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2013 CES



HUAWEI *Ascend Mate*

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HUAWEI'S ASCEND MATE IS THE NEW KING OF 'PHABLETS'

At 6.1-inches, Huawei's Ascend Mate smartphone swings at Samsung

by Kevin C. Toifel JAN. 7, 2013 - 3:05 PM PST

4 Comments

SUMMARY: Designing a new class of device, the really big smartphone, Samsung has owned this growing market. Huawei wants in though and it pulled out all the stops: The company's new Ascend Mate smartphone has a whopping 6.1-inch display that works even if you're wearing gloves.



Did you think the 5.3-inch Samsung Galaxy Note was too big? How about the Galaxy Note 2 with its 5.5-inch display. It doesn't really matter because Huawei's Ascend Mate is the new king of "phablets", the horribly named class of handhelds that are part phone and part tablet. Huawei earns the crown (for now) because the Ascend

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TOP 10 TECH AT CES 2013

Huawei's Huge 6.1-Inch Smartphone

10.3k SHARES

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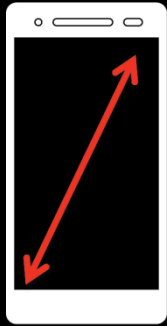


What's Hot



Ascend Mate
launched globally
in **40+** countries





6.1" super large display



4050 mAh ultra long-lasting battery with power saving technology



Gloves mode and single hand operation



Ascend Mate series target: Stay connected 24/7

HUAWEI *Ascend Mate2 4G*

