

## **Embracing the eXtra, HONOR's X series set to make waves in India**

**New Delhi, 12 January 2024:** In the ever-evolving dynamics of the smartphone industry, HONOR stands as a true game-changer. The debut of the eagerly awaited X series will mark another chapter in Honor's legacy of innovation.

With an unwavering commitment to pushing the boundaries of mobile technology and a keen understanding of consumer needs, HONOR continues to redefine excellence with its durability. The X series epitomizes this dedication, offering a seamless fusion of stunning display quality, extended battery life coupled with an exquisite design.

An unmatched user experience that goes beyond being just a smartphone—it's a testament to HONOR's promise of delivering an extraordinary mobile journey for Indian users.

As per sources, inspired by luxury watches, the camera module's design for the upcoming device under the X series draws inspiration from the intricate artistry of luxury watches and jewellery, boasting the iconic Classical Dual Ring Design. This unique aesthetic isn't just about being bold; it oozes sophistication and class, perfectly aligning with your sense of style.

The latest X series will set a new standard with design and performance. The series smartphone will stand out with its meticulous craftsmanship, seamlessly blending elegance and functionality. Its massive battery with sleek, premium design will catch the eye and will feel exquisite in your palm.

From the outside, it's a visual delight; in your hand, it's a testament to superior craftsmanship. This device is more than just a gadget; it's a perfect fusion of style and substance, representing the pinnacle of both design and performance.

HONOR's X series offers a smartphone experience that goes beyond the norm. The sleek design showcases the brand's commitment to beauty, making each device a tool and a statement.

As HONOR redefines smartphones, the X series stands as a symbol of unmatched durability and advanced technology.

### **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 enables people to become a better version of themselves.

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Founded in 2023 and headquartered in Gurgaon, HTech operates as a comprehensive solutions provider offering services to manufacturing capabilities. HTech is the fully empowered partner for selling Honor smartphones in India in collaboration with PSAV India. Our vision is to seamlessly integrate cutting-edge global technology with India's distinct local requirements. Guided by a harmonious fusion of global expertise and local insights, we

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# Farewell to Fragility: HONOR X9b #RIPtemperedGlass Campaign Reshapes Smartphone Durability

## A Farewell to the Struggles of Curved Tempered Glass on Smartphones

**New Delhi, 31 January, 2024** – In an innovative move, HONOR has redefined the landscape of marketing campaigns with its recent initiative “RIP Tempered Glass.” This avant-garde campaign, which unfolded from January 27th to January 31st, garnered widespread attention and engagement across various social media platforms. By employing a unique and engaging approach, blending humour, relatability, and visual storytelling, the campaign aimed at addressing the persistent challenges faced by curved tempered glass on smartphones.

The campaign started with a consumer survey on Amazon which further demonstrated the issue. About 73% of the respondents experienced display damage from accidental drops and 90% of them are still looking for a durable ‘crack-proof’ phone.

This was followed by X storm featuring influencers and micro-influencers who shared intriguing open-ended statements bidding farewell to something or ending a relationship. The hashtag #RIPtemperedGlass trended as X users joined the conversation, creating a buzz around the campaign.





HONOR's creative approach continued with visually striking content. The company released visuals depicting a broken phone, scratched screens forming a screaming face, and a symbolic breakup between a phone and tempered glass. The message was clear - it's time to say goodbye to tempered glass and embrace a new era of phone protection.



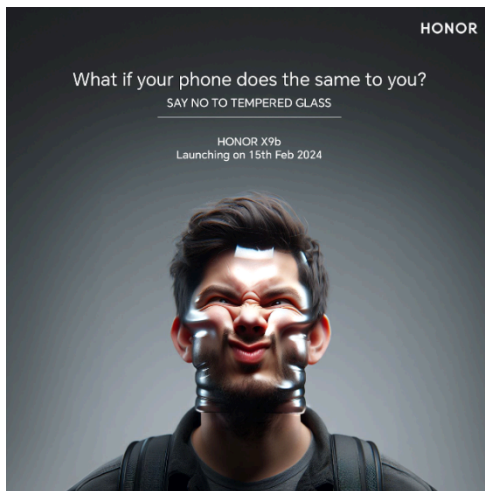
The campaign's highlight was the creation of a humorous obituary for Tempered Glass, accompanied by a formal template and a heartfelt eulogy. The campaign portrayed tempered glass as a "Scream-guard" that shielded users from the shock of dropping their phones. The accompanying visuals and narrative humorously bid farewell to this unsung hero of the smartphone era.

In an unprecedented move, HONOR produced a full-fledged funeral/tribute video for tempered glass, marked by its sarcastic and funny tonality. The video celebrated tempered glass as an imperfect defender of screens everywhere, concluding with a symbolic gesture

featuring Mario from the iconic video game series. As he encounters a Mobile repair shop selling Tempered Glass, Mario rejects it, highlighting the durability of his HONOR phone.

Through the #RIPTemperedGlass campaign, HONOR Smartphone sends a clear message - display innovation is at the heart of their brand. The campaign brilliantly balances humour and creativity while highlighting the durability of HONOR phones. With this, HONOR smartphone looks forward to a future marked by durable screens and enhanced user experiences.

Link to the Videos: [Honor - Mario - HD logo.mp4](#) [final honor.mp4](#)



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## HONOR X9b 5G redefines the Era for Smartphone Durability with the HONOR Ultra-Bounce Anti-Drop Display

- First in the industry to receive a Five-Star Overall Drop Resistance certification from Switzerland's SGS
- Comes with cushioning material that can absorb impacts shock upto 1.2 times

**New Delhi, 02 February 2024** - The upcoming HONOR X9b will introduce a new era of durability and reliability in smartphones. Going beyond expectations in quality and brilliance, the HONOR X9b features an ultra-bounce 360° anti-drop resistance and cutting-edge cushioning technology.

