

**BLU**  
BOLD LIKE US

the new life one series  
totally redesigned



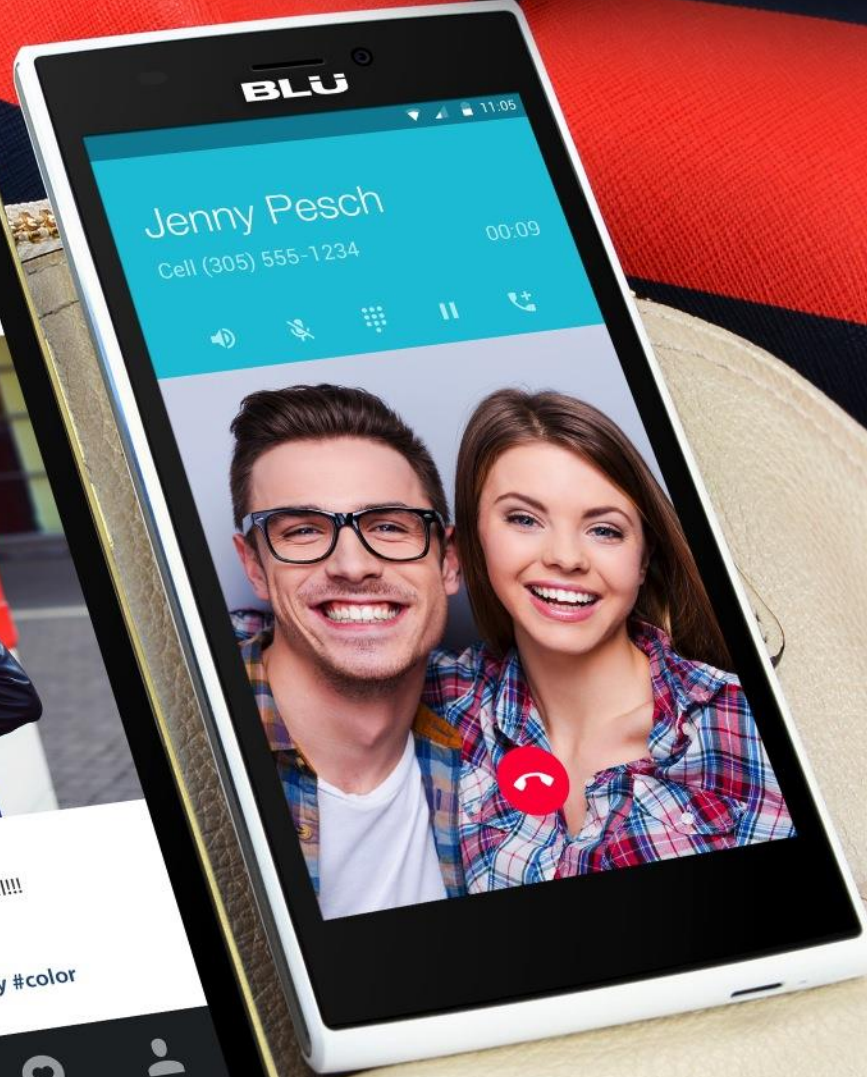
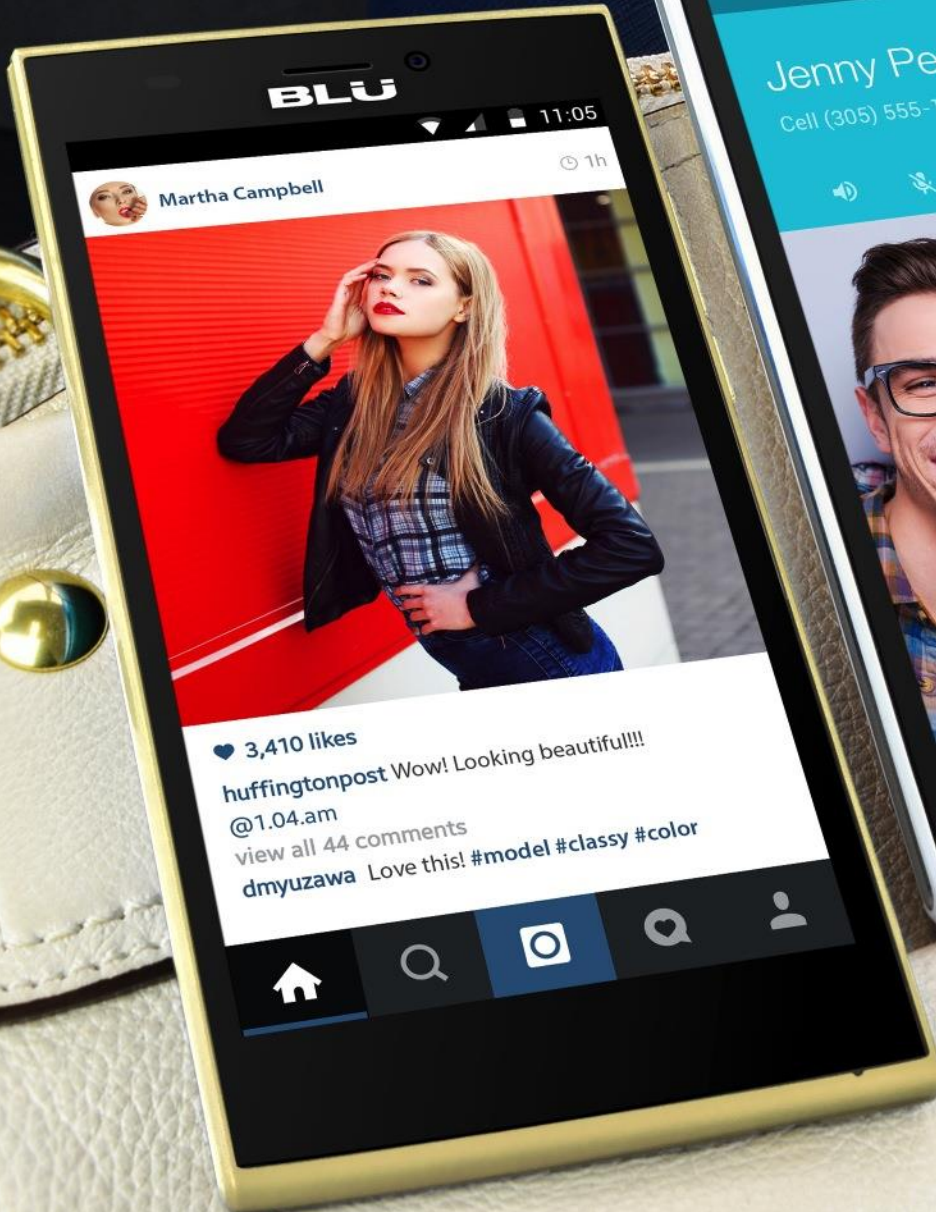
life one  
5.0 inches

