



# Mi 8

## Introduction

GTM  
Training



# Mi 8

## One-sentence introduction:

Mi 8 is Xiaomi's 8<sup>th</sup> anniversary flagship smartphone, the world's first phone to use dual-frequency GPS for super-precise and faster positioning and navigation.

## A 30-second quick introduction:

Mi 8 is the world's first smartphone to use dual-frequency GPS for super-precise and faster navigation. The phone is powered by Snapdragon 845, which is fluent with low power consumption. The phone features a 20MP front camera which supports bokeh effect, AI beautify, as well as face unlock in black environment, and 12MP rear dual cameras. It comes with a 6.21 inches Samsung AMOLED screen, and the notch can be hidden. Besides, Mi 8 supports NFC-based functions and the 3,400mAh battery can last for a whole day.

# Preview



Rear 12MP + 12MP AI dual cameras with optical zoom

Massive 1.4 $\mu$ m pixel size, Dual PD  
AI studio light effect, AI short video editor

Four curved glass body, "water drop arc"  
design

A hand feel of traditional 5.5 inches phone

Infrared face unlock, promptly unlock in darkness

Front 20MP camera, AI bokeh effect, AI beautify

6.21 inches 18.7:9 full screen

Samsung AMOLED display

Snapdragon 845 flagship processor of the year

The world's first phone to use dual-frequency GPS for faster navigation

Multi-functional NFC

Note: Face unlock only support Indonesia, Vietnam, Malaysia and Singapore

# Stylish Appearance



## Light, thin and mellow, extraordinary hand feel

Four curved glass body + 7 series aluminum frame, size of a traditional 5.5 inches phone

6.21 inches Samsung AMOLED screen with vivid display, hand feel of 5.5 inches phones

18.7:9 screen-to-body ratio, resolution of 2248 x 1080 pixels, notch on the top of the screen can be hidden.



# Classic Design— Stylish Appearance



Classic design—four curved glass body + 7 series aluminum frame

Small and exquisite—a size of traditional 5.5 inches phone

Light, thin and portable—a weight of only 175g



# Free Form Display— Stylish Appearance



Free form full display—6.21 inches 18.7:9 full screen, FHD+  
Notch can be hidden—the notch can be hidden  
Great display effect—Samsung AMOLED screen, vivid display





# Stylish Appearance — Sales Advice



Key words for sales:

Light, thin, with great hand feel, it is suitable for one-hand operation.



Introduction:

Mi 8 adopts the classical four curved glass body and 7 series aluminum frame. It has a great hand feel of light and thin.

The size of the body resembles that of a traditional 5.5 inches phone, which is easy for one-hand operation.



Key words for sales:

Free form screen, notch that can be hidden



Introduction:

Mi 8 has a 6.21 inches AMOLED display from Samsung with a resolution of 2248\*1080 pixels.

A notch design and 18.7:9 screen-to-body ratio is adopted due to the newly-added sensors like infrared lens at the top. Besides, users can choose whether or not hide the notch on the screen in “Settings-Full screen display-Hide notch”.

# Front Camera



## 20MP front camera + infrared lens

**NEW** Unlock in darkness—infrared lens, large 3 $\mu$ m pixel size

SLR-like selfie—20MP camera, AI bokeh effect, AI beautify





# Unlock in Darkness—Front Camera



The first Mi phone to support **infrared face unlock**

Unlock promptly and securely even in darkness



Note: Face unlock only support Indonesia、 Vietnam、 Malaysia and Singapore



# Unlock in Darkness — Sales Advice



Key words for sales:

Infrared lens, unlock in darkness



Introduction:

Mi 8 is the first Mi phone to use an infrared lens. The infrared lens makes it faster and more secure to use face unlock in darkness.



Demonstration:

1. Add face data from “Settings-Lock screen & password-Face”
2. Invite the customer to open the camera of another phone (of their own or demos in the store), aim it at the notch of the above said Mi 8;
3. Wake up the screen of Mi 8. Invite the customer to observe the camera and they’ll see the red infrared light at the notch. Explain to them that this means Mi 8 is detecting the face by infrared light.





