



HUAWEI

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Today's Consumers

*Pursue Individuality, Work Smart, Play Hard
Live with balance*



Ascend G series

Accessible Premium, Youthful, Fun

Ascend G7



A group of young people are dancing and celebrating on a beach at sunset. The scene is dimly lit with a warm, orange glow from the setting sun. In the foreground, a young man with a beard is smiling broadly, his arms raised. Behind him, several other young people are also dancing and smiling. The background shows the ocean waves and a clear sky with a few clouds.

A beautiful smart phone for you
to enjoy LTE life
Your life. Your rules.

Look Stunning

Work Smart

Play Hard

Look Stunning

Work Smart

Play Hard

Premium
Full-metal housing
Aluminum Alloy



Craftsmanship
With fine details





Ergonomic
curve design
For an intuitive hold





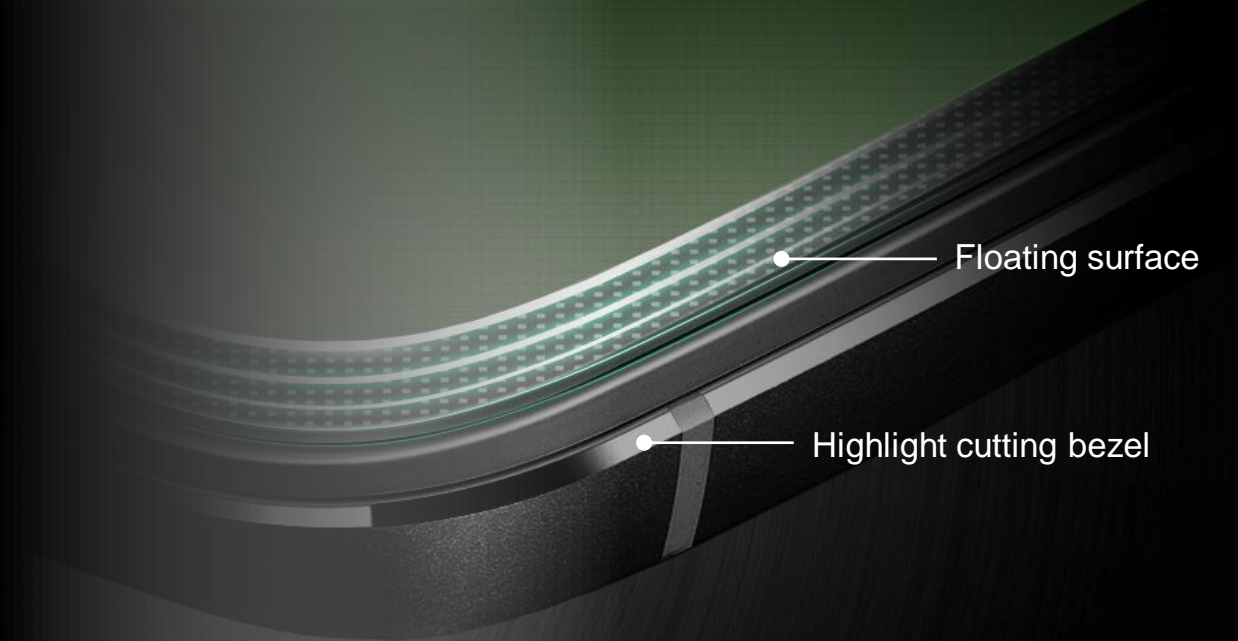
2.85mm
Narrow bezel

7.6mm
Slim body



Floating design

Even slimmer profile



Nano Molding technology

Compact & uni-body

Aluminum
Alloy

Plastic





Over 133 production processes in 7 hours

Colors Inspiration



Space grey

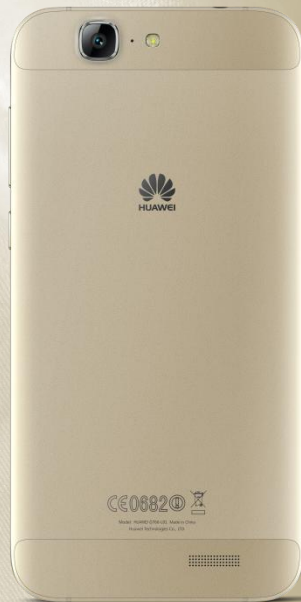


Colors Inspiration



Moonlight silver

**Colors
Inspiration**



Horizon gold

Three stunning
metallic colors



A touch of personality

Stunning display with customized looks

5.5" HD IPS Display

Fully laminated

Smart Image Processing for crisp images

CABC control saves energy & enrich colors

