

5.1 5.5 MSM8916 2 GB 16 GB  
1280 \* 720 4g LTE 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.

[Learn more about the battery](#)

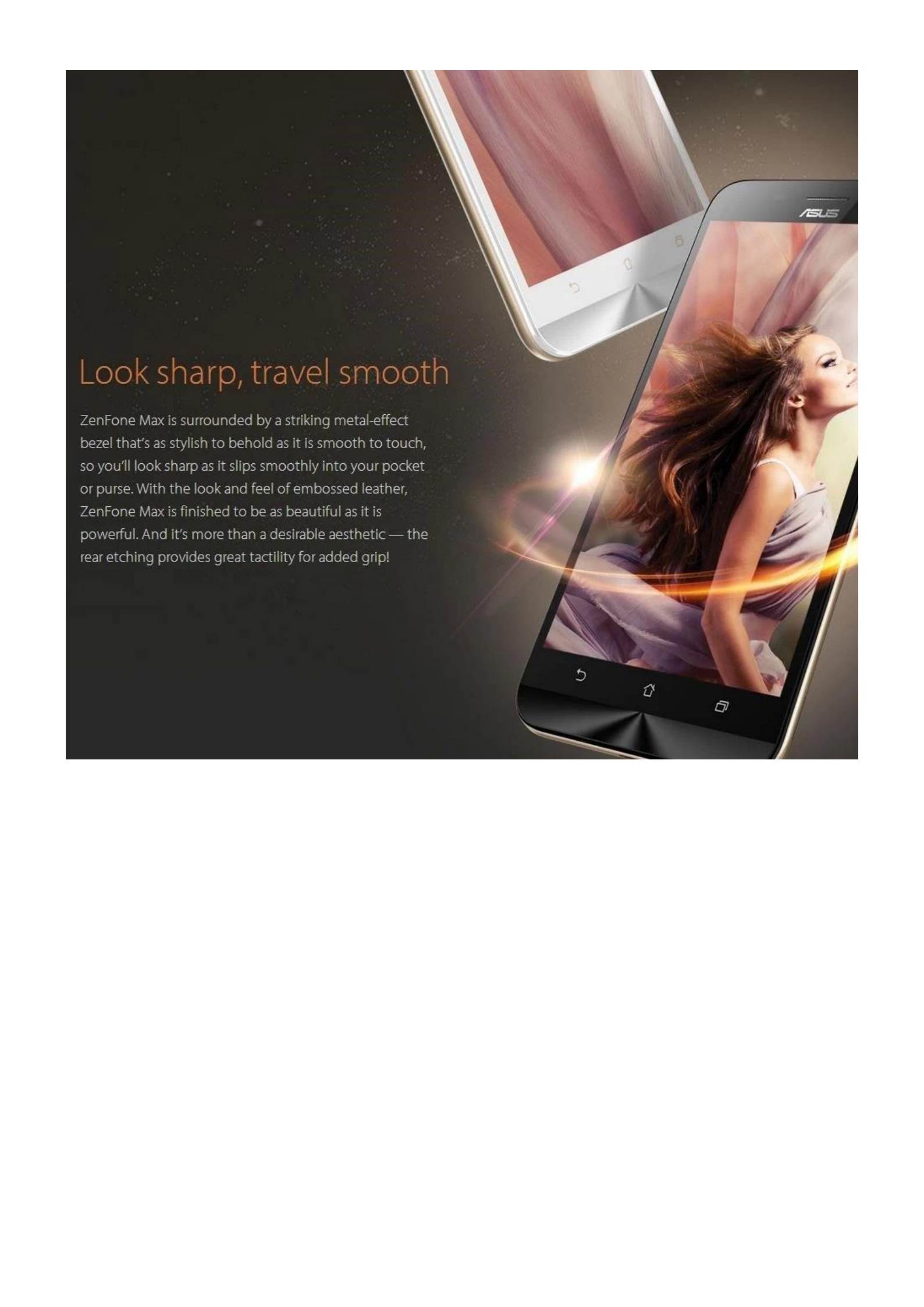


## Maximum productivity and multimedia entertainment

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.





An advertisement for the ASUS ZenFone Max. The background is a dark, starry space. Two smartphones are shown: one in the upper left, tilted, showing a blurred image of a woman's face; and another in the lower right, tilted more steeply, showing a woman in a purple dress with her hair blowing in the wind. The ASUS logo is visible on the top bezel of the lower phone. The text 'Look sharp, travel smooth' is written in a light orange font on the left side. Below it is a paragraph of descriptive text. The overall aesthetic is sleek and modern.

## 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  
resistance

**85%**  
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to break

**2.5x**  
retained  
strength



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