# Rear Camera

Same camera module as Mi MIX 2S

## 12MP + 12MP dual cameras with optical zoom

Sharp at night—AI ultra-sensitive dual cameras

Convenient for photo-taking—Dual PD

Scene recognition—AI scene camera



Lighting tech.—studio light effect



Smart editor—AI short videos





# 12MP Dual Camera with Optical Zoom— Rear Camera

AI dual camera with optical zoom

12MP + 12MP

AI portrait mode

Massive 1.4 $\mu$ m pixel size, excellent in dark light and backlight

Dual PD, fast and accurate focusing in dark light

4-axis OIS, optical zoom

AI scene camera

Detection for 206 scenes, smart optimization for pictures







# 12MP Dual Camera with Optical Zoom — Sales Advice



Key words for sales:

12MP for dual cameras, Dual PD



Introduction:

Mi 8 incorporates 12MP dual camera with optical zoom and 4-axis OIS; thanks to the Dual PD technique, all pixels of the two cameras will be used for focusing, which shortens the time of focusing in dark light.



Key words for sales:

Massive 1.4 $\mu$ m pixel size



Introduction:

The pixel size of the rear camera is as large as 1.4 $\mu$ m, which will produce pictures with less noise and clearer details in dark light compared with ordinary phones. Sharp and natural photos are accessible no matter at night, at KTV or theater.



Key words for sales:

AI scene camera



Introduction:

The built-in AI camera can automatically detect 206 scenes of 25 labels. It will produce professional-like enhanced portraits and intelligently optimize the effect of photos.



# AI Studio Light Effect —Rear Camera

## Various AI studio light effects

Smart detection of the background and face information for artistic creation.  
Automatically detect the face direction, with which the light will automatically comply.

Note: OTA needed.

# AI Studio Light Effect —Rear Camera



## Polka dots light

Surrounded by bouncing light, it feels like that you're bathed in the morning light and breeze, vivid and lively.



# AI Studio Light Effect —Rear Camera



## Leaves

Like the sun shines through the leaves in a summer day with overlapping light and shadow.

# AI Studio Light Effect —Rear Camera



Window light

Afternoon beside the window, gentle and tranquil



# AI Studio Light Effect —Rear Camera



## Rainbow effect

Feels like you're immersed in the dreamy sunset after a heavy rain.

# AI Studio Light Effect —Rear Camera



## Movie light

Stimulate the light effect of classical movies.



# AI Studio Light Effect —Rear Camera





Automatically detect the face direction, with which the light will automatically comply.  
Meanwhile, automatically locate the eyes.







# AI Studio Light Effect— Sales Advice

 Key words for sales:  
Studio light effect

 Introduction:  
Mi 8 supports AI studio light effect. It can detect the background and precisely recognize the outline of figure in the photo. It then makes artistic treatment to the photo according to the filter you choose.

 Key words for sales:  
Light following

 Introduction:  
The Mi 8 AI studio light effect automatically detects face direction and ensures the light follows that direction; meanwhile, it locates your eyes. It's easy to operate.

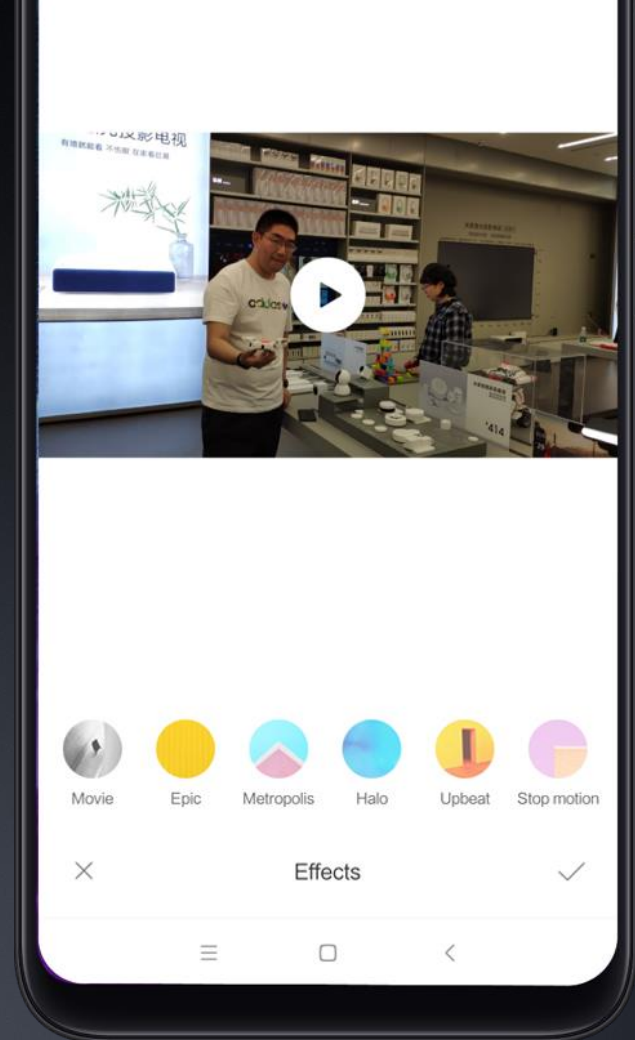
# AI Short Videos—Rear Camera



AI short videos

7 editing effects

Adjust colors, trim and add audio



Note: OTA needed.





