

CONSUMER ELECTRONICS

## Huawei brings luxury back to smartphone manufacturing

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*The HUAWEI Mate 10 Pro is now available in Midnight Blue and Titanium Grey online at Amazon, BestBuy, Microsoft, Newegg, and B&H. Image credit: Huawei*

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By STAFF REPORTS

China's Huawei Consumer Business Group is hoping to dethrone Apple with a new smartphone with advancements in processing.

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The new Porsche Huawei Mate 10 Pro, unveiled at this year's CES, is catering to the luxury consumer segment with a high price tag and innovative features. Also offered in a lower tier version, the phone is available through pre-order and comes with a \$150 gift card.

### Smartphone innovation

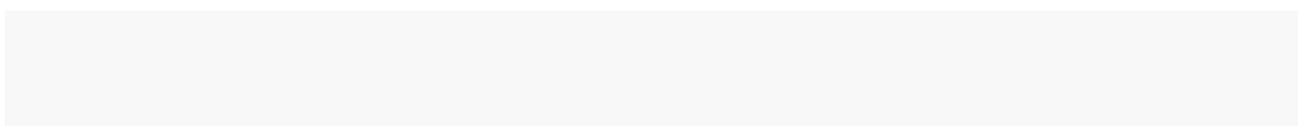
Huawei's new phone features an advanced form of artificial intelligence that helps it achieve 50 percent better efficiency and 25 times better processing performance.

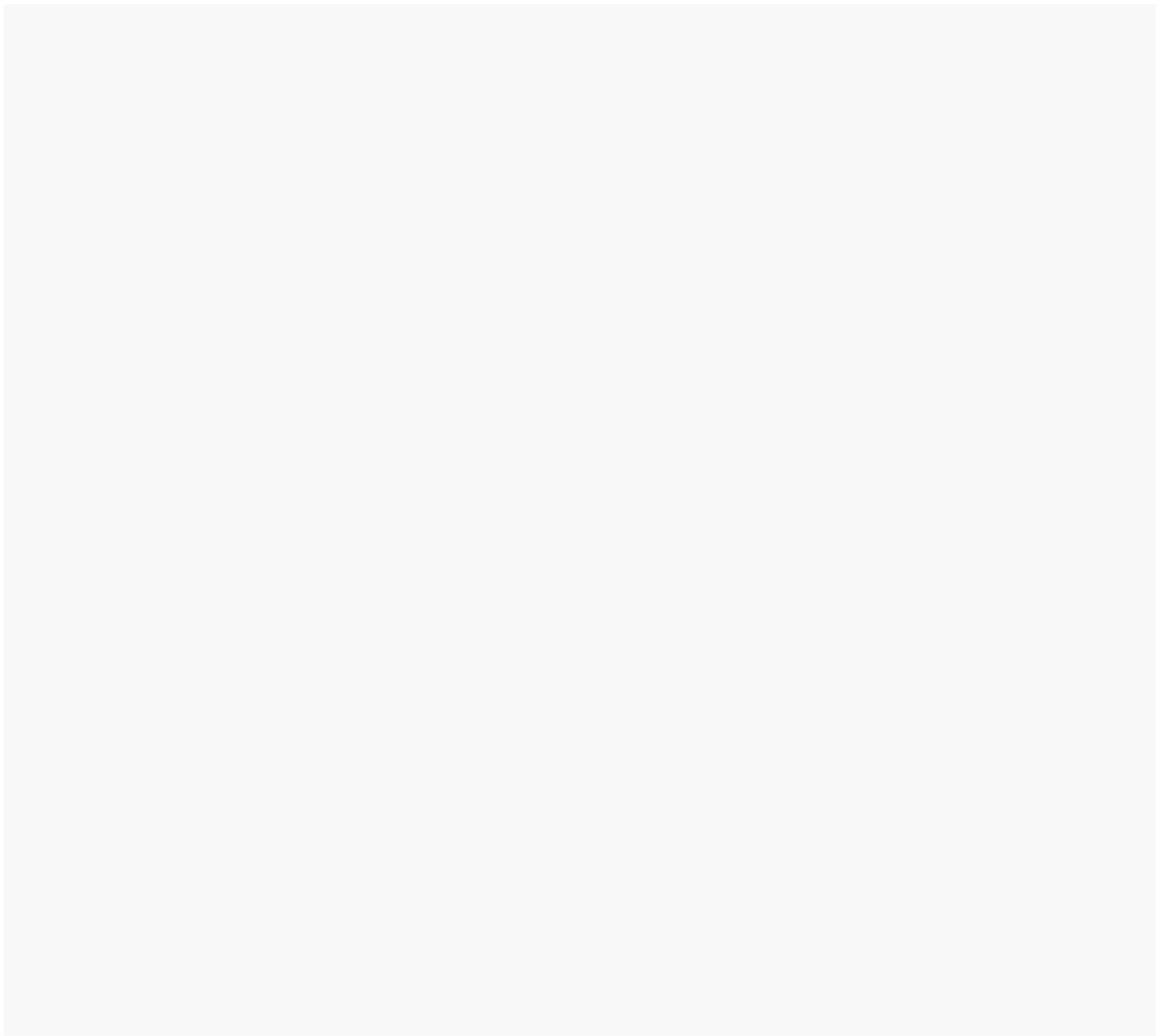
The high-end Porsche model features a more luxurious hardware design, with a "race-track-inspired" Diamond Black body. The smartphone also holds up to 6GB of RAM and a customized UI.

Customers can purchase the device through Amazon, BestBuy, Microsoft, Newegg and B&H.

The phone will be released on Feb. 18, but buyers can pre-order now to receive the smartphone as soon as it is released, along with a gift card to the retailer it was purchased from.

Its lower end counterpart retails for almost \$800 and received a lot of attention at January's Consumer Electronics Show in Las Vegas, including numerous "Best of" awards.





Where are you discovering this weekend? @ryanxhoward captures grey and moody days on his #HuaweiMate10 in #London #HuaweiCreative

A post shared by Huawei Mobile (@huaweimobile) on Feb 3, 2018 at 4:14am PST

Huawei claims it is the first smartphone fitted with an AI-enhanced processor with a dedicated Neural Network Processing Unit.

Both the Porsche and the standard model are available in Midnight Blue and Titanium Grey now, and Mocha Brown.

"Huawei prides itself in delivering premium, high-performing devices that are elegant, secure and user-friendly, and the award-winning Huawei Mate 10 Pro embodies all those characteristics and more," said Richard Yu, CEO of Huawei Consumer Business Group, in a statement. "The Huawei Mate 10 Pro has the ideal combination of camera, battery life and performance; and was designed for how individuals use a smartphone today."

The Mate 10 Pro also features a high quality camera that requires little to no camera adjustments, with computer vision technology that allows for real-time scene and object recognition. This helps the camera automatically adjust its settings for the highest quality.