is here.

23MP rear camera	SONY IMX318 camera sensor	92MP super resolution	f/2.0 aperture
6p largest lens	OIS&EIS picture & videos	0.03s TriTech AF	S821 ISP
S821 CPU & GPU	Sapphire lens protection		



 SonicMaster 3.0

Unrivalled smartphone audio

When you listen with ZenFone 3 Deluxe you'll treat your ears to audio that you simply can't get from other smartphones — because only ZenFone 3 Deluxe has SonicMaster and High-Res Audio certification. With an advanced five-magnet speaker construction, metal voice coil and expansive sound chamber, you'll enjoy powerful, emotional audio in every scenario. When it's time for immersive listening, plug in your favorite compatible headphone or earbuds and experience true High-Res audio quality everywhere you go with ZenFone 3 Deluxe's studio-grade 24-bit/192kHz playback that's 4x better than CD quality!

new
5-magnet
speaker

4x
CD quality



*For Hi-Res Audio at 192kHz/24bit. Certified by the Japan Audio Society.

ASUS ZenEar S

Our best inbox earphone ever

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





Zenfone™ **3** Ultra

Ultra Vision. Ultra Sound.

You live your life unleashed. You demand unlimited entertainment, and immersion that's unrivaled. Audio that envelops you. Motion as smooth as reality. Color that's as vivid as your imagination. Unleash unlimited possibilities with the unrivaled ZenFone 3 Ultra, and bring your dreams to life.

Unleashed Visual Enjoyment

- Tru2Life+: World's 1st with 4K TV-grade Image Processor
- DisplayPort over USB Type-C
- 6.8" FHD IPS Display with 79% Screen to Body Ratio

Unlimited Audio, Inside and Out

- World's 1st with DTS Headphone:X virtual 7.1 Surround Sound
- New Dual 5-Magnet Speakers with NXP Smart Amp
- Hi-Res Audio for 4X CD Quality

Unrivaled Speed and Power

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

Unprecedented Camera

- 23/8MP Rear & Front PixelMaster 3.0 Cameras
- 0.03 Second TriTech AF Camera
- 4 axis OIS / 3 axis EIS / Color Correction Sensor

The all-metal miracle with invisible antenna

Every smartphone needs antennas but radio waves won't pass through metal — that's why so many smartphones designs are marred by ugly gaps. But not ZenFone 3 Ultra. Our world-class engineers' pursuit of perfection and technical prowess ascend a new pinnacle with ZenFone 3 Ultra, integrating the antennas in such a way as to make them invisible. The result is gapless beauty and uncompromised signal quality. A sleek, diamond-cut wonder with an all-metal unibody that seems impossible — that's ZenFone 3 Ultra.

Invisible Antenna design

6.8mm
ultra-thin edge

0.18mm
diamond-cut bevel



Glacier Silver

Rose Gold

Titanium Gray





All your entertainment, upgraded

ZenFone 3 Ultra means mobile entertainment as you've never before experienced. With its incredible display, advanced speakers and multitude of advanced audiovisual technologies, you'll enjoy vivid details, smooth motion and outstanding audio pleasures. You're even able to transmit your favorite content to any screen with a high-quality DisplayPort connection through its USB-C port. You demand the best video, music, gaming, and reading experiences, so demand the best mobile entertainer — ZenFone 3 Ultra!

6.8" full HD
IPS display

Gorilla Glass 4
cover glass

79%
screen-to-body ratio

Display Port
over USB Type-C

 **VisualMaster 3.0**

World's first smartphone with UHD TV display processor

ZenFone 3 Ultra is the world's first smartphone with a dedicated display processor like those found in the latest 4K UHD TVs. We call this ASUS Tru2Life+ technology, and with good reason. Every pixel is optimized to deliver incredible contrast and sharpness for beautiful, true-to-life images. Tru2Life+ also has motion-estimation and motion-compensation (MEMC) algorithms for smooth, blur-free video that doesn't judder. And, with a 95% NTSC color gamut, you'll view with real-world vibrancy.

Tru2Life+
4K UHD TV-grade processor

200%
contrast level

95%
NTSC gamut



PixelMaster 3.0

Capture reality, fast and steady

Next-generation PixelMaster 3.0 lifts ZenFone 3 Ultra's photography far above the smartphone norm. To capture real-world authenticity, PixelMaster 3.0 packs a 23MP sensor, large f/2.0-aperture lens and subject-tracking TriTech auto-focus for any distance and lighting clarity in just 0.03 seconds. With both optical and electronic image stabilization for blur-free shots and video, and color correction sensor for true color photography, forget everything you know about smartphone photography — the PixelMaster 3.0 revolution is here.

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



Ultra-fast 0.03s instant focus & subject tracking

ZenFone 3 Ultra has something no other smartphone camera has — its exclusive TriTech auto-focus technology. For the first time in the smartphone world, our engineers have combined three focusing technologies — laser, phase detection and continuous auto-focus — into one harmonious system. Resulting a clear focus in just 0.03 seconds in varying conditions, for all scenarios — and at up to ten times (10x) faster than the blink of your eye!

0.03s laser AF	0.03s phase detection	Precis continuous AF
-------------------	--------------------------	-------------------------