# AI Short Videos— Sales Advice



Key words for sales:

AI short videos



Introduction:

Mi 8 offers 7 editing effects for AI short videos. With only one tap, it can automatically adjust the color, trim the video or add audio.



Demonstration:

1. Open the camera and shoot a video;
2. Tap “Edit” and choose a filter;
3. Edit the video and invite the customer to observe the difference.

# Configuration



## Flagship configuration Excellent performance

Snapdragon 845 processor, standard for flagship phones  
Use multi-functional NFC to simulate various cards, more convenient for travels



# Flagship Performance—Configuration



## Snapdragon 845 Flagship standard

System optimization has been made for popular games.

For complicated scenes, it remains high frame rate and is more fluent;  
for simple scenes, it keeps low power consumption and won't get hot.

# Multi-functional NFC—Configuration



## Phone as bank card

Supports all major banks in China



## Phone as transit pass

Note: Depends on each country



## Phone as access card

A virtual card in the phone





# Configuration— Sales Advice



Key words for sales:

Snapdragon 845 processor



Introduction:

Mi 8 is powered by Snapdragon 845 processor which has a great performance and lower power consumption. Besides, system optimization has been made for more fluent experience. Combined with the 3400mAh battery, it can last for a whole day.



Key words for sales:

Multi-functional NFC



Introduction:

Mi 8 supports multi-functional NFC which allows you to use virtual bank card, transit pass and access card. This will save you from the embarrassment of forgetting wallet or keys.



# Dual-Frequency GPS

The world's first phone to use  
dual-frequency GPS

L1+L5 dual-frequency GPS signals, dual-channel positioning,  
greatly improves the anti-interference ability.





# Dual-Frequency GPS—Sales Advice



Key words for sales:

The world's first phone to use dual-frequency GPS, faster and more precise positioning and navigation.



Introduction:

Mi 8 is the first smartphone in the world to use a dual-band GPS for super-precision positioning. It receives dual-frequency signals at the same time, which greatly improves the anti-interference ability. Mi 8 provides faster and more precise positioning and navigation for travels and daily outdoor activities.



Comment from Baidu Maps

Mi 8 is the first phone to use dual-frequency GPS for super-precision navigation. This is a milestone for positioning.



Comment from Amap

The effect of the dual-frequency GPS is indeed remarkable! This technique of Xiaomi is a breakthrough.

# Summary



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# Differences between Mi 8 and Mi MIX 2S



Mi 8

Snapdragon 845	Processor	Snapdragon 845
6.21 inches Samsung free form full display	Screen	5.99 inches <b>full screen 2.0</b>
2248x1080 notch that can be hidden		2160x1080 403PPI
Rear cameras: 12MP+12MP f/1.8	Cameras	Rear cameras: 12MP+12MP f/1.8
<b>Front camera: 20MP AI beautify</b>		Front camera: 5MP AI portrait mode
3400mAh, QC 4.0	Battery	3400mAh, <b>wireless fast charge</b>
Four curved glass body + 7 series aluminum frame	Body	<b>Four curved ceramic body</b> + 7 series metal frame
<b>Infrared face recognition</b> + rear fingerprint sensor	Unlock	Face unlock + rear fingerprint sensor
Bluetooth 5.0, <b>dual-frequency GPS</b>	Connectivity	Bluetooth 5.0 wireless
	Network	<b>Global bands</b> (for 8G + 256G version only)



Mi MIX 2S

**Conclusion:** Mi 8 excels in selfies, unlock and navigation, thus it is more suitable for users who pursue performance and fashion.

Mi MIX 2S excels in appearance, charging mode and connectivity. It is suitable for businesspeople who focus on comprehensive performance.



## Three advantages of Mi 8:

- Supported by the AI beautify mode, the 20MP front camera of Mi 8 can produce better selfies.
- Mi 8 is the first Mi phone to use infrared lens. It achieves fast and secure unlock even in darkness.
- Mi 8 is the first smartphone in the world to use a dual-frequency GPS for super-precision positioning. It receives dual-frequency signals at the same time, which greatly improves the anti-interference ability. Mi 8 provides faster and more precise positioning and navigation for travels and daily outdoor activities.

THANKS!