life one XL  
5.5 inches



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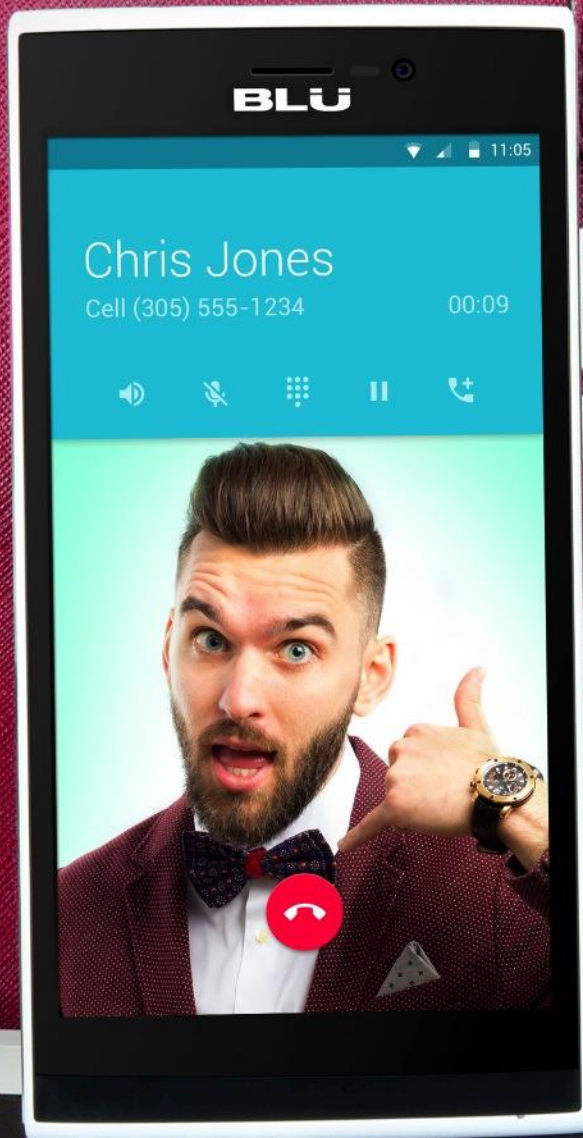
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 Android  
Kit Kat 4.4  
UPGRADABLE TO   
Lollipop 5.0

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 Android  
