ASUS
PRODUCT GUIDE

MOBILE PRODUCTS

August / September 2016

COMPUTEX d&i awards 2016 by iF

Highlight

Zenfone™ 3 Deluxe

Zenfone™ 3 Ultra

Zenfone™ 3

ZE520KL/ZE552KL

Crystal Beauty · Stunning Photos

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

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

TOP 2 ANDROID TABLET BRAND
Worldwide in unit shipment
IDC (Q2, 2013)

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

ASUS Top 2 MALAYSIA SMARTPHONE BRAND IDC 2016Q1 report

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.

ASUS (MY) | ASUSMOBILEMALAYSIA | ASUSMOBILEMY

Table of Contents

ASUS Awards
04 ASUS Awards Review
06 We are ZenFone

Incredible Photography
07 Pixel Master 3.0
08 Ultra Fast 0.03s Instant Focus
09 Steadily Shot, Shake-free

Incredible Sound
10 SonicMaster 3.0

ASUS ZenUI™
11 New interface with added intelligence

Zenfone 3 Deluxe
12 Determined. Desirable. Distinguished.
13 Invisible Antenna
14 Speed Revolution

Zenfone 3
15 Agility. Beauty. Clarity
16 Exquisite Design
17 Fingerprint Sensor

Zenfone 3 Ultra
18 Unleashed. unlimited. Unrivaled
19 4K TV-grade Optimization
20 Power Revolution
21 Zenfone 3 Series Product Specification

Zenfone 2
24 ZenFone Zoom
26 ZenFone Max
28 ZenFone Go
28 Product Specification

ASUS ZenPad
33 ZenPad Series
34 Product Specification

ASUS Accessories
36 ZenPower 10050
37 ZenPower Pro
38 ZenPower Ultra
39 Zenfone 3 Accessories

ASUS Store
41 5 Reasons to purchase online

ASUS Services
42 Pick Up & Return Services

ASUS ZenFone Won Over 627 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 600 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. Here's just a small selection of the worldwide Zenthusiam for ZenFone!

COMPUTEX d&i awards 2016 by iF

BC Best Choice AWARD

"ASUS ZenFone 2 is a good buy if you're looking to change your old smartphone. The strengths of the model: a powerful processor from Intel; 4GB of RAM, a big screen with Full HD resolution, great 13-megapixel rear camera (5-megapixel front for panoramic selfies); support two SIM cards and networks up to 4G; wide navigation capabilities; and the Android (Lollipop) OS. This wonderful ASUS ZenFone 2 gets our Editor's Choice award."

Editor's Choice, Digital Media
Russia - 07/2015

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

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

中國報 CHINA PRESS

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

Metro

★★★★☆

ZenFone Zoom (ZX551ML)
Telefon dengan kamera zum optikal

Harian Metro, Malaysia - June 2016

Star

★★★★☆

ZenFone 2 Laser 5.5 (ZE550KL)
Good quality IPS screen; laser assited autofocus works fast; camera produces reasonably good images.

TheStar, Malaysia - February 2016

theSun

ZenFone 2 (ZE551ML)
"Incredibly feature-packed with a very affordable price tag"

The Sun, Malaysia - MAY 2015

GEEKS ULTD

GeeksUltd Bronze Award
ZenFone Max (ZC550KL)

The pricing of the 2GB RAM/16GB variant of the Zenfone Max is retailing at RM749.99 at online retailers. In my opinion the phone is priced well for its performance.

Geeksultd.com - April 2016

HARDWARE ZONE MALAYSIA

8.5/10
ZenFone Zoom (ZX551ML)

Great image quality from camera system, Powerful performance, very good display

HARDWAREZONE.COM.MY
January 2016

HWM MALAYSIA

8.5/10
ZenFone Zoom (ZX551ML)

The ASUS ZenFone Zoom is a sleek phone with powerful performance and a great camera system.

HWM Malaysia - February 2016

HWM MALAYSIA

8.0/10
ASUS ZenPad 10 (Z300CL)

The ASUS ZenPad 10 will entertain you for hours on end without breaking the bank.

HWM Malaysia - January 2016

KLGADGETGUY

KLGADGETGUY Silver Award
KLGADGETGUY Design Award
ZenFone Zoom (ZX551ML)

The Zenfone Zoom has the potential to be the best smartphone that ASUS has ever made since the Padfone series.

KLGADGETGUY.COM - May 2016

NLT

8.6/10
ZenFone Zoom (ZX551ML)

Great performance paired with a decent battery, and has a gorgeous screen with its back wrapped in leather.

NASILEMAKTECH.COM - April 2016

NLT

8.3/10
ZenFone Max (ZC550KL)

Great battery life and great performance for your money. Comes with a decent camera, really nice build quality, and most important of all, a smooth Android experience.

NASILEMAKTECH.COM - April 2016

ASSEMBLAGE

The Assemblage - SMBlage Gold
ZenFone 2 Laser 6.0 (ZE601KL)

A great smartphone that took me by surprise. They made their budget smartphone stronger, which gives people more choice in which smartphone to go for.

The Assemblage - April 2016

ASSEMBLAGE

The Assemblage - SMBlage Gold
ZenFone Selfie (ZD551KL)

The ASUS Zenfone Selfie is a great smartphone overall. It's not even the least bit sluggish, the camera is good, and battery life as well as heating issues have been resolved!