80 degree wide angle





30+ Themes





2000+ Magazine Unlock Screens



Look Stunning

Work Smart

Play Hard

A man and a woman are smiling and looking at a smartphone together. The man is wearing a blue and white checkered shirt and blue-rimmed glasses. The woman is wearing a yellow shirt and black-rimmed glasses. They are in a room with bookshelves filled with books in the background. The text "4G LTE Cat4" is overlaid in white, and "More connectivity, more productivity." is overlaid in yellow below it.

4G LTE Cat4

More connectivity, more productivity.



Download 1GB files within ONE minute

Share instantly
with 4G LTE Cat4

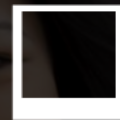


Video

One HD movie

160s UL

54s DL



Photo

One photo

16ms UL

5ms DL



Music

One song

0.9s UL

0.3s DL

** One HD movie size 1GB / One photo size 1MB / One song size 5MB*

Worldwide connectivity

Compatible with all mobile networks

FDD-LTE

TD-SCDMA

TDD-LTE

CDMA EVDO

WCDMA

CDMA 1X

GSM

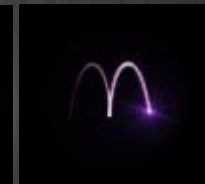


Smart Gesture

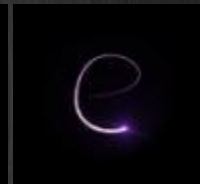
A shortcut to access the functions



Camera



Music



Browser



SMS



Contact

Unstoppable Enjoyment

3000mAh High Density Li-Polymer Battery

600+ hours Stand-by

30 hours music

9 hours Internet surfing

8 hours movies online

5 hours video recording

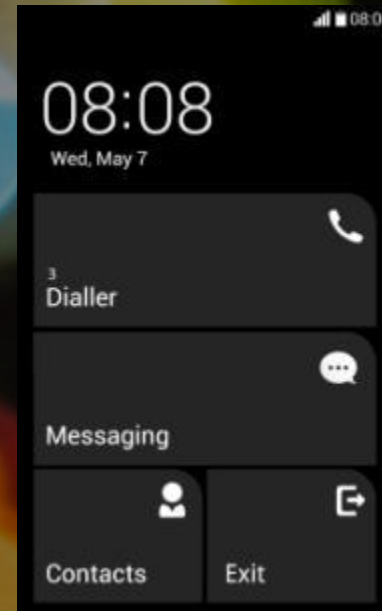
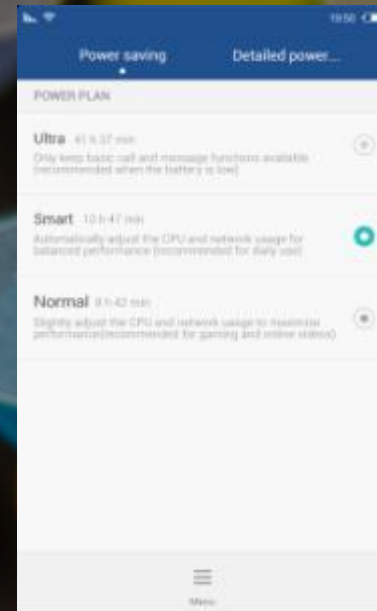
6 hours game playing



