

ASUS Combines ‘Max’imum Style With ‘Max’imum Convenience

- *Launches the all-new **Zenfone Max** in India at Rs.9,999 onwards*
- *Appoints Bollywood superstar, **Sonakshi Sinha** as its **first-ever brand ambassador** in the country*
- *Unveils its digital-only campaign - **#LiveUnplugged** featuring Sonakshi Sinha*

KEY POINTS

- **Powerful Performance:** Octa-core processor, 2GB/ 3GB RAM variations and 32GB internal storage expandable up to 64GB
- **Uncompromising Battery:** 5000 mAh battery with OTG cable that turns the Zenfone Max into an innovative charger for other devices
- **Inimitable Style:** Sleek, durable and available in three interesting colours, the phone sports an air of luxury and offers heightened personalization
- **Brand Ambassador:** A unique association with Sonakshi Sinha entails the superstar being a part of ASUS’ digital campaign, **#LiveUnplugged** and trying the products prior to the launch to build a stronger end-user connect

India, May 23, 2016: ASUS today launched the advanced version of one of its best-selling smartphones in the country – **Zenfone Max**. Known for its **5000 mAh battery** and **stylish looks**, the smartphone is meant for users who are always on the move and demand superior performance along with an elegant style. The new Zenfone Max is powered by a **Qualcomm Snapdragon 615 Octa-Core processor** and provides the users an option to opt for a **2GB or 3GB RAM**. The internal memory of the phone has now been increased to **32GB**, in addition to an **expandable memory of up to 64GB**. Zenfone Max with 2GB RAM is available for Rs. 9,999 and can be pre-ordered on Flipkart while Zenfone Max with 3GB RAM is available for Rs. 12,999 and can be purchased from Amazon, Snapdeal and Flipkart. The 3GB RAM variant will also be available at ASUS Exclusive stores and all other retail stores across India, at a later date.

Equipped with a 5000 mAh battery, the Zenfone Max can last longer without charging and is also capable of being a power bank for other gadgets making it an essential product for daily use.

Commenting on the launch, **Peter Chang, Region Head – South Asia & Country Manager for ASUS India** said, “Zenfone Max has been one of our star products. The product features including its long battery life, ability to be a portable charger for other devices, stunning good looks and an affordable price resonated well with our audiences and helped us deliver our promise of making luxury affordable. The enhanced version of the Zenfone Max with a brand new processor, increased memory and more personalization options helps us stay true to our ethos and offer an extremely cost-effective high-end luxury product.”

Enhanced and Superior Performance

The new Zenfone Max gives the users a super-responsive lag-free user experience because of the Qualcomm Snapdragon 615 Octa-Core processor with a 2GB or 3GB RAM. The use of the latest 4G LTE technology enables the users to utilize high mobile data speeds. Users can enjoy multi-tasking and blazing fast performance enabling them to live their digital lives to the fullest.

Making a Fashion Statement

Available in three different colours – **black, orange and blue**, the new Zenfone Max boasts of an extremely thin body that measures only **5.2 mm at its thinnest edge**. The surrounding **metal-like edge** makes it durable while the back with the look and feel of **embossed leather** makes the phone look chic and fashionable for every occasion.

A Battery That Lasts Longer

The powerful 5000 mAh battery requires **fewer charging cycles** making the phone last longer and more efficient. The lithium-polymer battery, when fully charged, provides 914.4 hours of standby time or 37.5 hours of 3G talk time or 32.5 hours of Wi-Fi web browsing or 72.9 hours of music playback or 22.6 hours of video playback. The accompanying OTG cable turns the phone into a **charger to power up the users’ other gadgets**, making it a useful everyday accompaniment.

Enriching User Interface

Backed by Android M 6.0.1 and ASUS ZenUI, the new Zenfone Max includes advanced features to satisfy power users. The Power Saver mode helps users manage and extend the battery life even more. With five battery modes and two smart switches that users can configure to make their own battery optimization settings and help the battery last even longer.

Capture Stunning Images, Always!

The new ZenFone Max has a **13 Megapixel, f/2.0-aperture rear camera** with the **ASUS PixelMaster 2.0 technology** and **dual-LED flash** for natural-looking photography. It also features **Laser Auto Focus technology** that helps photography enthusiasts focus on an object in as fast as 0.03 seconds. ZenFone Max's front camera is a **5 Megapixel, f/2.0-aperture camera with 85° wide-viewing angle** that helps in incorporating more information and details into the picture.

Vibrant Viewing Experience With Bluelight Filter

Featuring a **5.5 inch HD (1280 x 720) IPS display** with full-screen lamination and **ASUS TruVivid technology**, the new Zenfone Max provides superior clarity, brightness and touch responsiveness. The **Bluelight Filter for Eye Care** protects the users' eyes from strain during prolonged usage.