The first in the industry to receive a Five-Star Overall Drop Resistance certification from Switzerland's SGS underscores the smartphone's readiness for unfavorable scenarios, such as accidental drops, highlighting HONOR's commitment to delivering reliable and durable devices. This latest addition to the Xb series exemplifies HONOR's dedication to innovating on display quality brilliance, ensuring users experience excellence in every aspect of their smartphone usage.



### Ultra-Bounce Anti-Drop Display: 360° Drop Resistance

HONOR X9b comes equipped with HONOR Ultra-Bounce Anti-drop Display, ensuring outstanding durability and stability. Its innovative shock-absorbing structure around the phone provides impressive resistance to drops up to 1.5 meters. The phone guarantees 360° protection to all six faces and four corners, even on hard surfaces like marble. Its three-layer protective structure, incorporating partial reinforcement, surrounding buffer, and sealing protection, utilizes an innovative low-modulus cushioning material with micron-level

gaps, absorbing impacts up to 1.2 times. The phone introduces Ultra-Bounce Technology, providing both drop and splash resistance, validated by a 15-second submersion test and IP53 water and dust resistance certification. The micro-level gap design acts as airbags, deforming and absorbing energy upon impact, transcending environmental factors.

### **Prioritizing eye comfort**

HONOR X9b 5G introduces innovative features to enhance user well-being. HONOR has consistently demonstrated a commitment to human-centric innovation, particularly in the field of eye-care technologies, employing a scientific approach and the all-new HONOR X9b is a testament to the same.

- **1920 Hz PWM Dimming Technology with hardware-level low-blue light**  
The PWM Dimming method is known to have three stages of risk when it comes to eye health. These stages are determined by the frequency at which the display backlight flickers, which can affect users differently depending on their sensitivity. In the high-risk stage, the frequency falls below 1250 Hz, leading to noticeable flickering that can increase the risk of eye strain and fatigue. In the low-risk stage, the frequency is typically between 1250Hz and 3125Hz, ensuring flickering is not noticeable to most users and reducing the risk of eye discomfort. HONOR has gone above and beyond with the HONOR X9b, introducing 1920Hz PWM Dimming technology and hardware-level low blue light to reduce eye fatigue for users. This groundbreaking feature eliminates any risk to the eyes, providing today's always-on generation an assurance to enjoy their smartphones without any concerns about eye strain or discomfort.
- **Dynamic Dimming**  
Knowing that our eyes often feel more comfortable in natural light conditions, the HONOR X9b uses dynamic light that resembles natural light rhythm to stimulate ciliary muscle movement through Dynamic Dimming. This innovative feature helps to alleviate eye fatigue by as much as 18% by increasing blood circulation in the ciliary muscle. In addition, the display's brightness level will automatically and periodically change according to the duration of screentime with different external lighting conditions, going brighter and darker imperceptibly according to the desired condition of the human eye.
- **Circadian Night Display**  
HONOR X9b is equipped with the innovative Circadian Night Display technology, a feature specifically designed to enhance user sleep quality during nighttime usage. This feature filters out harmful blue light and smoothly transitions the screen's color temperature naturally, supporting a healthier sleep cycle. Extensive lab tests conducted by HONOR indicate a 20% increase in melatonin levels with this feature, contributing to longer and better sleep quality for users. With a top-notch display and comprehensive eye protection, HONOR takes display durability and brilliance to new heights with the latest technology in the HONOR X9b. Tailored to suit your dynamic lifestyle, HONOR X9b ensures durability, reliability, and brilliance for an unparalleled user experience.

### **Ultra-Clear Display**

Boasting a 6.78-inch display with a 120Hz panel supporting an impressive 1.5K resolution (429PPI), 1.07 billion colours, and 100% DCI-P3, this smartphone delivers visuals that are not just smooth but sharp and filled with intricate detail. HONOR X9b 5G introduces a dynamic refresh rate that adapts to the user's activities. The display can accelerate to 120Hz

for seamless and fluid visuals, ideal for high-octane mobile gaming, and adjust to a slower pace for activities like reading, optimizing battery life.

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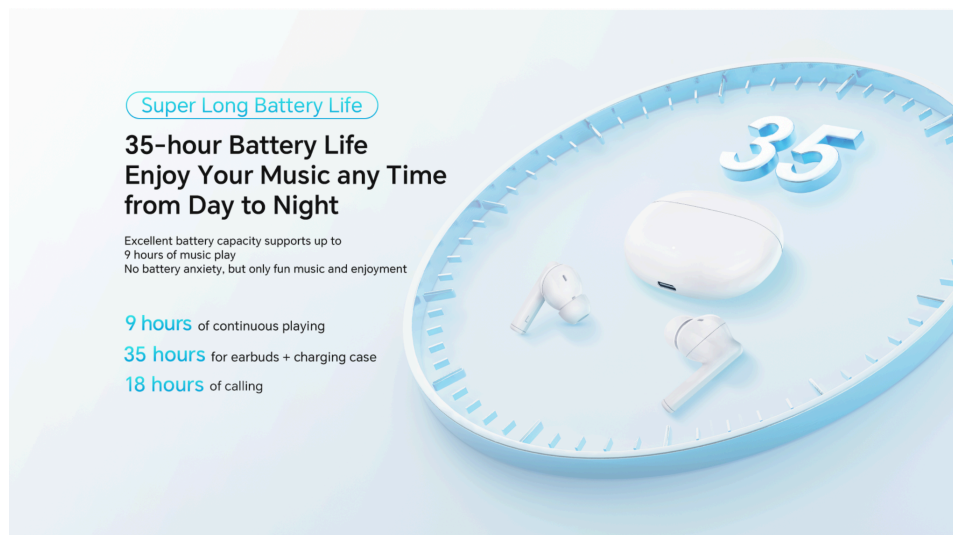
## HONOR ushers in a new era of durable and high-performance batteries with HONOR X9b 5G

