

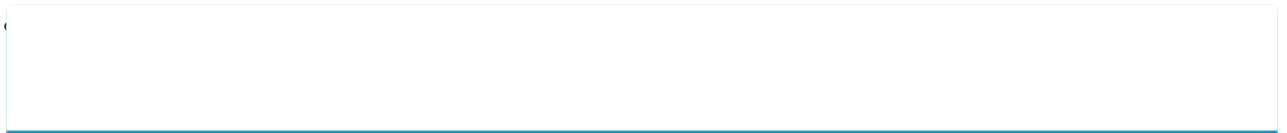


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- Fingerprint Security Sensor
- High-Res Audio with New 5-Magnet Speakers

ZenFone 3

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

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design...

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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...

[Page 5: Achievements](#)

"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."...

[Page 6](#) 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.

[Page 7: 0.03S Trittech Af Systems](#)

FAST 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 —...

[Page 8](#) Light-speed shots with 2 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.

[Page 9](#) 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 —...

[Page 10](#) FAST 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. Out of focus Lens Sensor Blurry image / low contrast...

[Page 11: Steadily Shot, Shake-Free Photos And Videos](#)

STEADY 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. - axis direction stops...

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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 Without Photo diode is an ace in low light conditions, so you're free to use...

[Page 13: Electronic Image Stabilization](#)

OIS compensation 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.

[Page 14: Realistic Photos Like The Actual Scenes](#)

REALISTIC 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.

[Page 15](#) — and that means clearer and finer photo quality. artificial lights — so ZenFone 3 series has a color correction sensor to capture the true scene. It detects the...

[Page 16: 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 —...

[Page 17: 32 Sec Long Exposure](#)

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...

[Page 18](#) ZenFone 3 Series' new and improved backlight (HDR Pro) mode shows exactly ZenFone 3 Series shoots video at up to 4K UHD resolution — or four times (4x) the quality of Full HD! There's nothing how photos and videos look before you've even pressed the shutter! This real- Brightness complicated for you to do: just point, shoot and share your memories, all captured with incredible levels of detail.

[Page 19: Camera Modes](#)

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.

[Page 20: Capturedbyzenfone3](#)

#CapturedbyZenFone3 Panorama Mode 1/289s F / 2.0 1/120s F / 2.0 F / 2.0 F / 2.0 1/2500s F / 2.0 1/2200s F / 2.0 1/120s F / 2.0 1/1139s F / 2.0...

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[Page 22](#) 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. Contrast, Sharpness &...

[Page 23](#) Other Brands ASUS Tru2Life+ Technology 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.

[Page 24](#) TRU2LIFE+ Intelligent Contrast Sharpness Optimization Traditional displays have a constrained brightness and contrast range per frame 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...

[Page 25](#) Improves video with fast action scenes — such as sports — by increasing the screen refresh rate, resulting in reduced blur and smooth, detailed motion. Other brands ASUS Tru2Life+ without Difficult to read due to sunlight reflection Outdoor readable...

[Page 26](#) Ultra-High Color Gamut Display Higher NTSC color range, the more vivid screen show. High Gamut Display Bluelight Filter CIE 1931 chromaticity Diagram Over 100% NTSC color range, increased 30% compared with the average cell phone sRGB screen. NTSC100% Helps reduce eye fatigue and provide a comfortable viewing experience by minimizing blue light emission from the NTSC72% (sRGB) screen without affecting other colors.

[Page 27: Sound Volume](#)

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.

[Page 28](#) Smart Amp (amplifier) allows engineers to develop smartphones with industry-leading audio quality at peak volumes, while maximizing battery efficiency and integrating speaker. Extends low-frequencies by up to protection. At low frequencies, improves lower degree of distortion by ZenFone 3 Ultra iPhone 6s Plus...

[Page 29](#) All this because 7.1 Virtual surround sound you've never felt ZenFone 3. It's time your senses felt exquisite design. It's time for ZenFone 3. Clear and distinct sound for a true-to-life experience...

