**Confidential! Please do not circulate. Thanks.**

**Embargoed until 15:00 CEST, September 5, 2024**

**HONOR Unfolds a Future with Possibilities with the record-breaking HONOR Magic V3 at IFA 2024**

*****HONOR also showcases industry-leading innovations and AI capabilities   
with the HONOR MagicBook Art 14 and HONOR MagicPad 2*

**[BERLIN, Germany - September 5, 2024] –** Global technology brand HONOR today announced its groundbreaking AI-enabled hardware capabilities and a collaborative AI privacy protection architecture, that combines on-device and cloud AI technologies, showcasing its commitment to innovative empowerment in an AI-driven world, at IFA 2024. In a world first, HONOR introduced its AI Deepfake Detection anti-fraud technology on the global stage. The event also saw the debut of HONOR’s latest AI-empowered flagship devices, including the HONOR Magic V3, the world’s slimmest inward foldable smartphone, as well as the sleek and artistic laptop HONOR MagicBook Art 14, and the cutting-edge innovative digital canvas HONOR MagicPad 2, and a stylish health tracker HONOR Watch 5.

“AI is fundamentally reshaping our industry, enriching and creating new experiences that delight consumers all around the world, every day,” said George Zhao, CEO of HONOR. “Our role as a smart device provider gives us incredible access to consumers. Combined with our expertise in devices, it informs our AI roadmap, allowing us to create better and more secure AI experiences that best meet their needs. Through all our new flagship devices, we hope to deliver human-centric AI experiences that consumers will find truly magical.”

During the presentation, HONOR also highlighted its collaboration with Google to integrate features based on Google Cloud AI models and APIs into HONOR devices. "Through Google Cloud, our partners can tap into world-class AI capabilities for a diverse range of sophisticated AI applications,” said Matt Waldbusser, Consumer AI Director of Google. “We are excited to partner with HONOR, with whom we share a common understanding on the importance of prioritizing user privacy, to build new synergy between on-device and cloud AI, playing to our respective strengths."

**HONOR Magic V3: The World's Thinnest Foldable with Robust Performance**

Continuing to push the boundaries of foldable devices, HONOR introduced the all-new HONOR Magic V3, the world's thinnest inward foldable phone with enhanced durability, battery, display and AI experience, to global consumers.

With a sleek folded thickness of 9.2mm[[1]](#footnote-2) and featherlight body weighing just 226g, the HONOR Magic V3 rivals the slimness and weight of a flagship bar phone, ensuring utmost portability for users. This feat is accomplished through the meticulous application of 19 innovative materials and 114 microstructures, propelling foldable devices into a new era of precision and slimness. Featuring a dome-shaped octagonal camera module, the HONOR Magic V3 seamlessly combines the architectural beauty of dome structures with technological innovations. This camera module showcases a diamond cut, adding an element of elegance and sleekness to the device's overall appearance.

Adding to its durability, the HONOR Magic V3 incorporates a Special Fiber into its body material, enhancing impact resistance by 40 times[[2]](#footnote-3) compared to other flagship bar phones while reducing the back cover's thickness by 40%[[3]](#footnote-4). Moreover, featuring the proprietary HONOR Super Steel Hinge, the device can withstand up to 500,000[[4]](#footnote-5) folding cycles and has attained the prestigious SGS Durability Certification. Fortified with the HONOR Super Armored Inner Screen and HONOR Anti-scratch NanoCrystal Shield, the HONOR Magic V3 is crafted to endure the rigors of daily use.

Equipped with a 6.43-inch external display and a 7.92-inch internal foldable screen[[5]](#footnote-6), the HONOR Magic V3 delivers an immersive dual-use experience, offering an enjoyable visual journey to users. Dedicated to prioritizing user well-being and comfort, this device incorporates a range of innovative eye-comfort features, such as the world’s first AI Defocus Display technology[[6]](#footnote-7), 4320Hz Risk-free PWM Dimming[[7]](#footnote-8), Dynamic Dimming, Circadian Night Display and Natural Tone Display.

In addition, the HONOR Magic V3 is packed with an advanced 5150mAh[[8]](#footnote-9) Third-generation Silicon-carbon Battery, supported by the lightning-fast 66W[[9]](#footnote-10) Wired and 50W[[10]](#footnote-11) Wireless HONOR SuperCharge, ensuring users an uninterrupted and stress-free mobile experience. Featuring the innovative HONOR Falcon Camera System which encompasses a 50MP Periscope Telephoto Camera, a 50MP Main Camera, and a 40MP Ultra-wide Camera, the device promises unparalleled imaging quality and versatility for users seeking stunning smartphone photography.