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# KEY SELLING POINTS

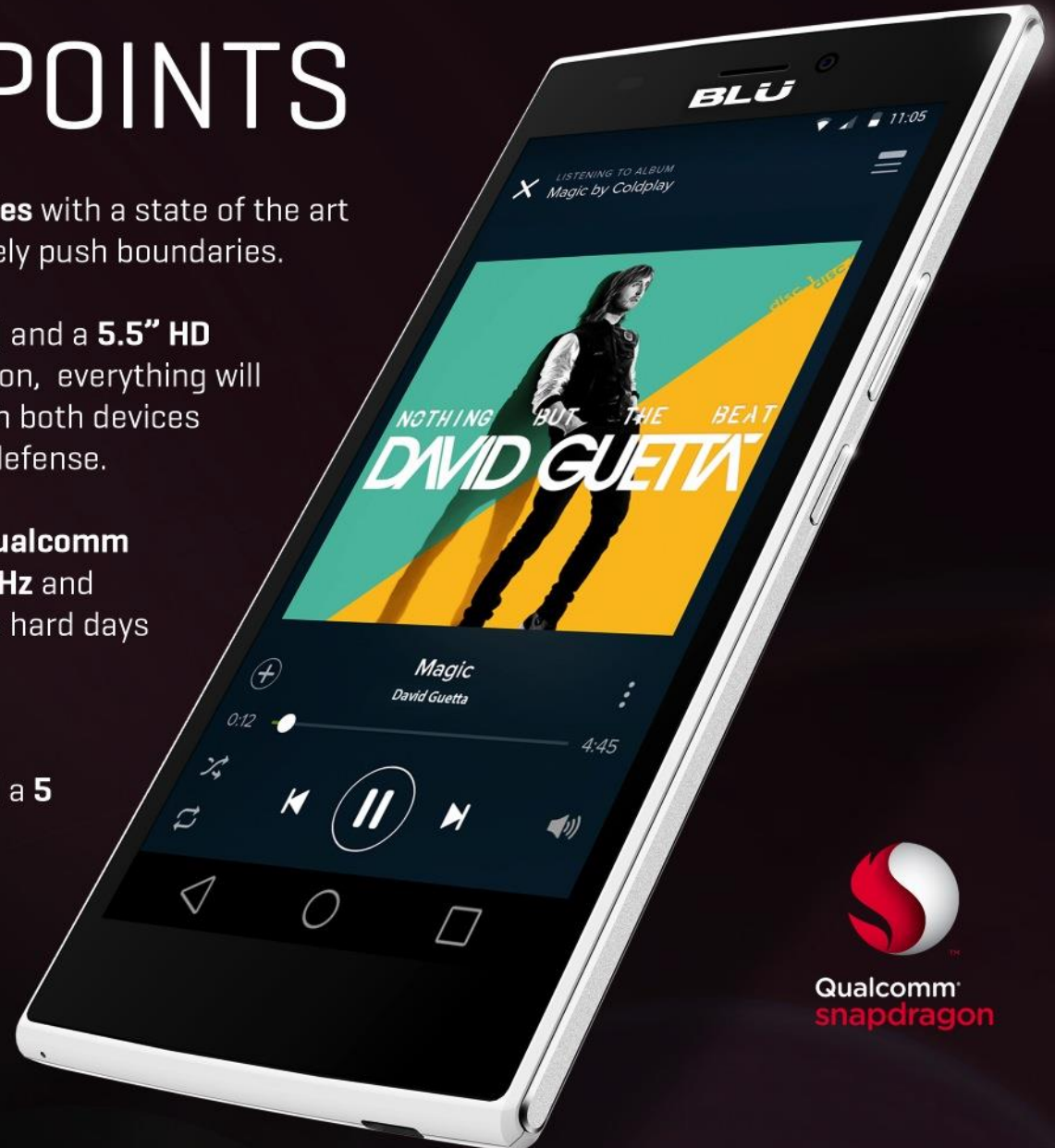
Make way for the stylish and powerful **Life One Series** with a state of the art design, software and hardware, this device will surely push boundaries.

