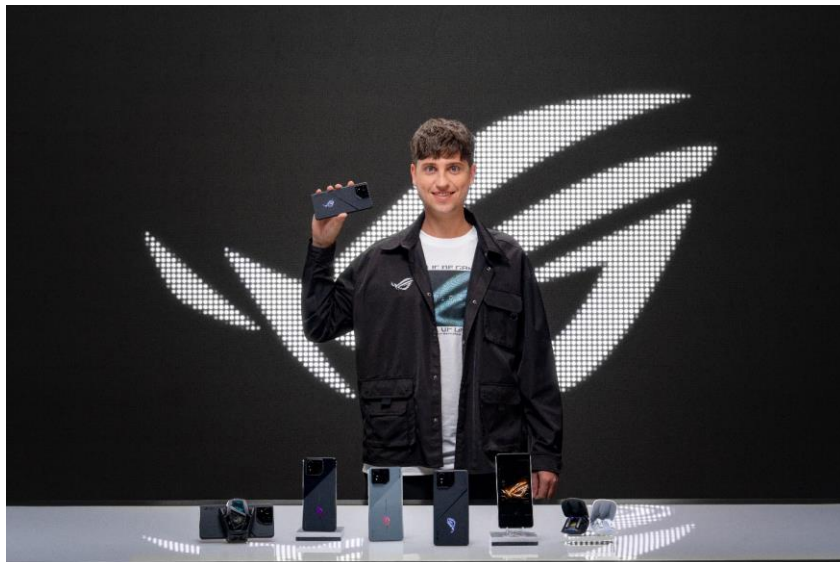**REPUBLIC OF GAMERS**

PRESS RELEASE

ASUS Republic of Gamers Reveals ROG Phone 8 Series at CES 2024

Reimagined gaming smartphone goes beyond gaming to deliver the ultimate premium mobile experience for a wider audience

KEY POINTS

- **Beyond gaming:** Premium phone is slimmer, lighter, and delivers user-friendly features for all power users including gamers, streamers, creators and more

- **Unbridled performance:** Snapdragon® 8 Gen 3, 8533 Mbps LPDDR5X RAM, UFS 4.0 give benchmark-busting performance; world's first IP68 gaming phone

- **Ultra-bright display:** 6.78" 165 Hz flexible AMOLED ultra-slim bezel 2500-nit screen with LTPO adaptive refresh and ultra-smooth 720 Hz touch sampling rate

- **Pro-level AI cameras:** 50 MP main with 6-Axis Hybrid Gimbal Stabilizer 3.0; 13 MP ultrawide with free-form lens; 32 MP telephoto with 3X optical zoom and OIS

- **AI-enhanced features:** X-Sense, X Capture, AI Grabber for gaming; AI Noise Cancellation, AI Wallpaper, Semantic Search for lifestyle

- **AniMe Vision:** Exclusive customizable secondary Mini LED display on ROG Phone 8 Pro and ROG Phone 8 Pro Edition models

TAIPEI, Taiwan, January 9, 2024 — ASUS Republic of Gamers (ROG) today announced the all-new ROG Phone 8 series, marking the start of a revolutionary journey that will redefine mobile gaming excellence.

In the biggest redesign in its history, the ROG Phone 8 series has evolved from a thoroughbred gaming phone into a futuristic and game-changing premium device, with a slimmer, lighter body and thinner bezels that make it the perfect lifestyle phone for gamers. Designed as a powerful all-round powerhouse, catering to gamers, streamers, content creators and more, it stands out with gaming-friendly features combined with the ultimate AI-powered performance, premium design and everyday practicality. This reimagined smartphone series goes beyond the ordinary, offering cutting-edge technology, innovative design, and a commitment to an exceptional user experience.

Beyond gaming

The ROG Phone 8 series has been completely reimagined, maintaining its impeccable gaming credentials while widening its appeal to anyone seeking an extraordinary everyday phone to help them accomplish extraordinary things. The eye-catching new design is up to 15% thinner than the previous generation, without sacrificing performance, and the emphasis on premium design and durability ensures that these devices are not just phones; they are statements of sophistication and power.