Experience the power of more

More Intuitive

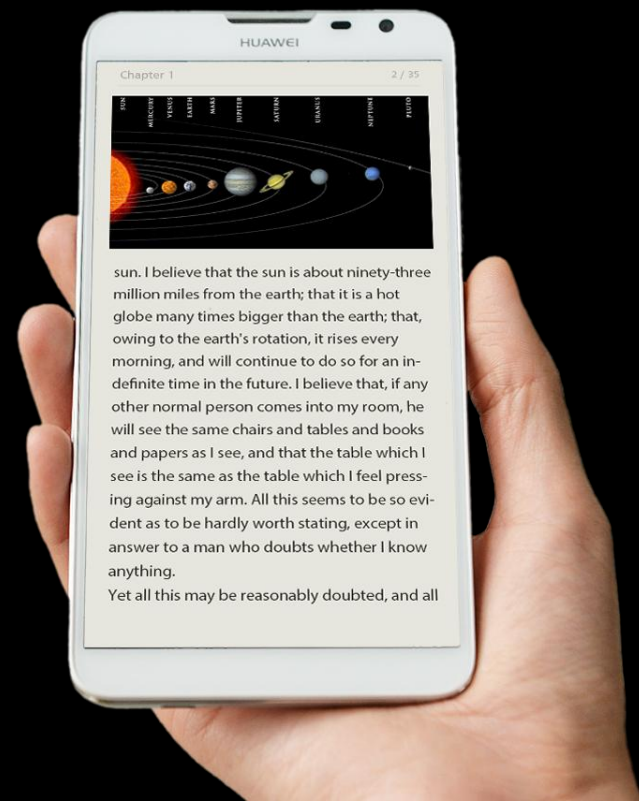


Great design and handling

Curved shape and comfortable to hold

Slim bottom edge

High screen-to-body ratio



Compact design

3.1 mm frame



84.7 mm width



9.5 mm thin

6.1" display
Large screen without a large size

79%



21%

Ultra high
screen-to-body ratio

79%

**Wider single thumb
navigation**



High screen-to-body ratio

iPhone 5S



62%

Galaxy S4



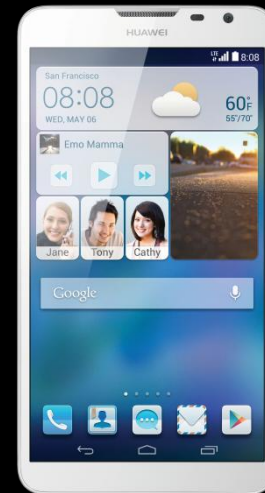
74%

Galaxy Note3



76%

Ascend Mate2



79%

Extremely slim bottom edge

iPhone 5S



17.2 mm

Galaxy S4



13.9mm

Galaxy Note3



12.8mm

Ascend Mate2



10.5 mm

More Powerful



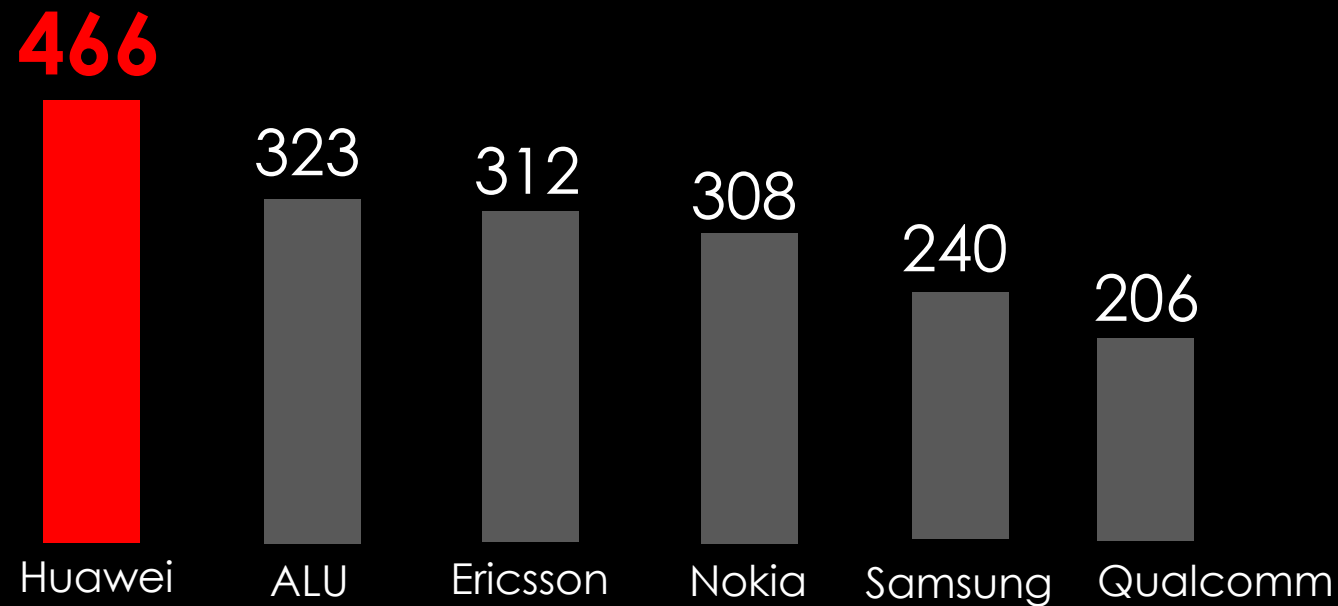
More powerful

Fast connection: Incredible LTE performance

Fast processing: 1.6 GHz quad-core processor

Fast sharing: Multi-screen technology

Huawei is the
No.1 contributor
to 3GPP LTE RAN
since 2010



466 approved
contributions to 3GPP
LTE core specifications

Leading LTE-A
standardization: MIMO,
CoMP, AAS, MTC, MBMS,
MSR

LTE Cat4 150 Mbps

Download a single movie in **ONE** minute



**Compatible with
Most mobile networks**



**FDD-LTE / TD-LTE
WCDMA / GSM / TD-SCDMA
CDMA EVDO / CDMA 1X**

Fast connection

2.4 G/5 GHz dual band Wi-Fi

802.11ac up to 400 Mbps

4G hotspot



Bluetooth 4.0

Low power consumption

Wearable device connection



Qualcomm MSM8928

Quad-core 1.6 GHz processor



HiSilicon chipset A9 quad-core