PixelMaster 3.0

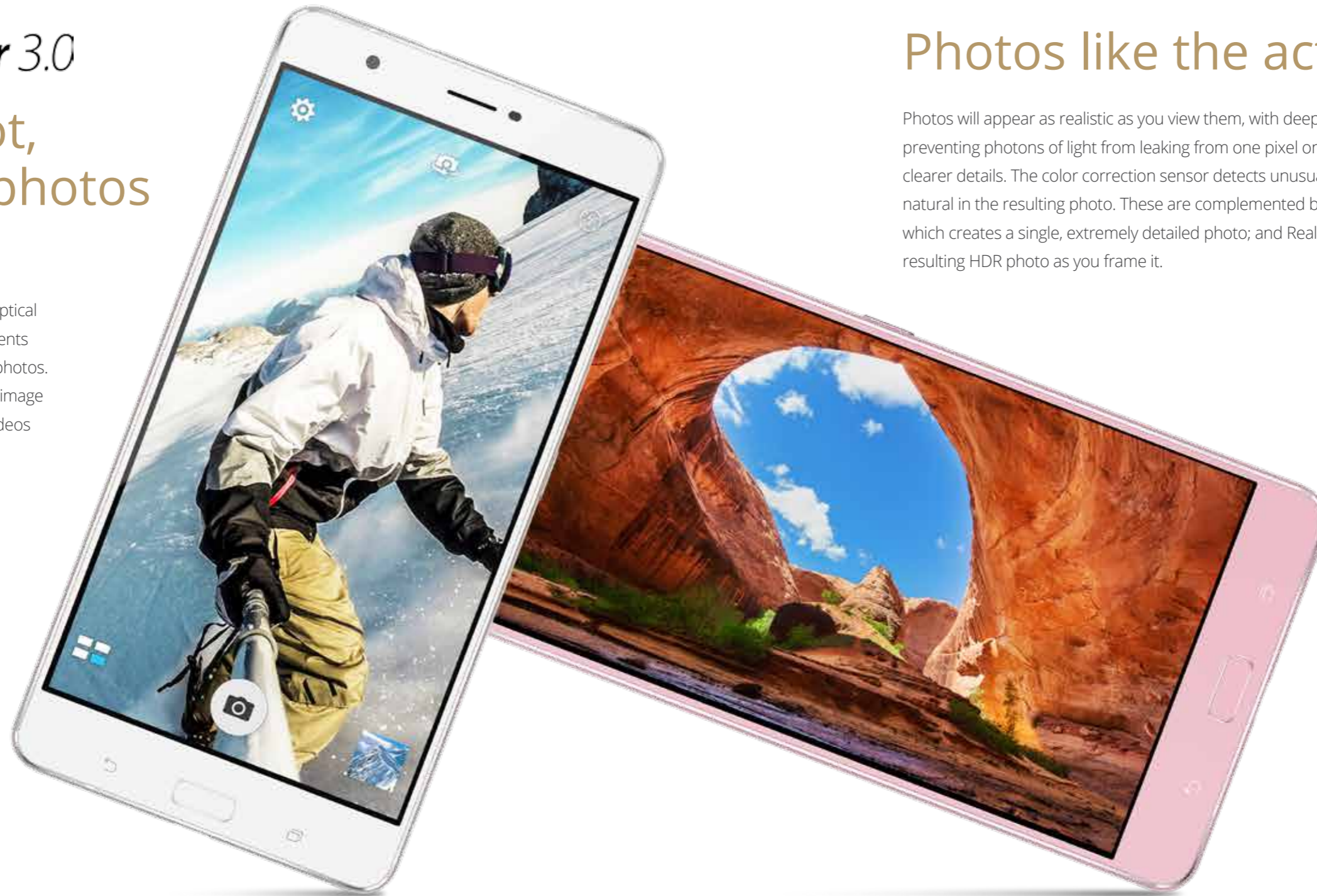
Steadily shot, shake-free photos and videos

While shooting photos, the four-axis optical image stabilizer (OIS) senses and prevents your hand movements from blurring photos. And for videos, a three-axis electronic image stabilizer (EIS) keeps your handheld videos rock steady.

6-axis
EIS sensor

4-axis
OIS sensor

8direction
compensation



Photos like the actual scenes

Photos will appear as realistic as you view them, with deep trench isolation technology preventing photons of light from leaking from one pixel on the sensor to another, resulting in clearer details. The color correction sensor detects unusually-lit subjects and makes them look natural in the resulting photo. These are complemented by the 4x Super Resolution feature which creates a single, extremely detailed photo; and Real-time HDR that properly shows the resulting HDR photo as you frame it.

92MP
super resolution

Color
Correction
sensor

Real-time
HDR

Deep Trench
Isolation
technology



Ultra-speed revolution

It seems impossible that something as beautiful as ZenFone 3 Ultra could also deliver exceptional performance — but we've made the impossible possible. Its elegant beauty veils monstrous power, including a 64-bit, 1.8GHz octa-core Snapdragon™ 652 processor, 4GB memory and desktop-grade Adreno™ 510 graphics performance. ZenFone 3 Ultra also has 300Mbps 4G LTE and intuitive fingerprint security that unlocks ZenFone 3 Ultra in a fraction of a second — plus so much more besides.