The ROG Phone 8 series challenges assumptions in mobile gaming, offering unbridled performance, innovation, and a design that blends aesthetics with functionality. Whether dedicated gamers or tech enthusiasts, the ROG Phone 8 series beckons users to elevate their mobile gaming experience.

Unbridled performance

At the core of the ROG Phone 8 series is the formidable Snapdragon® 8 Gen 3 Mobile Platform, supported by 8533 Mbps LPDDR5X RAM and UFS 4.0 storage for unmatched performance. To allow marathon gaming sessions without overheating, the revolutionary Rapid-Cooling Conductor design — part of the advanced GameCool 8 thermal design — conducts heat directly from the processor to the back cover. Additionally, the all-new AeroActive Cooler X clip-on cooler is now 29% smaller but offers 1.2X higher thermal efficiency, reducing the back cover temperature by as much as 26°C.

In addition to offering premium design and ultimate performance, the ROG Phone 8 series is the world's first IP68-compliant gaming smartphone, built to resist dust and water ingress so that users can enjoy worry-free operation wherever they are.

Ultra-bright display

The ROG Phone 8 Pro series features a brand-new 6.78" flexible AMOLED (Samsung E6) panel that supports adaptive refresh rates using LTPO technology. The system can adjust refresh rate automatically from 1-120 Hz depending on the current task in order to reduce power consumption. Users can also choose up to a 165 Hz refresh rate for smooth gaming, and the touch sampling rate goes up to an amazing 720 Hz for instant response. Peak brightness is now boosted to 2500 nits, so users can game or watch movies even in sunlight with no problem at all. The superb visuals are tuned in collaboration with leading visual-processing company Pixelworks® for world-beating color accuracy. It's a display without compare.

Pro-level AI cameras

Gamers and creators can now explore endless photographic possibilities with the ROG Phone 8 series' advanced tri-camera system. Additionally, OZO Audio technology gives users the choice of eliminating wind noise for crystal-clear outdoor recordings, or capturing immersive, high-fidelity 3D Surround spatial audio.

The main camera uses the latest 50 MP Sony image sensor for crystal-clear images. Its 24 mm wide-angle lens is perfect for dynamic street snaps, while a 2X zoom mode transforms it into a versatile 50 mm prime lens, ideal for portrait and food photography. Photography and videography can reach new heights with the 6-Axis Hybrid Gimbal Stabilizer 3.0, which ensures even smoother videos and shake-free photos on the move. The advanced stabilization now supports both standard and portrait shooting modes, making it ideal for low-light photography. Video stability is assured with hardware anti-shake OIS and an upgraded EIS software algorithm that uses gyroscopic data to detect movement. This dynamic adjustment of the field of view ensures videos remain rock-steady.

For the first time, the ROG Phone 8 series includes a 3X telephoto lens that enables the capture of distant objects. The lens, equipped with built-in OIS, delivers crisp and sharp results, even in low-light conditions with Night Photography mode. ASUS HyperClarity technology, using unprocessed (RAW) files, preserves every detail in photos, providing clearer images even at up to 30X zoom. During video shooting, the telephoto camera employs adaptive EIS to produce stable results with up to a 10X zoom.

The 13 MP ultrawide camera has a free-form lens and cutting-edge algorithms to reduce lens distortion, resulting in stunning yet natural images. The ROG Phone 8 series delivers exceptional quality and clarity in every shot and recording.

Finally, the front 32 MP ultrawide selfie camera has a field of view (FoV) that's been increased from 73° to 90° to make it perfect for group selfies. The lens has an RGBW sensor that ensures images are clean with less noise, even in low light.

AI-enhanced features

Four gaming-friendly AI features in the ROG Phone 8 series elevate the gaming experience to a new level. Gamers can effortlessly shift a game to the background with Background Mode or capture key moments with X Capture, making these devices indispensable to discerning gamers. The intuitive AI Grabber for text capture and X Sense further elevate the gaming experience, providing tips and assistance when needed. AI Grabber can now also grab text directly from games using Machine-Learning Recognition technology, and X Capture and X Sense 2.0 now support more new top games thanks to AI Pattern Recognition technology.

