



## HONOR launches Magic7 Pro and PORSCHE DESIGN Magic7 RSR in Singapore

### Description

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 haven'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. Here's what stands out:

- **Google Gemini App:** Pre-installed to seamlessly integrate Google's cloud AI assistant for secure and efficient use.
- **World'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

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.



Here's me using my [HONOR Magic V3](#) to capture shots of HONOR Magic7 Pro.



Power users will appreciate the HONOR Magic7 Pro'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.

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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 Porsche's four-point headlights, encased in 3D glass that reflects the curves of a Porsche windshield.

Although there isn't a lucky draw for a Porsche Taycan at the event, the collaboration emphasizes HONOR'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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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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**Author**

wilbersuen

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