Qualcomm
S652 CPU

Processor
4GB RAM

Adreno
S652 GPU

Octa-core
64-bit CPU

Up to
300 Mbps

fingerprint unlock
0.2 sec

Qualcomm
snapdragon 

 SonicMaster 3.0

Impress your ears, inside and out

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

Dual 5-Magnet
ultra-loud speaker

140%
louder

42%
less distortion

17%
low frequency extension

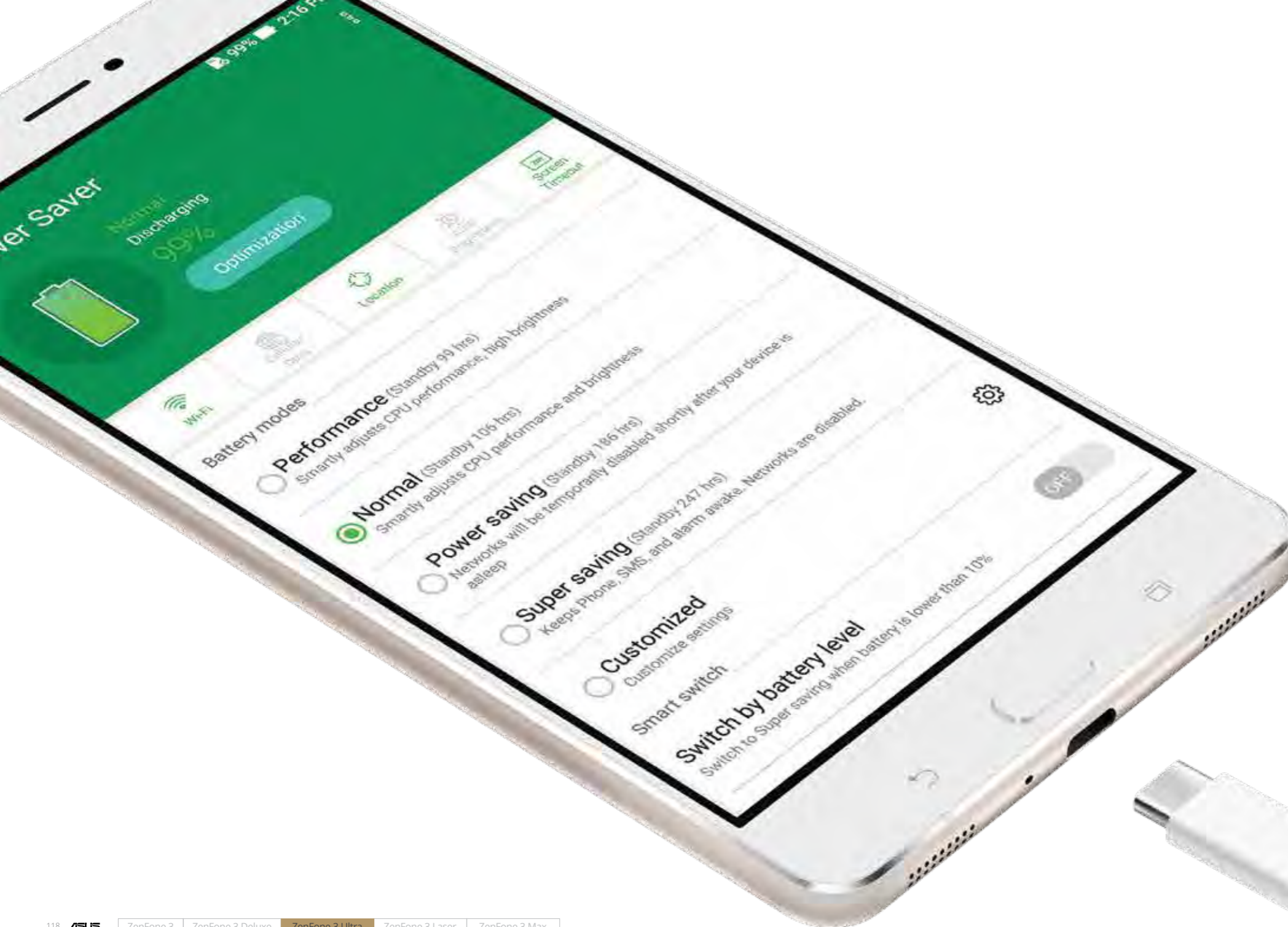
7.1 channel
virtual surround

4x
CD Quality



ASUS ZenEar™ S





Power revolution

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

4600mAh
battery capacity

QuickCharge 3.0
60% charged in 45 mins

up to
34hrs
3G talk time

up to
14.5hrs
Wi-Fi web browsing

up to
12.5hrs
video playback

3x
reverse charging speed

USB Type-C
connectivity port



Zenfone™ **3** Laser

Ultra fast 0.03s laser auto-focus

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

PixelMaster 3.0 Technology

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

Ultra-thin with Metallic Body

- 7.9mm thin Metal Frame Body • 77% Screen-to-body ratio
- Front 2.5D Contoured Corning® Gorilla® Glass

Masterful Fingerprint Security

- Finger recognition with 360° orientation
- 0.3 seconds ultra-fast unlock

Feel the luxury of metallic design

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

7.9mm
thin profile



Glacier Silver Sand Gold



Wide, bright and packed with detail

ZenFone 3 Laser embodies the core values of industrial design, paring beautiful aesthetics with uncompromising build quality to create an exceptional user experience. ZenFone 3 Laser's contoured (2.5D) glass touch screen is matched around the back by a gently curving rear cover that feels as natural to hold as your grip. ZenFone 3 Laser has a fabulous 5.5-inch display with 1920 x 1080 Full HD resolution to show every detail, and intense 500nits brightness for easy viewing even under the brightest light conditions. Indoors or out, everything you view is clear on ZenFone 3 Laser. And with an ultra-slim 2.58mm bezel and remarkable 77% screen-to-body ratio, it's more display and less bulk!

2.5D
Corning Gorilla Glass

77%
screen-to-body ratio

1920x1080
screen-to-body ratio

up to
500nits
brightness





PixelMaster 3.0

Capture reality, fast and steady

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

0.03s
laser AF

52MP
super resolution

SONY
camera sensor

f/2.0
aperture

EIS
videos

PixelMaster 3.0

2nd gen ultra-fast 0.03s instant focus

ZenFone 3 Laser's rear camera has 2nd-generation laser auto-focus technology for instant clarity in just 0.03 seconds. The smartphone shoots a laser beam to measure distances at lightning speed. The laser auto-focus even accelerates close-up photography, compensating for the extra distance created by the lens receding during framing — so every shot is sharp, clear and captured as quick as your finger can press!

0.03s
laser AF

Low Light
condition



PixelMaster 3.0

Steadily, shake-free videos

And for videos, a ZenFone 3 Laser has a three-axis electronic image stabilizer (EIS) to keep your handheld videos rock-steady.

3-axis
EIS

6direction
EIS compensation



Photos like the actual scenes

Photos are captured as realistically as you view them, with deep trench isolation technology preventing photons of light from leaking from one pixel on the sensor to another, resulting in clearer details. The color correction sensor detects unusually-lit subjects and makes them look natural in your photo. These are complemented by 4x Super Resolution, which creates a single, extreme-detail photo; and real-time backlight (Super HDR) that shows the HDR effect as the photo is framed.

Color
Correction
sensor

Deep Trench
Isolation
technology

52MP
super resolution

Real-time
HDR

Fingerprint sensor with so much more

ZenFone 3 Laser's rear fingerprint is perfectly positioned for the way you hold your phone. It unlocks ZenFone 3 Laser in just 0.3 seconds, and does so much more besides. Swipe your fingertip down across the sensor to summon the selfie camera, and then tap with your tip to take a picture: it's like a second shutter button, right where you need it. You're even able to answer incoming calls with a double-tip tap, or launch favorite apps — and you can store up to five!

0.3sec
unlock speed

5
fingerprint

360°
recognition



The new five-magnet speaker

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

17%
low-frequency extension

20%
louder

42%
less distance

ICEpower
technology





Zenfone™ **3** Max

Maximized battery. Metallic beauty.