The Aseemblage - November 2015

ASSEMBLAGE

The Assemblage - SMBlage Gold
ASUS ZenPad Theater (Z380KL)

A good tablet option. The audio cover gives you external speakers, protection for the tablet itself, and makes the device look more pleasing to bring around.

The Assemblage - April 2016

ZenFone 2 Laser 6.0 (ZE601KL)

Huge display is gorgeous and the pair of loudspeakers has blown me away as an affordable option for entertaining myself on the go, coupled with that great battery life and camera performance

KLGADGETGUY - February 2016

ZenFone 2 Laser 6.0 (ZE601KL)

It's a Zenfone 2 Laser, but bigger.

PC.Com Malaysia - February 2016

POKDE.NET
POKDEWARD - SILVER
ZenFone 2 Laser 6.0 (ZE601KL)

This device is not just about larger display. It's much more powerful, has better heat dissipation and actually holds better compared to it's smaller sibling.

POKDE.NET - February 2016

amanz

4/5
ZenFone 2 Laser 5.5 (ZE550KL)

ASUS has proven with the ASUS ZenFone 2 Laser that it knows what it is doing. This has paved the way for the next upcoming flagship from ASUS.

AMANZ.NET- April 2016

amanz

7.7/10
ASUS ZenPad 7.0 (Z370CG)

Tablet with premuim design on a reasonable price tag. Intel Atom 3 processor with 2GB RAM offers fast daily performance along with durable battery life.

AMANZ.NET - December 2015

clickuz

4.9/5
ZenFone 2 Deluxe SE (ZE551ML)

Very smooth, tactile and practical phablet with sufficient computing power, decent screen, a good front and sold rear camera with a day of battery endurance.

ClickUz - April 2016

GOLDFRIES.COM

ZenFone Selfie (ZD551KL)

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

GOLDFRIES.COM - February 2016

Casey's MOVIEMANIA

★★★★☆
ASUS ZenPad 8.0 (Z380KL)

The ASUS ZenPad 8.0 is not only budget-friendly, but also packed a punch with powerful specs and great features.

CASEYMOVIEMANIA.COM
January 2016

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

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 23MP/16MP sensor, 92MP/64MP 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 / 16MP
Real Camera

92MP / 64MP
Super Resolution

ƒ / 2.0
Aperture

0.03s
TriTech AF

6P
Largan Lens

OIS / EIS
Pictures & Videos

Sapphire
Lens Protection

Ultra-fast 0.03s instant focus & subject tracking

ZenFone 3 Series

ZenFone 3 Deluxe 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

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.

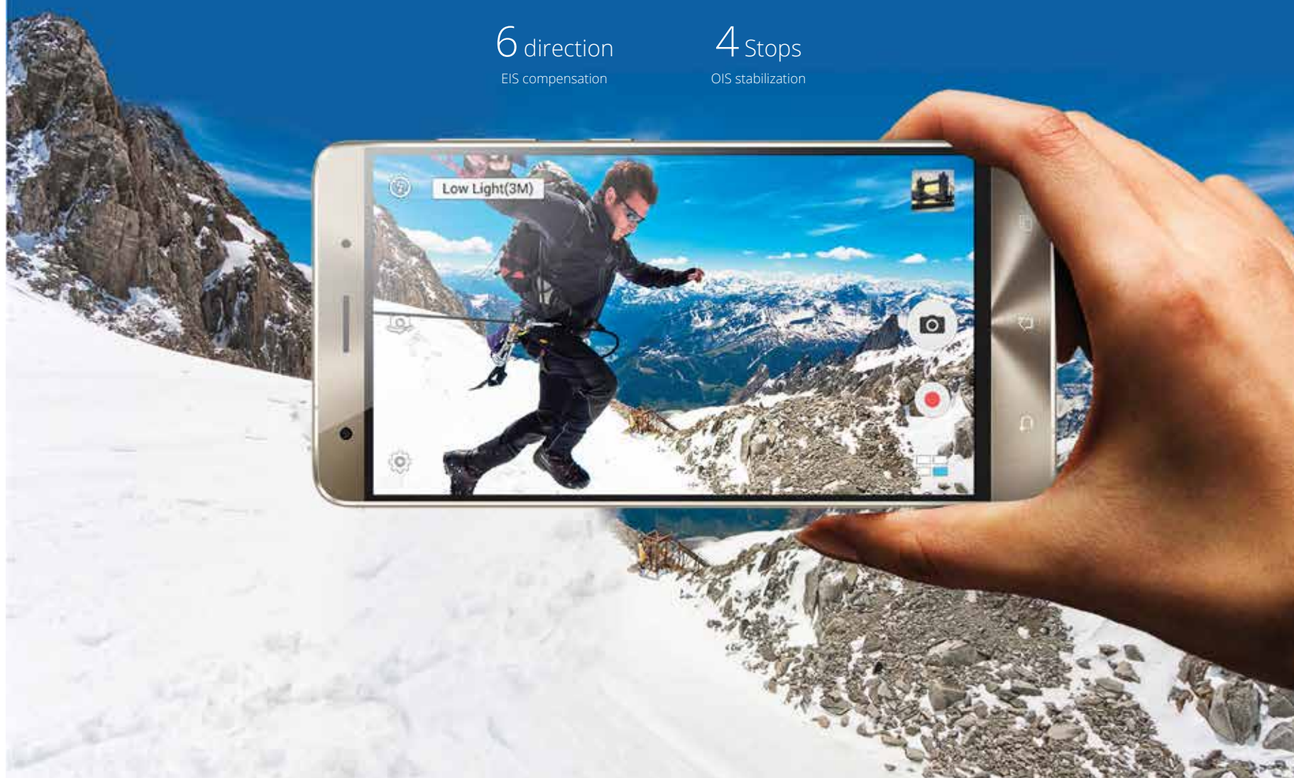
3 - axis
EIS

4 - axis
OIS

8 direction
OIS compensation

6 direction
EIS compensation

4 Stops
OIS stabilization



SonicMaster 3.0

Impress your ears with cinematic 3D surround

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!