Multi-screen technology

From 1 to 8 smartphones

From smartphone to TV



More Tuned for Entertainment

Many users use their smartphones for at least 6 hours a day



**Their primary frustration:
battery power.**

4050 mAh

Li-Polymer battery

One of **largest** in the
Industry



Stream **3 movies** online

Watch **6 saved movies**

Surf the internet for **half a day**

Listen to **100 hours** of music



30% more efficient Huawei's patented power saving technology

Applications
management
5-10%

Software
management
12-15%

Power
control
8-13%

Hardware
design
13-15%

Process
optimization
5-8%

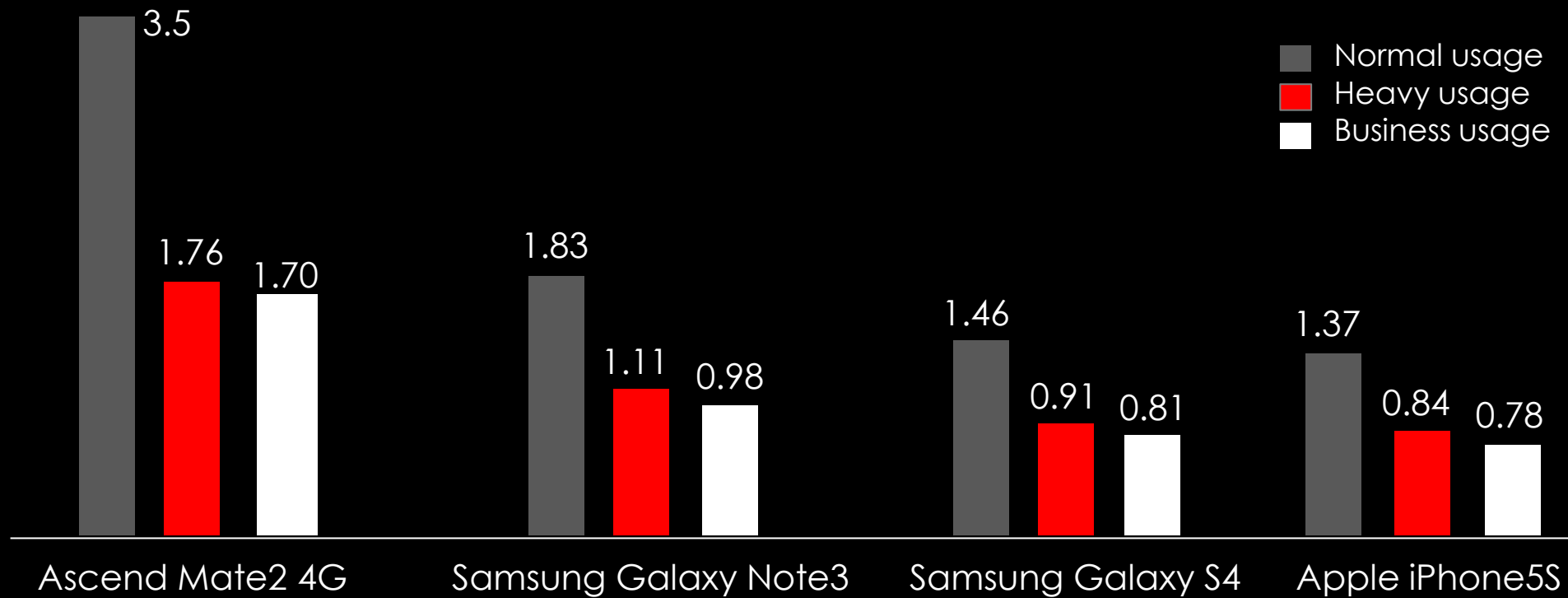
LTE
optimization
20-30%

Ascend Mate2 4G

more than **2 days** of uninterrupted performance

Battery life comparison across brands

(Unit: day)





**Reverse charging:
charges other
devices**

Portable battery

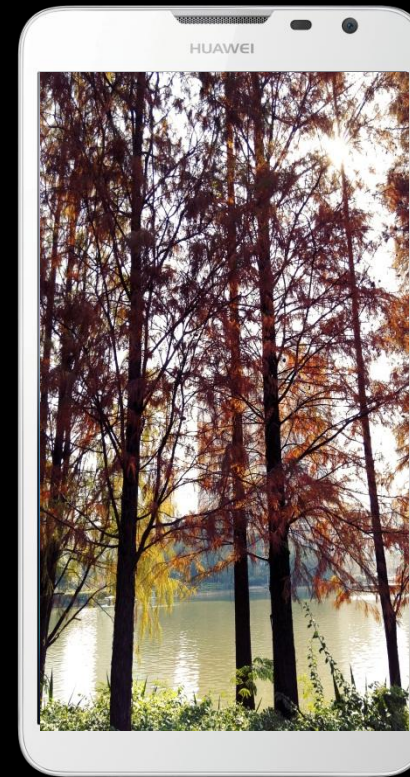


6.1" Enhanced HD (EHD)

LTPS technology

CABC technology

Full laminating screen



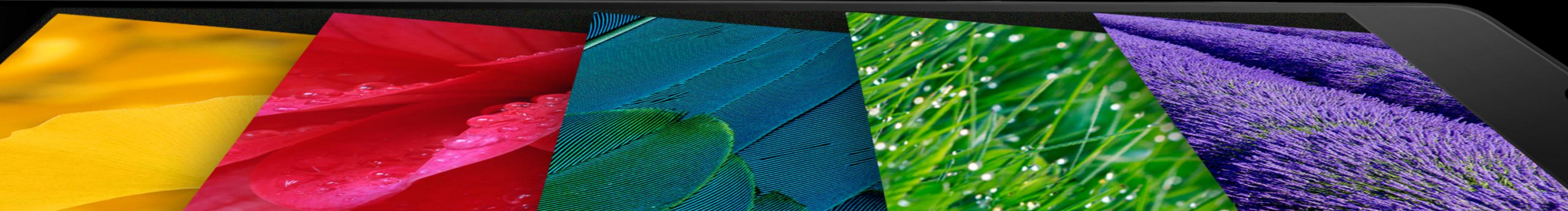
LTPS

Low Temperature Poly-Silicon

More dynamic and
rich colors

20-30% more power
efficient

Faster response and
less reflective



CABC

Content Adaptive Brightness Control

Sharper font effect
Low power consumption
Comfortable for the eyes



More Enhanced Camera Experience

Discover your best self

5 MP front camera

10-level auto face enhancement
Magic preview window
88 degree wide angle
Front camera panoramic

