Beat: Technology

HONOR UNVEILS BOTH THE HONOR 7C AND HONOR 7A IN THE KSA

HONOR 7C AND HONOR 7A

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USPA NEWS - Honor, the leading smartphone e-brand under the Huawei group, today announced the launch of Honor 7C and Honor 7A, one of its budget-friendly smartphones especially designed for digital natives.
The 7A and 7C come with Face Unlock feature that ensures ease-of-use, high-definition rear and front cameras that deliver exceptional photo quality and a large Honor Fullview Display. All of these flagship features are seamlessly integrated in a slim body that is offered at an extremely affordable price point.
“As an innovative and trend-setting brand, Honor is dedicated to bringing unrivaled products with unbeatable value to all our consumers,“ said Mr. Chris Sun Baigong, the Vice President of Honor in the MENA region. “Honor will grow further from our solid success in the China market, and deepen our leadership role in the global smartphone market. We aim to become a top-five smartphone brand by 2020.“

About Honor 7C
Capture uniqueness with dual-lens camera
Honor 7C is equipped with a dual-lens 13MP + 2MP rear camera which captures people and scenes in high definition, marking a milestone in bringing dual-lens capability to budget smartphones. With the dual-lens camera, you can enable the bokeh effect for portrait shots, bringing professional photography at your fingertips. Honor 7C is also featuring an 8MP front camera with a built-in selfie toning light to make your nighttime selfies look better than ever.
Own the features of a flagship
The new phone integrates Face Unlock feature, a new technology that is no longer limited to high-end smartphones. Simply unlock your phone with a glance at the phone while your hands remain free to continue their current occupation. Honor 7C also comes with 5.99 inch Honor FullView Display screen. The 18:9 ratio screen offers an immersive viewing experience that is akin to that in the theatre.

Honor 7C is equipped with an octa-core processor at 1.8 GHz. It also features the latest Android 8.0 system and EMUI 8.0 user interface, which unleashes a new level of functions and performance in a multi-tasking environment. The smartphone embraces a 360° circular symmetric middle frame design and have uniform curvature on all sides and corners. It also has a compact body at just 7.8 mm in thickness, conveying an elegant appeal. Honor 7C will be available in black, blue and gold at SAR 699. Consumers in KSA can purchase Honor 7C starting from 7th May at “ Jarir bookstore and online shops.

About Honor 7A
Easily unlock your phone with Face Unlock
Face recognition is fast and convenient compared to other unlock methods. Honor is one of the first mobile brands to bring this advanced feature to the budget smartphone. The Face Unlock function of Honor 7A uses 1024 sets feature dimensions to capture your face. You can unlock your phone by simply looking at the screen. Honor 7A also integrates a fingerprint sensor to provide you one more option to quickly unlock your phone when your face is partially covered with a mask, a scarf or a pair of sunglasses.
Capture uniqueness with high-definition front and rear cameras
Honor 7A is equipped with high-definition 13MP rear camera and 8MP front camera which capture people and scenes in exceptional quality and clarity. Its front camera is equipped with an adjustable built-in selfie toning light to make your nighttime selfies look better than ever.

Honor 7A comes with 5.7 inch Honor FullView Display screen. The 18:9 ratio screen offers an immersive viewing experience that is akin to that in the theatre. The smartphone is powered by an octa-core processor and features the latest Android 8.0 system and EMUI 8.0 user interface, which unleashes a new level of functions and performance in a multi-tasking environment. The smartphone embraces a 360° circular symmetric middle frame design and have uniform curvature on all sides and corners. It also has a compact body at just 7.8 mm in thickness, conveying an elegant appeal. Honor 7A will be available in black, blue and gold at SAR 449.

Consumers in KSA can purchase Honor 7A starting from 7th May exclusively at Wadi.com.

Honor 7A comes with 5.7 inch Honor FullView Display screen. The 18:9 ratio screen offers an immersive viewing experience that is akin to that in the theatre. The smartphone is powered by an octa-core processor and features the latest Android 8.0 system and EMUI 8.0 user interface, which unleashes a new level of functions and performance in a multi-tasking environment. The smartphone embraces a 360° circular symmetric middle frame design and have uniform curvature on all sides and corners. It also has a compact body at just 7.8 mm in thickness, conveying an elegant appeal. Honor 7A will be available in black, blue and gold at SAR 449. Consumers in KSA can purchase Honor 7A starting from 7th May exclusively at Wadi.com.

About Honor
Honor is a leading smartphone e-brand under the Huawei Group. In line with its slogan, “For the Brave“, the brand was created to meet the needs of digital natives through internet-optimized products that offer superior user experiences, inspire action, foster creativity and empower the young to achieve their dreams. In doing this, Honor has set itself apart by showcasing its own bravery to do things differently and to take the steps needed to usher in the latest technologies and innovations for its customers.

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