- 5800 mAh battery with 3 days of use and 3 years of anti-aging properties for unmatched durability
- Certified for 5G Gold Label recognition from DXOMARK the HONOR X9b retains 80 percent of its original capacity even after 1,000 charge cycles

**New Delhi, India – February 6, 2024:** Introducing HONOR X9b, where cutting-edge technology meets sophisticated design. Redefining the boundaries of smartphone endurance, this device seamlessly combines a massive 5800 mAh battery in a sleek and lightweight premium body, setting a new standard for battery technology in the world of smartphones.

In a market where big batteries are often linked with bulkier devices, HONOR X9b breaks the mold by delivering an eXtra-durable battery performance without compromising on style. Embracing a design ethos that marries aesthetics with functionality, this smartphone not only boasts a high-capacity battery capable of supporting up to 3 days of uninterrupted use but also stands out for its stylish and premium appeal.

The HONOR X9b has also received Gold Label recognition from DXOMARK, and supports 3 days of use for uninterrupted work, play and entertainment on the go that is suited for modern-day usage. This latest addition to the X series exemplifies HONOR's commitment to delivering meaningful, user-centric technology with sleek design, ensuring high-performance. It's not just about the battery; it's about pushing the boundaries of innovation without sacrificing stylish design aesthetics.



### **eXtra Durable with 5800 mAh high-capacity battery**

With a sleek design and a robust 5800mAh battery, the HONOR X9b offers extra durability that can power the device for an entire day, making it ideal for all-day productivity and a worry-free user experience.

With the Gold Label recognition from DXOMARK, the HONOR X9b supports 3 days of use for uninterrupted work, play and entertainment on the go. It is capable of retaining 80 percent of its original capacity even after 1,000 charge cycles that accounts for an impressive 3-year anti-ageing performance, making it one of the more durable device batteries in the market.

On a single charge, the HONOR X9b delivers up to 19 hours of video playback for uninterrupted entertainment, making it an ideal choice for long-day performance across various activities. Moreover, high-octane games can be enjoyed for up to 12 hours without the need for recharging.

### **eXtra premium Design inspired by luxury watch**

Inspired by high end watches, the camera module of HONOR X9b boasts the iconic Classical Dual Ring Design, echoing the artistry of luxury watches. Beyond aesthetics, the device embraces a rich color palette, watch-inspired rings, and vegan leather accents—marrying style with eco-conscious design. Despite a sizable battery, there are no compromises on the overall design aesthetics, showcasing a perfect blend of functionality and visual appeal. The device comes in two colour choices - Midnight Black and Sunrise Orange.

### **eXtra Large Storage and seamless performance**

The phone runs on the latest Android 13-based MagicOS 7.2 Advanced Operating system. This OS comes with various customised and upgraded features, that give users a more intelligent and clean bloatware-free user experience. Complementing the long-lasting battery, the HONOR X9b 5G incorporates 4nm processing prowess through the Qualcomm® Snapdragon® 6 Gen 1 Mobile Platform. Featuring a Qualcomm® Kryo™ CPU and Adreno™ GPU, this platform delivers a significant uplift in speed (40% and 35%, respectively) over earlier versions.

It is supported by a large storage of (8+256)GB, which is further enhanced by 8GB of RAM Turbo, making it a total 16GB (8+8GB) of RAM that effortlessly handles the most resource-intensive tasks.

The HONOR X9b 5G comes equipped with the HONOR Doc suite. This suite offers applications for creating and editing text documents, presentations, and spreadsheets. Supporting multiple input methods, including keyboard, stylus, and voice dictation, the HONOR X9b 5G enhances productivity and ensures you never lose important work or unfinished emails.

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## Unveils HONOR Protect Plan for the Upcoming X9b Smartphone to Elevate Customer Experience

Mobile Protection Plan worth Rs 2,999 as an introductory offer, absolutely free of cost for consumers inclusive of Screen Replacement, Assured Buy-back and Extended Warranty, powered by OnsiteGo

**New Delhi, 8 February 2024:** HONOR is announcing a free Mobile Protection Plan - HONOR Protect, powered by OnsiteGo, worth INR 2,999 on its much-anticipated device, HONOR X9b. Focused on enhancing the overall device ownership experience, the company is introducing a one-time screen replacement offer within 6 months along with a 30-day Assured Buy Back option up to 90% on the X9b smartphones. With this comprehensive package, the company is also providing 6 months Extended Warranty Cover and door-to-door service assistance for 18 months.

The graphic features the HONOR logo in the top right corner. The main title reads "HONOR X9b 5G" with the tagline "Unlock Your eXtra Power". Below this, three key features are listed: "HONOR Ultra-Bounce Anti-Drop Display", "5800mAh Battery Lasts Upto 3 Days", and "108MP Lossless Capture Camera". A central box titled "HONOR Protect" lists four benefits: "FREE SCREEN REPLACEMENT", "ASSURED BUYBACK", "EXTENDED WARRANTY COVER", and "PHONE SERVICE AT YOUR DOORSTEP". It is noted as being "Powered by onsitego". On the right, two smartphones are shown: one in orange and one in light blue, with the word "eXtra" written vertically in large orange letters.