F2.4	1.4μm
Aperture	Sensor





10-level auto face enhancement



Level 0



Level 5



Level 10

Magic preview window
for that perfect pose





Panoramic selfie



Discover a better world

13MP SONY BSI rear camera

IMAGESmart engine, 200+ scenario optimization

Audio photo and remote shooting

1080P FHD video recording, DTS sound

F2.0

Big aperture

28mm

Wide-angle lens

4cm

Macro mode

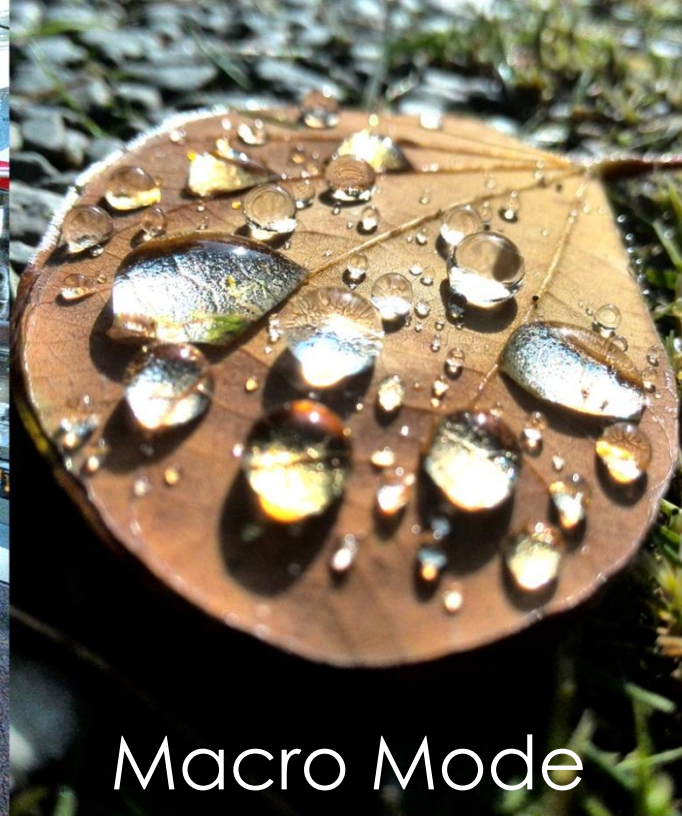




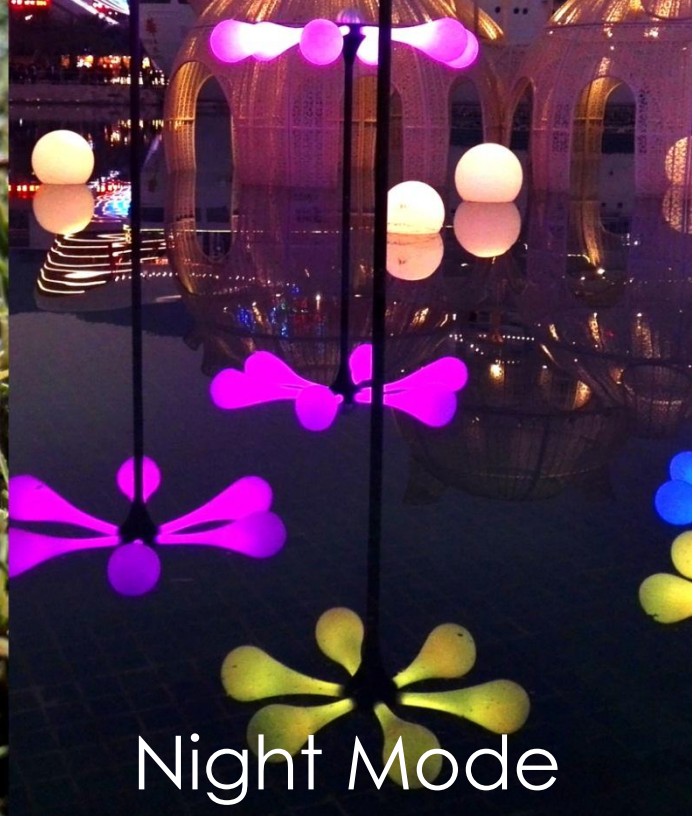
High Contrast



Indoor