dts-HD Premium Sound

dts HEADPHONE X

Hi-Res AUDIO

ASUS ZenUI™

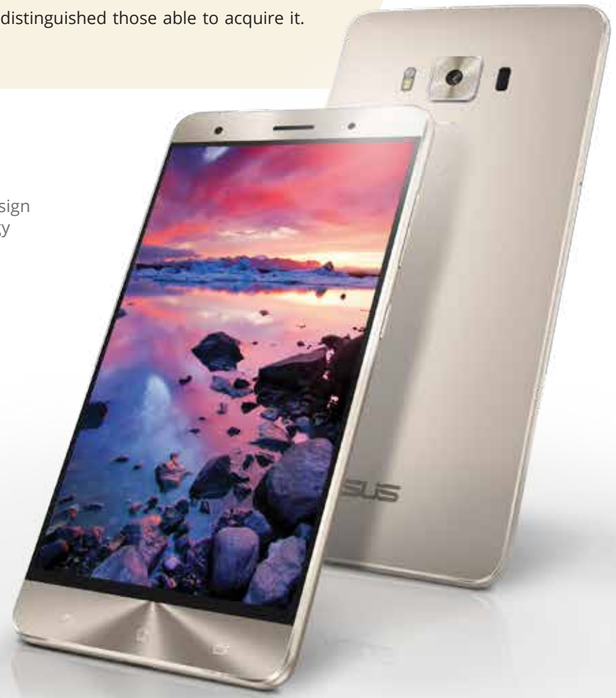
New interface with added intelligence

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 brightten your outlook, 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 of parallax scrolling as you swipe through your apps, and appreciate how the subtle frosting effect keeps your focus on the foreground. ZenUI 3.0 isn't just an interface — it's the best friend who accompanies you everywhere.

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



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 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

- 23/8MP rear & front PixelMaster 3.0 camera
- World's best 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 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

Speed revolution

It seems impossible that something as beautiful as ZenFone 3 Deluxe (ZS570KL) could also deliver exceptional performance — but we've made the impossible possible. Its elegant beauty veils monstrous power, including a Snapdragon 820 series processor, up to 6GB memory and desktop-grade Adreno™ 530 graphics performance. ZenFone 3 Deluxe also has up to 600Mbps 4G LTE (Cat 13), any-way-up USB-C, rapid fingerprint security.

Qualcomm S821 CPU

2.3GHz CPU

14nm CPU

Up to 6GB RAM

Up to 256GB UFS 2.0 ROM

Adreno 530 GPU

Up to 600Mbps Cat 13 LTE

USB-C 3.0 Port

Quick Charge 3.0

Zenfone™ 3

COMPUTEX d&i awards 2016 by iF

Crystal Beauty. Stunning Photos

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 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" FHD Super IPS+ Display with 500nits Brightness
- 2.1mm Slim Bezel and 77.3% Screen to Body Ratio

Clarity in Every Shot

- 16/8MP Rear & Front PixelMaster 3.0 Camera
- 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 Sapphire Black

Fingerprint sensor with so much more

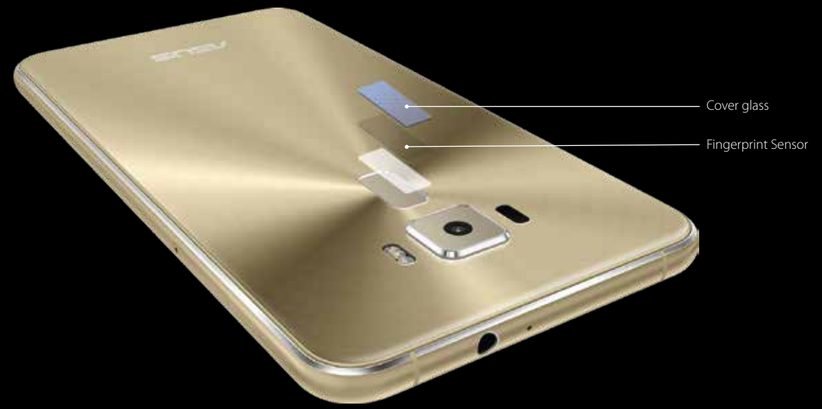
ZenFone 3's rear fingerprint is perfectly positioned for the way you hold your phone. It unlocks ZenFone 3 in a fraction of a second, and does so much more besides. Swipe your fingertip down across the sensor to summon the selfie camera, and then tap with your tip to take a picture: it's like a second 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!

0.2s
Unlock

5
Fingers Recognition

360°
Recognition

Multiple App
Integration



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.

