



**TPhone 3**

**TPhone 3 Pro**

Key Design Elements

**2025.07.31**

Deutsche Telekom Design & Customer Experience – CONFIDENTIAL – DMP jury only

# T Phone 3 T Phone 3 Pro

Ease & innovation

- Industrial Design & CMF fitting to our customer and price segment.
- High quality look & feel for a very price sensitive device category.
- Simplifying **AI for the masses**

**Magenta AI** 



# T Phone 3 T Phone 3 Pro

Emotion & simplicity

- Signature detail:  
Magenta Power & AI Button



# T Phone 3 T Phone 3 Pro

Trust & reassurance

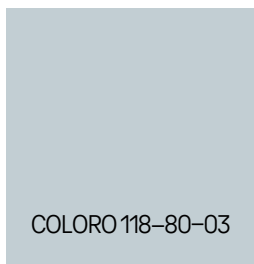
- Customized Telekom UX + AI



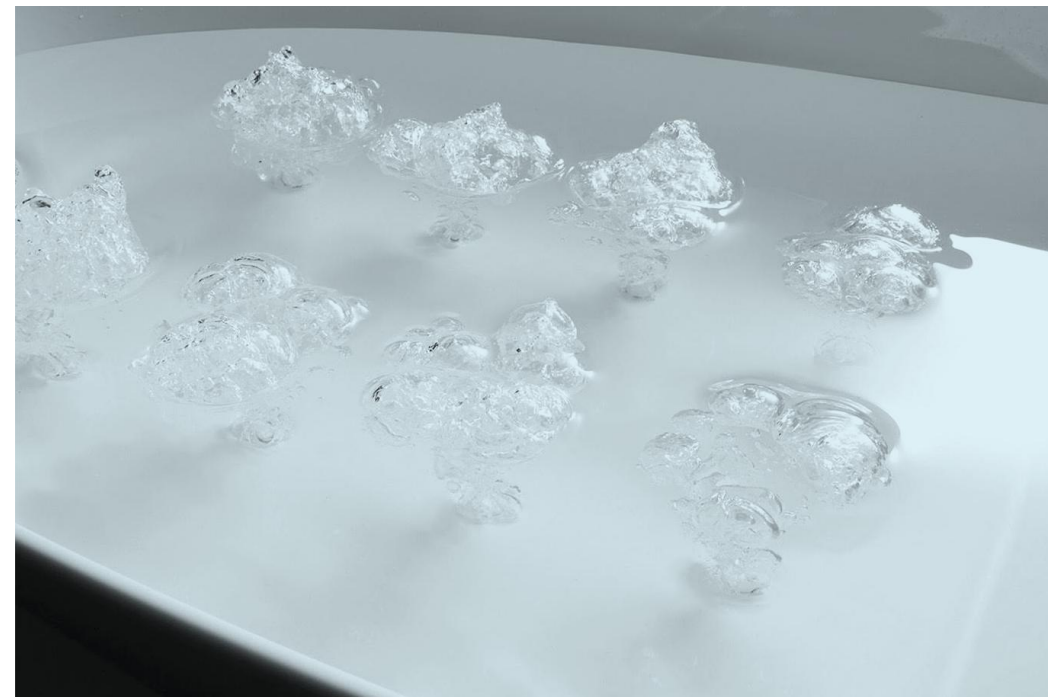
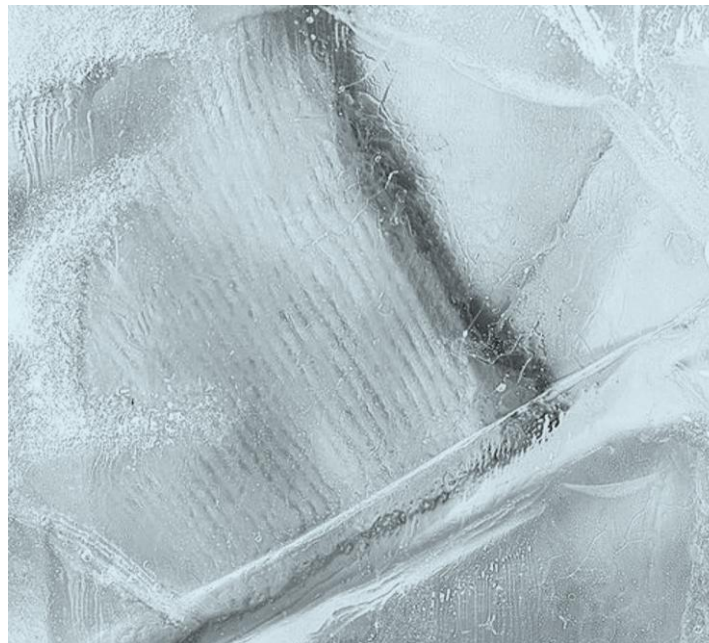
# T Phone 3