With a vivid **5.0" HD** display on the Life One (2015) and a **5.5" HD** display on the Life One XL with **720 x 1280** resolution, everything will look picture perfect. For the perfect finishing touch both devices were given Gorilla Glass 3 to act as the last line of defense.

Armed with the latest **64 bit** technology with the **Qualcomm Snapdragon 410** processor that is clocked at **1.2GHz** and Quad-core, the Life One Series is the ready to put a hard days work in for you.

Both devices have a powerful and precise **main 13 Megapixel camera** with **Sony IMX 135 sensors** and a **5 Megapixel** front camera for top notch selfies.

At launch both devices will have Android v4.4 KitKat but shortly after launch you will be able to upgrade to **Android v5.0 Lollipop**.

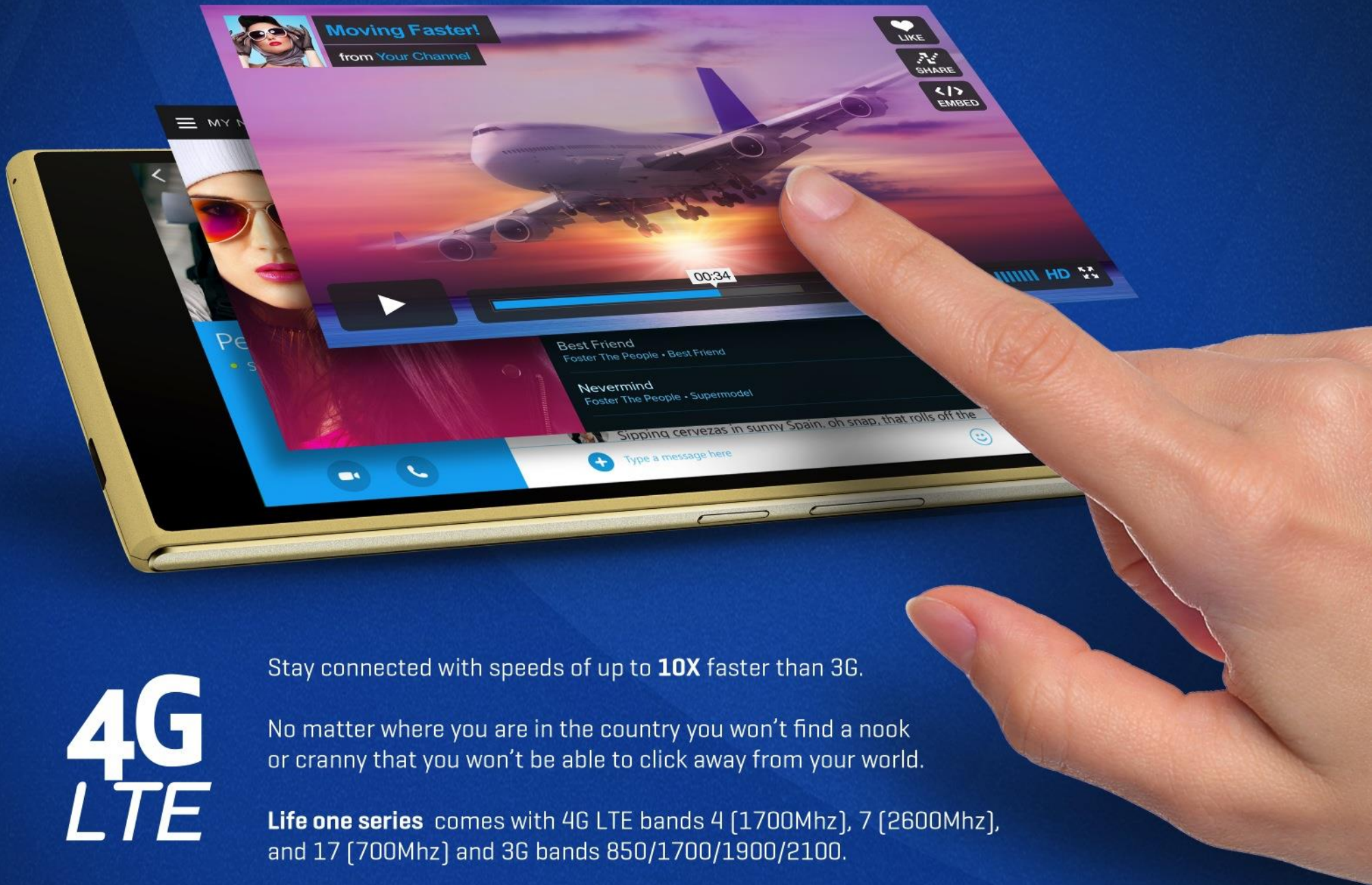


Qualcomm  
snapdragon



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**4G**  
**LTE**

Stay connected with speeds of up to **10X** faster than 3G.

No matter where you are in the country you won't find a nook or cranny that you won't be able to click away from your world.