As part of the Screen Replacement program, consumers can avail a one-time free of cost screen replacement for primary screens within six months of purchase. This is a single claim program and ensures a guaranteed approval along with free doorstep pickup and deliveries for repairs from Brand Authorized Service Centers. In case of any additional damage to the device, apart from the screen, the liability of the brand will be restricted to the cost of screen replacement only.

Adding further value, HONOR also announced its Assured Buy Back Program valid for 30 days. This will provide all users of HONOR X9b with the opportunity to receive 90% of the invoice value (ex GST) during the redemption process. However, certain deductions or exclusions apply to ensure the integrity of the redeemed devices. Phones with broken or damaged bodies or screens will not be accepted for redemption. Additional deductions include ₹1500 for missing original accessories, 20% for major scratches or dents, 15% for minor scratches or dents, and ₹1000 for the absence of the original box at the time of redemption.

In addition, HONOR is also providing six-month extended warranty cover which includes multiple up to the sum assured ensuring device longevity and free doorstep pickup and delivery for repairs from Brand Authorized Service Centers guaranteeing the use of genuine components, up to 18 months. Users can also avail the Zero Depreciation Program and Zero Excess Plan which provides them full protection and settle coverage without any depreciation and an option to not pay additional amount incase of any damages, respectively. It however does not include consumables like batteries and accessories.

The brand is also providing In Warranty Support with unlimited claims within the manufacturer's warranty (MFW) period along with door-to-door service assistance, providing customers with comprehensive and hassle-free assistance.

All of these service programs outline the brand's DNA of customer-centricity and are designed to provide utmost peace of mind and a seamless after-sales experience to its customers.

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## **HONOR X9b 5G will come with MagicOS 7.2, powered by Android 13, in India**

- Enhancing user productivity with a host of features such as AI Suggestion, Magic Text, HONOR Share, and HONOR Connect

**New Delhi, 13 February 2024:** The upcoming HONOR X9b soon to be launched in India will run on MagicOS 7.2, powered by Android 13 - a dynamic new operating system crafted to deliver seamless experiences across platforms and devices. MagicOS brings a fully upgraded software architecture for an unmatched user experience, dedicated to enhancing productivity and elevating the smart life experience to the fullest.

This next-generation operating system enables seamless collaboration across devices and the ecosystem, delivering a truly immersive and personalized experience for end consumers. It is based on Android as well as PC and IoT operating systems, so devices running different OS can connect to MagicOS devices at a system level. Alongside new user interface changes, MagicOS 7.2 will let users control an HONOR laptop, smartphone and tablet using a single keyboard and mouse with HONOR Share

With HONOR Share, HONOR X9b users can seamlessly transfer cross-system files between an HONOR smartphone and a PC with HONOR Computer Manager. Furthermore, leveraging multi-screen collaboration, users can share their screens, keyboards, and mice among different devices such as smartphones, tablets, and laptops. Enhancing connectivity, HONOR Connect enables users to enjoy automatic pairing, fast data transfers, and a seamless operational experience will simplify multi-device interactions.

MagicOS 7.2, powered by Android 13, introduces several innovative features to enhance user productivity. Among these is the AI Suggestion feature, which enhances productivity by intuitively anticipating user actions, offering tailored recommendations for tasks like composing emails and managing schedules. Additionally, MagicText intelligently identifies text within an image and converts it into a file, thereby maximizing productivity. With MagicText, users can effortlessly capture text using their camera and save it as a PDF file with a simple tap. Furthermore, it also streamlines document editing with its Instant Video Editing feature, enabling users to make quick modifications without navigating away from their current task.

Moreover, HONOR Notes undergoes a significant enhancement, enabling users to take notes seamlessly during recordings. The addition in Notes allows users to take notes while recording and click on the notes to jump to the corresponding recording clips for easy view and review. It also includes a HONOR Note Lock feature that allows users to lock specific notes with a password, ensuring that sensitive information remains private

Magic OS 7.2 places a strong emphasis on privacy and security. The introduction of a privacy assistant empowers users to optimize system performance and manage application permissions with ease, all while ensuring real-time detection and blocking of rogue applications and fraudulent calls for enhanced protection.

In addition, the HONOR Health app on the upcoming smartwatch will play an important role in assisting active lifestyle users in reaching their health objectives by providing them with a

tailored user interface and offering fitness suggestions and training courses according to user habits.

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## **HONOR brings globally acclaimed X series to the Indian market, launches HONOR X9b where innovation meets durability**

- Industry First Ultra-Bounce 360° Anti-Drop Display with cushioning technology
  - Boasts a premium sleek design with massive 5800mAh battery
- Ushering into the new era of reliable and durable smartphones, redefining smartphone excellence

**New Delhi, 15 February 2024:** HONOR, expanding its portfolio in the market, has announced the launch of its globally acclaimed X Series line-up with the introduction of HONOR X9b today. With this launch, HONOR aims to deliver eXtra to consumers across all segments, bringing them unparalleled display quality, enhanced battery life, along with an optimized software performance, catering to diverse user needs.

Designed to elevate the mobile experience for users, the HONOR X9b showcases top-notch quality brilliance with the industry-first Ultra-Bounce 360° Anti-Drop Display and ushers a new era of durable smartphones. The smartphone also houses a massive 5800mAh battery, in a sleek and premium design making it the perfect companion for modern day smartphone use.