BC Best Choice AWARD

Unleashed Visual Enjoyment

- ASUS Tru2Life+ Technology: 4K TV-grade Image Processor
- World's 1st with DisplayPort over 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 for 7.1 Surround Sound
- New Dual 5-Magnet Speakers
- 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
- Power Bank Mode for 3X Faster Reverse Charging

Unprecedented Camera

- 23/8MP Rear & Front PixelMaster 3.0 cameras
- World's Best 0.03 Second TriTech AF Camera
- 4 axis OIS/3 axis EIS/Color Correction Sensor

Excite your eyes with 4K TV-grade optimization

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 and 400nits brightness, you'll view with real-world vibrancy.

Tru2Life+
4K TV processor

200%
Contrast level

95%
NTSC

Power revolution

With so many movies, music, and games available, you need long-lasting power - so ZenFone 3 Ultra has a 4600mAh battery with extreme 700Wh/L energy density. This means ZenFone 3 Ultra is thin, light and packed with power. You'll also benefit from the latest Quick Charge 3.0 technology to accelerate the battery capacity to 60% in just 45 minutes, so you'll wait less and do more. You can even use ZenFone 3 Ultra as a power bank to charge your other devices!

Battery
4600mAh
Capacity

Quick Charge
3.0
60% charged in 45 minutes

Up to
34hr
3G talk time

Power bank
3X
Speed

Up to
11.5hr
Wi-Fi web browsing

Up to
11.5hr
Video playback

5.7" ZS570KL

Zenfone™ 3 Deluxe

All Metal. Pure Beauty

Finish / Color	· Titanium Gray · Glacier Silver · Sand Gold
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 Octa-core 14nm Snapdragon 820 (6G RAM/ 64GB ROM) / · Qualcomm Octa-core 14nm Snapdragon 821 (6G RAM/256GB ROM
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 Largan lens ,Sapphire cover glass · 4-axis, 4 stops Optical Image Stabilization for steady photos · 3-axis Electronic Image Stabilization for shake-free videos · Ultra-fast 0.03s instant focus and subject tracking TriTech AF system: Phase Detection auto Focus 2nd generation Laser auto focus Continuous auto focus (Subject tracking) · 4K video recording · Color correction (RGB) sensor for the best white balance and natural-looking colors · Dual-LED real tone flash
Camera feature	· 92MP Super Resolution Mode · Advanced Lowlight /Real time HDR · 32 seconds long exposure · Selfie beautification mode · Manual Mode
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) · Finger security print 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 lastest 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

5.5" ZE552KL

Zenfone™ 3

Crystal Beauty. Stunning Photos

COMPUTEX d&i awards 2016 by it

Model Name: ZE552KL

Display, Resolution
- 5.5" FHD Super IPS+ display : 500 nits brightness for outdoor readable
- 2.5D contoured Corning® Gorilla® Glass

Memory (RAM/ROM)
- 4GB RAM / 64GB ROM

Model Name: ZE520KL

Display, Resolution
- 5.2" FHD Super IPS+ display : 500 nits brightness for outdoor readable
- 2.5D contoured Corning® Gorilla® Glass

Memory (RAM/ROM)
- 4GB RAM / 32GB ROM

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 slimmest design

Display, Resolution
- 5.5" FHD Super IPS+ display : 500nits brightness for outdoor readable
- 2.5D contoured Corning®Gorilla® Glass

Memory(RAM / ROM)
- Up to 4GB RAM / Up to 64GB ROM

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

GPU
- Adreno 506

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 Largan lens , Sapphire cover glass
- 4-axis, 4 stops Optical Image Stabilization for steady photos
- 3-axis Electronic Image Stabilization for shake-free videos
- Ultra-fast 0.03s instant focus and subject tracking TriTech

Camera feature	AF system : Phase Detection auto Focus 2nd generation Laser auto focus Continuous auto focus (Subject tracking) · 4K video recording · Color correction (RGB) sensor and natural-looking colors · Dual-LED real tone flash
Wireless	· Wi-Fi 802.11 ac, dual-band, Wi-Fi Direct, hotspot · CAT 4 LTE (download/upload)
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 less distortion for louder sound and · NXP Smart AMP technology delivers up to 4X sound volume
Color	· Shimmer Gold · Sapphire Black · Moonlight White

6.8" ZU680KL

Zenfone™ 3 Ultra

Ultra Vision . Ultra Sound

BC Best Choice AWARD

Finish / Color	· Glacier Silver / Titanium Gray / Rose Gold
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 with 4K TV-grade Image Processor 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 64GB 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 Largan 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 (World's 1st Supports HDMI DisplayPort over Type C) · Front fingerprint sensor
SIM card and SD slot	· slot1: Micro sim (3G/4G) · slot2: Nano sim (3G/4G) / Micro SD up to 200GB
GPS	· GPS, AGPS, GLONASS, 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 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

Zenfone™ Zoom

World's thinnest 3x optical-zoom smartphone

GOOD DESIGN

Optical Image Stabilization (4 stops OIS)
Shoot shake-free photos every time

Good Design Award 2015
The design industry's Oscars

3X Optical Zoom, 12X Total Zoom
World-class camera technology captures close-up detail

0.03s Laser Auto-Focus Photography
Total clarity at the speed of light

Empowering 3X Zoom with PixelMaster Features
4X sensitivity and contrast, 52MP photos, 32s long exposure, plus dedicated shutter and recording buttons

Full Metal Unibody Finessed with Italian Leather Craftsmanship
Best protection 3X optical zoom, and the fine-quality hide for the best grip