**Life one series** comes with 4G LTE bands 4 [1700Mhz], 7 [2600Mhz], and 17 [700Mhz] and 3G bands 850/1700/1900/2100.



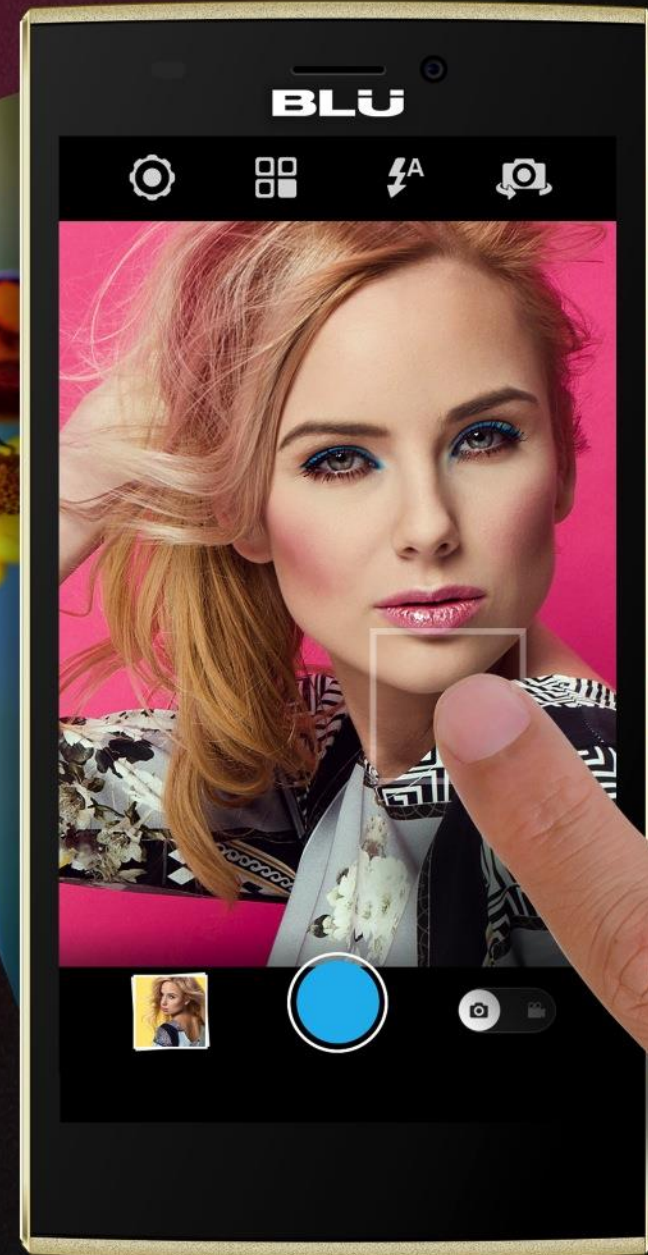
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# DETAILED VIVID DISPLAY

Whether you choose the **Life One** or the **Life One XL**, you will always have a crisp HD image with **720 x 1280** resolution.

They both have **BLU Infinite View Technology (IPS)** which will allow you to share your screen with all your friends and no matter what angle you are looking at them from, everything will look perfect.





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# Form & Function

Introducing the all new BLU Sandstone grey finish on the Life One Series. An advanced paint technology that combines the essence of nature, in this case a stone texture, to form a brilliant feel and look.

The middle housing is made of metal, which is the perfect finishing touch to a premium device.

Weighing in at a mere **125g** for the Life One and **154g** for the Life One XL, these devices are an admirable couple no matter how you look at them.

With a custom user interface running on stock Android, the Life One Series is eye candy no matter if you are looking at its gorgeous design or user friendly interface.





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# Corning Gorilla Glass 3

The front of the Life One and Life One XL is covered by **Gorilla Glass 3** so all the beauty has an extra layer of armor to protect it from scratches and cracks.

Corning Gorilla Glass 3 enables improved damage resistance and toughness compared to former glass compositions and is up to three times more damage resistant than Gorilla Glass 2.

This type of **Native Damage Resistance** is a unique feature of Gorilla Glass 3.



CORNING  
Gorilla® Glass



# Tour de Force



When building the Life One Series, there was thorough and careful thought put into every detail, this is why you will find a **Quad-core 1.2GHz Snapdragon 410 processor with 64 bit architecture** and 1GB RAM, which creates the ultimate user experience. The Life One is available with an upgraded 16GB internal memory combined with 2GB RAM for more hardcore Android users.

Whether it is movies, video games, pictures, or work presentations, the Adreno 306 GPU will impress you with the crisp replication of every pixel.





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# Picture Perfect

When it comes to a flawless camera experience, the Life One Series never falls short with its main **13 Megapixel** camera with **Sony IMX 135** sensors or the front **5 Megapixel** front camera for the most epic self portraits.

Enjoy great features in the main camera like **Zero Shutter lag**, **HDR**, **face beauty**, and **time lapse**, which gives professional style pictures.





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13.0  
Mega

**BLU**

13MP Main  
with Sony IMX  
135 sensors

---

5MP Front

---

1080p  
@ 30fps



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**MORE**  
**3G BANDS**  
**MORE**  
**COVERAGE**



Travel across the country. Stay connected with friends and family or get the job done, anywhere you are.