To further enhance the overall device ownership experience, HONOR introduces HONOR Protect, a free Mobile Protection Plan powered by OnsiteGo, worth INR 2,999.

In addition to the HONOR X9b 5G smartphone, the brand also announced the launch of its TWS

HONOR CHOICE X5, offering superior audio, and the HONOR CHOICE smartwatch equipped with the HONOR Health app for fitness tracking, aiming to establish a connected ecosystem in India.

**Commenting on the launch, Mr. Madhav Sheth, CEO, of HTech, said, ‘HTech takes great pride in delivering the highest-quality smartphone experiences to customers. The HONOR X9b is designed from the ground up to solve user pain points and meet the high expectations of HONOR’s customers. It empowers them by giving them access to some of the most advanced technologies available today. The HONOR X9b is infused with these technologies and is a worthy addition to the HONOR portfolio in India.’**

**Commenting on the launch, Mr. Ranjit Babu, Director, Wireless and Home Entertainment, Amazon India said, “At Amazon.in, we are focused on continually enhancing the smartphone shopping experience for our customers. With the launch of the HONOR X9b, we’re delighted to expand our selection of smartphones with cutting-edge tech from top global brands. Offering great value, the HONOR X9b comes with convenient affordability options like no-cost EMI, guaranteed buyback, and extended warranty. Plus, with Amazon Pay Later, early buyers enjoy hassle-free credit within minutes, enabling 12 months of no-cost installments without the need for a credit card. We are excited to offer the HONOR X9b on India’s most preferred and trusted online marketplace\*, starting at just INR 2167 per month.”**

### **eXtra Durable with 360° Ultra-Bounce Anti-Drop Display**

HONOR X9b comes equipped with HONOR Ultra-Bounce Anti-drop Display, ensuring outstanding durability and stability. Its innovative airbag technology with shock-absorbing structure around the phone provides impressive resistance to drops up to 1.5 meters. The phone guarantees 360° protection to all six faces and four corners, even on hard surfaces like marble. Its three-layer protective structure, incorporating partial reinforcement, surrounding buffer, and sealing protection, utilizes an innovative low-modulus cushioning material with micron-level gaps, absorbing impacts up to 1.2 times. The phone introduces Ultra-Bounce Technology, providing both drop and splash resistance, validated by a 15-second submersion test and IP53 water and dust resistance certification. The micro-level gap design acts as airbags, deforming and absorbing energy upon impact, transcending environmental factors.

Cementing HONOR's commitment to human-centric design, the HONOR X9b uses dynamic light with hardware-level low blue light to reduce eye fatigue for users. It is equipped with Pulse Width Modulation (PWM) technology allows the display to pulse at a rate up to 1920Hz, which allows for flagship features in mid-range phones. HONOR brings PWM dimming technology to the HONOR X9b to benefit today's always-on generation who spend long hours on their smartphones. Thanks to this feature, the HONOR X9b minimises fluctuations in screen brightness. It decreases the occurrence of flickering, which greatly reduces eye strain and provides a comfortable viewing experience, even in low-light environments. HONOR X9b's dimming technology uses dynamic light resembling natural rhythms to stimulate ciliary muscle movement. To comfort the user's eyes, the HONOR X9b's brightness level automatically and periodically changes according to the duration of screentime with different external lighting conditions, going brighter and darker gradually according to the desired condition of the human eye.

HONOR X9b's Edgeless AMOLED Curved Display is 6.78 inches large, yet the phone's slim body easily slips into any handbag. The phone's screen offers perfect picture quality and doesn't cause the eyes to strain even after hours of screen time. The display features support a 1.5K resolution (429PPI), 1.07 billion colours and 100% DCI-P3 to deliver smooth visuals that are sharp and brimming with detail. With the average user of this generation relying upon the smartphone across a myriad of usage scenarios within any given day, the HONOR X9b's dynamic refresh rate automatically adapts to what the user is doing, allowing the display to go as fast as 120Hz for smoother and more fluid visuals in high octane, fast-paced mobile games, or slower for activities like reading to maximize battery life.

### **eXtra Power with 5800 mAh high-capacity battery**

HONOR X9b boasts a massive 5800 mAh battery within a sleek and lightweight premium design, marrying durability with style. Certified with the 5G Gold label by DXOMark for its high-capacity battery life, the HONOR X9b can power the device for 12 hours, supporting users who wish to remain connected all day. Thanks to the innovative technology powering the HONOR X9b, the phone can keep users entertained for up to three days of regular use with only a single charge, guaranteeing a worry-free experience for three years. Furthermore,



the HONOR X9b's battery retains 80% of its capacity even after 1,000 charge cycles, making it one of the more durable device batteries in the market

The phone runs the latest Android 13-based MagicOS 7.2 Advanced Operating system. The operating system comes with various customized and upgraded features that give users a more intelligent and convenient user experience, such as creating and editing text documents, presentations, and spreadsheets. It supports input methods, including keyboard, stylus, and voice dictation. It also provides format compatibility and conversion functions, adapting files for mobile device screens.

HONOR X9b is powered by the Snapdragon 6 Gen 1 Mobile Platform, which provides exceptional performance and can easily handle intensive tasks. The platform comes with Qualcomm® Kryo™ CPU and Qualcomm® Adreno™ GPU, which are up to 40% and 35% faster than their predecessors, respectively, and delivers greater AI processing performance to support myriad real-time processing use cases such as improved photo and video capture, enhanced gaming features, intuitive AI assistance and faster connectivity. With 16GB total storage, including 8GB RAM Turbo and an eXtra 8GB, the HONOR X9b guarantees smooth performance and extensive storage for an enhanced user experience.

