**UNDER EMBARGO until 15:30 May 16th, 2022**

**HONOR Announces Launch of HONOR MagicBook 14,**

**Delivering Unparalleled Performance in a Sleek Design**

*OS Turbo debuts on, HONOR MagicBook 14, which boasts exceptional performance, long-lasting battery life and an intelligent all-round user experience*

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**[Shenzhen, China – May 16, 2022] –** Global technology brand HONOR today announced the China launch of the HONOR MagicBook 14, delivering exceptional performance and an all-round smart user experience in a sleek and premium design. As the first member of the MagicBook portfolio to feature OS Turbo and equipped with the world’s first ever 75Wh[[1]](#footnote-2) battery to be packed into a 14-inch slim laptop, the HONOR MagicBook 14 takes a huge leap forward in performance and power management, empowering users to meet their business and personal needs with enhanced productivity.

“We are pleased to present the latest HONOR MagicBook 14 which brings new technological breakthroughs and innovations to our laptop segment,” said **George Zhao, CEO of HONOR Device Co, Ltd**. “With the debut of OS Turbo in our laptops for the first time, we are introducing innovation at a fundamental system level to bring consumers a truly intelligent experience.”

**Superior Performance Supported by OS Turbo**

A major innovation of HONOR MagicBook 14 is due to HONOR's in-depth tuning capabilities for notebooks. With years of deep ploughing in smartphone performance, HONOR has rich experience when it comes to in-depth system tuning and optimization and has successfully applied this experience from smartphones, now to laptops.

OS Turbo, which makes its debut in HONOR MagicBook 14, is a system-level energy consumption optimization engine for hardware and software synergy. OS Turbo optimizes the underlying logic of resource management, allocates computing resources for different usage scenarios through deep machine learning, and achieves a power consumption reduction of maximal 28%[[2]](#footnote-3) for HONOR MagicBook 14 compared to the previous generation, simultaneously enabling both performance and battery life enhancements.

Equipped with a 12th Gen Intel® Core™ H45 Processor[[3]](#footnote-4) and the NVIDIA GeForce RTX 2050 GPU, the HONOR MagicBook 14 enables creators to run multiple tasks simultaneously at incredible speeds, while also bringing better graphics performance for gamers and designers.

To further boost performance, the HONOR MagicBook 14 features a new heat dissipation design with two parallel fans, each of which comes with over 100 S-shaped blades to dissipate heat more efficiently, delivering a whopping 56%[[4]](#footnote-5) increase in heat dissipation capabilities compared to its predecessor, ensuring the device delivers uninterrupted high performance while minimizing heat.

**Industry-Leading Battery Capacity and Extraordinary Battery Life**

Packed with a 75Wh battery, the largest to be featured in a 14-inch laptop, the HONOR MagicBook 14 is able to run on standby for up to 20 hours with the screen on, supporting up to 16 hours of local 1080P video playback or 13.3 hours of web browsing[[5]](#footnote-6), perfect for today’s always-on workforce and entertainment hungry generation.

The HONOR MagicBook 14 is also the first laptop to be equipped with a **100W GaN charger in the China market. This provides 3.5 hours of usage with just 15 minutes of charge. This pioneering charging solution can also juice up the HONOR MagicBook 14 to 58% in 30 minutes and to 100% in just 80 minutes**[[6]](#footnote-7)**. Compatible with other HONOR devices such as smartphones and tablets, the versatile and powerful charger provides a new level of convenience for laptop users.**

**Seamless Connectivity for an All-Round Smart Experience**

Featuring HONOR Share, the HONOR MagicBook 14 also enables speedy wireless file transfers across HONOR devices including laptops, smartphones and tablets. Users can transfer all types of content including documents, images, videos between laptops with no interruption to other tasks and applications running on the devices, ensuring productivity at all times.

With upgraded multi-screen collaboration capabilities, the HONOR MagicBook 14 empowers users conveniently to open three app windows from their smartphone onto their laptop screen at once, further enhancing productivity.

The HONOR MagicBook 14 is also equipped with an innovative HONOR Device Clone feature, which enables users to quickly transfer files from their old laptop across different brands[[7]](#footnote-8), straight onto the HONOR MagicBook 14 with a wireless transfer speed of up to 70MB/s, while also securing the process with encryption to ensure user data is protected at all times.

**A Sleek & Lightweight Design for Maximum Flexibility**

Perfect for today’s flexible workforce, the HONOR MagicBook 14 is carefully crafted with an aircraft-grade aluminum body which weighs just 1.54kg[[8]](#footnote-9) and is 15.9mm thin[[9]](#footnote-10), providing users a compact lightweight device. Featuring a 14-inch 2.1K FullView[[10]](#footnote-11) Display and ultra-slim bezels, the HONOR MagicBook 14 features an 88%[[11]](#footnote-12) screen-to-body ratio and a 3:2 aspect ratio, offering users a superior viewing experience.

To further enhance efficiency, the HONOR MagicBook 14 integrates fingerprint recognition into the power button, allowing users to unlock and switch on their device in just 0.7 seconds.[[12]](#footnote-13)

**Color and Availability**

The HONOR MagicBook 14 will be available in China in two stunning colors starting on [insert date], and priced at [RMB XXX] for the [XXX] version.

For more information, please visit the 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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<http://www.youtube.com/c/HonorOfficial>

1. Rated battery capacity [↑](#footnote-ref-2)
2. Data from HONOR Labs. The test scenarios are daily work using Microsoft Office software, video calls, web browsing, online video playback, music playback, instant messaging, program development and design with default volume under the brightness of 250 nits at room temperature of 25°C. Data may vary due to individual differences in products, usage habits and environmental factors. It’s subject to the actual data. [↑](#footnote-ref-3)
3. The standard version of HONOR MagicBook 14 is equipped with the 12th Gen Intel® Core™ i5-12500H Processor, while the 12th Gen Intel® Core™ i7-12650H Processor is optional. [↑](#footnote-ref-4)
4. Data from HONOR Labs. Data may vary due to individual differences in configurations and models. It's subject to the actual product. [↑](#footnote-ref-5)
5. Data from HONOR Labs. The playback time of a local 1080P video or web browsing time will vary with default configurations under the brightness of 150 nits at room temperature of 25°C. It’s subject to the actual product. [↑](#footnote-ref-6)
6. Data from HONOR Labs. Testing with HONOR SuperCharge 100W charger and original charging cable and start charging from 2% battery. Data may vary due to individual differences in products, usage habits and environmental factors. It’s subject to the actual data. [↑](#footnote-ref-7)
7. Supporting Windows 11, 10 & 7 (64-bit) [↑](#footnote-ref-8)
8. Data from HONOR Labs. It's based on the weight of the lightest version. It’s subject to the actual model and product. [↑](#footnote-ref-9)
9. Data from HONOR Labs. The thickness here does not include the height of the foot pad. It's subject to the actual product. [↑](#footnote-ref-10)
10. FullView display is a common concept in the industry, usually referring to a screen with narrow bezels and a high screen-to-body ratio. [↑](#footnote-ref-11)
11. Data from HONOR Labs. It’s subject to the actual product. [↑](#footnote-ref-12)
12. Data from HONOR Labs. Data may vary due to individual differences in products, usage habits and environmental factors. It’s subject to the actual data. [↑](#footnote-ref-13)