

HONOR launches Magic7 Pro and PORSCHE DESIGN Magic7 RSR in Singapore

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HONOR is making headlines again with the launch of its latest flagship smartphone, the **HONOR Magic7 Pro**. Packed with cutting-edge features and enhancements, this new release is set to redefine the smartphone experience.


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At the launch event, I had the opportunity to explore the HONOR Magic7 Pro even though I havenâ??t received the review unit yet. One notable change is its departure from the curved display featured in the **HONOR Magic6 Pro** .

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While curved displays are undeniably stylish, the shift to a flat display improves grip and usability, a practical choice for everyday users.

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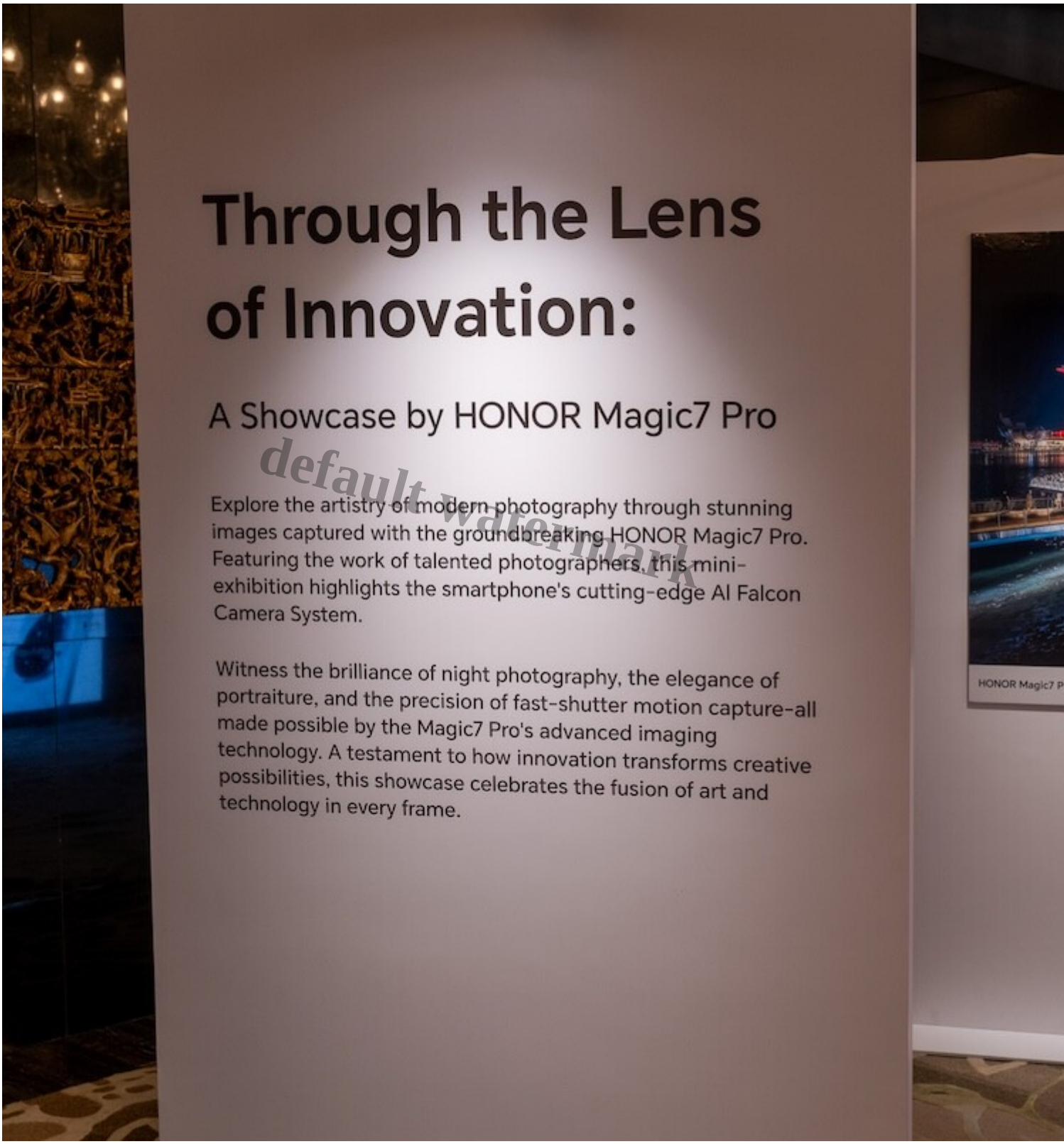
The HONOR Magic7 Pro is brimming with advanced technology, particularly in AI and photography. Hereâ??s what stands out:

- **Google Gemini App**: Pre-installed to seamlessly integrate Googleâ??s cloud AI assistant for secure and efficient use.
- **Worldâ??s First AI Deepfake Detection**: Enhances safety during video calls by detecting potential scams.
- **Magic Portal 2.0**: Simplifies searches across platforms and apps, saving users time and effort.
- **AI Features**: Includes AI Interpreter, AI Conversation, and AI Transcribe to make note-taking and communication easier.

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At the event, a collection of photographs taken with the HONOR Magic7 Pro was showcased, demonstrating its incredible capabilities.c


Through the Lens of Innovation:
A Showcase by HONOR Magic7 Pro
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Explore the artistry of modern photography through stunning images captured with the groundbreaking HONOR Magic7 Pro. Featuring the work of talented photographers, this mini-exhibition highlights the smartphone's cutting-edge AI Falcon Camera System.
Witness the brilliance of night photography, the elegance of portraiture, and the precision of fast-shutter motion capture-all made possible by the Magic7 Pro's advanced imaging technology. A testament to how innovation transforms creative possibilities, this showcase celebrates the fusion of art and technology in every frame.



Hereâ??s me using my **HONOR Magic V3** to capture shots of HONOR Magic7 Pro.


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Power users will appreciate the HONOR Magic7 Proâ??s 5850mAh third-generation silicon-carbon battery, which supports:

- **100W Wired HONOR SuperCharge**: Achieves a full charge in just 33 minutes.
- **80W Wireless HONOR SuperCharge**: Delivers fast and convenient wireless charging.



HONOR has partnered with Porsche to create the **PORSCHE DESIGN HONOR Magic7 RSR**, a high-end model inspired by the aerodynamic lines of the Taycan Turbo S. The phone features a hexagonal camera module reminiscent of Porscheâ??s four-point headlights, encased in 3D glass that reflects the curves of a Porsche windshield.

Although there isnâ??t a lucky draw for a Porsche Taycan at the event, the collaboration emphasizes HONORâ??s focus on blending luxury and technology.

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Left to right: Nat Koh(Emcee), Esther Law (Head of Sales, TeleChoice) and Vincent Sun (Country M



Jefri Shah (Country Training Manager for Malaysia and Singapore)

Photography enthusiasts will be delighted with the upgraded camera system on the HONOR Magic7 Pro. Highlights include:

- **50MP Super Dynamic HONOR Falcon Main Camera**: Features a 1/1.3-inch sensor and adjustable f/1.4 aperture for enhanced light intake and clarity.
- **50MP Wide Camera and 200MP Telephoto Camera**: The telephoto lens includes a 1/1.4-inch sensor with an f/2.6 aperture, perfect for capturing distant subjects with stunning detail.
- **AI HONOR IMAGE ENGINE and AI Super Zoom (up to 100x)**: Ensures sharp, crystal-clear images, even from far away.
- **Harcourt Filter**: Portrait lovers can enjoy this feature for capturing striking, studio-quality portraits.

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Magic Portal
Portal to Anywhere

The HONOR Magic7 Pro is available for **pre-order until January 16, 2025**, with prices starting at:

- **$1,399** for the 12GB + 512GB variant.
- **$1,699** for the 16GB + 1TB variant.

It comes in three captivating colours: **Lunar Shadow Grey, Breeze Blue,** and **Black**. You can pre-order at the HONOR Experience Store at Causeway Point or online through **Lazada, Shopee, TikTok Shop**, and authorized dealers such as Best Denki, Challenger, Courts, Gain City, and Harvey Norman.

The HONOR Magic7 Pro is a remarkable device packed with innovative features and a focus on practicality. As we wait for the review unit to dive deeper into its capabilities, this flagship model is already shaping up to be a strong contender in the premium smartphone market.

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