Approachable essentialism

- Approachable & Friendly
- Function focused
- Sturdy & honest



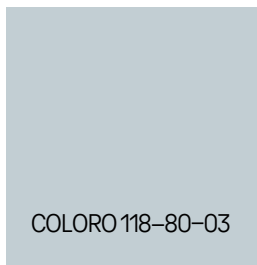
#Fresh #Light



# T Phone 3

Approachable essentialism

- Approachable & Friendly
- Function focused
- Sturdy & honest



#Fresh #Light





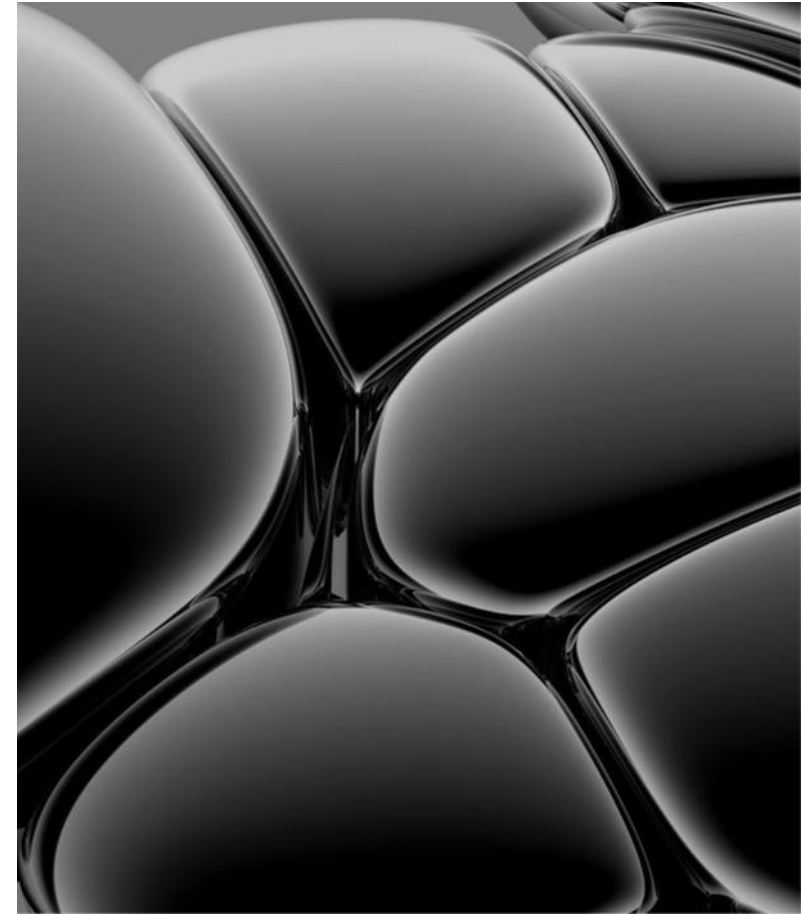
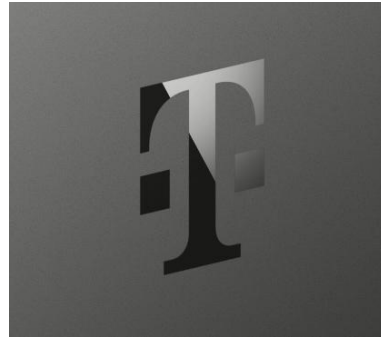
# T Phone 3 Pro

Affordable premium

- Progressive
- Unique & differentiated
- Trustful



#Precise #Premium



# T Phone 3 Pro

Affordable premium

- Progressive
- Unique & differentiated
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#Precise #Premium





**T Phone 3**

# Key Design elements of T Phone 3



## Cameras

Two horizontally-aligned cameras offer an improved photo experience, while making the device instantly recognizable.