**Commenting on the launch, Saurabh Arora, Mobile, Compute and XR Business Development Lead, Qualcomm India Pvt. Ltd. said,** *“We are excited about the launch of Honor X9b powered by Snapdragon 6 Gen 1 which enables accelerated performances. This platform is the first Snapdragon 6-series to support Fused Accelerator Architecture, enabling faster, more robust computing without compromising battery life. AI comes to life with intuitive assistance across functions like photography, audio, and productivity from its 7th Gen Qualcomm AI Engine. What makes it a real delight for gamers is the vibrant and hassle-free experiences, driven by the Qualcomm Adreno GPU and the Kryo CPU that keeps you glued to the action with a lag-free performance. We are delighted to collaborate with Honor in bringing best in-class smartphone experiences for mobile users in India.”*

### **eXtra Sleek with premium ring design inspired by luxury watch**

The HONOR X9b features an exceptionally premium design, drawing inspiration from luxury watches and adorned with a vegan leather finish. Despite housing a massive battery, the smartphone exudes a sense of luxury, striking a perfect balance between functionality and visual appeal. The phone comes in 2 vibrant colours – Sunrise Orange and Midnight Black- to let people express their individualism. Symbolic of growth and new beginnings, the Sunrise ``Orange represents an expansion of vision tied into warm colours that truly stand out from the rest. Representing old-royalty opulence, the Emerald Green phone encompasses the eloquence, A timeless classic, the Midnight Black's matte effect creates an air of mystery, elegance, power, and sophistication.

Inspired by the intricate craftsmanship of luxury watches and jewellery, the HONOR X9b features the iconic Classical Dual Ring Design. Small indents, not unlike the design of a watch bezel of a high-end watch, can be found along the circumference of the large outer ring encircling the camera module. The bold design exudes sophistication and class and elevates the smartphone into a piece of fashion accessory that will not look out of place even

in the most formal of events. The circles on the camera module are crafted with precise cutting techniques, bringing a smooth and brilliant shine that adds an extra touch of elegance to the smartphone.

### **eXtra-Clear Camera Clarity**

To deliver a superior photography experience, the HONOR X9b features a triple camera system composed of a 108MP Lossless Capture Camera, a 5MP Ultra-Wide Camera, and a 2MP Macro Camera, enabling users to capture captivating images in incredible detail. The powerful 108MP Main Camera is equipped with a 1/1.67-inch sensor, enhancing light sensing and facilitating the production of superior photos and videos. It also features AI Vlog Master and a solo-cut feature, enabling users to create social media-ready content by suggesting intelligent shooting modes.

Alongside a 108MP resolution that delivers high-definition photos, the 108MP Ultra-Clear Camera features an image sensor with an impressive size of 1/1.67 inches and a large f/1.75 aperture, which captures more light to produce images in vivid clarity. The camera allows users to take pictures with improved sharpness, exposure, and dynamic range, even in low-light environments.

To improve low-light performance, the camera sensor combines nine light-capturing pixels into a larger one with a 1.92µm equivalent pixel size. The camera also offers high optical quality with 3X zoom and an outstanding motion capture engine, ensuring the HONOR X9b produces clear snapshots with fascinating detail. HONOR's Super-Fast Freeze Moments Motion Capture Engine enables users to shoot sharp images with crisp details even when the subject is on the move. Compared to competitors, its camera can capture stills even if the image subject is running, dancing, or spinning rapidly. This opens the world for photographers who want to shoot more dynamic images with their phones.

### **Availability and Pricing**

- The HONOR X9b 5G will be available at a MOP of Rs. 25,999 starting 12 noon 16-February. Consumers can purchase the smartphone with an exciting offer of Rs. 3000 Instant Bank discount for ICICI Bank users available on all bank cards or an Exchange Bonus of Rs. 5000 on first sale day, bringing the effective price down to Rs. 22999. Consumers will also have the convenience of No Cost EMI for up to 6 months.
- Additionally, HONOR is giving away a complimentary Charger worth Rs 699 free of cost as an introductory offer
- HONOR has also announced a free-of-cost HONOR Protect Plan powered by Onsitego valued at Rs 2,999 that includes interesting offerings like one-time screen replacement in six months, six-month extended warranty, 30-day Assured Buyback upto 90%
- HONOR CHOICE Earbuds X5 will be available at a price of Rs.1999 starting 16-February 12 noon onwards
- HONOR CHOICE Watch will be available starting 24-February 12 noon onwards at a MOP of Rs. 6499 with an introductory discount of Rs 500, which brings the price down to Rs. 5999

- All three products across Amazon.in, brand website - [www.explorehonor.com](http://www.explorehonor.com) and mainline stores near you

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Our unwavering commitment to the "Make in India" initiative drives us to lead India's technological evolution. We wish to position India as a global technology, without infringing on any local regulatory norms. As we expand our footprint in the country, we will work toward contributing to the development of manufacturing infrastructure and exports thereby driving innovation from India to global markets.