Macro Mode



Night Mode



Audio photo



Take a photo



Record something



Audio playback



Remote shooting

More Convenient

ui emotion 2.0



Emotion UI 2.0

Simple

Phone management

User-friendly

Simple UI, easy to use

Frequently used applications

Easy to operate

Convenient customization



Phone Manager

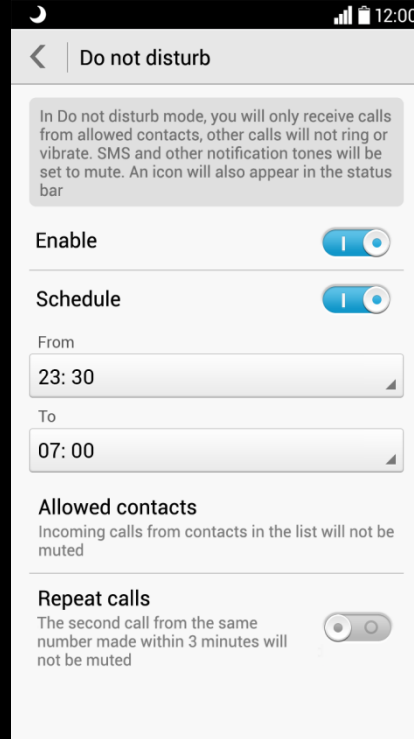
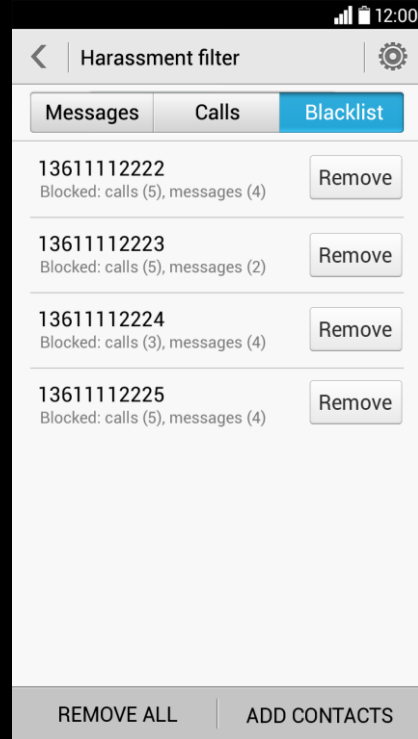
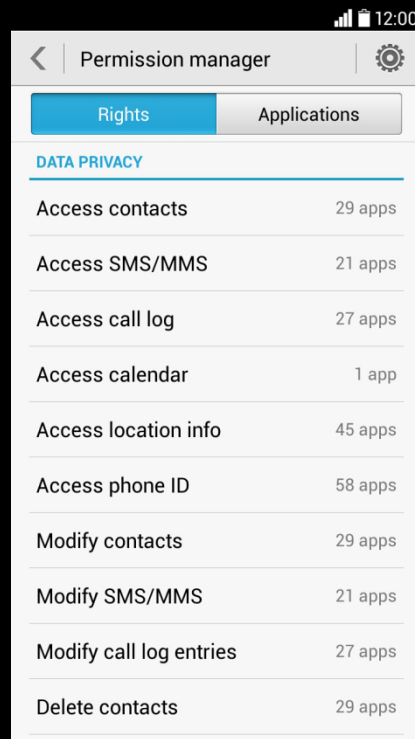
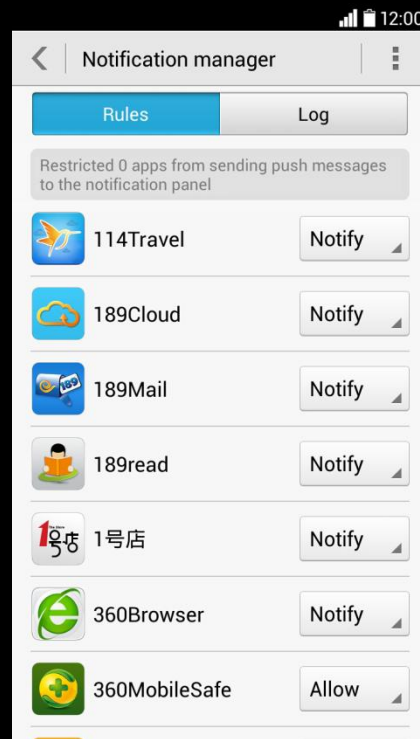
You are the master of your phone