Get even more mileage

3 modes to save power

Normal / Smart / Ultra Saving



Look Stunning



Work Smart



Play Hard



Capture life with ease
with dynamic camera experience



13MP BSI Rear Camera

SONY 4th Generation Sensor

IMAGESmart Engine 2.0

28mm wide angle

1080p FHD video recording

5MP Front Camera



720p HD
Video recording



88°
Wide angle



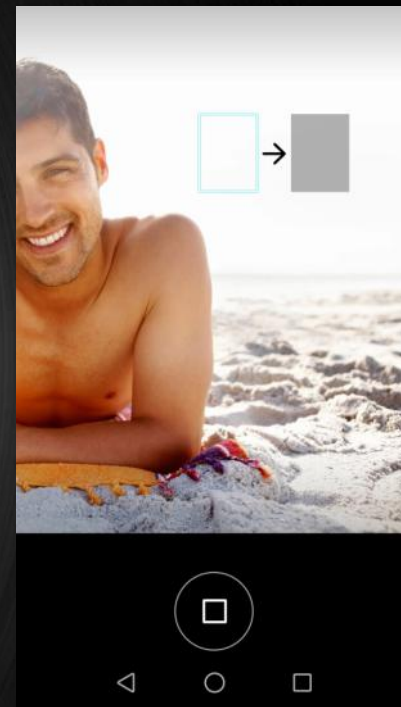
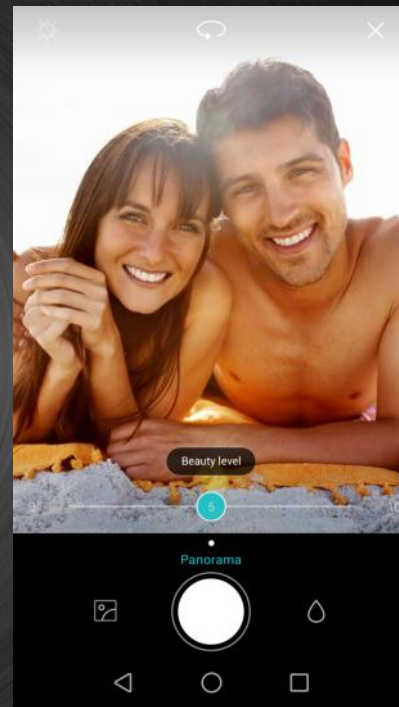
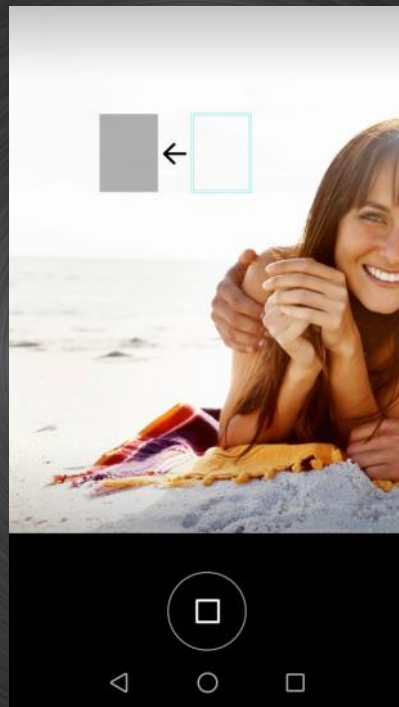
Extend the horizon of Panorama