## **HONOR expands portfolio with connected ecosystem featuring HONOR CHOICE Earbuds X5 and CHOICE Watch**

~ Bringing eXtraordinary audio experience and eXceptional smartwatch functionalities

~ Advanced HONOR AI Space connect for an integrated and reliable experience

~ Built-in HONOR Health app for seamless indoor and outdoor fitness monitoring

**New Delhi, 15 February 2024:** HONOR unveils HONOR Choice Earbuds X5 and HONOR Choice Watch, expanding its portfolio and bringing a connected ecosystem of HONOR products to the Indian consumer. Underscoring the brand's commitment to providing consumers with cutting-edge technology solutions, the launch of these devices sets new standards in these categories through eXtraordinary audio experiences and eXceptional smartwatch functionalities. With the 'X' series launch, HONOR aims to deliver eXtra to consumers across categories, ensuring the best possible experience.

Designed to redefine users' auditory experience, HONOR Choice Earbuds X5 boasts 30dB ANC and an in-ear engineering design for crystal-clear beats. Honor AI Space ensures seamless device switching, and new-generation Bluetooth 5.3 guarantees stable connections. Users can enjoy a 35-hour battery life, 9 hours of continuous music play, and extended usage with the charging case. The HONOR CHOICE Watch is a stylish and versatile wearable companion, featuring a sleek 1.95-inch ultra-thin AMOLED display. With built-in GPS, one-click SOS calling, and the integrated HONOR Health app tailored to track your active lifestyle, it offers both convenience and functionality. Further, the newly launched watch boasts an eXtraordinary Ultra Long Battery Life, offering up to an impressive 12 days under typical use.

### **HONOR Choice Earbuds X5 - The ultimate Audio Companion**

HONOR Choice Earbuds X5 boasts an eXtraordinary audio experience, prominently featuring an impressive 30dB Comfortable Active Noise Cancellation (ANC). The sophisticated ANC algorithm, combined with an in-ear engineering design, enhances the auditory experience by efficiently filtering and minimizing ambient noise. Additionally, these earbuds feature advanced connectivity with Honor AI Space, ensuring seamless switching between two devices. This innovative technology enhances user convenience by enabling a swift and effortless transition between, for example, a smartphone and a tablet. For a hands-free and enhanced calling experience, users can opt for the dual-microphone ENC feature to elevate noise reduction performance.

Making it an ideal choice for on-the-go lifestyles, HONOR CHOICE Earbuds X5 ensures an extended, uninterrupted audio experience with an impressive 35-hour battery life. With 9 hours of continuous music playing on a single charge and the additional charging case, users can enjoy their favorite tunes throughout the day without worrying about running out of battery.

HONOR Choice Earbuds X5 features a new dual-mode Bluetooth 5.3, which allows users to switch between devices effortlessly while enjoying a consistently stable connection. It enhances the earbuds' connectivity, providing a seamless experience whether switching between devices or during extended music sessions. Featuring a 10mm large-size composite diaphragm moving coil for a balanced and clear sound, AAC technology

guarantees crystal-clear beats. With three EQ modes, each song transforms into a diverse and immersive experience.

HONOR Choice Earbuds X5 prioritizes comfort with its lightweight in-ear design. Weighing just 4.26 grams per earbud, these earbuds provide a comfortable listening experience, thereby making them suitable for various activities. It is designed to withstand various environmental conditions and has an IP54 rating, which helps protect the earbuds against dust ingress and water splashes. The device adds a crucial advantage for gaming enthusiasts and delivers an enhanced gaming experience with its low latency feature. The low latency feature of the HONOR Choice Earbuds X5 ensures a rapid response to every signal in the game, providing users with a competitive edge.

### **HONOR CHOICE Watch - Swim durable with 5ATM water resistance**

Introducing the HONOR CHOICE Watch, a stylish wearable designed to meet your everyday needs. With eXceptional functionalities like an ultra-thin large display, built-in GPS, and one-click SOS calling, it ensures both style and safety on the go. Seamlessly integrating with your smartphone through the HONOR Health App, this watch offers a connected experience like never before. With an impressive 5ATM water resistance level, this watch is swim-durable and is a perfect companion for your fitness journey.

The built-in HONOR Health App is designed to monitor health benefits and additionally offers a slew of functionality for various outdoor and fitness activities. Excelling in health and fitness monitoring, the watch brings features such as all-day SpO<sub>2</sub> monitoring and all-day stress monitoring. Live detection ensures timely notifications to manage stress effectively. Advanced sleep quality monitoring recognizes and records nighttime sleep patterns with precision, delving into deep sleep, light sleep, REM, sporadic sleep, and awake time. The watch integrates five major satellite positioning systems and further boasts an extensive repertoire of 120 sports modes, making it a comprehensive fitness companion for users of all levels. With an impressive 5ATM water resistance level, this watch is not just a companion for daily activities but an unwavering partner in your fitness journey.

With its vibrant 1.95-inch AMOLED display boasting a sharp 410 x 502 resolution and a dazzling peak brightness of 550 nits, the extraordinary timepiece offers complete NTSC color gamut coverage. This presents a vivid canvas of 16.7 million colors in their original brilliance, enhancing your viewing experience with unparalleled clarity and vibrancy. With a pixel density of 332PPI, every image on the watch face is smooth and meticulously detailed, providing an immersive experience in a world of crisp graphics and vibrant hues. Besides its perfectly balanced elegance and functionality, the HONOR Choice Watch offers a fusion of cutting-edge technology and timeless design. The display maximizes visual impact with a remarkable 75% screen-to-body ratio coupled with a 60Hz refresh rate

With ultra-long battery life, enjoy 12 days of seamless online connectivity and one-click call functionality for effortless communication. Safety is prioritized with a built-in microphone enabling a quick triple-tap for an emergency SOS signal. It also has additional features, such as a compass and voice memo, and is compatible with the Wear Sync app and other third-party applications.