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

5.5" ZX551ML

Zenfone™ Zoom

World's thinnest 3x optical-zoom smartphone

ASUS Top 2 MALAYSIA SMARTPHONE BRAND IDC 2016Q1 report

Finish / Color	· Luxurious leather rear cover : Premium Pure Black/Sleek Ceramic White Metal uni-body · 2015 Good Design award · Premium leather wrist straps
Storage Capacity	· Internal storage: 128GB · Micro SD: up to 128GB · ASUS WebStorage: 5GB free for life · Google Drive: 100GB free space (2 years)
Weight / Dimension	· 185g (with battery) / 78.84 x 158.9 x 5 ~ 11.95 mm (LxWxH)
Display	· 5.5-inch HD (1280 x 720) IPS display with Full-screen Lamination · ASUS TruVivid Technology · 75% screen-to-body ratio · 400nits Brightness · Corning® Gorilla® Glass 4 · Bluelight Filter for Eye Care
Touch Technology	· Industrial leading 60ms touch response time · Fingerprint and smudge-resistant oleophobic coating · Support glove touch
Processor	· Intel® Atom™ Quad Core Z3590
Memory	· 4GB LPDDR3 RAM
Operating System	· Android 5.0 Lollipop
PixelMaster Camera	· Front: 5 MegaPixel Camera f/2.0, 85° wide-viewing angle · Rear: 13 MegaPixel Camera f/2.0, 10P HOYA lens, 3X optical zoom / 12X total zoom Laser Auto Focus (0.03 sec focusing), Level 4 OIS (optical Image Stabilization), Dual-LED real tone flash, 5cm macro focusing · PixelMaster Camera Modes: HDR (up to 400% brightness), Low Light (up to 400% better light sensitivity), Manual (DSLR-like) , Real Time Beautification, Super Resolution (52MP), Night, Depth of Field, Photo Effect, Selfie Panorama, Selfie, GIF Animation, Panorama, Miniature, Time Rewind, Smart Remove, All Smiles, Slow Motion, Time Lapse
Wireless & Navigation	· LTE CAT4 · 802.11 b/g/n WiFi · Bluetooth 4.0 with A2DP · GPS, GLONASS,QZSS, SBAS, BDS
Sensors	· Accelerator, E-Compass, Gyroscope, Proximity sensor, Hall sensor, Ambient light sensor
SIM Cards	· Single Micro SIM Card SIM Support 2G / 3G / 4G
Network	· WCDMA / FDD-LTE · Data Rate: DC-HSPA+: UL 5.76Mbps / DL 42Mbps LTE Cat4: UL 50Mbps / DL 150Mbps · 3G WCDMA: 850MHz (5) / 900MHz (8) / 1900MHz (2) / 2100MHz (1) · 4G* FDD-LTE: (WW version) FDD-LTE: 2100MHz (1) / 1900MHz (2) / 1800MHz (3) / 850MHz (5) / 2600MHz (7) / 900MHz (8) / 800MHz (20)
User Interface	· ASUS ZenUI™ 2.0 with over 1000+ software enhancements, including Themes Store, MiniMovie, PhotoCollage, ZenCircle, Easy / Kids / SnapView modes, ZenMotion / Tap tap to wake up and sleep · 24/7 ZenUI™ apps Instant update from Google Play Store
Battery	· 3000mAh Li-Polymer (non-removable) · Standby time: up to 38 days · 3G talk time: up to 37.6 hours · Web Browsing (WiFi): up to 32.5 hours · Video Playback: up to 22.6 hours (Battery life figures based on testing conducted by ASUS. Actual results will vary)
Ports	· Micro USB, 3.5mm audio jack
Audio	· Built-in Mono speaker · One internal mic with ASUS NoiseZero Talk Technology

RM2,199

Zenfone Max™

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

5000mAh Battery Monster
Up to 38 days stand-by time, 37.6 hours 3G talk time, 32/5 hours Wi-Fi web browsing and 22.6 hours of video playback

