**HONOR 90 Series debuts in China, launching soon globally with GMS**

*Introducing breakthroughs in smartphone photography and display, the HONOR 90 Series boasts an impressive camera, an industry-leading display and an elegant design*



**[CHENGDU, China—May 29, 2023]** *–* Global technology brand HONOR today announced the China launch of the HONOR 90 Series, the latest addition to its high-end N Series smartphone line-up. Comprising the HONOR 90 Pro and the HONOR 90, the all-new HONOR 90 Series boasts cutting-edge technology to deliver outstanding breakthroughs in smartphone photography and videography, display and design. Featuring an impressive 200MP Main Camera with an all-new, industry-leading Quad-Curved Display, a sleek and stylish design and 3840Hz[[1]](#footnote-2) Pulse Width Modulation (PWM) Dimming technology, the HONOR 90 Series packs groundbreaking solutions to empower the always-on generation to create and share their vibe.



*“HONOR is dedicated to enhancing its products and services to provide cutting-edge solutions to smartphone users around the world,”* said **George Zhao, CEO of HONOR Device Co, Ltd**. *“In line with our human-centric philosophy to innovation, we are excited to introduce the latest HONOR 90 Series that delivers a significant leap forward in camera and display technology, enhancing the way the creators capture and consume content. Also, we will soon bring the HONOR 90 Series to the global market.”*

**Master of Photography**

Equipped with best-in-class camera systems, the HONOR 90 Series feature a 200MP Main Camera with a large 1/1.4-inch sensor which supports 16-in-1 pixel binning to deliver the performance equal to sensors with 2.24µm large pixels. The HONOR 90 also comes standard with a 12MP Ultra-Wide Camera and a 2MP Depth Camera, adding versatility for capturing subjects up close or afar.

Complementing the powerful camera hardware, the new Portrait Mode makes capturing stunning portraits with better-defined facial features and authentic skin tones easier, no matter the lighting conditions. The HONOR 90 Series harness the full power of the camera system for generating more authentic bokeh that more naturally blends the edges of a subject with the background. Supporting up to different three focal lengths, the new HONOR 90 Series feature also provides greater ease of framing shots for creating studio-grade portraits anywhere.

**Industry-leading Quad-Curved Display**

The HONOR 90 Series deliver an excellent viewing experience that is bright and brimming with colors. Both Quad-curved Floating Displays[[2]](#footnote-3) support 100% of the DCI-P3 color space and 1.07 billion colors, with a peak HDR brightness of 1,600 nits for comfortable viewing even under bright lights.

The HONOR 90 Series is equipped with industry-leading eye comfort features, making it the ideal choice for today’s generation who spend long hours on their smartphones. The 3840Hz Pulse Width Modulation (PWM) Dimming technology, the highest PWM dimming frequency on the market today, nullifies the harm that flicker has on the human eye[[3]](#footnote-4)3, providing a more comfortable viewing experience when the display is set at low brightness.

The display also features Dynamic Dimming that simulates natural light to alleviate eye fatigue and Circadian Night Display technology which helps prevent interference with the body's natural melatonin secretion, ensuring a more enjoyable screen time and better sleep quality.

**Sleek and Stylish Design Inspired by Exquisite Craftsmanship**

The HONOR 90 Series exude class with their slim and lightweight form factors. The smooth, rounded edges wrapping the smartphones make them as much a joy to hold as to behold, and the Deeply Reinforced Glass provides users with peace of mind knowing their smartphone is built to last. Inspired by haute couture and craftsmanship seen in luxury jewelry, HONOR 90 Series feature the iconic N Series classic Dual Ring Design, with rounded elements crafted with precise cutting techniques to produce a brilliant shine that adds an extra touch of elegance to the smartphone.

**Large Battery and Superb Performance**

The HONOR 90 Series feature a large 5000mAh battery to support all-day uninterrupted use. Thanks to HONOR’s exceptional Power-saving technology, the HONOR 90 Series can easily sustain everyday gaming, productivity and communication scenarios throughout the day.

The HONOR 90 is equipped with a Snapdragon7 Gen 1, Accelerated Edition mobile platform from Qualcomm to ensure smooth operation across a wide range of tasks. Maximizing utilization of the hardware, GPU Turbo X boosts gaming performance on the HONOR 90 Series to deliver smooth gameplay experiences even on demanding popular gaming titles.

**A Truly Personalized Experience with MagicOS 7.1**

Running the latest Android 13-based HONOR MagicOS 7.1, the HONOR 90 Series pack a raft of enhanced smart features like Magic Text to aid multi-tasking, providing a smart life experience and enhancing productivity to the maximum.

**Pricing and Availability**

The HONOR 90 Series will be available in China in a range of fashionable color options including Midnight Black, Emerald Green, Diamond Silver, and Peacock Blue beginning June 7th. Retail price for the HONOR 90 Pro is starting from RMB 3299, and the HONOR 90 starts from RMB 2499.

The HONOR 90 Series will also be available soon in global markets with GMS (Google Mobile Service). The specific market availability will be announced in due course.

For more information, please visit HONOR online store at [www.hihonor.com](http://www.hihonor.com).

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**About HONOR**

HONOR is a leading global provider of smart devices. It is dedicated to becoming a global iconic technology brand and creating a new intelligent world for everyone through its powerful products and services. With an unwavering focus on R&D, it is committed to developing technology that empowers people around the globe to go beyond, giving them the freedom to achieve and do more. Offering a range of high-quality smartphones, tablets, laptops and wearables to suit every budget, HONOR’s portfolio of innovative, premium and reliable products enable people to become a better version of themselves.

For more information, please visit HONOR online at [www.hihonor.com](http://www.hihonor.com/) or email [newsroom@hihonor.com](mailto:newsroom@hihonor.com)

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<https://www.youtube.com/c/HonorOfficial>

1. The screen supports a maximum high-frequency PWM dimming of 3840Hz when the option of 120Hz refresh rate is on, which takes effect in low-brightness scenarios. Please refer to the actual experience. The phone is not a medical equipment and is not available for treatment. [↑](#footnote-ref-2)
2. Data from HONOR labs. [↑](#footnote-ref-3)
3. 3 According to the IEEE Std1789-2015 standard which states that flickers at 3,125Hz or higher pose no risk to the human eye. [↑](#footnote-ref-4)