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

Maximized Energy

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

Metallic Beauty

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

Masterful Fingerprint Security

- Finger recognition with 360° orientation
- 0.3 seconds ultra-fast unlock

Premium design that's as natural as your grip

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

Match your unique style

ZenFone 3 Max is premium design in every detail, and it's yours to desire in three gorgeous colors: Sand Gold, Titanium Gray and Glacier Silver.

Glacier Silver

Sand Gold

Titanium Gray



Power through the day without recharge

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

4100mAh
battery capacity

up to
30 days
3G standby

up to
20 hrs
3G talk time

up to
18 hrs
Wi-Fi web browsing

up to
87 hrs
music playback



Your go-everywhere power bank

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



Make enormous energy go even further

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

up to
36hrs
with 10% battery standby





Picture perfect

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

13MP
rear camera

5MP
front camera

Never miss another moment

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

52mm
super resolution

HDR
Mode

Low Light
Mode



Stunning display

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

5.2" IPS display | 2.5D glass | 2.25mm slim bezel | 75% screen-to-body ratio



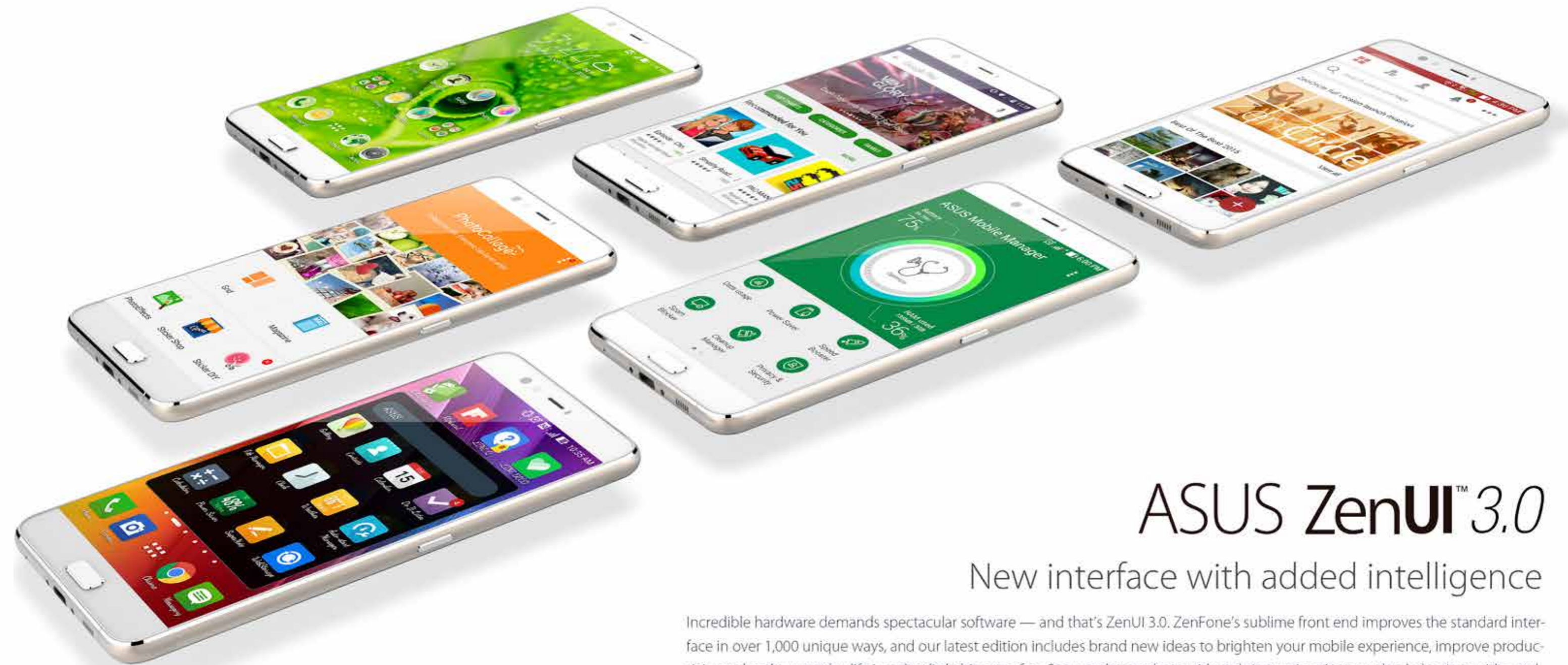
Fingerprint sensor with so much more

ZenFone 3 Max's rear fingerprint sensor is perfectly positioned for the way you hold your phone. It unlocks ZenFone 3 Max in a fraction of a second, and does so much more besides. Swipe your fingertip down across the sensor to summon the selfie camera, and then tap with your tip to take a picture: it's like a second shutter button, right where you need it. You're even able to answer incoming calls with a double tip tap, or launch favorite apps with specific fingerprints — and you can store up to five!

5 fingers recognition | 360° recognition | 0.3s unlock



- FPC
- Sensor IC
- Diamond cut
- Smooth coating



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.