Horizontal & Vertical



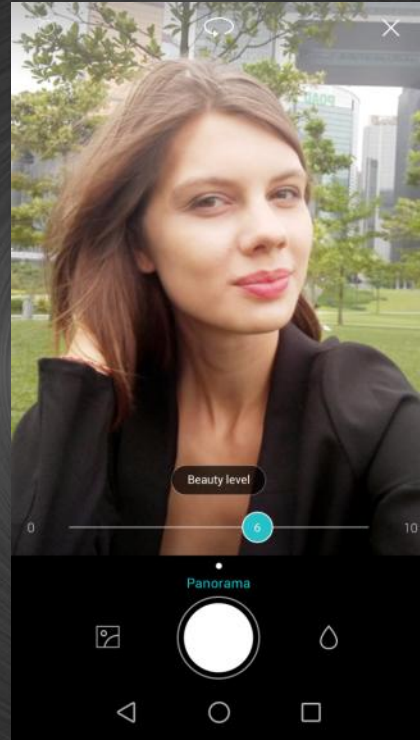
Redefine the Selfie Experience

Groufie



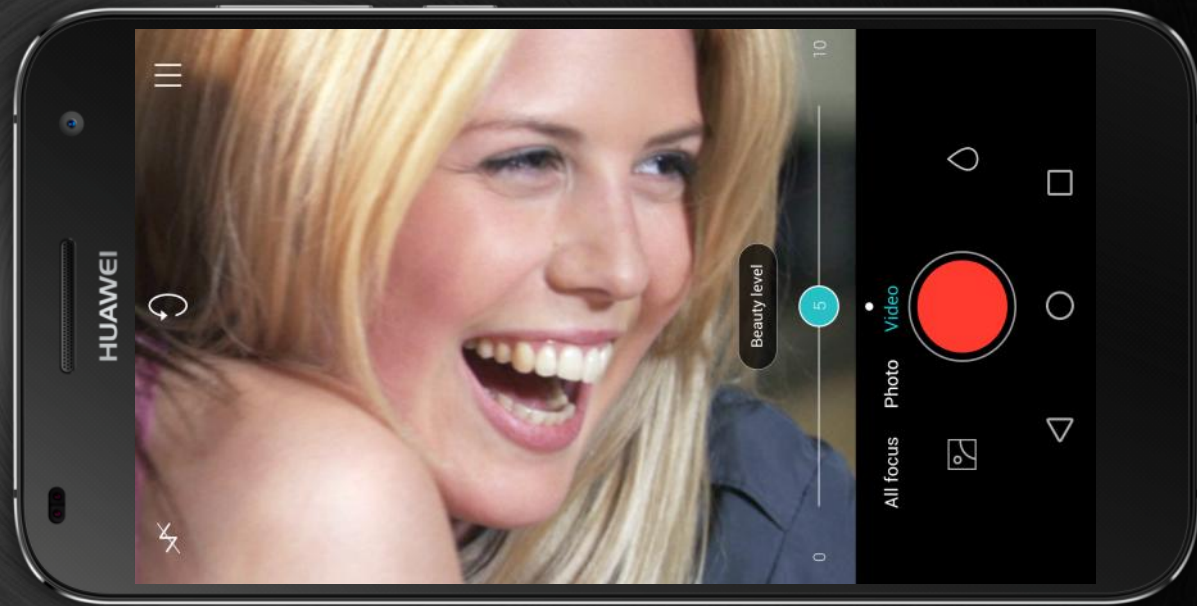
Redefine the Selfie Experience

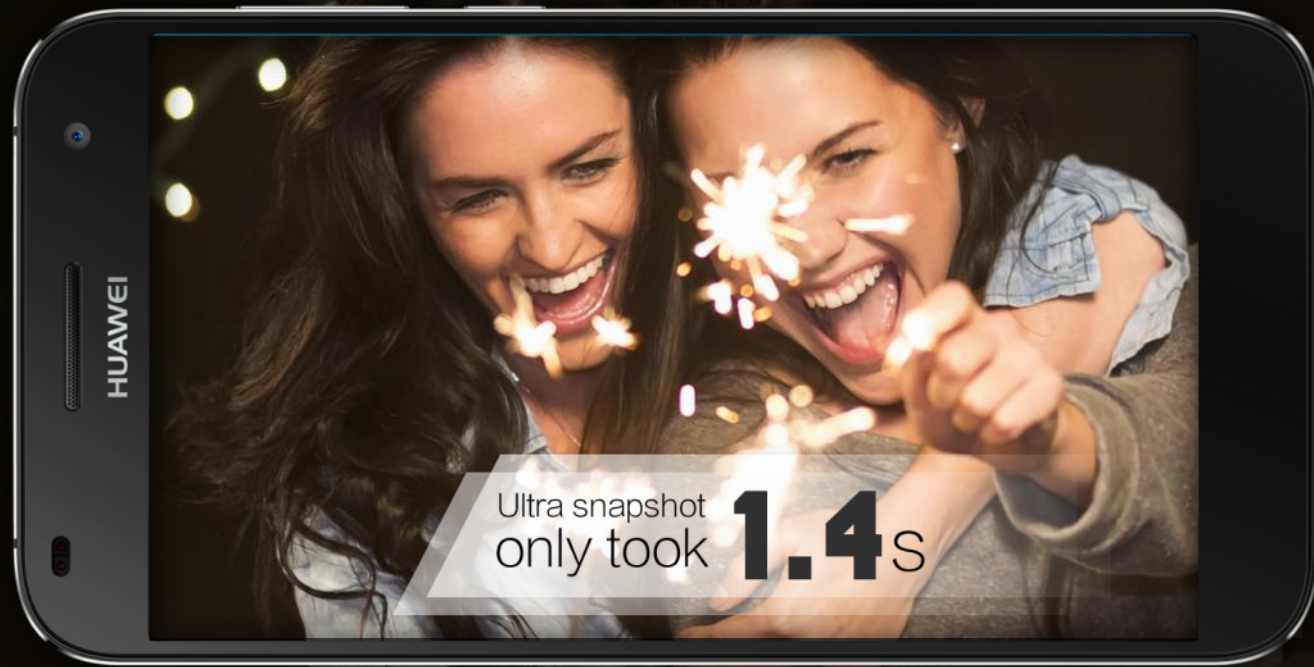
*Beauty Enhancement,
Mirror & Preview window*



