

Porsche Design and Huawei set a new standard in mobile luxury

The new PORSCHÉ DESIGN HUAWEI Mate RS delivers the future of mobile technology encapsulated within an exceptionally stunning and streamlined handset



Stuttgart. Porsche Design and Huawei launch a highly sophisticated and powerful smartphone; the PORSCHÉ DESIGN HUAWEI Mate RS. Introducing the future of technology through features such as the world's first dual fingerprint design including an innovative in-screen fingerprint sensor, the world's first Artificial Intelligence (AI) processor¹ and Leica triple camera with 40MP image capture. This device will surpass the demands of even the most discerning smartphone user.

Incorporating Porsche Design's signature design language and Huawei's breakthrough technology and craftsmanship, the PORSCHÉ DESIGN HUAWEI Mate RS sets a new standard in mobile luxury. With a commitment to unique, functional design, the phone has a 6" 2K curved OLED screen and wonderfully symmetrical look, minimalist feel and a stylish 8-edged 3D curved glass body. Available globally in black² – a timeless colour that enables a seamless switch from glass to frame, and reflects Porsche Design's commitment to purism and simple sophistication.

The PORSCHÉ DESIGN HUAWEI Mate RS has been built with exceptional accuracy, meaning each component is there for a specific reason, and exactly where it needs to be to ensure the user gets the best possible experience in terms of power and aesthetics. High performance is also indicated in the naming of the smartphone: the term "RS" stands in the world of Porsche motorsport for outstanding racing performance.

The PORSCHÉ DESIGN HUAWEI Mate RS benefits and features include:

- The world's first dual fingerprint scanner for enhanced convenience, allowing users to awake and unlock the device simply, thanks to an in-screen fingerprint sensor. Hover to awake the device, touch to unlock it
- The winning combination of Leica triple camera with 40MP RGB sensor technology and exceptional photography powered by Master AI. This combination puts effortless, eye-catching photography at the fingertips of those looking to immortalise their favourite moments. Combined with 5 x hybrid zoom, and the world's first AI image stabilisation on a smartphone camera ensures photography lovers can capture the best shots with exceptional clarity in almost any situation
- The PORSCHÉ DESIGN HUAWEI Mate RS is the first Huawei handset to allow quick wireless charging, making it even easier to keep the phone topped up and ready to go and, thanks to its long lasting battery, users will easily be powered through the busiest of days

¹ Kirin 970 chipset was created by Huawei and was the first Artificial Intelligence (AI) chip to be introduced in a smartphone, first released in the Huawei Mate 10 Series in 2017

² PORSCHÉ DESIGN HUAWEI Mate RS is available globally in Black, and as a limited edition in China the device will also be available in Red

- An 'intelligent' smartphone, the powerful AI processor automatically tailors the performance of the phone according to how it is used – constantly learning, understanding and anticipating needs, it is the perfect personal assistant for the pocket
- 256GB of internal storage³ means those constantly on the go and constantly on their phone can be worry free
- Dual SLS (super linear system) speakers with DOLBY ATMOS enable users to have a superior experience, with the best immersive surround sound and entertainment on the go
- Splash, water⁴ and dust resistant, which means there is no need to worry about damaging the device in the rain or accidentally dropping it in water

Each PORSCHÉ DESIGN HUAWEI Mate RS comes with a beautifully designed leather phone case accessory to match the lifestyle of the demanding target group. Cases are available in a range of leathers and colours, including black or red.

Jan Becker, CEO Porsche Design Group, said: "Both Porsche Design and Huawei seek to imagine and develop products that stand for precision and perfection, intelligent functionality and highly sophisticated design. Our aim was to create an outstanding device that goes one step further. We believe we have reached this goal by taking our partnership to the next level."

Richard Yu, CEO Huawei Consumer Business Group said: "The PORSCHÉ DESIGN HUAWEI Mate RS is the perfect blend of today's most innovative smartphone technology and luxury design. We are bringing cutting-edge technologies to this device, which people will fall in love with – from the innovative in-screen fingerprint to the Leica triple camera system – bringing consumers an unprecedented experience."

Porsche Design and Huawei have worked in tandem to develop a smartphone that fuses together the two brands' DNA, wealth of experience in design and technology, industry-leading expertise and exceptional performance. Through the use of colour in the device's body, software themes and accessories, the new handset is accentuated with Porsche Design's distinguished aesthetic and purist, minimalist feel.

The PORSCHÉ DESIGN HUAWEI Mate RS will be available to purchase from Porsche Design Stores, premium retailers and online (www.porsche-design.com) from April 2018.

To find out more about the unique benefits of this powerful and beautifully designed smartphone and how this heralds the future of both luxury and mobile technology, visit <https://consumer.huawei.com/en/phones/porsche-design-mate-rs/> or search #DiscoverExceptional, #HuaweiMateRS and #PorscheDesign

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Press contacts:

³ 10Watt wireless quick charge

⁴ Water proof in one meter of water for 30 minutes

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About Porsche Design:

Porsche Design is an exclusive lifestyle brand founded in 1972 by Professor Ferdinand Alexander Porsche. His mission was to build a company that takes the principles and spirit of Porsche beyond the automotive world. All Porsche Design products stand for precision and perfection, smart functions, refined functional design and boast a high level of technological innovation. Created and designed by the Studio F. A. Porsche in Austria and brought to life by carefully-selected manufacturers. Porsche Design products are sold worldwide in over 130 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (www.porsche-design.com).

For more information please visit www.porsche-design.com

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About Huawei Consumer Business Group:

Huawei's products and services are available in more than 170 countries, and are used by a third of the world's population. Fifteen R&D centres have been set up in the United States, Germany, Sweden, Russia, India and China. Huawei Consumer BG is one of Huawei's three business units and covers smartphones, PC and tablets, wearables and cloud services, etc. Huawei's global network is built on almost 30 years of expertise in the telecom industry and is dedicated to delivering the latest technological advances to consumers around the world.

For more information please visit: <https://consumer.huawei.com/en/>

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