

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 Rolex, 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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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.

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

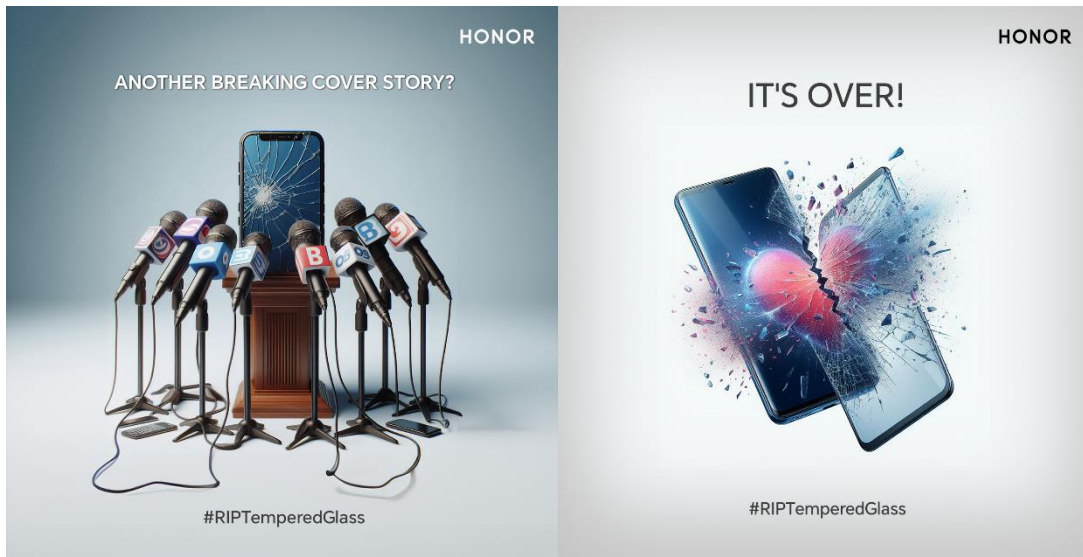
A Farewell to the Struggles of Curved Tempered Glass on Smartphones

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.

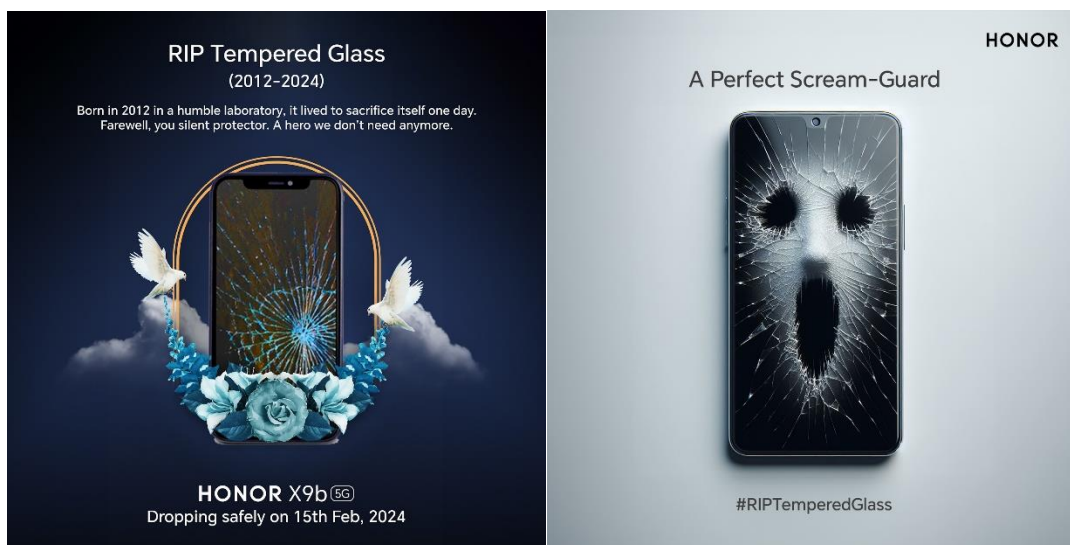
The campaign started with a consumer survey on Amazon which further demonstrated the issue. About 73% of the respondents experienced display damage from accidental drops and 90% of them are still looking for a durable ‘crack-proof’ phone.

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.



