

PRESS RELEASE

HONOR and Porsche Design Launch AI-powered PORSCHE DESIGN HONOR Magic7 RSR

Page 1 of 8

January 2025

The Sports Car Among Smartphones

Stuttgart/Shenzhen. HONOR and Porsche Design today announced the launch of their latest ultra-premium flagship smartphone in Europe, Middle East, and Asia Pacific. The PORSCHE DESIGN HONOR Magic7 RSR marks the third collaboration between the global technology brand HONOR and the exclusive lifestyle brand Porsche Design, following the successes of the PORSCHE DESIGN HONOR Magic V2 RSR and the PORSCHE DESIGN HONOR Magic6 RSR. The new device merges premium sports car inspired design with state-of-the-art technology, again showcasing a powerful collaboration, meticulously crafting a groundbreaking product. The PORSCHE DESIGN HONOR Magic7 RSR represents a leap forward in AI-enabled smartphone technology, seamlessly integrating AI into the user experience by enhancing imaging, display, performance, and system interactions, creating a personalized smart platform that adapts and improves with use.

Redefining Sporty Elegance

The PORSCHE DESIGN HONOR Magic7 RSR seamlessly blends Porsche Design's iconic sporty aesthetics with exceptional quality, functionality, and usability. Ferdinand Alexander Porsche, the creator of the legendary sports car 911 and founder of Porsche Design once described his design approach in the following way: *"As little design as possible, as much design as necessary."* Drawing from F. A. Porsche's philosophy of simplicity and sophistication, the PORSCHE DESIGN HONOR Magic7 RSR incorporates the HONOR Magic7's symmetrical camera

PRESS RELEASE

HONOR and Porsche Design Launch AI-powered PORSCHE DESIGN HONOR Magic7 RSR

Page 2 of 8

January 2025

module while integrating the latest sports car design, a celebration of superior dynamics and elegance. This fusion of innovation and heritage creates a unique appeal, with a powerful design highlighted by a distinctive central ridge reminiscent of sleek hood lines featured on many Porsche sports cars. This feature enhances both visual appeal and ergonomics, providing a comfortable and secure grip. The phone incorporates Porsche's signature design elements with a hexagonal camera module inspired by high-performance components. The aerodynamic aesthetics of the Taycan Turbo S are seamlessly integrated, and the symmetrical arrangement of four imaging units (3 cameras and 1 graphic element) resemble sports car headlights, protected by 3D glass echoing Porsche's windshield curves. The PORSCHE DESIGN HONOR Magic7 RSR replicates the smooth, refined surface of a sports car, offering a sensory feast of visual and tactile delight.

Enhancing Smart Lifestyles with AI-driven MagicOS 9.0

The PORSCHE DESIGN HONOR Magic7 RSR features the new cutting-edge MagicOS 9.0. This industry-first, personalized all-scenario AI operating system is equipped with intelligent features that are thoughtfully engineered to meet the varied needs of users, spanning from everyday smartphone operation, entertainment, communication, and photo editing to professional tasks. Introducing Magic Portal, users can conveniently access essential information and services through the upgraded circle and access capability, streamlining smartphone interactions with a simple circle and tap gesture. The MagicOS 9.0 also integrates AI-powered Real-time Transcript, AI Summary, AI Minutes and AI Format features into HONOR Notes, enhancing meeting efficiency for business users. Furthermore, it provides AI Eraser and AI Cutout for an enhanced photo-editing experience. The PORSCHE DESIGN HONOR Magic7

PRESS RELEASE

HONOR and Porsche Design Launch AI-powered PORSCHE DESIGN HONOR Magic7 RSR

Page 3 of 8

January 2025

RSR now comes with the Google Gemini app pre-installed¹. This AI assistant from Google can help users enhance ideas, learn in new ways, write emails, plan events and more.

AI-Enabled Excellence in Smartphone Photography

The PORSCHE DESIGN HONOR Magic7 RSR boasts the pioneering AI HONOR Image Engine, the industry's first on-device plus cloud large model empowered mobile imaging system. It delivers a transformative photography experience from image capture to editing. Leveraging the power of large models, the device elevates image precision across all photography needs including portraits, snapshots, or telephoto images. This device showcases a range of AI-driven photography tools, including All-scenario Harcourt Portrait, AI Enhanced Portrait, AI Super Zoom for Scenery Capture, Stage Mode, AI Motion Sensing Capture, and HD Super Burst. Users can take stunning photos through AI processing, capturing every moment with remarkable clarity and detail.

With a triple rear camera setup that includes a 50MP Super Dynamic Falcon Main Camera, a 200MP Ultra-sensitive Telephoto Camera, and a 50MP Wide Camera, the device is a perfect tool for photography enthusiasts seeking a professional-like shooting experience. Equipped with an advanced 1/1.4" telephoto sensor and the industry's largest f/1.88 telephoto aperture, the telephoto camera rivals the performance of professional telephoto lenses. The LiDAR Matrix Autofocus System, featuring 1200 Points LiDAR Matrix, enhances focusing accuracy, speed,

¹ Google, Android and Gemini are trademarks of Google LLC. Gemini mobile app available on select devices, languages, and countries. Internet connection required. Check responses for accuracy.

