

Zain celebrated the launch of iPhone X at the Avenues

Company held special event for 10 consecutive hours



KUWAIT: Zain, the leading telecommunications company in Kuwait, held a special event at the Avenues Mall in celebration of the official launch of the all-new iPhone X. The event was held on Friday November 3 for ten consecutive hours, from 12:00 pm to 10:00 pm, and witnessed overwhelming numbers of crowds from Zain customers and Apple enthusiasts in Kuwait.

Zain has always been keen on offering its customer base, the largest in Kuwait, with the latest and most advanced products in the tech world. The new iPhone X, considered the future of the smartphone, revolutionizes the smartphone industry through never seen before features and capabilities.

Zain's commitment towards its customers to continuously meet their needs is what enriches their trust in the company and puts it in the leadership position the company enjoys today in the Kuwaiti telecom market. Zain was keen on introducing the latest iPhone X with a portfolio of flexible offerings and plans to meet its customers' personal and professional usage needs. The all-new iPhone X will give Zain customers an unmatched telecom experience on the company's most advanced network.

The event witnessed overwhelming numbers of crowds from Zain customers and Apple enthusiasts in Kuwait, who participated in ten huge raffle draws that were held on an hourly basis from 12:00 pm to 10:00 pm. Winners received hundreds of valuable prizes, including smartphones, entertainment devices, gold lines, and more.

FM 88.8

During the event, Zain hosted the stars of FM 88.8, who live-streamed a special and exclusive episode LIVE from Zain's Grand Avenue branch for ten consecutive hours and announced the winners in the raffle draws on an hourly basis. Zain also live-streamed the entire event on its official YouTube channel, where the company also interviewed a number of talented Kuwaiti youth, including Tasameem founder Farah Al-Humaidhi, National Jet Ski Team champions Hussain Dashti and Abdulrahman Al-Omar, as well as actress Laila Abdullah and actor Yaqoub

petitive offerings, and will always aim at providing a superior experience on its most advanced network.

Specifications

The iPhone X features a gorgeous all-glass and stainless steel design with a beautiful 5.8-inch Super Retina display, A11 Bionic chip with neural engine for powerful machine learning, augmented reality and immersive 3D gaming experiences, wireless charging and Face ID, delivering an innovative and secure new way to unlock, authenticate and pay. The TrueDepth camera that enables Face ID brings Portrait mode with Portrait Lighting to the front camera for beautiful selfies with a depth-of-field effect and enables Animoji, which captures and analyzes over 50 different facial muscle movements to bring emoji to life in a fun new way.

A redesigned rear camera with dual optical image stabilization includes a new color filter, deeper pixels, an improved Apple-designed image signal processor and features Portrait mode with Portrait Lighting allowing customers to capture stunning photos and videos. The all-glass front and back on iPhone X feature the most durable glass ever in a smartphone in two beautiful finishes, silver and space gray.

The introduction of iPhone X highlights Zain's eagerness in keeping pace with the ongoing changes of needs and wants of its customers. With this latest announcement, Zain strengthens its leading position in providing special services and offerings designed for heavy data users.



Huge crowds participated in raffle draws with valuable prizes

Abdullah who shared their experience with iflix, a world-class Streaming Video on Demand (SVoD) service Zain launched in the Middle East markets.

Zain is keen on introducing the latest and most innovative services and solutions in the market to elevate its customers' experience and offer them convenience while meeting their unique lifestyles. The company is also committed to introducing them with the latest and most com-