[Page 30: Sound Quality](#)

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

[Page 31: Volte Quality](#)

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.

[Page 32: Voice Nr Enhancement](#)

VOICE NR ENHANCEMENT Voice Noise Reduction 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 21.20 26.27 Road 19.50 25.55 Xroad 26.28 32.29 Train 23.70...

[Page 33](#) I N C R E D I B L E I S N O W...

[Page 34: Exquisite Design Inspired By The Beauty Of Nature](#)

All this because you've never felt ZenFone 3. It's time your senses felt exquisite design. It's time for ZenFone 3. 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.

[Page 35](#) All this because you've never felt ZenFone 3. It's time your senses felt exquisite design. It's time for ZenFone 3. you've never felt ZenFone 3. It's time your senses felt exquisite design. It's time for ZenFone 3.

[Page 36](#) 6.16mm metal frame, ZenFone 3 has a fluid, multi-dimensional design that's finished with a diamond-cut chamfer. for easy viewing under even the brightest light conditions. Indoors or out, everything you view is clear on ZenFone 3. To hold ZenFone 3 is to appreciate a contemporary work of art — the passion of imagination realized.

[Page 37: Capture Reality, Fast And Steady](#)

4K UHD video recording, forget everything you know about smartphone cameras — the PixelMaster 3.0 revolution is here. ZenFone 3 has something no other smartphone camera has — its exclusive SONY TriTech auto-focus technology. For the first time in the smartphone world, our engineers have combined three focusing technologies —...

[Page 38: Photos And Videos](#)

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 Color Correction technology sensor Real-time super resolution ZenFone 3 ZenFone 3 Deluxe ZenFone 3 Ultra ZenFone 3 Laser ZenFone 3 Max...

[Page 39: 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...

[Page 40: Full Speed On Every Front](#)

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.

[Page 41: Unrivalled Smartphone Audio](#)

All this because only ZenFone 3 has SonicMaster and High-Res Audio certification. you've never felt ZenFone 3. It's time your senses felt exquisite design. It's time for ZenFone 3. With an advanced five-magnet speaker construction, metal voice coil and expansive sound chamber powered by Smart AMP, you'll...

[Page 42](#) Every intricate detail of ZenFone 3 Deluxe determines what it is. A desirable meld of art you've never felt ZenFone 3. It's time your senses felt exquisite design. It's time for ZenFone 3. 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 —...

[Page 43: 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.

[Page 44](#) 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.

[Page 45](#) "Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away." - Antoine de Saint -Exupery ZenFone 3 ZenFone 3 Deluxe ZenFone 3 Ultra ZenFone 3 Laser ZenFone 3 Max...

[Page 46](#) "ASUS ZenFone 3 Deluxe Redefines Android Superphone Category." - Forbes processor graphics 821@2.4GHz 530@653MHz Snapdragon Adreno UFS 2.0 ROM ZenFone 3 ZenFone 3 Deluxe ZenFone 3 Ultra ZenFone 3 Laser ZenFone 3 Max...

[Page 47](#) The World's 1st Snapdragon The World's 1st Adreno 530 Smooth, Faster Multitasking 6GB RAM with ASUS OptiFlex™ 821 Smartphone (653MHz) Graphics with 6GB RAM Technology CPU Performance CPU Performance Launch applications instantly Compared with 4GB RAM Competitor World's Largest , Fastest Storage Solution World's Largest , Fastest DRAM Solution...

[Page 48: Pure Color](#)

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.

[Page 49](#) 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. Cat 13 All Band...

[Page 50: Capture Reality, Fast And Steady](#)

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.

[Page 51](#) Our best in-box earphone ever. When you listen with ZenFone 3 Deluxe you'll treat your ears to audio that you simply can't get from other smartphones. All-new ASUS ZenEar S are the small earbuds that deliver a big audio revelation, with a triple-layer diaphragm, dual- —...

[Page 52](#) Audio that envelops you. Motion as smooth as reality. Color that's as you've never felt. ZenFone 3. It's time your senses felt exquisite design. It's time for ZenFone 3. Vivid as your imagination. Unleash unlimited possibilities with the unrivaled ZenFone 3 Ultra, and bring your dreams to life.