Real-time animated weather and clock widgets

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



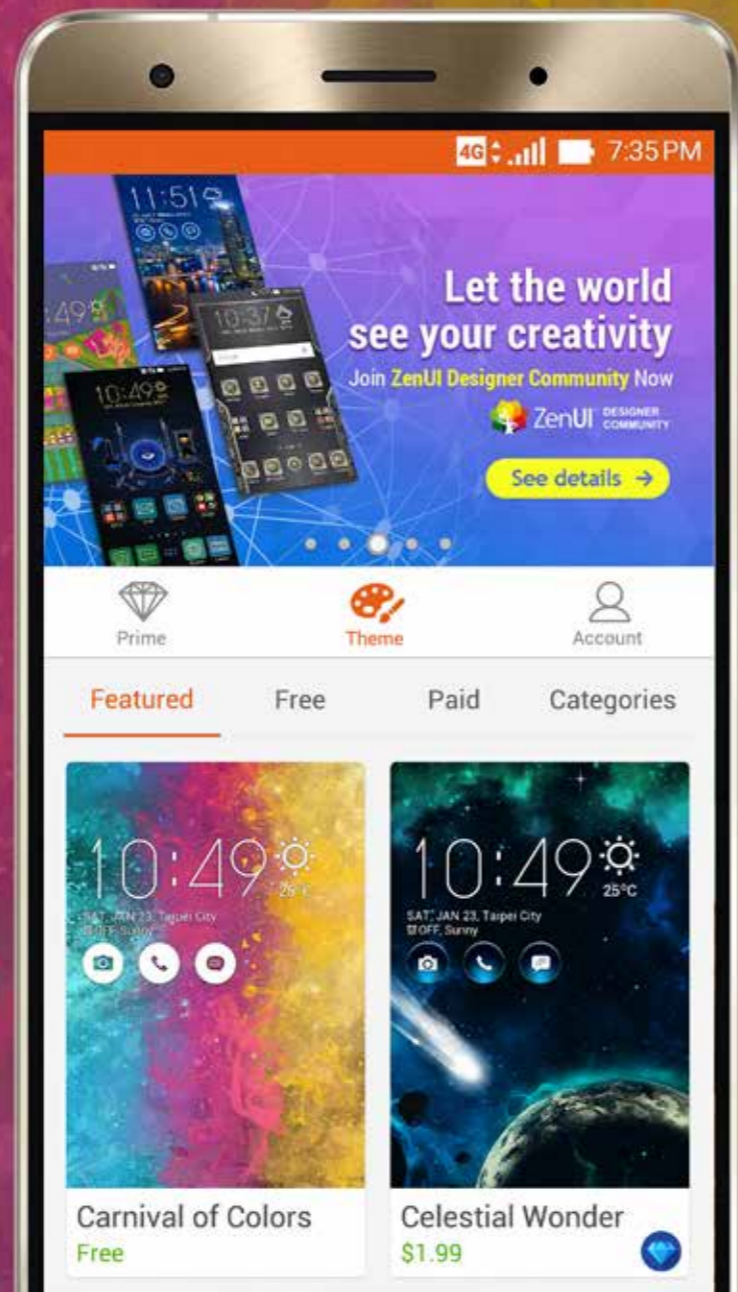
See your world in motion

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



Tailor your phone to your liking

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



Optimized your mobile experience

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

Tap and swipe just the way you like

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



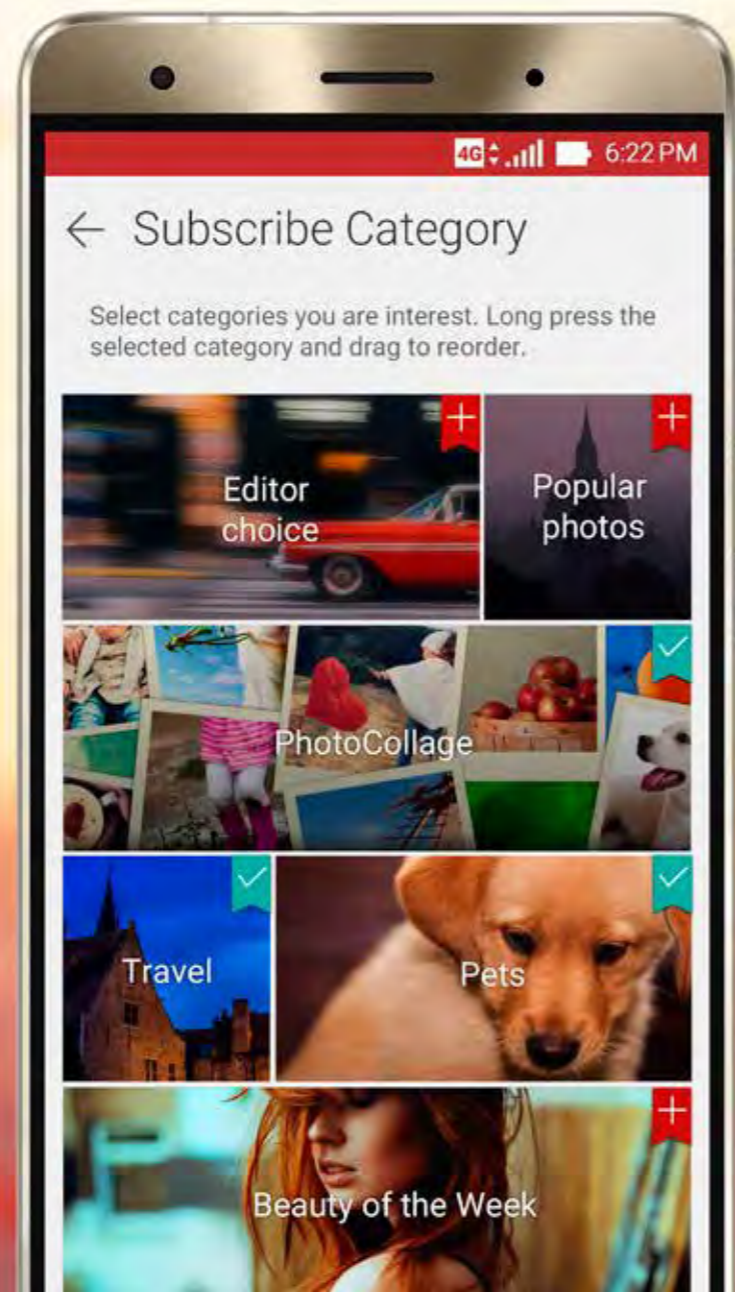
Create the amazing by Photos+

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



Capture, share and discover with ZenCircle

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



GameGenie

Game smart, win fast, stream smooth

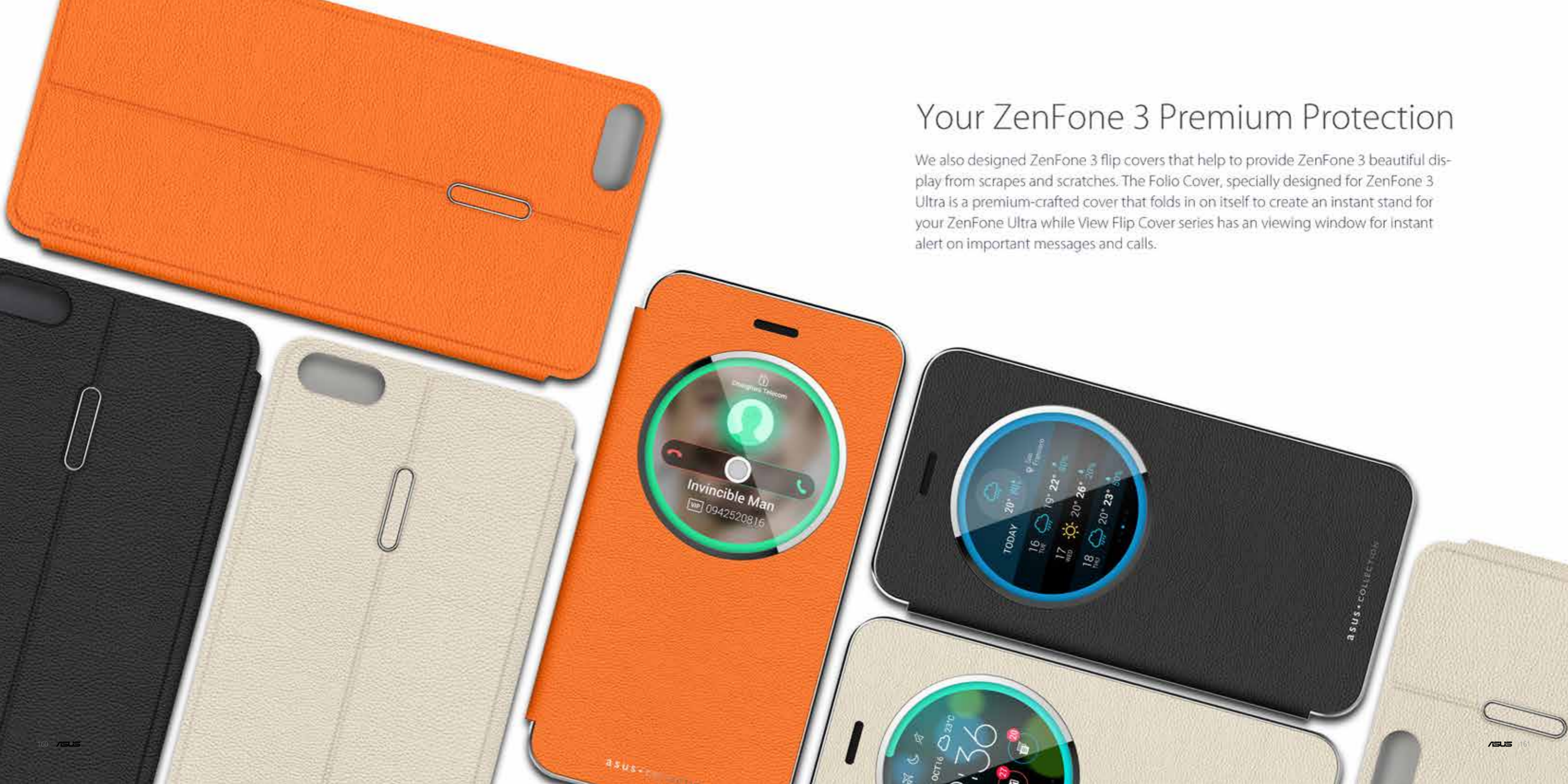
Game Genie is a brand-new feature of ZenUI 3.0, and one that's packed with brilliant features to enhance your playtime! Summon the pop-up search window to hunt for tips as you play, use the booster feature to speed up the action, or broadcast your gameplay live via YouTube or Twitch — if you think you're good enough!

Live Streaming
via YouTube or Twitch

In Game
search window

System Booster
in One Touch





Your ZenFone 3 Premium Protection

We also designed ZenFone 3 flip covers that help to provide ZenFone 3 beautiful display from scrapes and scratches. The Folio Cover, specially designed for ZenFone 3 Ultra is a premium-crafted cover that folds in on itself to create an instant stand for your ZenFone Ultra while View Flip Cover series has an viewing window for instant alert on important messages and calls.

