**HONOR Introduces Brand-New HONOR 50 Series with Iconic Design and Innovative Vlogging Features**

*First available in China, HONOR 50 will also be coming to other international markets in the future*



[16 June 2021, Shanghai, China] Global technology brand HONOR today launched the new HONOR 50 series in China. Featuring a fashionable design and powerful camera capabilities, the HONOR 50 series caters to the needs of young people today. Recognizing the trend of shooting and sharing content on-the-go, the HONOR 50 series also takes a leap forward in videography, bringing users a one-stop vlogging experience.

**Enhanced Camera Setup to Vlog like a Pro**

With the rapid growth of short videos in the last 18 months, young people have increasingly turned to vlogging to record and share all of their important life milestones with the world around them. Addressing some of the common difficulties associated with vlogging including confusing interfaces and limited shooting modes, the HONOR 50 series takes video shooting to the next level, thanks to innovative hardware and software, allowing users to unleash their creativity, whenever and wherever they may be.

The HONOR 50 Pro is equipped with dual video cameras on the front. The 12MP video camera brings a 100-degree wide angle and an ideal portrait focal length of 18mm, while the 32MP camera retains more picture details, delivering high quality images every time. AI Wide-Angle Smart Switching and Super Night Mode are also available for the dual video cameras at the front, allowing even more choice while vlogging. On top of this, the HONOR 50 Pro is equipped with six multi-lens shooting modes, with combinations that use the front and back cameras at the same time. While capturing video, users can also apply various features like beauty mode, capturing a moment as a photograph, and wide-angle shots, fulfilling all the demands of a great Vlog.



Further enhancing the vlogging experience, the HONOR 50 Series makes it easier than ever to shoot content, with a simple and easy to use interface and optimized voice recording. Thanks to its innovative design, the HONOR 50 Series features up to three microphones to achieve better sound reception when shooting videos. Users can also take advantage of the microphones in their wireless Bluetooth headsets to achieve remote wireless recording, delivering an added layer of convenience when vlogging.

Equipped with superior photography capabilities, both the HONOR 50 and HONOR 50 Pro feature a quad rear camera setup, comprising of a 108MP Main Camera, 8MP Wide-Angle Camera, 2MP Macro Camera, and 2MP Depth Camera. The combination of different lenses bring users an enhanced shooting experience, delivering clearer pictures, a wider viewing angle, and richer details.

**Dual-Ring Design and Superior Craftsmanship Achieving a Diamond-Like Finish**

Fusing the worlds of fashion and technology, the HONOR 50 series once again leads the charge when it comes to superior aesthetics. Inspired by the classic ring designs of luxury jewelry brands, the HONOR 50 Series adopts the same classic, timeless ring design around the camera.

Available in a selection of stunning colors, Frost Crystal, Amber Red, Emerald Green, and Midnight Black, the HONOR 50 series has been designed to meet the needs of today’s style conscious crowd. The Frost Crystal color was created thanks to superior craftmanship and sophisticated process, creating a diamond-like finish which glimmers and sparkles under the light.

**Immersive Viewing Experience thanks to 1.07 Billion Color Display and Ultra-Slim Bezel**

The HONOR 50 Series’ display is a significant upgrade on its predecessor. Equipped with a 75°curved 6.57 inch display for the HONOR 50 and a 6.72 inch display for the HONOR 50 Pro, the HONOR 50 series is one of the top retina-level screens compatible with 1.07 billion colors in the industry, delivering enhanced color reproduction for an unparalleled color experience and stunning visuals. With high contrast, DCI-P3 100% color gamut and 439 PPI, the HONOR 50 Pro delivers a larger percentage of colors and enhanced pixel resolution, providing users with an immersive and true-to-life viewing experience, ideal for watching movies, browsing photos or gaming.

All HONOR 50 series devices support a 120Hz refresh rate, while the HONOR 50 and HONOR 50 Pro support a 300Hz touch sampling rate, and an intelligent dynamic refresh rate, enabling smoother animations. Perfect for content creators who spend long hours capturing and sharing content on their smartphone, the HONOR 50 Series is equipped with TÜV Rheinland EyeComfort Display 2.0 Certification, delivering a safe and comfortable viewing experience throughout the day, even in dimly-lit environments.