# Key Design elements of T Phone 3



## **Split design**

The split back cover design makes the devices become highly recognizable & adds the right amount of personality. It helps convey the message of a simple device with friendly character, by using a 3D shaped back cover.

# Key Design elements of T Phone 3

## **Magenta button**

The magenta-highlighted interaction button creates a cohesive experience across all devices.



**T Phone 3 Pro**

# Key Design elements of T Phone 3 Pro



## Cameras

The arrangement of the three cameras makes it easy to distinguish the Pro model from the base phone.



# Key Design elements of T Phone 3 Pro



## **Split design**

The split back cover design makes the devices become highly recognizable & adds the right amount of personality. The precision shape with a flat back cover helps convey the message of a premium device with a serious character.

# Key Design elements of T Phone 3 Pro

## **Magenta button**

The main interaction button is highlighted in magenta to have a cohesive experience among all devices.





# T Phone 3

## Screen

6.6" | FHD+ | 120Hz | Screen-to-body ratio 88%

## Camera

Rear: OIS 50 + 2MP Macro | Front: 13MP

## Battery

5000 mAh | 25W fast charging

## Memory & Storage

6GB / 128GB | micro SD up to 2TB

## Connectivity

5G | WiFi5 | Dual-SIM (eSIM + 1SIM) | MC | NFC |

## Processor

QC SM6475

## Security

FPS + Face Unlock

## Sustainability

IP54 | Target Eco-rating of >85/100

## Extras

Dual Speaker | 3,5mm jack | 3 OS Upgrades | 6 Years of SMR Support (3 years monthly, 3 years quarterly)

# T Phone 3 Pro

## Screen

6.8" | FHD+ | AMOLED | 120Hz | AoD

## Camera

Rear: OIS 50 + 13 + 2MP | Front: 32MP

## Battery

5000 mAh | 33W fast charging | 15W wireless charging

## Memory & Storage

8GB / 256GB | micro SD up to 2TB

## Connectivity

5G | WiFi6E | Dual-SIM (eSIM + 1SIM) | MC | NFC |

## Processor

QC SM6475

## Security

FPS + Face Unlock

## Sustainability

IP67 | Target eco-rating of >80/100

## Extras

Dual Speaker | 3 OS Upgrades | 6 Years of SMR Support (3 years monthly, 3 years quarterly)



**Brand Value**



#1

EUROPEAN  
BRAND

#1

TELECOMS  
BRAND

#11

BRAND  
IN THE WORLD

## The World's 25 Most Valuable Brands 2025



#1  Apple \$574.5 bn +11%	#2  Microsoft \$461.1 bn +35%	#3  Google \$413.0 bn +24%	#4  Amazon \$356.4 bn +15%	#5  Walmart \$137.2 bn +42%
#6  Samsung Group \$110.6 bn +11%	#7  TikTok/Douyin \$105.8 bn +26%	#8  Facebook \$91.5 bn +21%	#9  NVIDIA \$87.9 bn +98%	#10  State Grid Corporation of China \$85.6 bn +20%
#11  Deutsche Telekom \$85.3 bn +16%	#12  Instagram \$79.9 bn +14%	#13  ICBC 中国工商银行 \$79.1 bn +10%	#14  中国建设银行 China Construction Bank \$78.4 bn +19%	#15  Verizon \$72.3 bn +1%
#16  中国农业银行 Agricultural Bank of China \$70.2 bn +16%	#17  Home Depot \$65.1 bn +23%	#18  Toyota \$64.7 bn +23%	#19  中国银行 Bank of China \$63.8 bn +27%	#20  贵州茅台集团 Kweichow Moutai Group \$58.4 bn +17%
#21  Oracle \$57.4 bn +8%	#22  UnitedHealthcare \$54.2 bn +14%	#23  Mercedes-Benz \$53.0 bn -11%	#24  AT&T \$52.5 bn +7%	#25  Allianz Group \$49.8 bn +6%



# T

**HIGHEST  
BRAND VALUE  
IN 30 YEARS –  
85.3 BN. US \$**

**#1**  
EUROPEAN  
BRAND

**#1**  
TELECOMS  
BRAND

**#11**  
GLOBAL  
BRAND

Source: Brand Finance 2025