ASUS, a Taiwanese multinational leader in technology, presented at CES in Las Vegas in early 2017 the world's first smartphone - ASUS Zenfone AR - with augmented reality and virtual reality capabilities. The equipment will soon arrive at the market.

Lenovo, a multinational Chinese technology company, launched in June 2016 the first smartphone integrated in Google's Project Tango. The Lenovo Phab 2 Pro has four cameras and a series of sensors that together can handle 250,000 spatial measurements per second.

Apple has always been a leader in innovation of smartphones, either in the technological specifications of the equipment, or in the design and build quality. The next long-awaited market sensation is the Apple iPhone 8, which Tim Cook himself said will create a revolution in the smartphone market.

The assignment to be carried out in groups of 4 to 5 students should have as theme the development of a marketing plan for the launch of one of these new products in the market (ASUS Zenfone AR; Lenovo Phab 2 Pro – LION or Apple Iphone 8 – TIGER). The Lenovo and APPLE have to be new products – fictional - that each of the groups who will work with these products must have to imagine and characterize.

In order to do so:

1. Describe and characterize the company in greater detail (ASUS, LENOVO or APPLE). Make a first presentation of the product.

2. Analyze the market for the chosen business (Mobile Business), including the characterization of the 3 competitors above mentioned.

3. Do a SWOT analysis.

4. Explain the current market segmentation by detailing the main competitors of each segment.

1st presentation / delivery - date to be defined by each professor (around Easter)

5. Characterize the Current Strategies of the chosen company (including targeting and positioning).

6. Present the new product (choose one of the three) and characterize its segmentation, targeting and positioning, arguing the group's choices.

7. As part of the characterization afore mentioned in 6., explain the attributes and benefits of the product as well as its unique selling points, by comparing it with at least two of its competitors (Lenovo Phab 2 ProLION and Apple Iphone 8 - TIGER). In addition, you must also propose a communication plan to create public awareness of the advantages (technologic or other) of the product in relation to its competitors (eg demonstrate your product's superior new AR and VR technologies in comparison to the ASUS product).

Final delivery date to be defined by the professor (should be in one of the last classes of the semester depending on the number of groups in each class).

Note: There will be an oral presentation of each group's assignment that must be done in MS PowerPoint. A copy of the slides have to be turned in to the professor in the day of the presentation in class.

The **ASUS ZenFone AR** was designed in close collaboration with Google and is an investment on virtual reality (VR) and augmented reality (AR) for mobile communication. It is the first smartphone that supports **Tango** and is ready for **Daydream**. Tango is a set of sensors and specific Google software that allows unique AR experiences on a smartphone, such as games and AR tools and in-door navigation/browsing. Daydream is Google's high-quality mobile augmented reality platform and supports Daydream VR apps.

The ZenFone AR is the thinnest and lightest Tango device. This revolution in size and weight is made possible by the innovative **ASUS TriCam** system, a **three-camera** system consisting of a **23MP** main camera, a **motion-tracking** camera, and a third camera with **depth-of-field** assessment. Unlike the three-camera systems of other devices, the ASUS TriCam system design combined the cameras together in order to reduce your handheld grip of the phone, allowing the device to be thinner and lighter.

The ZenFone AR has a powerful Qualcomm Snapdragon 821 processor optimized for Tango and is the first smartphone in the world with 8GB of RAM. The 5.7 "Super AMOLED" screen and a new five-magnet speaker make VR Daydream, VR apps, games and videos even more engaging and fun. Android 7.0 'Nougat' allows users to get the most out of ZenFone AR with new multitasking features and other enhancements that ensure a great mobile experience.

Links:

https://www.asus.com/ or https://www.asus.com/pt/

https://www.asus.com/Phone/ZenFone-AR-ZS571KL/

https://www.asus.com/event/2017/productguide/global/phone/ZenFone-3-Series-Product-Guide-CES.pdf