



TPhone 3

TPhone 3 Pro

Key Design Elements

2025.07.31

Deutsche Telekom Design & Customer Experience – CONFIDENTIAL – awards 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

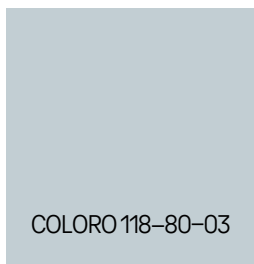
- Customized Telekom UX + AI



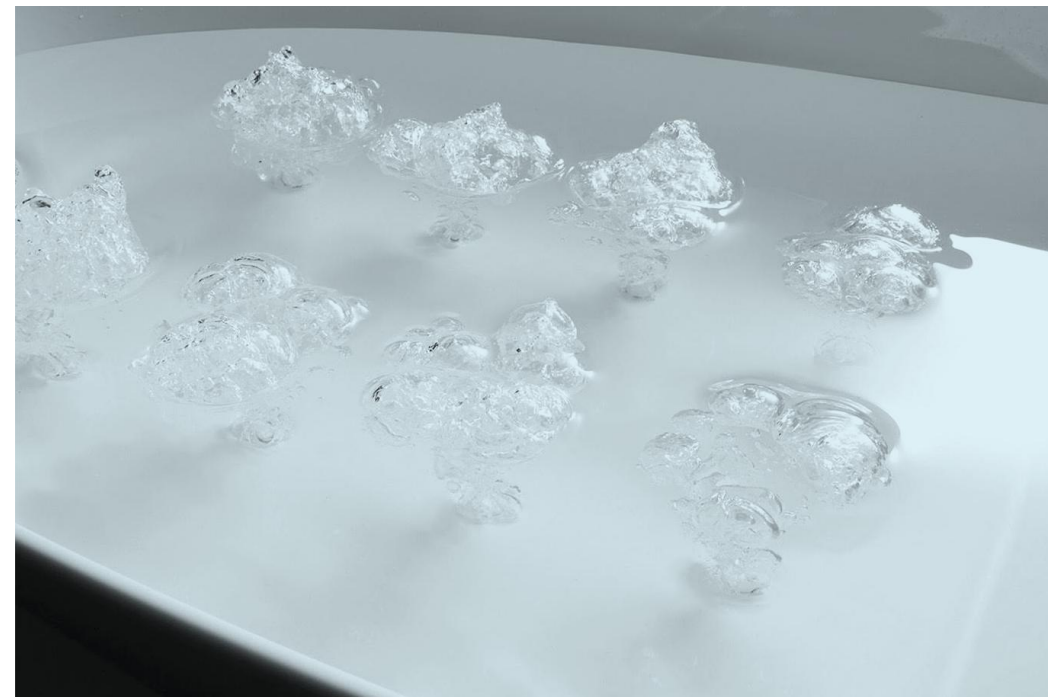
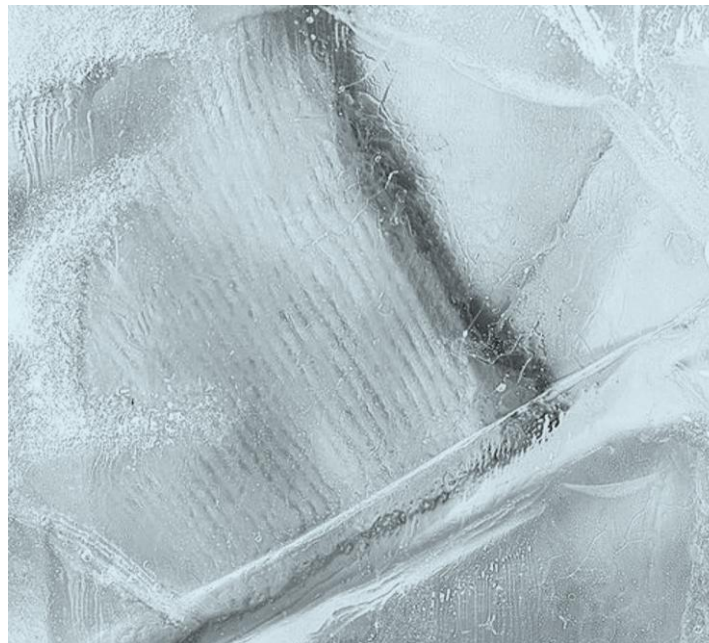
T Phone 3

Approachable essentialism

- Approachable & Friendly
- Function focused
- Sturdy & honest



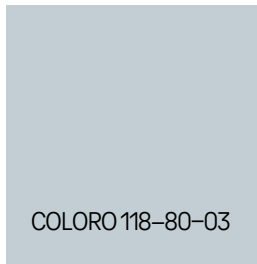
#Fresh #Light



T Phone 3

Approachable essentialism

- Approachable & Friendly
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- Sturdy & honest



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#Fresh #Light



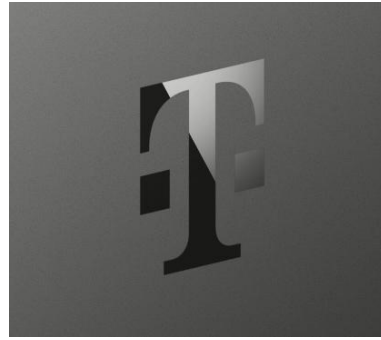
T Phone 3 Pro

Affordable premium

- Progressive
- Unique & differentiated
- Trustful



#Precise #Premium



T Phone 3 Pro

Affordable premium

- Progressive
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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%



A large, stylized pink letter 'T' is positioned on the left side of the image. The background is a light blue globe with white grid lines. The letter 'T' is composed of a thick vertical stem and a horizontal crossbar, with small square notches at the ends of the crossbar.

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

#1
EUROPEAN
BRAND

#1
TELECOMS
BRAND

#11
GLOBAL
BRAND

Source: Brand Finance 2025