Other AI-powered features include Semantic Search using natural language in the Gallery, Launcher and Settings. AI Wallpaper[1] can create amazing-looking wallpapers using Stable Diffusion technology, and AI noise-cancelation technology supports bidirectional noise cancelation for crystal-clear sound in voice calls, video calls, and in-game communications[2].

AniMe Vision

The new ROG Phone 8 series includes unique customizable elements, including the Aura RGB Lighting logo (ROG Phone 8) and Anime Vision Mini-LED display (ROG Phone 8 Pro / Pro Edition), that allow owners to express their individuality and creativity. AniMe Vision is a 341-element display that can display preset or user-created animations, and users can also unlock secret animations by touching their phone back-to-back with another ROG Phone 8 Pro / Pro Edition.

NOTES TO EDITORS

ROG Facebook: https://www.facebook.com/asusrog

ROG X (Twitter): https://www.x.com/asus_rog

ASUS Pressroom: http://press.asus.com

ASUS Global Facebook: https://www.facebook.com/asus

ASUS Global X (Twitter): https://www.x.com/asus

SPECIFICATIONS[3]

ASUS ROG Phone 8 series

Dimensions / Weight	163.8 x 76.8 x 8.9mm / 225g
Color	**ROG Phone 8 Pro Edition & Pro**: Phantom Black **ROG Phone 8**: Rebel Grey & Phantom Black
Rear Camera	Main: 50 MP 6-axis Hybrid Gimbal Stabilizer 3.0, 1/1.56", f/1.9 Wide: 13 MP, f/2.2, Free-form Lens Tele: 32 MP, f/2.4, OIS, 3X optical zoom, pixel binning 1.4μm（Actual output photo: 8 MP）
Front Camera	32 MP RGBW，pixel binning 1.4 μm（Actual output photo: 8 MP）
Screen	6.78" flexible AMOLED, FHD+, up to 165 Hz refresh rate, LTPO 1~1 20 Hz, peak brightness 2500 nits
Battery / Charging	5,500 mAh (typical), Wired 65 W HyperCharge, Wireless 15 W Qi-certified charging
Memory	12 GB + 256 GB / 16 GB +512 GB / 24 GB +1 TB
Frequency	5G SA&NSA: n1 / n2 / n3 / n5 / n7 / n8 / n12 / n18 / n20 / n25 / n26 / n28 / n38 / n40 / n41 / n48 / n66 / n77 / n78 / n79 4G FDD-LTE: B1 / B2 / B3 / B4 / B5 / B7 / B8 / B12 / B17 / B18 / B19 / B20 / B25 / B26 / B28 / B32 / B66 4G TDD-LTE: B34 / B38 / B39 / B40 / B41 / B42 / B43 / B48 WCDMA: 850 / 900 / 1700 / 1800 / 1900 / 2100MHz GSM: 850 / 900 / 1800 / 1900MHz
Others	Accelerator, E-Compass, Proximity, Ambient light sensor, Fingerprint on Display, Gyro (supports ARCore), AirTrigger, WiFi 7 ready, Bluetooth® 5.3, GPS / GNSS / GLONASS / Galileo / Beidou / QZSS / NavIC, 3.5 mm headset, NFC

About ROG

Republic of Gamers (ROG) is an ASUS sub-brand dedicated to creating the world's best gaming hardware and software. Formed in 2006, ROG offers a complete line of innovative products known for performance and quality, including motherboards, graphics cards, system components, laptops, desktops, monitors, smartphones, audio equipment, routers, peripherals and accessories. ROG participates in and sponsors major international gaming events. ROG gear has been used to set hundreds of overclocking records and it continues to be the preferred choice of gamers and enthusiasts around the world. To become one of those who dare, learn more about ROG at http://rog.asus.com.

[1] AI Wallpaper feature will be available via a future update.

[2] Call quality depends on environment, carrier network conditions, and many other factors. Actual results may vary.

[3] Specifications, content and product availability are all subject to change without notice and may differ from country to country. Actual performance may vary depending on applications, usage, environment and other factors. Full specifications are available at http://www.asus.com