**HONOR Announces the AI Empowered HONOR Magic6 Pro at LEAP 2024***HONOR is committed to the Middle East markets with human-centric innovations and localized customer cares*

图片包含 室内, 桌子, 监控, 电脑

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**[Riyadh, SAUDI ARABIA– March 6, 2024]** – At LEAP 2024, Global technology brand HONOR announces the first Middle East regional launch of its flagship phone HONOR Magic6 Pro in Riyadh. **Dr.** **Ray Guo, CMO of HONOR Device Co., Ltd.,** delivered a keynote speech on the mainstage to introduce this smartphone with HONOR’s platform-level AI empowered user experiences. Ray also highlighted HONOR’s confidence in the future prospects of Saudi Arabia market and commitment to the high-quality development.

“We are proud to share our prospects for the future of AI on smart devices and unveil how AI can create a more tailored and intuitive user experience,” **said Dr. Ray Guo. “**With the launch of the HONOR Magic6 Pro, HONOR is bringing the platform-level AI into the latest flagship lineup, which enables the new possibility of human-device interaction with the intent-based UI and cross-OS collaboration.”

**Discover the Magic of AI with HONOR Magic6 Pro**

Powered by HONOR’s platform-level AI, the HONOR Magic6 Pro comes with the latest Android-based MagicOS 8.0, which brings the industry’s first intent-based AI to this flagship lineup. Standout features include Magic Portal, an intent-based shortcut recommendation feature that lets users seamlessly switch and access services between apps and devices with a single drag. The HONOR Magic6 Pro’s upgraded Falcon Camera System also leverages AI to predict and capture decisive moments in ultra-high definition effortlessly, empowering users to capture fast movements including a wider range of sports and activities such as jumping, dancing and martial arts with intricate detail.

**Upgraded All-scenario AI Advancements in Human-Device Interaction**

Enabling an intelligent all-scenario experience, HONOR has established an interconnected ecosystem empowered by AI to link devices, providing users with a cross-device, cross-application, and cross-ecosystem experience. With MagicRing, the HONOR Magic6 Pro can even share pictures, files, screen and even camera with PC and tablet, ensuring the utmost convenience and easy accessibility.

**Market Growth and Customer Care**

HONOR has recently accelerated its pace of business growth in the Middle East markets, reaching key milestones through the introduction of innovative products and enhanced service. In November 2023, HONOR opened its first Experience Store in Dammam. In January 2024, HONOR has established the Saudi National Warehouse to optimize local logistics, improving the efficiency of product availability. In February, HONOR launched its Official Online Store, promising a more convenient delivery of quality products. HONOR will also unveil its very first HONOR Exclusive Service Center of the Middle East in Jeddah in March, which is designed to provide even better service to local consumers.

**Pricing and Availability**

The HONOR Magic6 Pro will be available for pre-order in Saudi Arabia from March 21, 2024, and can be purchased through Jarir Bookstore, eXtra, STC, HiHonor.com and more shops. It will officially be available for purchase starting at 3999 SAR from March 28, 2024, in Black and Epi Green.

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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.

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