[Page 53: 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.

[Page 54: All Your Entertainment, Upgraded](#)

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.

[Page 55: 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.

[Page 56: Capture Reality, Fast And Steady](#)

PixelMaster 3.0 packs a 23MP sensor, large f/2.0-aperture lens and subject-tracking TriTech auto-focus for ZenFone 3 Ultra has something no other smartphone camera has — its any distance and lighting clarity in just 0.03 seconds. With both exclusive TriTech auto-focus technology. For the first time in the smartphone optical and electronic image stabilization for blur-free shots and world, our engineers have combined three focusing technologies —...

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And for videos, a three-axis electronic image stabilizer (EIS) keeps your handheld videos Color rock steady. Correction sensor -axis -axis EIS sensor OIS sensor Real-time direction compensation Deep Trench Isolation technology ZenFone 3 ZenFone 3 Deluxe ZenFone 3 Ultra ZenFone 3 Laser ZenFone 3 Max...

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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 Processor...

[Page 59: Impress Your Ears, Inside And Out](#)

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.

[Page 60: Power Revolution](#)

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...

[Page 61](#) All this because you've never felt ZenFone 3. It's time your senses felt exquisite design. It's time for ZenFone 3. 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...

[Page 62: Feel The Luxury Of Metallic Design](#)

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...

[Page 63: Wide, Bright And Packed With Detail](#)

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!

[Page 64: Capture Reality, Fast And Steady](#)

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 —...

[Page 65: Low Light](#)

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 measures 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 —...

[Page 66](#) Steadily, shake-free videos Photos like the actual scenes And for videos, a ZenFone 3 Laser has a three-axis electronic image Photos are captured as realistically as you view them, with deep trench isolation technology -axis direction stabilizer (EIS) to keeps your handheld videos rock-steady.

[Page 67](#) The new five-magnet speaker ZenFone 3 Laser's rear fingerprint is perfectly positioned for the way you hold your phone. It unlocks ZenFone 3 Laser ZenFone 3 Laser's five-magnet construction and metal voice coil deliver powerful, emotional sounds in every scenario —...

[Page 68](#) All this because Maximized battery. Metallic beauty. you've never felt ZenFone 3. It's time your senses felt exquisite design. It's time for ZenFone 3. 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.

[Page 69: Premium Design That's As Natural 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.

[Page 70: Power Through The Day Without Recharge](#)

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.

[Page 71: Your Go-Everywhere Power Bank](#)

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! ZenFone 3 ZenFone 3 Deluxe...

[Page 72: Make Enormous Energy Go Even Further](#)

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 —...

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400%. Super Resolution captures multiple shots simultaneously for a single photograph with stunning 52MP takes astounding images, and the 5MP front detail. And ZenFone 3 Max's Low Light mode takes clear and bright photos, even in poor lighting conditions. camera shoots sharp selfies and clear video chats.

[Page 74](#) ZenFone 3 Max has a fabulous 5.2-inch high-definition IPS display for great detail, and ZenFone 3 Max's rear fingerprint sensor is perfectly positioned for the way you hold your phone. It unlocks ZenFone intense 400nits brightness for easy viewing even under the brightest light conditions.

[Page 75](#) 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.

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[Page 82](#) ZE552KL " 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 ·...

[Page 83](#) 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. with local carriers if intending to use your ASUS phone outside the original purchase region.

[Page 84](#) ZC551KL ZC502TL " " Ultra-fast 0.03 sec laser auto-focus Maximized battery. Metallic beauty. Design · Front 2.5D contoured Corning Gorilla Glasses Design · Premium-crafted metallic design with 2.5D contoured glass® · Premium-crafted metallic design · Slim bezel (2.25mm) and 75% S to B ratio. ·...

[Page 85](#) 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. Desirable Appearance

Determined performance Distinguished PixelMaster 3.0...

This manual is also suitable for:

[Ze520kl](#)