The HONOR Magic V3 unfolds a new AI-enhanced future, offering a host of intelligent features, powered by the Snapdragon® 8 Gen 3 Mobile Platform, the titan of on-device intelligence, premium-tier performance, and power efficiency. Marquee capabilities include Magic Portal on Foldable, along with on-device AI-enabled photography features like HONOR AI Motion Sensing, and the HONOR AI Portrait Engine. Collaborating with Google Cloud, HONOR enriches a range of productivity features supported by Google Cloud AI models and APIs to empower users to improve overall efficiency, including HONOR AI Eraser, Face to Face Translation, and HONOR Notes tools. These deliver on HONOR’s promise of a new era of AI-enabled versatility and productivity, catering to the evolving demands of business and professional users， while offering an enhanced and secure experience on HONOR devices.

**HONOR MagicBook Art 14: Unlocking AI-powered Future Productivity Elegantly**

The HONOR MagicBook Art 14 represents a groundbreaking leap in laptop industry, transforming conventional laptop experience by infusing human-centric innovation with robust capabilities.



Showcasing the Vine-leaf Curves Design and Satin Enamel Spraying Technology, this laptop is a marvel of lightweight engineering, incorporating cutting-edge platform-level AI features alongside robust hardware and software solutions, ensuring unmatched productivity and user experience. Translating the lightweight and slim characteristics synonymous with smartphones to laptops, HONOR is introducing the lightest and slimmest AI PC to the market. The HONOR MagicBook Art 14 showcases the pioneering Topology Lightweight Structure, weighing just 1kg[[11]](#footnote-12) and measuring a slim thickness of 10mm[[12]](#footnote-13). Boasting an alloy body crafted from magnesium and a keyboard constructed with titanium, this laptop epitomizes a perfect balance of lightweight design and durability.

Integrating an industry-leading Modular Camera Design, the laptop features a detachable magnetic configuration that enhances privacy and adaptability, delivering a wider and immersive visual journey. The HONOR MagicBook Art 14 features a captivating 14.6-inch HONOR FullView Touch Display boasting a crystal-clear 3.1K resolution[[13]](#footnote-14). With an outstanding 97% screen-to-body ratio[[14]](#footnote-15), the largest among 14-inch laptops, it guarantees an immersive and enriching viewing experience. Demonstrating HONOR’s commitment to users’ well-being, the display is equipped with the industry's foremost eye protection technologies, such as 4320 High-frequency PWM Dimming[[15]](#footnote-16), Dynamic Dimming technology, and E-book Mode, ensuring a comfortable and safe viewing experience.

In collaboration with Microsoft, the HONOR MagicBook Art 14 offers users access to the advanced Copilot features, including Intelligent Email Management, Data insight & visualization, and Real-time Transcription and Summarization, elevating productivity and efficiency. Further enhancing power efficiency, the laptop features AI-driven OS Turbo 3.0, optimizing power consumption by analyzing user behavior and adjusting performance strategies precisely, guaranteeing a powerful yet reliable laptop experience. Driven by HONOR's Spatial Audio Technology and AI computing power, the HONOR MagicBook Art 14 redefines audio excellence. This technology combines Spatial Reconstruction and Sound Quality Equalization to create a lifelike audio environment. Coupled with advanced AI algorithms, the Bidirectional-enhanced Microphone Design ensures superior sound capture and noise reduction in any conditions, perfect for scenarios like group meetings and interviews, enabling users to enjoy an elevated communication and collaboration experience.

Powered by the high-performance Intel® Core™ Ultra 7 Processor 155H[[16]](#footnote-17), the HONOR MagicBook Art 14 adopts heterogeneous cores, featuring six performance cores, eight efficient cores, and two low-power efficient cores that can turbo boost the device to 4.8GHz[[17]](#footnote-18), allowing the laptop to handle demanding tasks while delivering excellent battery-saving multitasking performance efficiently. It showcases a twofold enhancement in GPU performance and a 70% boost in AI performance, making it a reliable choice for users seeking high-performance laptop experiences. Adding to its versatility, the laptop comes with multiple ports including Thunderbolt 4, USB-C, USB-A, HDMI, and a 3.5mm Headphone/Mic jack, enhancing overall convenience and ensuring a seamless user experience. Moreover, housing a Heterogenous Battery Design, the HONOR MagicBook Art 14 Series improves space utilization by 30%[[18]](#footnote-19) while offering a robust 60Wh capacity that extends battery life for users.

