

# Huawei Mate 10 Pro, Porsche Design Huawei Mate 10 arrive in SA

The Huawei Mate 10 Pro and the Porsche Design Huawei Mate 10 have arrived in South Africa. With built-in artificial intelligence (AI), these devices look set to revolutionise the country's cellphone experience.



"As we enter the age of intelligence, AI is no longer a virtual concept but something that intertwines with our daily life. AI can enhance user experience, provide valuable services and improve product performance," says Likun Zhao, GM, Huawei Consumer Business Group SA. "The Huawei Mate 10 Series introduces the first mobile AI-specific Neural Network Processing Unit (NPU), launching a new era of intelligent smartphones."

"For the South African market, we are bringing in our two most premium phones in this exclusive series – namely, the Huawei Mate 10 Pro and the Porsche Design Huawei Mate 10 – as we believe these are the best phones to meet the mobile needs of South African consumers, especially when it comes to business."

As the first phone to have on-device artificial intelligence, the Huawei Mate 10 Pro is powered by the Kirin 970, which enables a faster, more customised mobile experience. The Huawei Mate 10 Series is also the world's fastest smartphone in terms of LTE connectivity and download speeds. The device comes with the world's first dual 4G SIM support and dual VoLTE connections.

## Learning from the user

“ The on-device AI in Huawei's newflagship devices enables the phone to learn from its user, eventually being able to anticipate their behaviour. ”

In addition, because your phone doesn't have to connect to the internet to get the information it needs, the apps and features you rely on will always be available. This can result in big savings on data costs.

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## Huawei Mate 10 revealed, packing AI smarts and more

Hadlee Simons 18 Oct 2017



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The Huawei Mate 10 Pro has a 5.9-inch screen and 16:9 display that enhances vivid colours. It also has a 3D glass body, symmetrically curved on all four sides for an ergonomic hold. The design is also practical, though, with an IP67 water and dust resistant exterior.

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