Notification manager

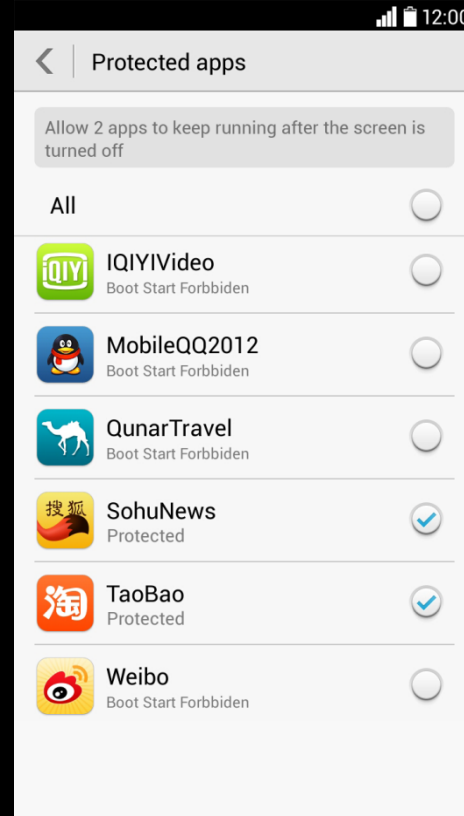
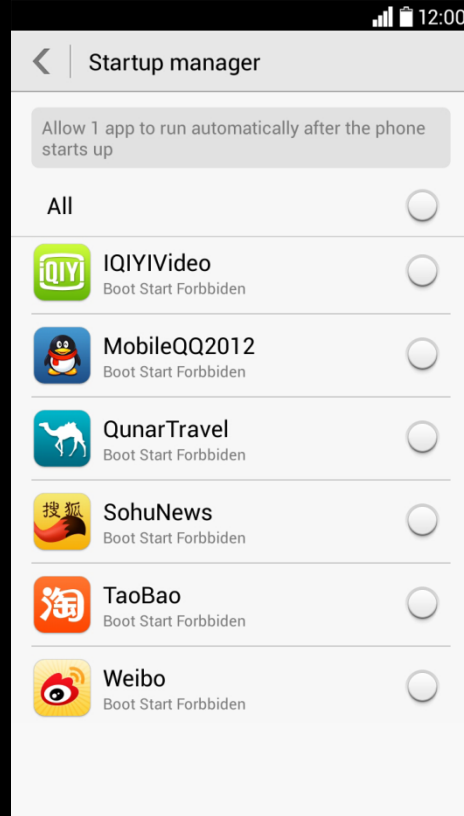
Permission manager