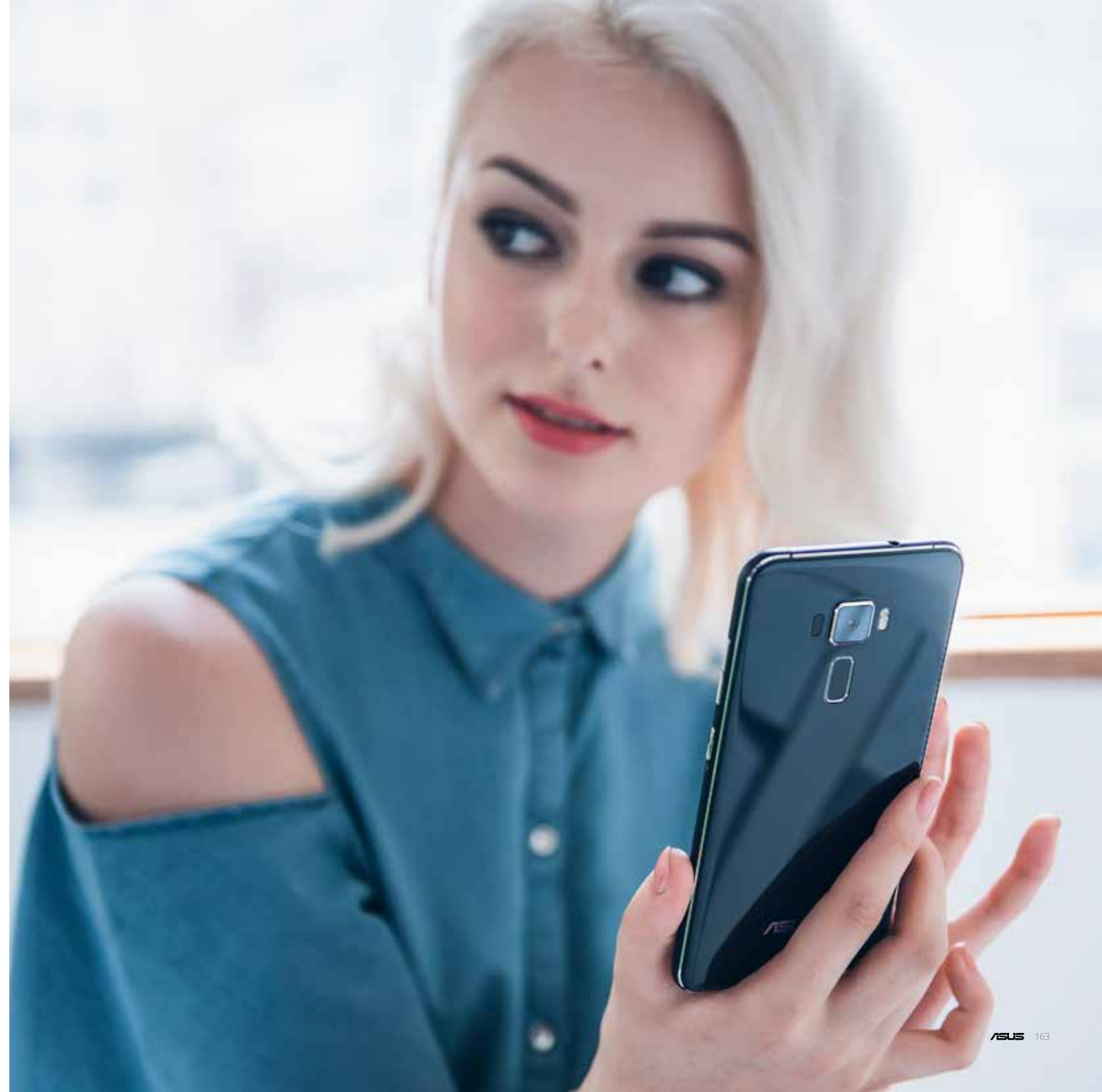
Zenfone™ 3

Built for Photography

- Design**
 - Front and rear 2.5D contoured Corning® Gorilla® Glasses with metallic frame
 - Slim bezel (2.1mm) and 77.3% S to B ratio.
 - Exquisite Zen pattern inspired by the beauty of nature
 - Premium-crafted metallic diamond-cut
 - 7.69mm thin
- Display, Resolution**
 - 5.5" FHD Super IPS+ display : 600nits brightness for outdoor readable
 - 2.5D contoured Corning® Gorilla® Glass
- CPU**
 - Qualcomm Octa-core 14nm Snapdragon 625, 2.0Ghz
- GPU**
 - Adreno 506
- Memory(RAM / ROM)**
 - Up to 4GB RAM / Up to 64GB ROM
- Front Camera**
 - 8MP PixelMaster Camera, f/2.0 aperture, 85° wide view angle
 - HDR/Lowlight Selfie
- Rear Camera**
 - 16MP PixelMaster Camera (Sony IMX298), f/2.0 aperture, 6p Largin 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**
 - 64MP Super Resolution Mode
 - Advanced Lowlight /Real time HDR
 - 32 seconds long exposure
 - Selfie beautification mode
 - Manual Mode



- Wireless**
 - Wi-Fi 802.11 ac, dual-band, Wi-Fi Direct, hotspot
 - CAT 6* LTE 300/50Mbps (download/upload)
 - *Only available in TW, HK and JP. The rest with CAT. 4
- Connectivity**
 - bluetooth 4.2
 - Type C USB
 - Rear fingerprint security sensor
- SIM card and SD slot**
 - slot1:Micro sim (3G/4G)
 - slot2:Nano sim (3G/4G) / Micro SD
- GPS**
 - GPS, AGPS, GLONASS, BEIDOU
- OS**
 - Android M with ZenUI 3.0
- Battery**
 - 3000 mAh
- Audio**
 - Hi-Res Audio 192kHz/24-bit standard that is 4 times better than CD quality
 - New 5 Magnet Structure Speaker for louder sound and less distortion
 - NXP Smart AMP technology delivers up to 4X sound volume
- Color**
 - Shimmer Gold
 - Aqua Blue
 - Sapphire Black
 - Moonlight White



5.7" ZS570KL

Zenfone 3 Deluxe

All Metal. Pure Beauty.

- Design**
 - The world's first full metal body smartphone with **invisible antenna design**
 - Slim bezel (**1.3mm**) and **79%** S to B ratio
 - Exquisite front side Zen pattern
 - Thinnest edge **4.2mm**
 - Premium-crafted metallic diamond-cut
- Display, Resolution**
 - 5.7" **FHD AMOLED** display :
 - NTSC over **100% /3,000,000 : 1** dynamic contrast
 - Tru2life technology for high contrast and outdoor readable**
 - Corning® Gorilla® Glass 4** cover glass for best protection
- CPU**
 - Qualcomm 14nm Snapdragon 820 Series processor
- GPU**
 - Adreno 530
- Memory(RAM / ROM)**
 - Up to **6GB RAM** / Up to **256GB ROM** with UFS 2.0 (**10X faster data transfer**)
- 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 Largin 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**



- 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 3.0 (10X fater data transfer)**
 - Rear finger security print sensor
- SIM card and SD slot**
 - slot1:Micro sim (3G/4G)
 - slot2:Nano sim (3G/4G) / Micro SD
- GPS**
 - GPS, AGPS, GLONESS, BEIDOU
- OS**
 - Android M with latest ZenUI 3.0
- Battery**
 - 3000 mAh with Quick Charge 3.0**
- Audio**
 - Hi-Res Audio 192kHz/24-bit standard that is 4 times better than CD quality**
 - New 5 Magnet Structure Speaker** for louder sound and less distortion
 - NXP Smart AMP technology delivers up to 4X sound volume**
- Color**
 - Glacier Silver
 - Sand Gold

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

6.8" ZU680KL

Zenfone 3 Ultra

Ultra Vision. Ultra Sound.