**HONOR MagicPad2: Perfect Integration of Productivity and Entertainment**

The HONOR MagicPad2 stands out with its impressive slim design, boasting an ultra-thin 5.8mm body and weighing just 555g, making it the ideal companion for on-the-go use. It features a 12.3-inch HONOR Eye Comfort Display[[19]](#footnote-20) with a 144Hz[[20]](#footnote-21) screen refresh rate, creating a visually stunning experience with enhanced smoothness and responsiveness across various content. Additionally, holding dual TÜV certifications, the tablet ensures optimal eye care through advanced innovations such as AI Defocus Display, 4320Hz high-frequency PWM dimming[[21]](#footnote-22), Circadian Night Display, and Dynamic Dimming functionalities.

The HONOR MagicPad2 excels not only visually but also in its audio experience. Paired with a large amplitude eight-speaker system with IMAX-enhanced certification, the HONOR MagicPad2 immerses users in cinematic audio-visual feasts anytime, anywhere on Disney+. By incorporating HONOR Spatial Audio Technology, the tablet features a widened sound field of 25%[[22]](#footnote-23) compared to its forerunner, enriching the audio experience for all users.

The HONOR MagicPad 2 is powered by the Snapdragon® 8s Gen 3 Mobile Platform, for premium experiences, including powerful on-device generative AI and hyper realistic gaming. The massive 10050mAh battery serves as a powerful backup for work and entertainment, complemented by 66W fast charging technology for rapid charging and efficient power consumption, giving users peace of mind.

The HONOR MagicPad2 runs on the new MagicOS 8.0, which is based on user intent-based recognition and possesses powerful AI capabilities, bringing users an unprecedented intelligent magical experience. The Magic Portal feature can predict interaction needs and recognize intentions in advance, allowing users to generate schedules or more tasks with just a long press and drag. From Voice to Text to Handwriting Beautification and Formula Recognition capabilities, the AI-driven office tools further enhance the HONOR MagicPad 2's productivity, empowering users to achieve more in their daily endeavors.

**HONOR Watch 5: Lightweight Design and Advanced Features**

HONOR also introduced the HONOR Watch 5, a blend of modern technology and sleek design. Weighing 35g, it measures only 11mm in thickness, making it lightweight and comfortable for all-day wear. The 1.85-inch AMOLED color display with a resolution of 390x450 pixels and 340 PPI supports full-screen touch operation, providing a vivid visual experience.



The HONOR Watch 5 features a Silicon-carbon battery, offering an impressive 15-day battery life with its 480mAh capacity. Powered by Turbo X AI Power Management, it ensures efficient energy use. This watch also tracks essential health metrics, including heart rate and SpO2 levels, helping users monitor their well-being in real-time.

**Color and Pricing**

Inspired by the wonders of natural landscape, the HONOR Magic V3 is available three stunning colorways[[23]](#footnote-24): Reddish Brown, Green and Black, starting at €1999.

Starting at €599, the HONOR MagicPad2 comes with two color options: Moonlight White and Black[[24]](#footnote-25).

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

**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.honor.com](http://www.hihonor.com/) or email [newsroom@honor.com](mailto:newsroom@hihonor.com)

[https://community.honor.com/](https://community.hihonor.com/)

[https://www.facebook.com/honorglobal/](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.facebook.com_honorglobal_&d=DwMFaQ&c=qwStF0e4-YFyvjCeML3ehA&r=EtGuRW7LLM5nzwnv-_cZaUjudoo43EcjqaGyuvJ_p7Y&m=l2i3Z1WCUytDhDO9I2iX2dTCr714vYcXBVnbnvocjno&s=SGwKAFmB6A6xIRnrWnEbAzgo91fcey2FHfX9Y8J3O54&e=)

[https://twitter.com/Honorglobal](https://urldefense.proofpoint.com/v2/url?u=https-3A__twitter.com_Honorglobal&d=DwMFAg&c=qwStF0e4-YFyvjCeML3ehA&r=AUH-JyATnse0bR8BChWzsAd9IRCKBzvs7s57gVnDgnI&m=IRjlVeb32JtGELuQWAoddl2TYBd34hmTyr8BkmSrIjM&s=z6NkDSbQ0MPxuJwYRWb3QCaa5auCIx65St-iTYSD0rY&e=)

[https://www.instagram.com/honorglobal/](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.instagram.com_honorglobal_&d=DwMFAg&c=qwStF0e4-YFyvjCeML3ehA&r=AUH-JyATnse0bR8BChWzsAd9IRCKBzvs7s57gVnDgnI&m=IRjlVeb32JtGELuQWAoddl2TYBd34hmTyr8BkmSrIjM&s=X534ODr1tR9SJg9Ghg7nh-1ZpRlny5BUiEQ8puuZWPs&e=)

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

Snapdragon is a trademark or registered trademark of Qualcomm Incorporated. Snapdragon is a product of Qualcomm Technologies, Inc. and/or its subsidiaries.