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

Your go-everywhere powerbank
Includes USB OTG cable to juice up other devices

0.03s Laser Auto-Focus Photography
Total clarity at the speed of light

60ms Touch Response
34% less glass friction

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

5.5" ZC550KL

Zenfone Max™

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

ASUS Top 2 MALAYSIA SMARTPHONE BRAND IDC 2016Q1 report

Finish / Color	· Leather-like Finish: Osmium Black · Eggshell Finish: Pure White · Metal-like edge
Storage Capacity	· Internal storage: 16GB · Micro SD: up to 64GB · ASUS WebStorage: 5GB free for life · Google Drive: 100GB free space (2 years)
Weight / Dimension	· 202g (with battery) / 77.5 x 156 x 5.2 ~ 10.55 mm (LxWxH)
Display	· 5.5-inch HD (1280 x 720) IPS display with Full-screen Lamination · ASUS TruVivid Technology · 75% screen-to-body ratio · 450nits Brightness · Corning® Gorilla® Glass 4 · Bluelight Filter for Eye Care
Touch Technology	· Industrial leading 60ms touch response time · Fingerprint and smudge-resistant oleophobic coating · Support glove touch
Processor	· 64-bit CPU Qualcomm® Snapdragon™ 410
Memory	· 2GB LPDDR3 RAM
Operating System	· Android 5.0 Lollipop
PixelMaster Camera	· Front: 5 MegaPixel Camera f/2.0, 88° wide-viewing angle · Rear: 13 MegaPixel Camera f/2.0, 5-element Largan lens, Laser Auto Focus (0.03 sec focusing), Dual-LED real tone flash · PixelMaster Camera Modes: HDR (up to 400% brightness), Low Light (up to 400% better light sensitivity), Manual (DSLR-like) , Real Time Beautification, Super Resolution (52MP), Night, Depth of Field, Photo Effect, Selfie Panorama, Selfie, GIF Animation, Panorama, Miniature, Time Rewind, Smart Remove, All Smiles, Slow Motion, Time Lapse
Wireless & Navigation	· LTE CAT4 · 802.11 b/g/n WiFi · Bluetooth 4.0 with A2DP · GPS, A-GPS, GLONASS, BDS
Sensors	· Accelerator, E-Compass, Proximity sensor, Hall sensor, Ambient light sensor
SIM Cards	· Dual SIM Dual Standby SIM1 Support 2G / 3G / 4G SIM2 Support 2G / 3G / 4G
Network	· WCDMA / FDD-LTE · Data Rate: DC-HSPA+: UL 5.76Mbps / DL 42Mbps LTE Cat4: UL 50Mbps / DL 150Mbps · 3G WCDMA: 850MHz (5) / 900MHz (8) / 1900MHz (2) / 2100MHz (1) · 4G* FDD-LTE: (WW version) FDD-LTE: 2100MHz (1) / 1900MHz (2) / 1800MHz (3) / 850MHz (5) / 2600MHz (7) / 900MHz (8) / 800MHz (20)
User Interface	· ASUS ZenUI™ 2.0 with over 1000+ software enhancements, including Themes Store, MiniMovie, PhotoCollage, ZenCircle, Easy / Kids / SnapView modes, ZenMotion / Tap tap to wake up and sleep · 24/7 ZenUI™ apps Instant update from Google Play Store
Battery	· 5000mAh Li-Polymer (non-removable) · Standby time: up to 38 days · 3G talk time: up to 37.6 hours · Web Browsing (WiFi): up to 32.5 hours · Video Playback: up to 22.6 hours (Battery life figures based on testing conducted by ASUS. Actual results will vary)
Ports	· Micro USB, 3.5mm audio jack
Audio	· Built-in Mono speaker · One internal mic with ASUS NoiseZero Talk Technology

RM899

4.5" ZB452KG

Zenfone™ Go 4.5

See as You Go

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

VGA / 5 MP Camera: RM299

2 MP Camera / 8 MP Camera: RM379

ASUS Top 2 MALAYSIA SMARTPHONE BRAND IDC 2016Q1 report

ZenFone Go Series General Specification

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

4.5" ZB450KL

Zenfone™ Go 4.5

See as You Go

Storage Capacity	· Internal storage: 8GB · MicroSD: up to 128GB · ASUS WebStorage: 5GB free for life · Google Drive: 100GB free space (2 years)
Weight / Dimension	· 125g (with battery)/ 136.5×66.7× 3.6~11.2mm
Display	· 4.5" FWVGA 854×480
Memory	· 1GB LPDDR3 RAM
Battery	· 2070mAh Li-Polymer (removable)
PixelMaster Camera	· Front: 2 MegaPixel Camera · Rear: 5 MegaPixel Camera, LED
Sensor	· Accelerator, E-Compass, Proximity, Ambient light sensor
Processor	· Qualcomm Snapdragon 410 MSM8916 1.0 GHz quad-core (64bit)
OS	· Android 6.0 Marshmallow

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

5" ZB500KL

Zenfone™ Go 5.0

See as You Go

Storage Capacity	· Internal storage: 16GB · MicroSD: up to 128GB · ASUS WebStorage: 5GB free for life · Google Drive: 100GB free space (2 years)
Weight / Dimension	· 150g (with battery) / 143.7x70.85x11.25mm
Display	· 5.0" TFT LED Backlight 1280 x 720 HD IPS
Memory	· 2GB LPDDR3 RAM
Battery	· 2600mAh Li-Polymer (removable)
PixelMaster Camera	· Front: 5 MegaPixel Camera · Rear: 13 MegaPixel Camera, LED
Sensor	· Accelerator, E-Compass, Proximity, Hall sensor, Ambient light sensor
Processor	· Qualcomm Snapdragon 410 MSM8916 1.0 GHz quad-core (64bit)
OS	· Android 6.0 Marshmallow

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

5.5" ZB551KL

Zenfone™ Go 5.5

See as You Go

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

RM699

ASUS Top 2 MALAYSIA SMARTPHONE BRAND IDC 2016Q1 report

ZenFone Go Series General Specification

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

ASUS ZenPad™

Luxury on your terms

ZenPad 7.0 (Z370CG) ZenPad 10 (Z300CL) ZenPad C 7.0 (Z170CG) ZenPad 8.0 (Z380KL)

Ultimate Style and Beauty

Stylish design and fashionable covers.

Realistic Visual Experience

ASUS VisualMaster with Tru2Life technology delivers incredibly realistic picture.

Immersive Surround Sound

DTS-HD Premium Sound delivers ultimate audio enjoyment.