- Design**
 - The world's first full metal body smartphone with **invisible antenna design**
 - Thickness **6.8mm** (all flat)
 - Slim bezel (**2.4mm**) and **79%** S to B ratio.
 - Premium-crafted metallic diamond-cut
- Display, Resolution**
 - 6.8"** FHD IPS display
 - NTSC 95%**
 - Tru2Life+ Technology : World's 1st smartphone with 4K TV-grade image processor for amazing contrast, sharpness and blur-free motion**
 - Corning® Gorilla® Glass 4** cover glass for best protection
 - Full lamination display with ASUS TruVivid technology delivers outstanding brightness and clarity
- CPU**
 - Qualcomm Octa-core Snapdragon **652, 1.8Ghz**
- GPU**
 - Adreno 510
- Memory(RAM / ROM)**
 - Up to **4GB RAM**, up to **128GB ROM**
- 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 Largin lens**
 - 4-axis, 4 stops Optical Image Stabilization** for steady photos
 - 3-axis Electronic Image Stabilization** for shake-free videos
 - Ultra-fast 0.03s instant focus and subject tracking TriTech AF system:**
 - Phase Detection auto Focus**
 - 2nd generation Laser auto focus**
 - Continuous auto focus (Subject tracking)**
 - 4K video recording**
 - Color correction (RGB) sensor** for the best white balance and natural-looking colors
 - Dual-LED real tone flash**
- Camera feature**
 - 92MP Super Resolution Mode**
 - Advanced Lowlight /Real time HDR
 - 32 seconds long exposure
 - Selfie beautification mode**
 - Manual Mode**



- Wireless**
 - Wi-Fi 802.11 ac, dual-band, Wi-Fi Direct, hotspot
 - CAT 6 LTE. 300/50Mbps (download/upload)
- Connectivity**
 - bluetooth 4.2
 - Type C USB (Supports HDMI DisplayPort over Type C)
 - Front fingerprint sensor
- SIM card and SD slot**
 - slot1:Nano-sim (3G/4G)
 - slot2:Nano-sim (3G/4G) / Micro SD
- GPS**
 - GPS, AGPS, GLONESS, BEIDOU
- OS**
 - Android M with ZenUI 3.0
- Battery**
 - 4600mAh with Qualcomm Quick Charge 3.0**
 - Power Bank Mode for 3X Faster Reverse Charging
- Audio**
 - Dual FIVE-magnet speakers** for louder sound volume and less distortion
 - World's 1st smartphone with DTS Headphone:X™ for virtual 7.1 surround sound**
 - Hi-Res Audio 192kHz/24-bit standard that is 4 times better than CD quality**
 - NXP Smart AMP technology delivers up to 4X sound volume**
- Color**
 - Titanium Gray
 - Glacier Silver
 - Rose Gold

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

5.5" ZC551KL

Zenfone 3 Laser

Ultra-fast 0.03 sec laser auto-focus

- Design**
 - Front 2.5D contoured Corning® Gorilla® Glasses
 - Premium-crafted **metallic design**
 - Slim bezel and **77% S to B ratio**
 - 7.9mm thin
- Display, Resolution**
 - 5.5" FHD display : 1920 x 1080
 - 500nits brightness
 - **2.5D contoured Corning® Gorilla® Glass** display for best screen protection
- CPU**
 - 64bit Qualcomm Octa-Core Snapdragon 430, 1.4GHz
- GPU**
 - Adreno 505
- Memory(RAM / ROM)**
 - Up to **4GB RAM** / Up to **32GB ROM**
- Front Camera**
 - **8MP** PixelMaster Camera, **f/2.0 aperture, 89° wide view angle**
 - **HDR / Lowlight Selfie**
- Rear Camera**
 - **13MP** PixelMaster Camera (Sony IMX214)
 - f/2.0 aperture
 - **2nd generation 0.03s laser auto focus**
 - **Color correction (RGB) sensor** for the best white balance and natural-looking colors
 - Dual-LED real tone flash
 - **Electronic image stabilization** for the best steady video
 - FHD video recording
- Camera feature**
 - **52MP Super Resolution Mode**
 - Advanced Lowlight / Real-time HDR
 - 32 seconds long exposure
 - **Selife beautification mode**
 - **Manual mode**



- Wireless**
 - Wi-Fi 802.11, dual-band, Wi-Fi Direct, hotspot
 - LTE Cat4 (DL/UL): 150/50 Mbps
- Connectivity**
 - Bluetooth 4.0
 - Micro USB
 - Rear fingerprint security sensor
- SIM card and SD slot**
 - slot1:Micro sim / Nano sim (4G/2G)
 - slot2:Micro sim (4G/2G) / Micro SD up to 128GB
- GPS**
 - GPS, AGPS, GLONASS, BEIDOU
- OS**
 - Android M with ZenUI 3.0
- Battery**
 - 3000 mAh
- Audio**
 - **New 5 Magnet Structure Speaker** for louder sound and less distortion
 - NXP Smart AMP technology delivers up to 4X sound volume
 - ICEpower
 - Codec audio
- Color**
 - Glacier silver
 - Sand gold

5.2" ZC502TL

Zenfone 3 Max

Maximized battery. Metallic beauty.

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



- Wireless**
 - Wi-Fi 802.11 b/g/n, Wi-Fi Direct, hotspot
 - CAT. 4. 150/50Mbps (download/upload)
- Connectivity**
 - Bluetooth 4.0
 - Micro USB
 - Rear fingerprint security sensor
- SIM card and SD slot**
 - slot1:Micro sim (3G/4G)
 - slot2:Micro sim (3G/4G)/Micro SD
- GPS**
 - GPS, AGPS
- OS**
 - Android M with ZenUI 3.0
- Battery**
 - **Typical: 4130mAh / Min: 4030mAh**
 - **Reverse Charging**
 - **Super Saving mode**
- Audio**
 - ICEpower enhanced speaker
 - Dual Microphone with Noise Cancellation
 - Audio Wizard for enhanced audio experience
- Color**
 - Titanium Gray
 - Glacier Silver
 - Sand Gold

ASUS[®]
IN SEARCH OF INCREDIBLE

Zenfone 3 Deluxe

All Metal. Pure Beauty.



Desirable Appearance

- World's 1st full metal unibody phone with invisible antenna design
- 5.7" FHD Super AMOLED Display with ASUS Tru2Life Technology
- 1.3mm Slim Bezel and 79% Screen to Body Ratio

Determined performance

- Qualcomm 14nm S821 Processor with up to 6GB RAM
- Support QuickCharge 3.0 & Type-C USB 3.0
- New Dual 5-Magnet Speakers with High-Res Audio

Distinguished PixelMaster 3.0 camera

- 23/8MP front & rear PixelMaster 3.0 cameras
- World's best 0.03 second TriTech AF camera
- 4 axis OIS/3 axis EIS/Color Correction Sensor