Harassment filter

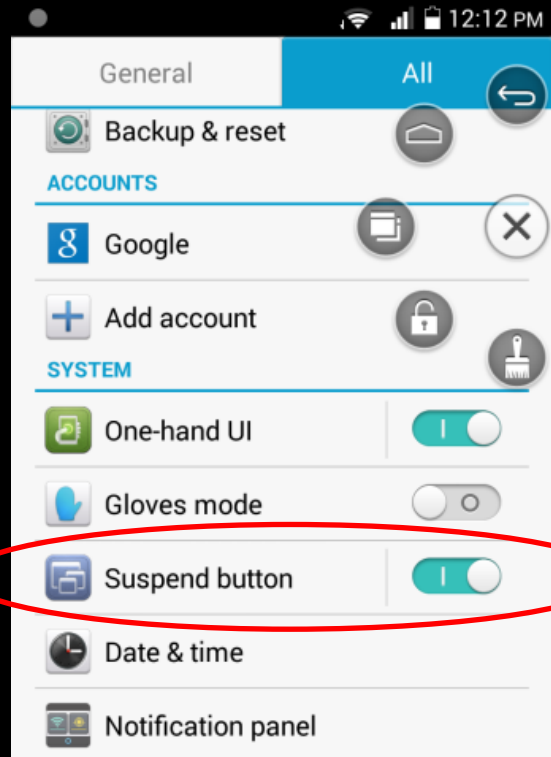
Do not disturb



**Allow selected
applications to start
automatically when
phone turns on**



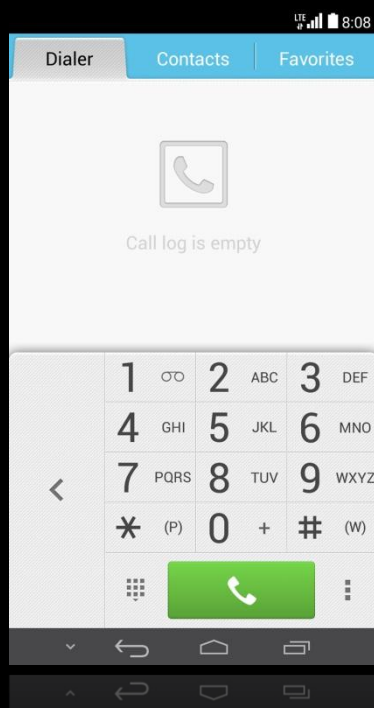
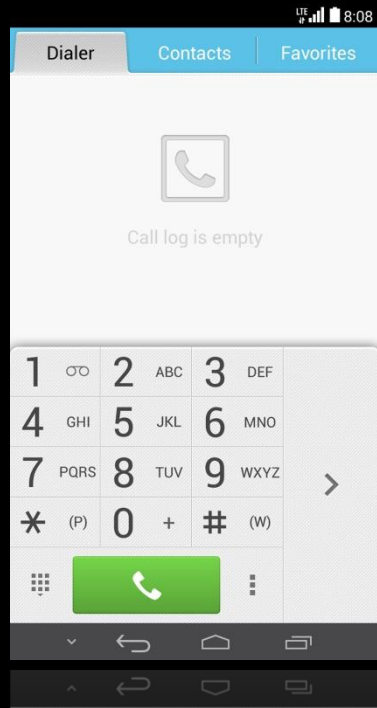
**Allow selected
applications to keep
running after the screen is
turned off**