Redefine the Video Experience

Beauty Enhanced Video





Ultra Snapshot
*Capture
instant excitement*

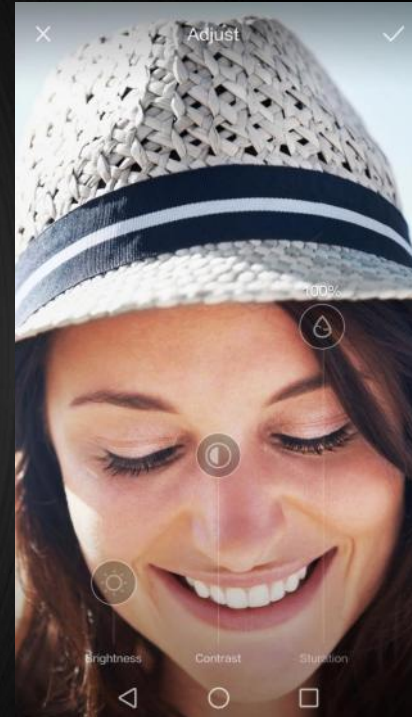


All-Focus

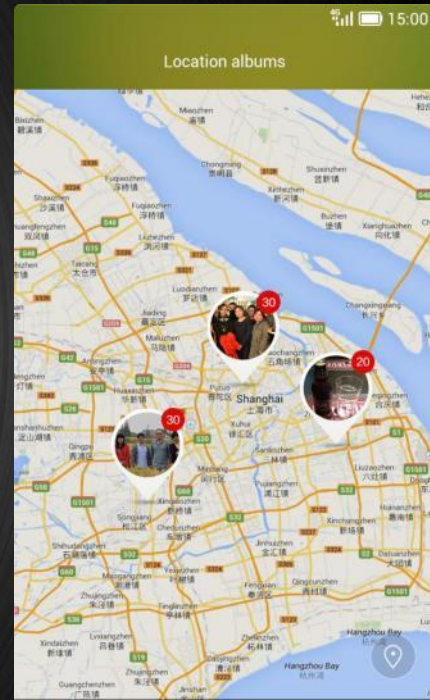
Enjoy every detail



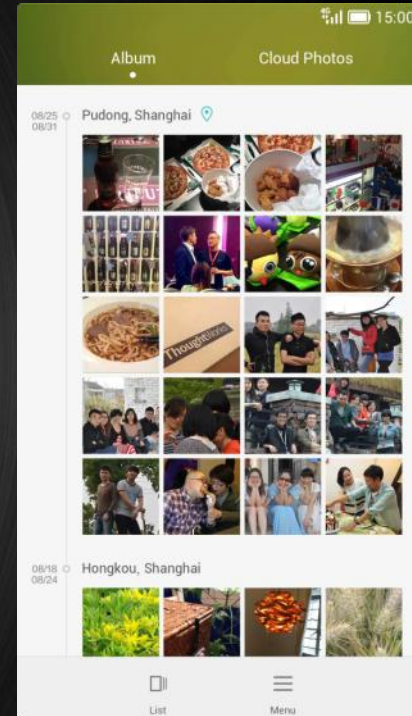
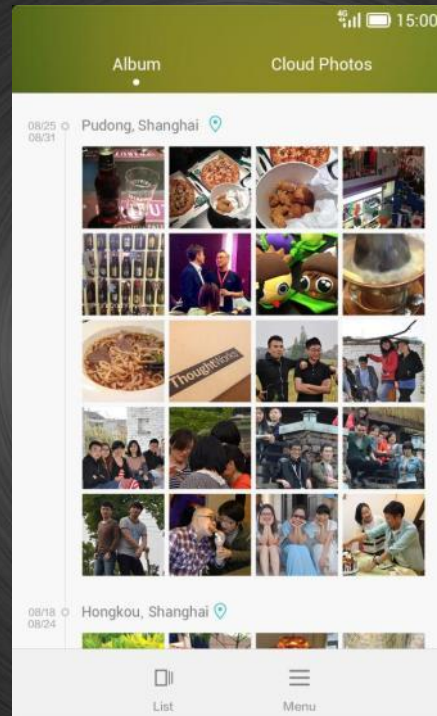
New photo editing interface



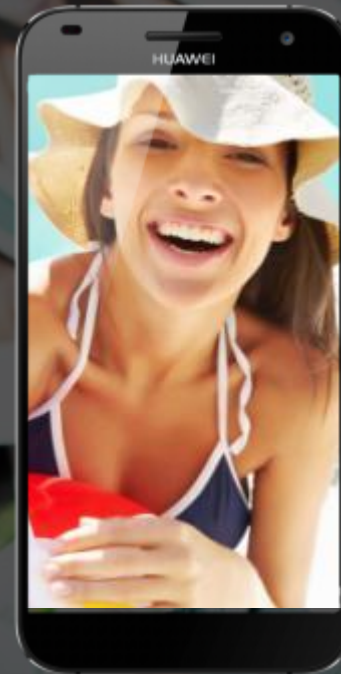
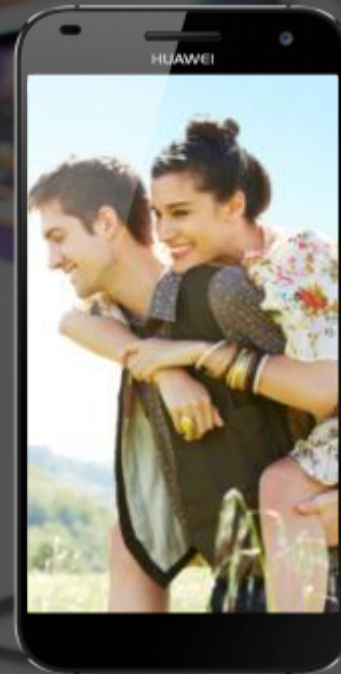
New gallery with *time & location*



Quick access *between gallery to camera*



Customize Your Own Lock Screen with *Your Photos*



Ascend G7

Your life, Your rules

Look Stunning

Work Smart

Play Hard

Ascend G7

Your life, Your rules

Full metallic slim body

5.5" IPS display

4G LTE Cat4 connectivity

3000mAh high density battery

5MP front & 13MP rear cameras



Ascend G7

€ 299

Recommended Retail Price



* Western European market

Ascend G7

first available markets

By the end Oct 2014

Belarus

Belgium

China

Costa Rica

Czech Republic

Denmark

Estonia

France

Germany

Hungary

Italy

Kuwait

Latvia

Lithuania

Malaysia

Mexico

Netherlands

Norway

Oman

Poland

Portugal

Saudi Arabia

Singapore

Slovakia

South Africa

Spain

Sri Lanka

Taiwan

Thailand

Turkey