ASUS ZenPad C 7.0 (Z170CG)

Operation System
Android 5.0 (Lollipop)

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

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

Graphics
Mali-450 MP4

Memory
1GB

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

Connectivity
802.11 b/g/n
Bluetooth 4.0
Support Miracast

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

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

Camera
0.3MP Front Camera
2MP* Rear Camera

Audio
1 x Front Speaker
DTS-HD

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

Battery
8 hours battery life
13 Wh Li-polymer Battery 3450mAh

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

RM499

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
Mail-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 3450mAh

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

include additional ZenCase
RM649

ASUS ZenPad 8.0 (Z380KL)

Operation System
Android 5.0 (Lollipop)

Display
8" LED Backlight WXGA
(1280 x 800)
76.5% Screen to body ratio
IPS panel
Full lamination
Anti-fingerprint coating
10 finger multi-touch
ASUS TruLife

CPU
Qualcomm® MSM8929
Quad-Core, 64bit

Graphics
Adreno 306

Memory
3GB

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

Connectivity
802.11 b/g/n
Bluetooth 4.0
Support Miracast

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

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

4G :
LTE :
2100MHz(1)/ 1900MHz(2)/
1800MHz(3)/ 850MHz(5)/
2600Mhz(7)/ 900MHz(8)/ 800MHz(5)

Camera
2MP Front Camera
8MP* Rear Camera

Audio
1 x Front Speaker
DTS-HD Premium Sound

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

Battery
10 hours battery life
15.2 Wh Li-polymer Battery 4000mAh

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

Color
Dark Grey, Pearl White, Rose Gold

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

Weight
350g

include additional ZenCase
RM959

ASUS ZenPad 10 (Z300CL)

Operation System
Android 5.0 (Lollipop)

Display
10.1" LED Backlight WXGA (1280 x 800)
73% Screen to body ratio
IPS panel
Sodalime
Full lamination
Anti-fingerprint coating
10 finger multi-touch
ASUS Tru2Life

CPU
Intel® Atom™ Z3560 Quad Core, 64-bit

Graphics
IMG PowerVR Series 6 - G6430

Memory
2GB

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

Connectivity
802.11 b/g/n
Bluetooth 4.0
Support Miracast

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

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

4G :
LTE :
700(28)/ 800(20)/ 850(18)/850(19)/
850(26)/ 900(8)/
1800(3)/ 1800(9)/ 2100(1)/
2500(41)/ 2600(7)

Camera
2MP MP Front Camera
5MP Rear Camera

Audio
2 x Front Speaker
DTS-HD Premium Sound

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

Battery
9 hours battery life
18 Wh Li-polymer Battery 4680mAh

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

Color
Dark Grey, Pearl White, Rose Gold

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

Weight
490g

RM1,099

ASUS ZenPower™

Always in Charge

Small and Light

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

Ultra-Fast Charging

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

Protect Yourself and Your Device

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

ASUS ZenPower™ Pro

(ABTU-010)

Charge Two at the Same Time

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

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

2 USB Ports

1 LED Light

10050 mAh

ASUS ZenPower™ Ultra (ABTU-009)

Ultra-high Capacity Completely Fulfills Your Mobility Life

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

Less Time Charging, More Time Doing

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

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

ZenFone2 **50%** Battery Level in 30 mins

Charging Speed **75%** Faster

ZenPower 10050

ZenPower Pro

ZenPower Ultra

	ZenPower 10050	ZenPower Pro	ZenPower Ultra
Cell Capacity	3.75V/10050mAh	3.6V/10050mAh	3.6V/20100mAh
Battery Type	Lithium-ion rechargeable cell	Lithium-ion rechargeable cell	Lithium-ion rechargeable cell
Support Qualcomm Quick Charge 2.0	No	Yes (1 output)	Yes (1 input / 2 output)
Input	DC 5V/2A	DC 5V/2A	5Vdc/2A; 9Vdc/2A
Output	DC 5.1V/2.4A	Output 1: 5.1V/2.4A or 9.1V/2A or 12.1V/1.5A / Output 2: 5.1V/2.4A Output 1+2: 23.5W	Output 1+2: 5.1Vdc/2.4A or 9.1Vdc/2A or 12.1Vdc/ 1.5A
Charging time	<6hrs (5V/2A) / <9hrs (5V/1A)	<6hrs (5V/2A) / <9hrs (5V/1A)	7.5hrs (9Vdc/2A); 11hrs (5Vdc/2A); 18hrs (5Vdc/1A)
Size	90.5x59x22mm	100x59.6x22mm	175x59.6x22mm
Weight	215 ±3g	230 ±3g	500 ±5g
Load Detection	Auto-detect the plug-in and plug-out of devices	Auto-detect the plug-in and plug-out of devices	Auto-detect the plug-in and plug-out of devices
International Certification	6	11	11
Operation Temp	0°C - 40°C	0°C - 35°C	0°C - 35°C

Zenfone 3
View Flip Cover

Your ZenFone 3 premium protection made from a single piece of high-quality artificial leather.

Compatible model: ZE520KL/ ZE552KL

Zenfone 3 Deluxe
View Flip Cover

Protects ZenFone 3 Deluxe beautiful display from scrapes and scratches.

Compatible model: ZE520KL/ ZE552KL

Zenfone 3 Ultra
Ultra Folio Cover

With one quick movement, ZenFone 3 Ultra Folio Cover folds in on itself to create an instant stand.

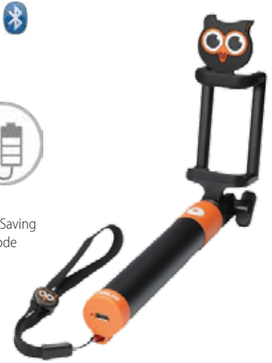
Compatible model: ZU680KL

I'm Zenny
Bluetooth Selfie Stick

270° Adjustable Angle

Extendable Up To 72cm

PowerSaving Mode



Compatible with Android 4.0.2 and above and IOS devices

ASUS Store

http://store.asus.com/my

Hello there!