Showcasing HONOR's commitment to detail and sophistication, the metallic textured body and a hidden black bottom case design add an air of intrigue. With a slim profile of 10.2mm and a weight of just 28.3g, the watch provides a remarkable balance of form and function, ensuring a premium in-hand feel that seamlessly integrates with personal style. The watch comes with silicone and braided material wristbands, providing comfort throughout daily activities and allowing users to personalize their timepiece.

#### **Product Availability:**

- HONOR CHOICE Earbuds X5 will be available at a price of Rs.1999 starting 16-February 12 noon onwards
- HONOR CHOICE Watch will be available starting 24-February 12 at a MOP of Rs. 6499 with an introductory discount of Rs 500, which brings the price down to Rs. 5999
- Both products across Amazon.in, brand website - [www.explorehonor.com](http://www.explorehonor.com) and mainline stores near you

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## **HONOR X9b and HONOR CHOICE Earbuds X5 goes on sale starting 16<sup>th</sup> February**

**New Delhi, February 16, 2024:** HONOR is thrilled to announce that its recently launched devices, HONOR X9b smartphone and HONOR CHOICE Earbuds X5, under the X Series, is up for sale starting today, i.e., 16th February 2024, starting 12:00 noon. Launched in two colors Midnight Black and Sunrise Orange, HONOR X9b can be purchased at an MOP of INR 25,999, along with an exciting offer of Rs. 3000 Instant Bank discount for ICICI Bank users available on all bank cards or an Exchange Bonus of Rs. 5000 on first sale day, bringing the effective price down to Rs. 22999.

Additionally,

- Consumers will also have the convenience of No Cost EMI for up to 6 months.
- Company is also giving away a complimentary Charger worth Rs 699 free of cost as an introductory offer
- Free-of-cost HONOR Protect Plan powered by Onsitego valued at Rs 2,999 that includes interesting offerings like one-time screen replacement in six months, six-month extended warranty, 30-day Assured Buyback upto 90%

The HONOR CHOICE Earbuds X5 is available for INR 1999, across Amazon.in, brand's official website - [www.explorehonor.com](http://www.explorehonor.com) and mainline stores near you.

### **HONOR X9b - Redefining Excellence with eXtra durability**

HONOR X9b comes with HONOR Ultra-Bounce Anti-drop 360° Display, ensuring outstanding durability and stability. Its airbag cushioning technology and innovative shock-absorbing structure around the phone provides impressive resistance to drops up to 1.5 meters. The phone guarantees 360° protection to all six faces and four corners, even on hard surfaces like marble. Housing eXtra durable 5800mAh battery in a premium sleek design, allows users to go through their day in style without constantly worrying about running out of power. The smartphone also has a large storage capacity of 16GB\* RAM(8GB RAM + 8GB Ram Turbo) and 128GB ROM. For prolonged usage and eye-comfort, HONOR X9b uses dynamic light with hardware-level low blue light that helps reduce eye fatigue for users. Boasting a 6.78-inch display with a 120Hz panel supporting an impressive 1.5K resolution (429 PPI), 1.07 billion colors, and 100% DCI-P3, this smartphone delivers visuals that are not just smooth but sharp and filled with intricate design.

### **HONOR CHOICE Earbuds X5 – Ultimate Audio companion**

Complementing the 'X' series, the HONOR CHOICE Earbuds X5 are designed to provide a balanced and premium quality audio experience. With an ergonomic in-ear design, innovative ANC (Active Noise Cancellation) algorithms, and a 35-hour battery life these earbuds are the perfect companion for those who demand exceptional audio performance on the go.

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## **HONOR CHOICE Watch with swim-proof durability to go on sale starting 4th March**

**New Delhi, 01 March 2024:** Expanding into AIoT devices segment, HONOR introduces its latest smartwatch - HONOR CHOICE Watch that will be available for sale starting 4th March 2024, 12:00 noon onwards across brand website - [www.explorehonor.com](http://www.explorehonor.com), Amazon.in and mainline stores near you. Launched in Black and White color variants, the watch can be purchased at a price of Rs. 6,499 with an introductory discount of Rs 500, bringing its price down to an irresistible Rs. 5,999.

The smartwatch is packed with innovative features such as a spacious 1.95-inch AMOLED Ultra-thin display, built-in multi-system GNSS for fast and accurate positioning, enhancing overall navigation and tracking capabilities, one-click SOS bluetooth calling, and ultra-long battery life of an impressive 12 days of typical usage on one charge, even while continuously monitoring sleep for 7 hours nightly. It is also 5 ATM water resistant that makes it a great choice for water activities like swimming, surfing, etc.

HONOR CHOICE Watch seamlessly connects with a smartphone with the HONOR Health app that is designed to monitor health conditions and additionally offers a slew of unique and customized free-of-cost work out modules for various outdoor and fitness activities. The innovative all-day Stress monitoring function actively evaluates stress levels by continuously collecting heart rate signals at intervals, making it a dedicated companion for monitoring both physical and mental health.

The HONOR CHOICE Watch is also your all-day health companion. Whether day or night, the watch diligently monitors your health all-day and traces changes, providing a vigilant guard over your health. The watch facilitates One-click measurement of heart rate, SpO2 and stress levels, typically completed within 60 seconds. The fully upgraded heart rate algorithm and advanced sensors, this device offers continuous and accurate monitoring of your heart rate. For SpO2 monitoring, the watch's sensors use red and infrared light, advanced algorithms, and personalized reminders to estimate and monitor blood oxygen levels, helping in proactive health management and improved overall performance.

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