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ASUS Announces Availability of ZenFone Selfie with 13MP Front Camera in Singapore

Featuring 13MP dual cameras with PixelMaster technology and Real Tone flash for both front and rear cameras, laser auto-focus, Beautification Mode and 64-bit Octa-Core power for picture-perfect selfies every time

KEY POINTS

- **Best selfies:** 13MP PixelMaster cameras and dual-LED Real Tone flash front and rear, ultra-fast laser focus and ZenMotion S-swipe to shoot
- **Real-time Beautification Mode:** Applies instant photo editing to make every selfie a stunning photo
- **5.5-in Full HD display:** High-density screen with Corning Gorilla Glass 4 for vibrant colour, incredible detail and durability
- **64-bit power:** Octa-core Qualcomm® Snapdragon processor delivers the perfect balance of multimedia performance and battery efficiency

Singapore (22 September, 2015) — ASUS today announced the availability of the **ZenFone Selfie** (ZD551KL) in Singapore, which is the latest addition to the **ZenFone** smartphone family. A fusion of fashion, technology and craftsmanship, the **ZenFone Selfie** is the perfect mobile device that allows users to take perfect selfies each time with dual 13MP PixelMaster cameras, dual-colour, dual-LED Real Tone flash for both front and rear cameras, plus laser auto-focus for ultra-fast shots to capture perfect clarity in just 0.3 seconds. With an Ergonomic Arc design and intuitive rear key, it makes capturing selfies easier than ever, with the real-time beautification mode to instantly edit the photo to provide perfect selfies every time. It will be available at all ASUS brand stores, authorised retailers and Qoo10 from 26 September onwards at \$399. From 26 September – 31 October, the **ZenFone Selfie** will be retailing at a promotional price of \$379 with free Lolliflash (*usual SRP \$17.90*) accessory.

Made for Selfies: 13MP Front Shots, Real Tone Flash, Beautification and Low-Light Performance

The **ZenFone Selfie** has been carefully engineered and thoughtfully designed to capture the best possible selfies, quickly and simply. It takes just a simple S-shaped swipe on the high-density Full HD 1920 x 1080-pixel, Corning® Gorilla® Glass 4 display to boot up the 13MP PixelMaster front camera instantly for a shot. Corning® Gorilla® Glass 4 means the **ZenFone Selfie's** display has twice (2X) the drop-damage resistance of its predecessor and 2.5X times retained strength, and is 85% less likely to break in daily use.

The **ZenFone Selfie** includes the brilliant ZenUI Beautification mode for instant photo editing at your fingertips. A few taps is all that are needed to soften facial features, slim bloated cheeks and brighten skin tone to add vibrancy, and all in real time.

The low-light performance of the **ZenFone** series is unparalleled across smartphone products around its price range, with innovative pixel-merging technology that increases **ZenFone Selfie's** light sensitivity by up to four times, and capture up to 400% brighter photos and videos at night or under low-light conditions without the need for flash. Through a combination of adjusting pixel size and advanced image-processing algorithms, the **ZenFone Selfie** is capable of enhancing noise reduction and boost colour contrast by up to 400%

When more illumination is desired, **ZenFone Selfie's** dual-LED, dual-colour Real Tone flash brings true-to-life colours in every photo, creating the most natural illumination for indoor portrait shots. The moment the shutter button is pressed - the **ZenFone Selfie** delivers the perfect combination of yellow and white light to produce flash-lit shots capturing authentic and natural skin tones.

In addition with the Selfie Panorama mode, the **ZenFone Selfie's** f/2.2-aperture front lens and 88-degree field of view is also able to capture panoramic selfies of up to 140 degrees with a simple turn of the wrist. With Selfie Panorama mode enabled, group selfies are made easy for those wanting to capture a group of friends or to capture panoramic sceneries perfect as stunning backdrops.

Picture Perfect Photography: Laser Auto-Focus, Macro Shots and Endless Customisation

The **ZenFone Selfie's** rear camera has laser auto-focus technology for the fastest possible clarity. Focusing on low-light conditions slows down the process, but the **ZenFone Selfie's** laser beam is able to measure distances at lightning speed for near-instant focus.

Furthermore, the laser auto-focus even accelerates close-up photography, compensating for the extra distance created by the lens receding during framing. The **ZenFone Selfie's** rear PixelMaster camera is proficient with macro shots, with its capability to focus on objects as near as 6cm, for 13MP close-up clarity.

The intuitive ZenUI Camera app offers 16 customisation modes to apply interesting effects and to manage manually all settings to ensure perfect compositions, including Manual, Super Resolution, HDR, Low Light, Night, Depth of Field, GIF Animation, Time Rewind and Smart Remove. One tap on the Manual button summons the **ZenFone Selfie's** 13 professional-grade settings, including quick access to shutter speed and exposure value, white balance and ISO levels.