Sign up / login at ASUS Store and buy online today! We are offering the latest range of available products and accessories.

5 reasons to buy online at ASUS Store

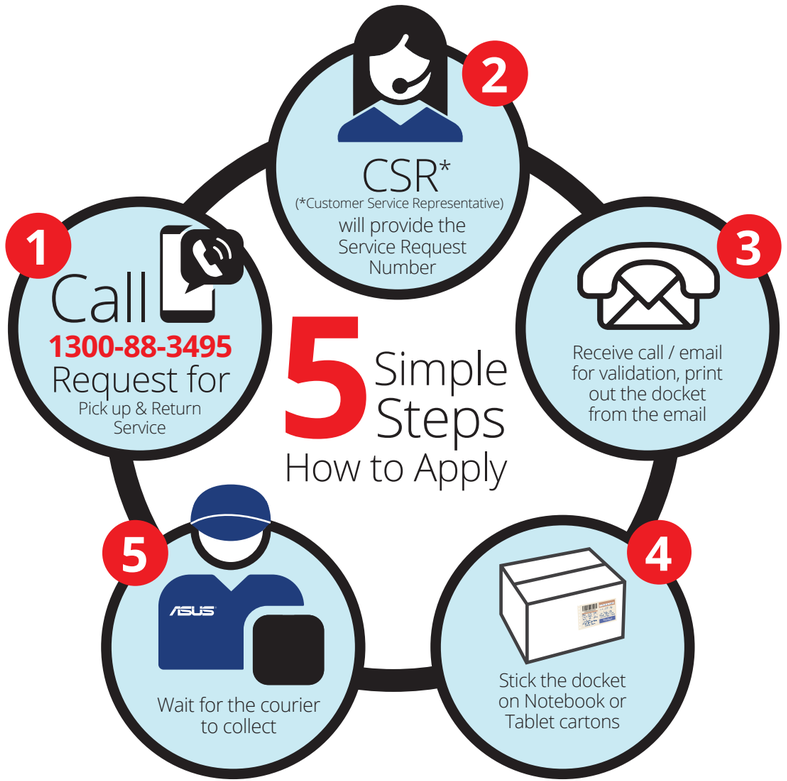
1.
We offer **latest range** of ASUS products

2.
We offer ASUS Store exclusive accessories

3.
We have ongoing ASUS Store exclusive promotions

4. VISA MasterCard CIMB BANK RAKYAT EON BANK
We accept credit card, cash on delivery (COD) & Online banking payment

5. 3 DAYS
We deliver within 3 working days



Terms and Conditions:

(1) The Pick-Up & Return service applies to ASUS Notebook and Tablet only.

(2) The Pick-Up & Return service for defective unit within warranty period will be free of charge.

(3) Out-of-warranty, non-defective or customer-induced damage units are not covered by Pick-Up & Return service. In such cases, dealer or end user needs to carry in for repair.

(4) Pick-Up & Return service only applies to RMA repairs and does not apply to DOA claims.

(5) Customer shall responsible for saving and backing up any data contained on the storage device(s) of an ASUS product being returned to ASUS for In-warranty or Out-warranty service.

(6) For Out Of Warranty service, customer will receive a quotation email for the repair service, customer is require to reply within 3 days. If no response from customer, RM 100 will be charge as inspection fee.

(7) Do not to send in unrelated accessories like: Charger, Battery, Earphone, Sim-card, Memory card, Battery cover, Ram, etc. ASUS will not be liable or responsible for any discrepancies or lost. **Unless those accessories are required

(8) ASUS Pick up Return Request courier service only for In-warranty repair unit (Notebook , Mobile Phone & Tablet only - ASUS will not arrange pick-up and return for Purchase Accessories case , Over Warranty case & OP case (Open Platform). Warranty pick-up 10am - 1pm only (Later then 1pm will be pick-up the next business day) Customer full details must be provided or ASUS have the right to refused the unit & will not responsible for any mistake. Example : Unit serial number, Company name, Address, Contact personal, Contact number and Provide the invoice (Stock Set) and Cash bill, if not ASUS will follow ASUS system warranty End Date. Provide us with Delivery order of the unit for our reference.

ASUS SERVICE CENTER

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

Kuala Lumpur

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

Penang

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

Sabah

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

Sarawak

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

ASUS AUTHORISED SERVICE CENTRE

AXXON Tech

West Malaysia

Kelantan	-	Kota Bharu
Klang	-	Klang Parade
Seremban	-	Terminal One Shopping Center

East Malaysia

Kota Kinabalu - Karamunsing Komplex

One Mobile

West Malaysia

Johor	-	Skudai Parade
Kuala Lumpur	-	Endah Parade
Melaka	-	Dataran Pahlawan Megamall

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

BIT C Enterprise

Kelantan
Tingkat 1, Pt 2303, Taman Kota Sri Suria SBJ, Jalan Abdul Kadir Adabi, 15200 Kota Bahru (Tablet only)

ENTERCC

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

Micro 2000

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

MYCOM

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

OMC

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

ASUS
PRODUCT GUIDE

MOBILE PRODUCTS

August / September 2016

BC Best Choice AWARD

Best Choice

Zenfone™ 3 Ultra

Ultra Vision · Ultra Sound