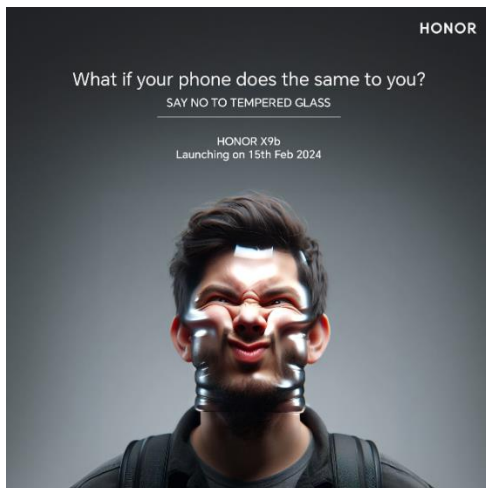
The campaign's highlight was the creation of a humorous obituary for Tempered Glass, accompanied by a formal template and a heartfelt eulogy. The campaign portrayed tempered glass as a "Scream-guard" that shielded users from the shock of

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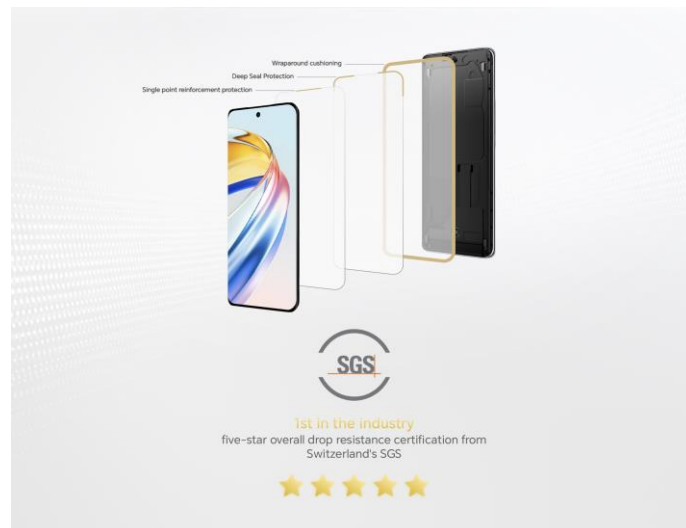
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HONOR X9b 5G redefines the Era for Smartphone Durability with the HONOR Ultra-Bounce Anti-Drop Display

- 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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Unlock your eXtra Connected Experience: HONOR set to launch HONOR CHOICE X5 Earbuds and HONOR CHOICE Watch on 15th February

New Delhi, India – 05 February, 2024 – HONOR is expanding its portfolio and building a connected ecosystem of products in India on 15th February 2024. The company announces a strategic expansion of the HONOR ecosystem by launching two new dynamic categories - HONOR Choice Earbuds X5 and HONOR Choice Watch along with the upcoming smartphone HONOR X9b. 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.



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, cutting-edge 30dB ANC algorithms, and a 35-hour battery life these earbuds are the perfect companion for those who demand exceptional audio performance on the go. The device has a companion app, HONOR AI Space, which ensures a seamless connected ecosystem for an immersive and reliable experience.

HONOR CHOICE Watch – Introducing the Latest HONOR Smartwatch

In addition to the X series smartphones, HONOR is also beginning its latest smartwatch with a built-in HONOR Health app designed to complement your active lifestyle. Packed with innovative features such as a 1.95-inch AMOLED Ultra-thin display, built-in GPS, one-click SOS calling, and ultra-long battery life upto 12 days under typical use, the smartwatch seamlessly integrates with your smartphone with the help of the HONOR Health App for a connected experience. 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 with 120 workout modes. It also features 5 ATM water resistance, making it suitable for swimming and surfing.

Stay tuned for a truly extraordinary experience on February 15, 2024. Please refer to the [Amazon](#) for more details.

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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.

amazon specials HONOR

HONOR X9b 5G

Unlock Your eXtra Power

HONOR Ultra-Bounce Anti-Drop Display | 5800mAh 3 Days Battery | 108MP Lossless Capture Camera

HONOR Protect

- FREE SCREEN REPLACEMENT
- ASSURED BUYBACK
- EXTENDED WARRANTY 18 MONTHS
- HOME SERVICE BY OUR EXPERTS

Powered by onsitego

HONOR

eXtra

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 in case 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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