The Life One Series come with 3G 850/1700/1900/2100 or 4G LTE in 700/1700/2600, so you can have coverage across the entire United States.



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# DUAL SIM **1** **2**

A DUAL SIM phone gives you several advantages over a Single SIM.

By having two SIM slots in your mobile device, you do not have to worry about:

- Exchanging SIM cards from one phone to another
- Carrying two phones in your pocket
- Charging two devices

Also, you could take advantage of different voice/data plans for better rates, better coverage, and separate bills. You can also separate personal from business calls, and the international traveler could avoid roaming charges by having one domestic carrier SIM and one international carrier SIM.





# ANDROID V5.0 LOLLIPOP

At launch the Life One Series will have Android v4.4 KitKat but shortly after that it will be upgradeable to Lollipop v5.0, starting July 2015.

## Android v5.0 Lollipop new features:

- Redesigned user interface that is friendly and intuitive.
- Lock screen notifications that offers quick actions as well as quick access.
- Project Volta which will improve battery life better than any previous version.
- App switching/ Multitasking is now easier with a complete look at all your open applications.
- Multiple users and guest mode so you can now share your device with the comfort of your personal





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# DATA

## TECHNOLOGY

Android v.4.4 KitKat  
[Upgradeable to v.50]  
4G LTE: 700/1700/2600  
3G: 850/1700/1900/2100  
Cat 4 LTE | HSPA + 42 Mbps

## PROCESSOR

Qualcomm Snapdragon 410 1.2Ghz  
Quad-core with 64-Bit architecture  
and Adreno 306 GPU

## MEMORY

8GB Internal, 1GB RAM: Life One, Life One XL  
16GB Internal, 2GB RAM: Life One  
Micro SD up to 64GB

