

ASUS 5.1 5.5"MSM8916 2
GB 16 GB 1280 * 720 HD 4 G LTE
ASUS ZC550KL



Zenfone Max™

See your world with ultimate energy

[Watch the video](#)

The world is your playground, and the days stretch long. Your energy is boundless but your smartphone runs dry, so make friends with ZenFone Max to see your world with ultimate energy!



5000mAh battery holds charge for 38 days

ZenFone Max's sleek frame secretes a monster battery — a 5000mAh cell custom-crafted from lithium-polymer to pack the maximum energy into the minimum space! It even turns into a power bank, allowing you to draw on its incredibly long-lasting 5000mAh battery to charge other devices.

* Test in 3G mode, data connection off, WiFi/BT off, display off. Measured by current meter, calculated with typical battery capacity.

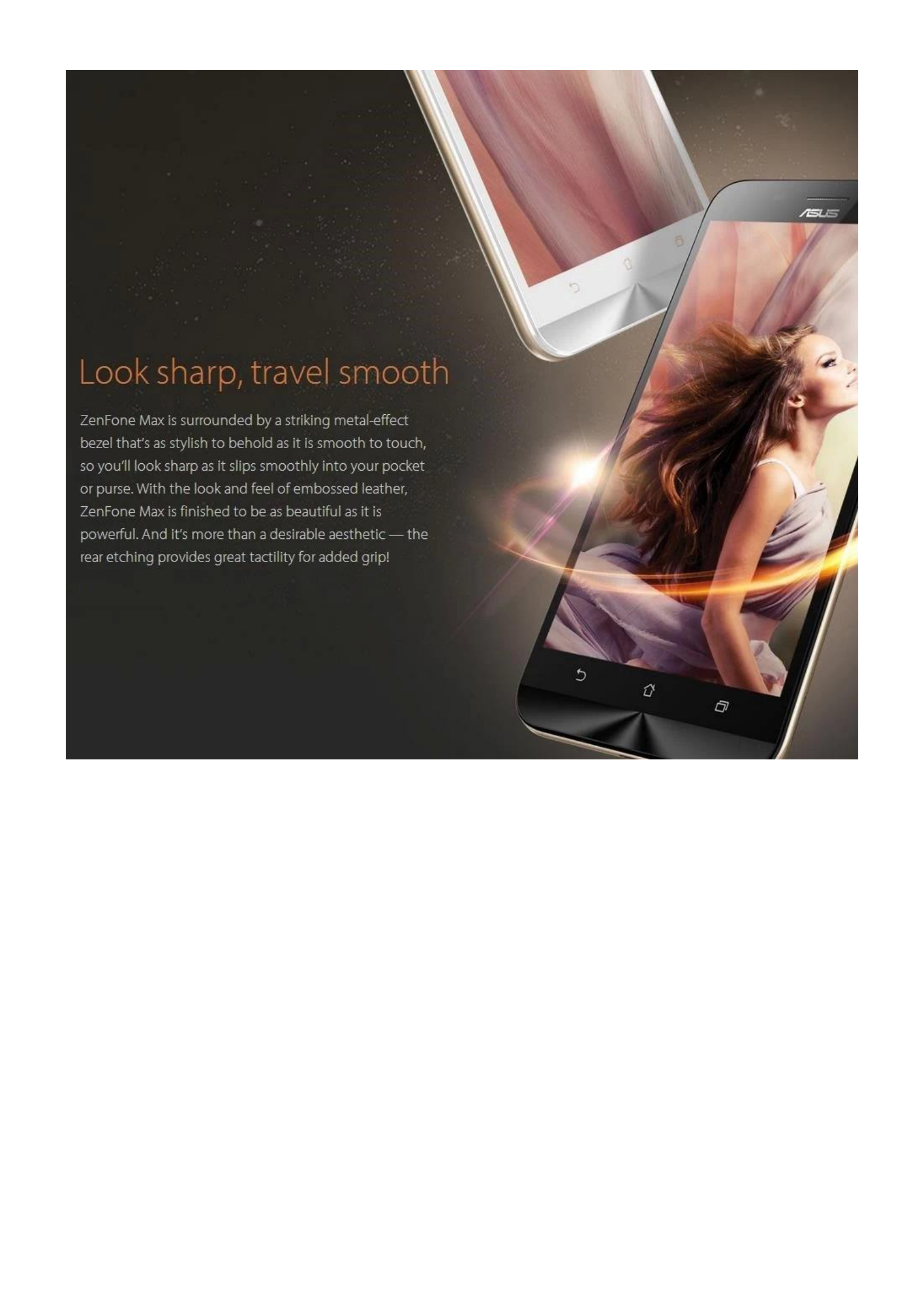
ASUS ZenFone Max (M1) (ZB602KL) 5.5" 13MP 5000mAh



Maximum productivity and multimedia entertainment

ZenFone Max is powered by a Qualcomm® Snapdragon™ 410 processor, ample power for your daily tasks and activities. Featuring LTE Category 4 for download speeds up to 150Mbps.



The advertisement features two ASUS ZenFone Max smartphones against a dark, starry background. One phone is in the foreground, tilted, showing a woman with long, flowing hair on its screen. The other phone is partially visible behind it. The text is positioned on the left side of the image.

Look sharp, travel smooth

ZenFone Max is surrounded by a striking metal-effect bezel that's as stylish to behold as it is smooth to touch, so you'll look sharp as it slips smoothly into your pocket or purse. With the look and feel of embossed leather, ZenFone Max is finished to be as beautiful as it is powerful. And it's more than a desirable aesthetic — the rear etching provides great tactility for added grip!



Corning® Gorilla® Glass 4 Stunningly strong, gorilla strong.

Corning® Gorilla® Glass 4 is the latest ingenious creation from the world-renowned Corning. ZenFone Max's Gorilla Glass 4 display offers twice (2x) the drop-damage resistance of its predecessor, a 2.5x increase in retained strength and is 85% less likely to break in daily use — making it safer and stronger than ever before.

2x

drop-damage
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retained
strength



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