PRESS RELEASE

HONOR and Porsche Design Launch AI-powered PORSCHE DESIGN HONOR Magic7 RSR

Page 4 of 8

January 2025

and tracking range, ensuring sharp and clear shots of moving subjects. With a dual electromagnetic focus actuator, the focus capability is enhanced significantly.

Human-centric Display Technologies Combined with Advanced Hardware Performance

The PORSCHE DESIGN HONOR Magic7 RSR is equipped with the Natural Light HONOR AI Eye Comfort Display, which simulates natural light characteristics and is certified by TÜV Rheinland Full Care Display 4.0, TÜV Rheinland Circular Polarization, and TÜV Rheinland Flicker-Free, setting a new standard in user eye health protection. Providing ultimate protection to the device, the smartphone incorporates the HONOR Anti-scratch NanoCrystal Shield and is certified with IP68 and IP69 ratings for dust and water resistance withstanding everyday scratches and shocks. The device also supports rapid charging options with 100W Wired and 80W Wireless HONOR SuperCharge, by incorporating a 5850mAh Third-generation Silicon-carbon Battery that delivers reliable power even in low temperatures.

Powered by the Snapdragon® 8 Elite Mobile Platform, Qualcomm's most powerful mobile system-on-a-chip, the device ensures smooth gaming and multitasking with stunning graphics and efficient battery usage. The HONOR Surround Subwoofer, a stereo speaker with an integrated ultra-large sound cavity and spatial audio, offers deep bass and an immersive audio experience. The PORSCHE DESIGN HONOR Magic7 RSR features a unique user interface infused with elements inspired by sports cars. Enhancing the user experience, the smartphone includes a special premium phone case that provides enhanced durability. With its impressive features, the PORSCHE DESIGN HONOR Magic7 RSR is an ideal companion for everyday life, blending style, performance, and durability seamlessly.

PRESS RELEASE

HONOR and Porsche Design Launch AI-powered PORSCHE DESIGN HONOR Magic7 RSR

Page 5 of 8

January 2025

Price and Availability

The luxury flagship device is available in two distinct Original Porsche exterior colors: the classic Agate Grey, a sporty masculine yet elegant hue, and the brand-new color Provence, a modern purple hue that adds a touch of flamboyance to the over-all clean and functional design. The PORSCHE DESIGN HONOR Magic7 RSR will go on sale in Europe from end of February and in Middle East and Asia Pacific in the subsequent weeks. In the euro zone it will retail at €1,799 (RRP). For more information, visit shop.porsche.com.

PRESS RELEASE

HONOR and Porsche Design Launch AI-powered PORSCHE DESIGN HONOR Magic7 RSR

Page 6 of 8

January 2025

Consumption and Emissions

Taycan Turbo S (WLTP)

Electric energy consumption combined: 20.5 – 17.9 kWh/100 km; CO₂ emissions combined: 0 g/km;

CO₂ class: A

Where values are indicated as ranges, they do not refer to a single, specific vehicle and are not part of the offered product range. They are only for the purposes of comparison between different vehicle types. Additional equipment and accessories (add-on parts, tire formats etc.) can change relevant vehicle parameters such as weight, rolling resistance and aerodynamics. These factors, in addition to weather, traffic conditions and driving behaviour, can influence the fuel/electricity consumption, CO₂ emissions, range and performance values of a vehicle.

PRESS RELEASE

HONOR and Porsche Design Launch AI-powered PORSCHE DESIGN HONOR Magic7 RSR

Page 7 of 8

January 2025

About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (porsche-design.com).

For regular updates on Porsche Lifestyle, please follow:

Instagram: [instagram.com/porschedesign](https://www.instagram.com/porschedesign)

Facebook: [facebook.com/porschedesign](https://www.facebook.com/porschedesign)

LinkedIn: [linkedin.com/company/porschelifestylegroup](https://www.linkedin.com/company/porschelifestylegroup)

YouTube: [youtube.com/@porschedesign](https://www.youtube.com/@porschedesign)

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 enable people to become a better version of themselves.

For more information, please visit HONOR online at www.honor.com or email newsroom@honor.com

<https://community.honor.com/>

<https://www.facebook.com/honorglobal/>

<https://twitter.com/Honorglobal>

<https://www.instagram.com/honorglobal/>

<https://www.youtube.com/c/HonorOfficial>

PRESS RELEASE

HONOR and Porsche Design Launch AI-powered PORSCHE DESIGN HONOR Magic7 RSR

Page 8 of 8

January 2025

Press contact:

Porsche Lifestyle Group

Angélique Kreichgauer

Head of Public Relations & Social Media

Mobile: +49 152 3 911 6242

Email: angelique.kreichgauer@porsche-design.de

HONOR Device Co., Ltd.

Yuheng Feng

Head of Global Product PR

Email: fengyuheng@honor.com

Daniel Rätz

Manager PR

Mobile: +49 152 0 911 4534

Email: daniel.raetz@porsche-design.de