## UPC: Life One

Life One XL 848958018124 X020Q BLA

## UPC: Life One XL

Life One 848958018148 X010Q BLA

## DISPLAY

Life One - 5.0" HD 720X1280 - 294 ppi  
Life One XL - 5.5" HD 720x1280 - 267 ppi

## CAMERA

13 Megapixel w/Sony IMX 135 sensors  
BLU Bright + Technology  
HD 1080 Video  
5 Megapixel Front camera | LED Flash

## CONNECTIVITY

Bluetooth 4.0  
WiFi, Hotspot  
MicroUSB v2.0



Qualcomm  
snapdragon





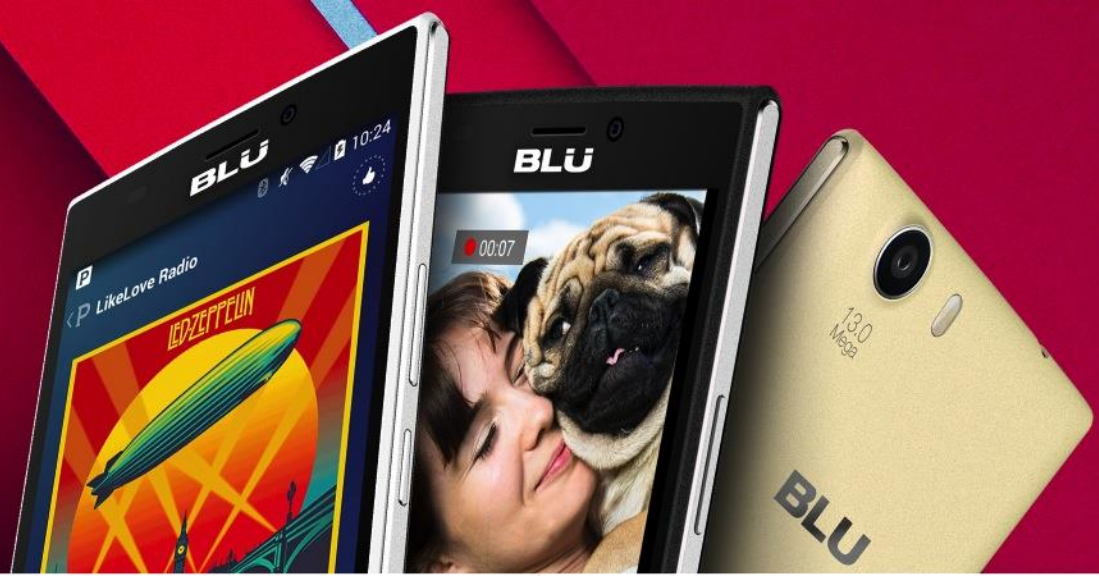
## COMPARISON

PRODUCT NAME	Life One (2015 Edition)	Life One XL	Moto G LTE (2nd Gen)
BRAND	BLU	BLU	Motorola
FAMILY	Life	Life	Moto
DIMENSIONS/WEIGHT	143.5 x 72.1 x 7.5mm   125g	156 x 78 x 8.3mm   154g	141.5 x 70.7 x 11 mm   155g
OPERATING SYSTEM	Android v4.4 [Upgradeable to v5.0]	Android v4.4 [Upgradeable to v5.0]	Android v5.0 Lollipop
3G BANDS	850/1700/1900/2100	850/1700/1900/2100	850/900/1900/2100
DATA	LTE   HSPA + 42 Mbps	LTE   HSPA + 42 Mbps	LTE   HSPA + 42 Mbps
PROCESSOR	✓ 1.2GHz Quad-core w/ 64Bits	✓ 1.2GHz Quad-core w/ 64Bits	1.2GHz Quad-core
GPU	✓ Adreno 306	✓ Adreno 306	Adreno 305
INTERNAL MEMORY / RAM	8GB   1GB RAM	8GB   1GB RAM	8GB   1GB RAM
DISPLAY TYPE	HD IPS	HD IPS	HD IPS
DISPLAY SIZE	5.0	✓ 5.5	5.0
DISPLAY RESOLUTION	720 x 1280 - 294 ppi	720 x 1280 - 267 ppi	720 x 1280 - 294 ppi
MAIN CAMERA	✓ 13 MP	✓ 13 MP	8 MP
SECONDARY CAMERA	✓ 5 MP	✓ 5 MP	2 MP
BATTERY	✓ 2420 mAh	✓ 2820 mAh	2390 mAh



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# PACKAGE CONTENTS



Charger



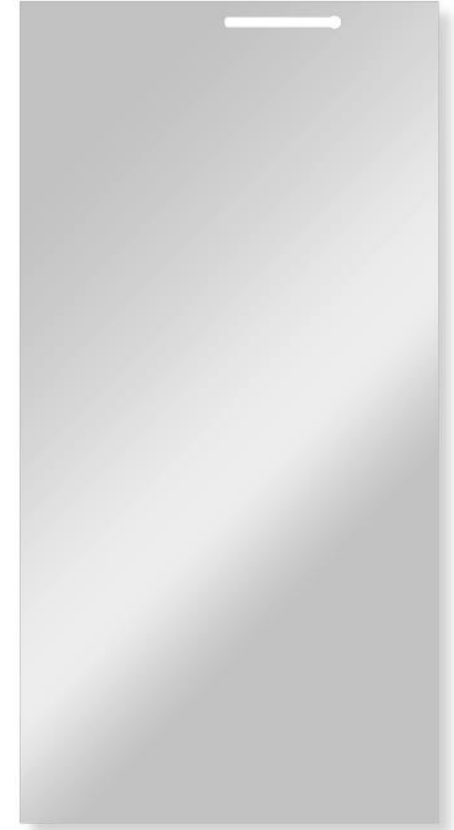
Micro USB Cable



Headphones



Protective Case



Screen Protector

Accessories may not be available or may vary, from those depicted in the illustrations, depending on your geographic location.