Launched in the country through a unique digital-only approach, the Zenfone Max was shipped to select patrons prior to market availability in a locked box that could be opened through a code visible at the end of the digital launch video accessible on <http://asus.in/liveunplugged/>, featuring Peter Chang, Region Head – South Asia & Country Manager for ASUS India and Marcel Campos, Marketing Director – Mobile Division, India. The video also saw Sonakshi Sinha make her first appearance as the brand ambassador of ASUS smartphones and tablets.

Blending Sonakshi's elegance with ASUS' expertise

The launch of the new Zenfone Max, also saw the appointment of Bollywood diva – **Sonakshi Sinha** as the brand's **first-ever brand ambassador in India**. Sonakshi will be a part of ASUS' digital campaign, **#LiveUnplugged** and has already appeared in the digital-only video for Zenfone Max - https://www.youtube.com/watch?v=QJ_QFCASSTQ. Portrayed as a Zenfone user in the video, Sonakshi has already started using the Zenfone Max as her primary device and can be seen documenting her experience on her social media accounts.

Elaborating on her association with the brand, **Sonakshi Sinha** said, "I am honored to be associated with a brand that believes in strengthening the ambassador's trust in them. My association with ASUS, second one since the Zen Festival in 2015, is in sync with today's audiences that **#LiveUnplugged**, consume digital content and make decisions online. The launch for Zenfone Max involved me trying the smartphone and sharing my experience with the team at ASUS besides being a part of the digital campaign."

While she will continue to be a part of ASUS' product launches, the association will also entail Sonakshi using ASUS products prior to their launch in India to strengthen her connect with the brand and infuse confidence in her communication with the users.

Speaking about the Zenfone Max, **Sonakshi Sinha** said, "Switching to Zenfone Max has completely changed my life. I spend lesser amount of time charging my phone and more hours clicking pictures, shooting videos, playing games and listening to music. Its sophisticated design ensures that I can use it for every occasion without having to worry about changing the way my phone looks."

Commenting on the appointment of Sonakshi Sinha and the commencement of the digital campaign, **Marcel Campos, Marketing Director – Mobile Division, India** said, "The audience today is gravitating towards a digital life. Their personal lives and digital ones are influencing one another, making it important for us to be present on a medium that they frequent. Sonakshi's grace, elegance and versatility makes her persona a perfect match for ASUS' value system. Her robust digital presence, strong connect with the audiences and inclination towards technology will help us strengthen our communication process with a user base that is well-informed, savvy and believes in quality products."

Specification Sheet:

Zenfone Max ZC550KL	
Processor	Qualcomm Snapdragon 615 1.5 GHz, Octa-Core
Modem	GSM/GPRS/EDGE; WCDMA/HSPA+/DC-HSPA+; FDD-LTE, DSDS
Peak Data Rate	DC-HSPA+ (DL/UL): 42/5.76 Mbps; LTE CAT4 (DL/UL): 150/50 Mbps
RF Band Support	IN GSM: 850/900/1800/1900 WCDMA: 1/2/5/8 ; TDD-SCDMA: 34/39 FDD-LTE Band: B1, B3, B5 TD-LTE: 38/39/40/41(2555-2655MHz only)
OS	Android M 6.0.1
Display	5.5" TFT LED Backlight (Typ 450 nits) ; 1280 x 720 HD IPS 16:9 , Wide active matrix; Glare type GFF Touch panel (Directly Bonding): Capacitive touch panel with 10 points multi-touch with 60ms response time
Dimensions	156*77.5*10.55
Weight	202g
Battery Pack & Life	Typ:5000mAh, non-removable polymer battery
Memory	LPDDR3 2GB/3GB
Storage	eMMC 32GB Micro SD Card Support (Up to 64GB)

Sensor	1. Accelerator 2. E-Compass 3. Proximity 4. Hall sensor 5. Ambient light sensor
WLAN	Integrated 802.11b/g/n; WiFi-Direct
Bluetooth	Bluetooth V 4.0 (EDR + A2DP) Bluetooth Profile: A2DP + AVRCP + HID + PAN + OPP
FM Radio	Support
GPS	Support GPS, aGPS, Glonass
Interface	Micro USB
Front Camera	5M wide view F2.0 / 85 degree
Main Camera	13M auto focus F2.0/ 75 degree,
Flash LED	Dual Flash Real Tone LED & laser focus(40cm)
Vibrator	Yes
Audio	Codec integrated into PMIC
Microphone	Microphone*2 (one for de-noise)
SIM	Micro SIM*2
Button	Power and Volume Up/Down
Accessories	Standard USB Cable , Adaptor, User Manual, Warranty Card, OTG cable
Color	Black/ Orange/Blue
Adaptor	5W
Features	Support – Power Bank, ASUS Zenflash, USB flash disk, USB Keyboard, USB mouse. OTG

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 revolutionizing 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.

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