**HONOR Magic3 Series is First Smartphone Certified by IMAX Enhanced**

*Innovative photography and videography experiences to come on HONOR’s flagship smartphone*

[Date, Shenzhen, China] HONOR announced that the HONOR Magic3 Series will be the first smartphone device to meet IMAX Enhanced certification requirements. The HONOR Magic3 Series was officially unveiled during an online launch event at www.hihonor.com/global.

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IMAX Enhanced offers elevated home and mobile entertainment experiences by combining exclusive, digitally remastered 4K HDR content and premium DTS audio delivered through best-in-class consumer electronics and streaming platforms.

To qualify as an IMAX Enhanced certified mobile device, the HONOR Magic3 Series’ specs and capabilities meet the highest performance and playback standards as determined by a panel of IMAX, DTS and industry experts. HONOR, IMAX and DTS have also partnered to develop new, innovative user experiences for creating, consuming, and sharing content on HONOR devices.

The HONOR Magic3 Series is set to deliver a new smartphone experience to users including photographers, producers, and directors, with the introduction of eight exclusive Hollywood-inspired looks — co-created by HONOR, renowned cinematographer Suki Medencevic and colorist, Bryan McMahan. Paired with the HONOR Magic3 4K Log movie mode capture, these uniquely calibrated looks help users expand their creative toolkit in new and novel ways.

**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.

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