**HONOR Announces Launch of the HONOR 70 Series, Introducing an Industry-first Solo Cut Mode for Vlogging**

*Delivering impressive photography and videography upgrades, the HONOR 70 Series also debuts with the Sony IMX800 Sensor*



**[Shenzhen, China, May 30th, 2022]** *-* Global technology brand HONOR today announced the China launch of the HONOR 70 Series, the latest addition to its high-end N Series smartphone line-up. Featuring an impressive triple-camera system and a sleek and stylish symmetrical curved design, the new line-up brings innovations across camera, design, performance, and functionality, delivering a powerful and premium user experience. The industry-first Solo Cut Mode Vlog feature produces portrait vlogs that tracking a specific person in group video and two high-definition videos simultaneously, perfect for content creators who want to choose the hero of their story.

“*At HONOR, we always listen to our customers and optimize our products and services accordingly to meet today’s evolving consumer needs,*” said **George Zhao, CEO of HONOR Device Co, Ltd**. “*Setting a new standard for mobile vlogging and responding to the growing demand for shooting mobile video content, the HONOR 70 Series delivers a significant leap forward in imaging and video performance, perfect for the younger generation who desires innovative technology and creative solutions when it comes to creating content*.”



**Aesthetic Design Inspired by Symmetrical Geometry and the Craftsmanship of Jewelry**

Continuing the curved Dual-Ring design of the N Series, the HONOR 70 Series features an axisymmetric camera setup, drawing inspiration from the craftsmanship of jewelry design.

Exceptionally thin, sleek, and stylish, the HONOR 70 boasts a thickness of just 7.91mm[[1]](#footnote-2) with a weight of just 178g, so it effortlessly fits into small handbags and pockets.[[2]](#footnote-3)

Featuring a 6.78-inch OLED display, the HONOR 70 Pro+ and HONOR 70 Pro come with a fully symmetrical quad curved design. The HONOR 70 comes with a 6.67-inch OLED 58° Curved Display for a great viewing experience.

**World-Debut of Sony IMX800 Camera Sensor for Stunning Photography**  
Featuring a 54MP IMX800 Main Video Camera, the HONOR 70 Series debuts the Sony flagship 1/1.49-inch IMX800 camera sensor, which captures more light for brighter and more detailed pictures, especially in backlit and night scenarios. The HONOR 70 Series is also equipped with a 50MP 122o Ultra-Wide camera which also doubles as a Macro Camera.

Taking the photography experience further, the HONOR 70 Pro+ and the HONOR 70 Pro come with an 8MP Telephoto Camera, supporting 3x optical zoom and up to 30x digital zoom. Equipped with Electronic Image Stabilization (EIS) and Optical Image Stabilization (OIS)[[3]](#footnote-4), users get enhanced stability for clearer pictures.

The HONOR 70 Series has a best-in-class Triple-Main Camera system featuring industry-leading Computational Photography powered by AI and HONOR’s proprietary imaging solution, HONOR Image Engine, delivering stunning, high-definition images and footage in a unique and consistent style.

**Superb Performance with a Stellar Spec Sheet**

The HONOR 70 Pro+ is powered by MediaTek’s new flagship chipset, the Dimensity 9000, delivering unparalleled computing architecture, leading power efficiency, innovative gaming and powerful 5G connectivity. The HONOR 70 Pro features a MediaTek Dimensity 8000 chipset for a powerful performance and seamless user experience. The HONOR 70 is powered by the Qualcomm Snapdragon 778G Plus 5G Mobile Platform for superior communication, gaming, audio, and more.

The HONOR 70 Series is the first HONOR N Series smartphone to feature the latest HONOR Magic UI 6.1 based on Android 12, offering a range of enhanced, customized features to provide an original, smarter and more personalized experience, delivering greater convenience and productivity for users to enjoy.

**Color, Pricing and Availability**

Designed to meet today’s stylish generation, the HONOR 70 Series is available in a range of splendid and fashionable color options in China, including Midnight Black, Crystal Silver, Emerald Green, Frosted Gold, and Icelandic Frost[[4]](#footnote-5).

Pre-orders start today with official sale date being 7th June. The HONOR 70, HONOR 70 Pro, and HONOR 70 Pro+ will retail starting from RMB 2,699, RMB 3,699, and RMB 4,299, respectively in China.

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

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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=).

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

1. Data from HONOR labs. The thickness (7.91mm) is measured at the thinnest point and does not include the camera bump. Actual dimensions may vary based on the configuration, manufacturing process, and measurement method. [↑](#footnote-ref-2)
2. Data from HONOR labs. Total weight include battery. Actual weight may vary due to product configurations, manufacturing processes, and measuring methods. [↑](#footnote-ref-3)
3. Only available on the Pro and Pro+ versions. [↑](#footnote-ref-4)
4. The five colors are not sold in all regions, please refer to the actual products sold locally. Different models have different color options. [↑](#footnote-ref-5)