Craftsmanship in Vogue: Elegant Pastel Shades, Ergonomic Arc Comfort and Full HD Clarity

Equipped with a 5.5-inch screen and a 1920 x 1080 Full HD IPS display that offers wide 178-degree viewing angles, the **ZenFone Selfie** comes with the exclusive ASUS TruVivid technology which highlights details and brings colours to life. It encompasses a physical rear key as part of the Ergonomic Arc design with a case that tapers to an incredibly-thin 3.9mm at the edges. The rear-mounted volume-control and shutter button is ideally positioned for the index finger, so snapping selfies, adjusting the volume and retracing steps feels as natural as gripping.

The **ZenFone Selfie** comes in elegant pastel-colour choices such as Pure White, Baby Pink or Tiffany Blue, featuring the iconic ASUS design elements that echo the spirit of Zen with the signature concentric-circle detailing and a luxurious brushed-metal finish.

Octa-Core Power with 4G/LTE Speed: Qualcomm® Snapdragon™ Processor

Featuring the new Qualcomm® Snapdragon™ 615 octa-core, 64-bit processor, the **ZenFone Selfie** is the industry's first smartphone powered by this powerful chipset to equip the mobile device with the perfect balance of high multimedia performance and superior battery efficiency.

The Qualcomm® Snapdragon™ 615 processor includes advanced camera features that enhance the image quality by reducing the wavelet noise caused by shaky hands. It is also engineered for high-quality video, enabling capture and editing of footage in Full HD and with superb battery efficiency.

With integrated 4G/LTE (Category 4) technology for mobile-data speeds of up to 150Mbit/s, the Qualcomm® Snapdragon® 615 ensures the **ZenFone Selfie** users are able to share everything they do at top speed.

AVAILABILITY & PRICING

The ASUS **ZenFone Selfie** will be available at all ASUS brand stores, ASUS authorised retailers and Qoo10 at \$399 from 26 September 2015. From 26 September – 31 October, the **ZenFone Selfie** will be retailing at a promotional price of \$379 with free Lolliflash (*usual SRP \$17.90*) accessory.

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SPECIFICATIONS¹

ASUS ZenFone Selfie (ZD551KL)

Processor	64-bit Octa-Core Qualcomm [®] Processor 615 1.5GHz (MSM8939)
Operating System	ASUS ZenUI with Android 5.0 Lollipop
Display	5.5-inch Full HD 1920 x 1080 IPS display with 443ppi density, 400 nits brightness, full-screen lamination and scratch-resistant Corning [®] Gorilla [®] Glass 4 with anti-fingerprint coating
PixelMaster Cameras	Front: 13MP f/2.2-aperture, wide-angle (88-degree) lens with dual-LED Real Tone flash, Selfie Panorama (up to 140 degrees left to right) and macro photography down to 6cm Rear: 13MP, f/2.0-aperture, auto-focus lens with dual-LED Real Tone flash and macro photography down to 6cm
Memory and Storage	32GB + Lifetime 5GB ASUS WebStorage 3GB low-power DDR RAM Up to 128GB Micro SD Card Support
Wireless	802.11ac, Wi-Fi Direct, Bluetooth 4.0
Connectors	3.5mm audio jack, dual micro-SIM, micro USB (with OTG support)
Other Sensors	Accelerator, digital compass, proximity, ambient light, gyro and hall-effect sensor
Battery	3,000mAh removable battery
Colours	Pure White, Chic Pink, Aqua Blue
Dimensions (H x W x D)	156.5 x 77.2 x 10.8 - 3.9mm
Weight	170g

¹ Specifications, content and product availability are all subject to change without notice and may differ from country to country.

Actual performance may vary depending on applications, usage, environment and other factors.

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About ASUS

ASUS is a worldwide top-three consumer notebook vendor and maker of the world's best-selling, most award-winning motherboards. A leading enterprise in the new digital era, ASUS designs and manufactures products that perfectly meet the needs of today's digital home and office, with a broad portfolio that includes motherboards, graphics cards, optical drives, displays, desktop and all-in-one PCs, notebooks, netbooks, servers, multimedia devices, wireless solutions, networking devices, tablets, smartphones and wearables. Driven by innovation and committed to quality, ASUS won 4,326 awards in 2014 and is widely credited with revolutionising the PC industry with its Eee PC™. ASUS has more than 16,000 employees around the globe with a world-class R&D team of 5,200 engineers. Company revenue for 2014 was approximately US\$14.5 billion.