**Up to 100W Ultra-Fast Super Charging Delivers Efficient and Safe Charging**

With 5G connectivity, vlogging and heaving gaming all putting a strain on battery life, the HONOR 50 series allows users to power-up in no time at all, adopting a single-cell dual-circuit battery design which achieves 66W fast charging on the HONOR 50 and up to 100W on the HONOR 50 Pro, boosting power to the maximum.

The HONOR 50 and HONOR 50 Pro come packed with a 4300mAh and 4000mAh battery respectively, delivering an ultra-long battery life for content creators to enjoy. According to HONOR internal testing, the HONOR 50 can be powered up to 70% from flat in just 20 minutes, while the HONOR 50 Pro can be charged back up to 90% in the same time, removing any worries of ever running out of battery.

**HONOR’s Exclusive Technology Maximizes Performance**

Both the HONOR 50 and the HONOR 50 Pro are equipped with Qualcomm's Snapdragon 778G 5G mobile platform, enabling excellent performance and power consumption. On top of this, the HONOR 50 Series comes packed with various exclusive innovations such as GPU Turbo X and Hunter Boost to further unleash the potential of Qualcomm’s 778G 5G chip, enhancing performance and ensuring a faster and smoother user experience.

With GPU Turbo X, an exclusive graphics acceleration technology, the HONOR 50 Series takes gaming to a whole new level. Designed to energize performance, GPU Turbo X reduces power consumption and creates a smoother, more stable gaming experience for users.

The HONOR 50 Pro has a customized design to ensure enhanced heat dissipation. The HONOR 50 Pro uses dual VC liquid cooling and high thermal conductivity graphene technology to improve the efficiency of heat dissipation and help maintain a manageable temperature, perfect for those who love to game or vlog for extended periods of time.

**Magic UI 4.2 for a Smarter Mobile Experience**

The HONOR 50 Series is compatible with the newly upgraded Magic UI 4.2 system, which supports multi-screen collaboration, helping users to achieve cross-device and cross-platform operations to boost efficiency whether studying, working remotely, or capturing and sharing content with friends.

When it comes to 5G connectivity, the HONOR 50 Series supports dual 5G and Link Turbo, which enables an excellent network experience in almost every scenario. Leveraging AI and big data technologies, Link Turbo automatically analyze users’ usage models and network conditions to figure out the best way to deliver an optimal result and switch seamlessly between Wi-Fi or 5G networks to boost downloading speed by simultaneously adopting both networks.

**Pricing and Availability**

Starting from June 16th in China, the HONOR 50 and HONOR 50 Pro will go on pre-sale starting from RMB 2699 and RMB 3699, respectively. At a later date, the HONOR 50 will also be available in international markets outside of China, including France, Malaysia, Mexico, Russia, Saudi Arabia, and the U.K.



Along with the HONOR 50 Series, HONOR also announced the launch of the HONOR 50 SE and HONOR Earbuds 2 SE TWS headphones in China. The HONOR 50 SE will be available for RMB 2399 and the HONOR Earbuds 2 SE TWS headphones will be available for RMB 469.

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**About HONOR**

Established in 2013, HONOR is a leading global provider of smart devices. We are committed to becoming a global iconic tech brand and enabling a smart life across all scenarios and all channels, for all people. With a strategic focus on innovation, quality and service, HONOR is dedicated to developing technology that empowers people around the globe to go beyond through its R&D capabilities and forward-looking technology, as well as creating a new intelligent world for everyone with its portfolio of innovative products.

For more information, please visit HONOR online at [www.hihonor.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.hihonor.com_&d=DwMFAg&c=qwStF0e4-YFyvjCeML3ehA&r=AUH-JyATnse0bR8BChWzsAd9IRCKBzvs7s57gVnDgnI&m=IRjlVeb32JtGELuQWAoddl2TYBd34hmTyr8BkmSrIjM&s=qxscmlebC4uAPZ49wzy542y3xiyRdWHKcYr5ISs_qDE&e=) or email [newsroom@hihonor.com](mailto:newsroom@hihonor.com)

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