1. Data from HONOR lab. 9.2mm refers to the thickness in the folded state. The overall thickness does not include the inner and outer screen protective films and the raised part of the camera, The actual data may vary depending on configurations, manufacturing processes and measurement methods. Please refer to the actual device. [↑](#footnote-ref-2)
2. Data from HONOR labs. [↑](#footnote-ref-3)
3. Data from HONOR labs. [↑](#footnote-ref-4)
4. Data from HONOR labs. [↑](#footnote-ref-5)
5. With a round-corner design on the display, the diagonal length of the inner screen is 7.92 inches, and the diagonal length of the external screen is 6.43 inches when measured as a standard rectangle (the actual field of view is slightly smaller on both screens). [↑](#footnote-ref-6)
6. This product is not medical equipment and is not available for treatment. [↑](#footnote-ref-7)
7. The 4320Hz ultra-high frequency PWM dimming technology is TÜV Rheinland Flicker-free certified and achieves the risk-free dimming level. The testing standard for the TÜV Rheinland Flicker-free certification follows the correlation between the flicker risk level and the flicker frequency in the IEEE Std 1789-2015 standard, which defines the flicker-free level as when the dimming frequency is higher than 3125Hz. The phone is not medical equipment and is not available for treatment. [↑](#footnote-ref-8)
8. The typical battery capacity is 5150mAh, and the rated battery capacity is 5050mAh. [↑](#footnote-ref-9)
9. 66W HONOR SuperCharge means the maximum output power of the charger is 66W. The supported maximum wired charging power is 66W when going with the original SuperCharge charger. The actual charging power may vary depending on individual differences, user habits, and environmental factors. Please refer to the actual scenario. [↑](#footnote-ref-10)
10. Need to purchase HONOR super fast charging wireless charger with a charging specification of not less than 50W. The actual charging power may vary depending on individual differences, user habits and environmental factors. Please refer to the actual scenario. [↑](#footnote-ref-11)
11. Data from HONOR labs. Actual weight may differ depending on the specific configuration. Please refer to the actual product. [↑](#footnote-ref-12)
12. Data from HONOR labs. The thickness here does not include the height of the foot pad. [↑](#footnote-ref-13)
13. The resolution is measured as a standard rectangle; thus, the effective pixels are slightly less. [↑](#footnote-ref-14)
14. Data from HONOR labs. The screen-to-body ratio data is measured based on the size of the screen's visible area to the screen size. Please refer to the actual product. [↑](#footnote-ref-15)
15. The HONOR MagicBook Art 14 is equipped with 4320Hz PWM dimming technology, which is TÜV Rheinland flicker-free certified and reaches the risk-free dimming level. The test standard of TÜV Rheinland's flicker-free certification refers to the IEEE (Institute of Electrical and Electronics Engineers) Std 1789-2015 standard for the definition of the correlation between the flicker risk level and the flicker frequency: when the dimming frequency is higher than 3125Hz, it reaches the flicker-free hazard level. This product is not for medical use and does not have a therapeutic function. [↑](#footnote-ref-16)
16. The HONOR MagicBook Art 14 also comes with the Intel® Core™ Ultra 5 Processor 125H version. [↑](#footnote-ref-17)
17. Data from Intel®. [↑](#footnote-ref-18)
18. Data from HONOR labs. [↑](#footnote-ref-19)
19. Data from HONOR labs. With a rounded corners design on the display, the diagonal length of the screen is 12.3 inches when measured according to the standard rectangle. The actual viewable area is slightly smaller. [↑](#footnote-ref-20)
20. The screen supports a maximum refresh rate of 144Hz, and the refresh rate may be varied slightly under different app interfaces and game quality. Please refer to your actual experience. [↑](#footnote-ref-21)
21. The HONOR MagicPad2 is equipped with 4320HzPWM dimming technology, which is TÜV Rheinland flicker-free certified and reaches the risk-free dimming level. The test standard of TÜV Rheinland's flicker-free certification refers to the IEEE (Institute of Electrical and Electronics Engineers) Std 1789-2015 standard for the definition of the correlation between the flicker risk level and the flicker frequency: when the dimming frequency is higher than 3125Hz, it reaches the flicker-free hazard level. The phone is not medical equipment and is not available for treatment. [↑](#footnote-ref-22)
22. Data from HONOR labs. [↑](#footnote-ref-23)
23. Color availability may vary by region. [↑](#footnote-ref-24)
24. Color availability may vary by region. [↑](#footnote-ref-25)