Floating window

Make full use of the big screen



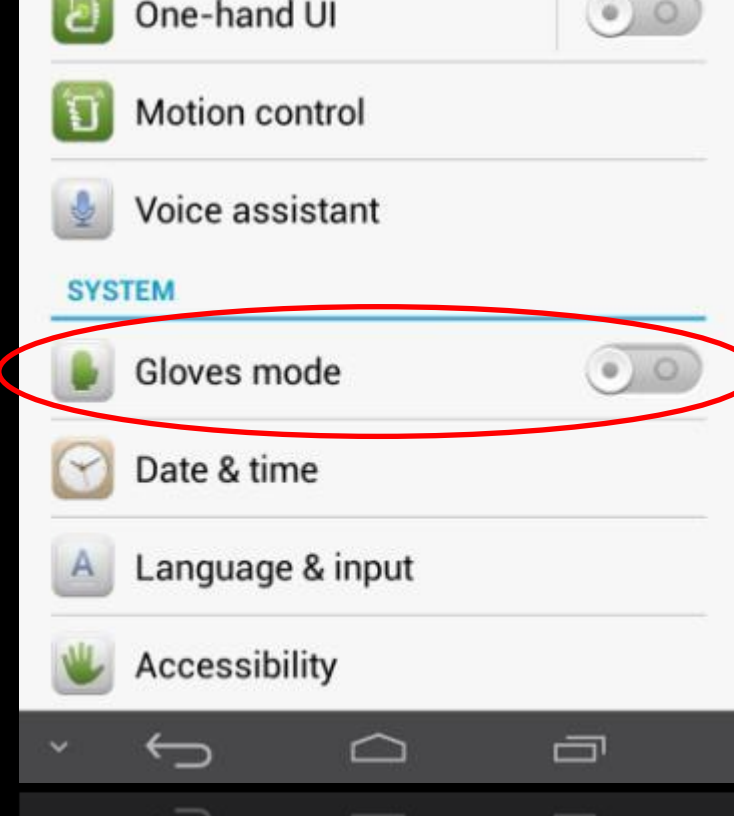


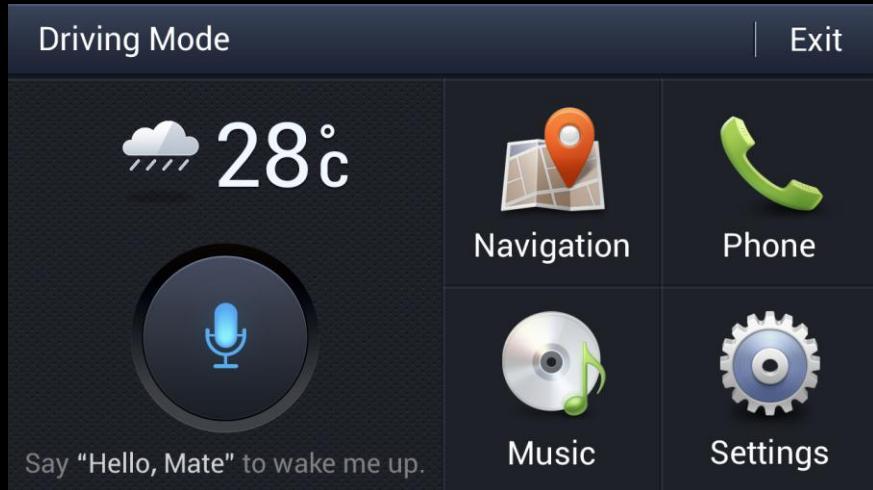
Single hand operation





Gloves mode



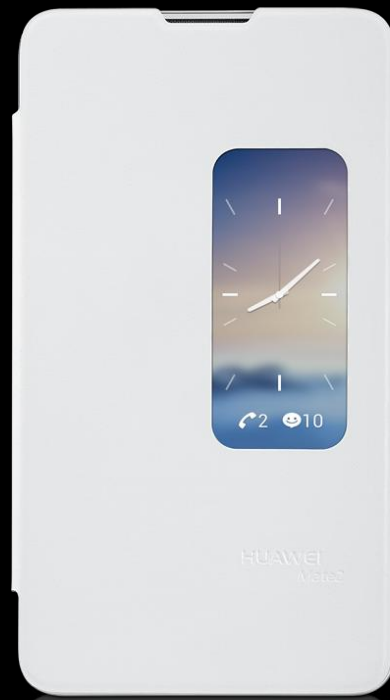
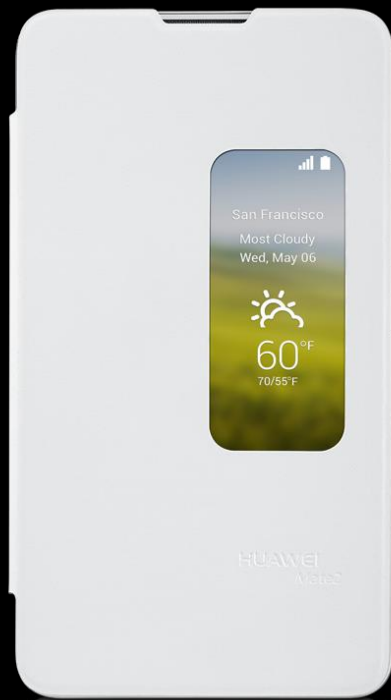


Navigation

Dashboard
Voice activation
Smart holder



More Versatile Accessories





More than **2 days** of uninterrupted LTE performance

Experience the power of more

More power

4050 mAh

>30% power saving

More speed

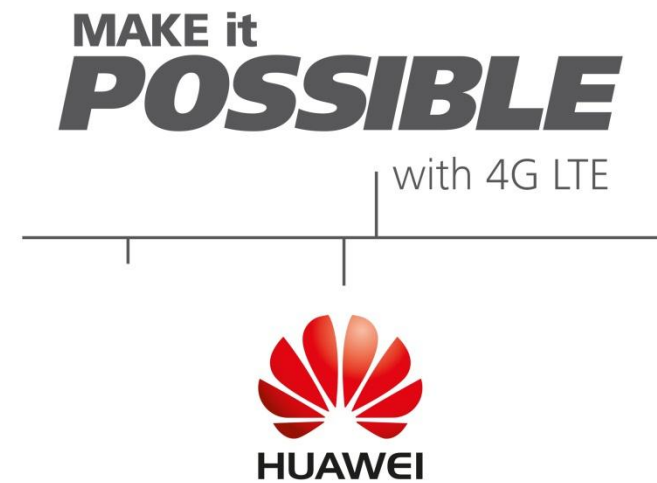
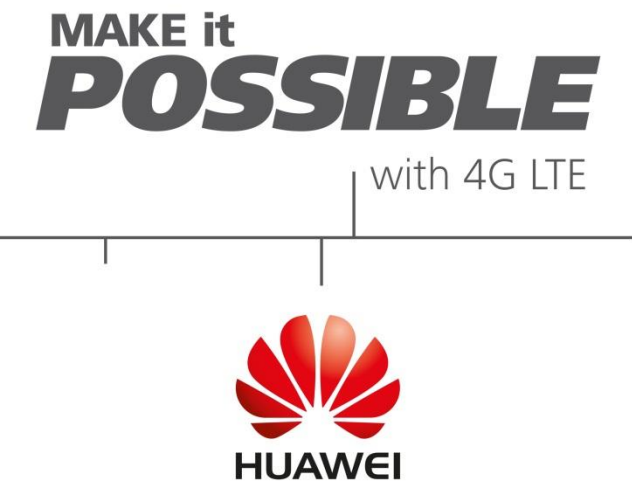
LTE Cat4

Better connectivity performance

More screen

6.1" EHD display

Better visuals and 20% power saving





MAKE it
POSSIBLE
with 4G LTE

