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Headline: Vivo S1 Officially Launched In Malaysia

The Malaysian Reserve JOIN THE REAL CONVERSATION

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VIVO Malaysia has officially launched its newest product, the Vivo S1. The first unit of the S-Series carries the tagline "Unlock Your Style", targeting young consumers who are energetic, stylish and always up to date with the latest trends.

The Vivo S1 comes with a range of excellent features such as screen touch ID, a 32MP artificial intelligence (AI) selfie camera, an AI triple rear camera and a stylish design with a choice of Diamond Black and Skyline Blue colours.

Vivo Malaysia CEO Mike Xu said as a consumer-based technology brand, Vivo wants to meet the increasingly varied needs of Malaysians.

"Our internal research shows the segmentation of young consumers who wants a stylish smartphone with features that suit their lifestyle. This is what we want to fulfil through the S-series," he said.

In terms of design, Vivo S1 comes with super AMOLED ultra all screen with a size of 6.38-inch FHD+, a resolu-



The Vivo S1 is available in 2 colour choices, namely Diamond Black and Skyline Blue

tion of 1080 x 2340, an aspect ratio of 19.5:9, and a percentage of screen-to-body ratio of 90%.

The Vivo S1 provides a more fun visual experience when watching

videos or interacting on social media.

Its high-resolution screen is also equipped with the screen touch ID feature which not only makes it easy to authenticate users, but also more

attractive with the latest design visualisation from Vivo.

On the rear, the Vivo S1 uses a nano-ion coating technique to produce colour gradations with a stylish light reflection effect.

The smartphone also comes with a 32MP AI selfie camera which is equipped with intelligent features such as AI filter, AI selfie lighting, AR (augmented reality) stickers and AI face beauty, producing crystal clear images with high-resolution front camera.

For its rear camera, this latest addition carries an AI triple rear camera with a 16MP main camera, 8MP AI super-wide-angle camera for wider photos up to 120 degrees, and 2MP depth sensor camera for smooth portrait or bokeh results.

"The Vivo S1 carries the specifications that young consumers look for in choosing a smartphone, such as stylish design, smart cameras, clear visual experience with a wide screen and reliable performance. There are also some popular features on the Vivo S1 such as the ultra game mode and screen touch ID to make the mobile experience even more enjoyable," added Xu in a statement.

To provide a powerful smartphone experience, it comes with a 4,500mAh battery with dual-engine fast-charge

ing processor.

A combination of processors that save power and high battery capacity makes the Vivo S1 perfect to actively support a variety of consumer activities for a longer time.

The Vivo S1 runs on the latest Funtouch OS 9 operating system based on Android 9.0 Pie, with smart button and AI Jovi features.

The Vivo S1 also comes with ultra game mode with multi-turbo and competition mode, which helps the smartphone's performance become smoother when playing games, while also saving battery life.

The new Vivo is available for pre-orders from now till July 26, 2019, and available for sale on July 27, 2019, at all Vivo concept stores, collaboration partners and authorised dealers nationwide for RM1,099.

The public may pay RM50 and get RM100 instant rebate when they pre-order their Vivo S1 at the Vivo concept stores.

Additionally, pre-order buyers will enjoy an exclusive gift of a Vshare K1-bluetooth speaker.

Online, the Vivo S1 is available for pre-order on Lazada, Shopee, Presto Mall and Vivo Store. There is a mystery gift for those who pre-order and purchase online. — TMR