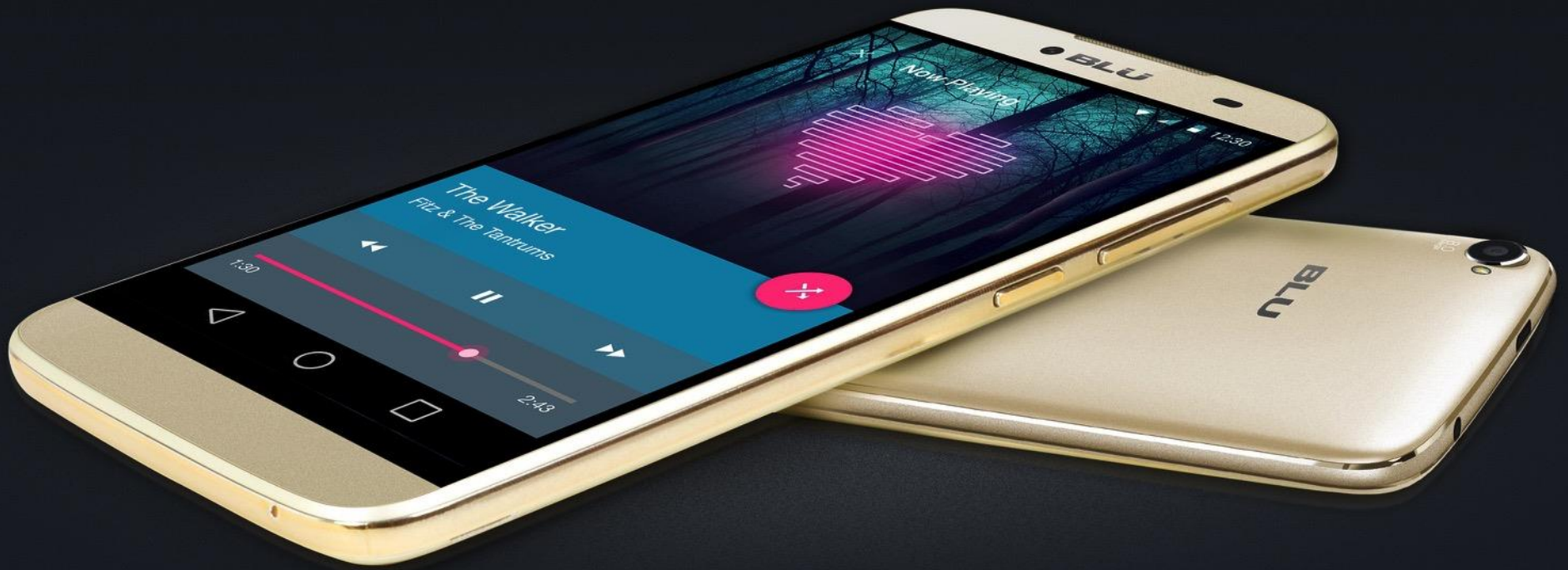


**BLU**  
BOLD LIKE US



**DASH X PLUS**

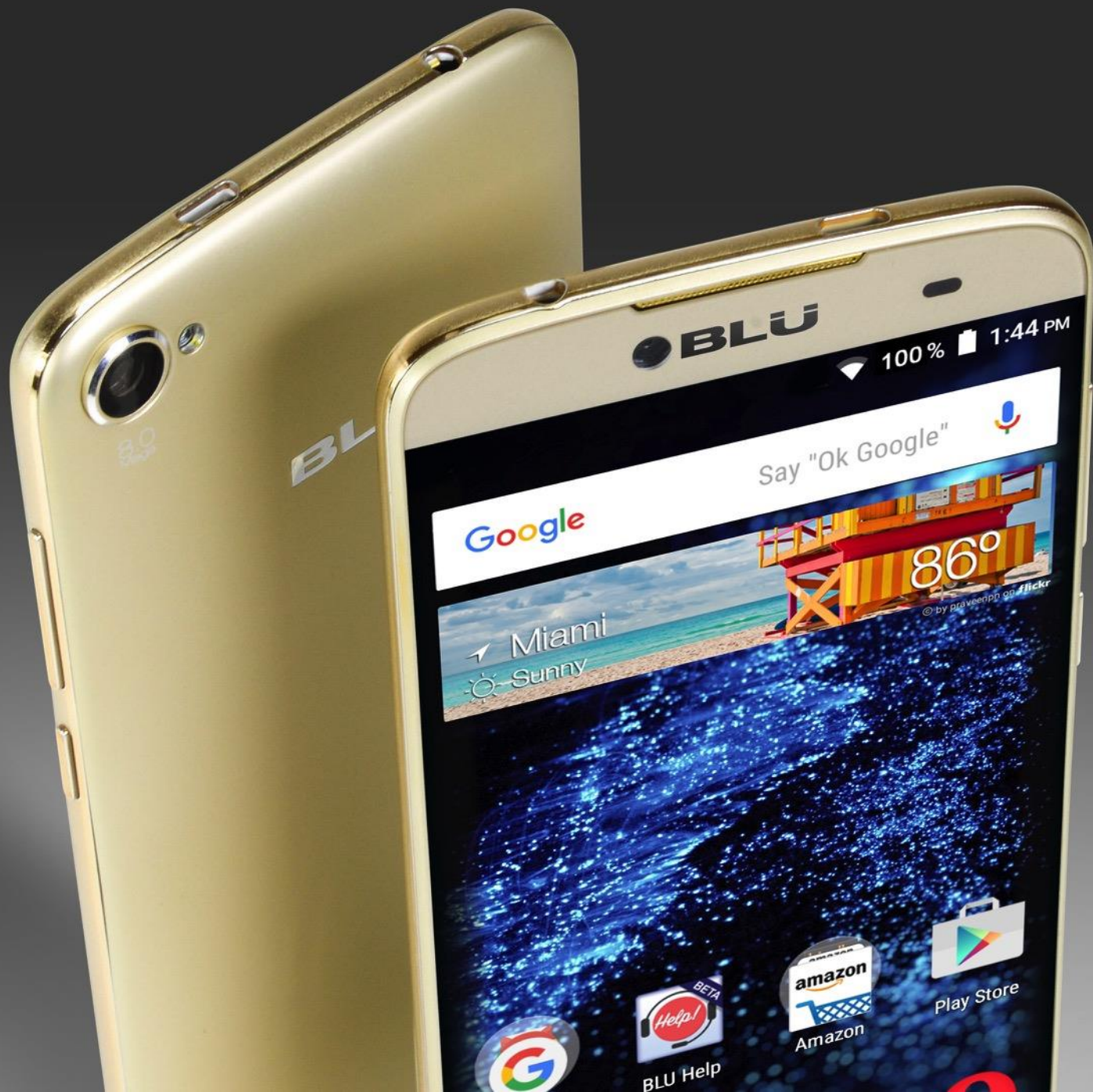
**BLÜ**  
BOLD LIKE US



DASH X PLUS



**BLU**  
BOLD LIKE US



**DASH X PLUS**





**BLU**  
BOLD LIKE US

DASH X PLUS



## KEY SELLING POINTS

A visually stunning **5.5" HD** display brings life-like image which is fitting to the overall perfection of the Dash X Plus. Clarity and bright color are possible by the use of **Full Lamination and BLU Infinite View [IPS] technology**.

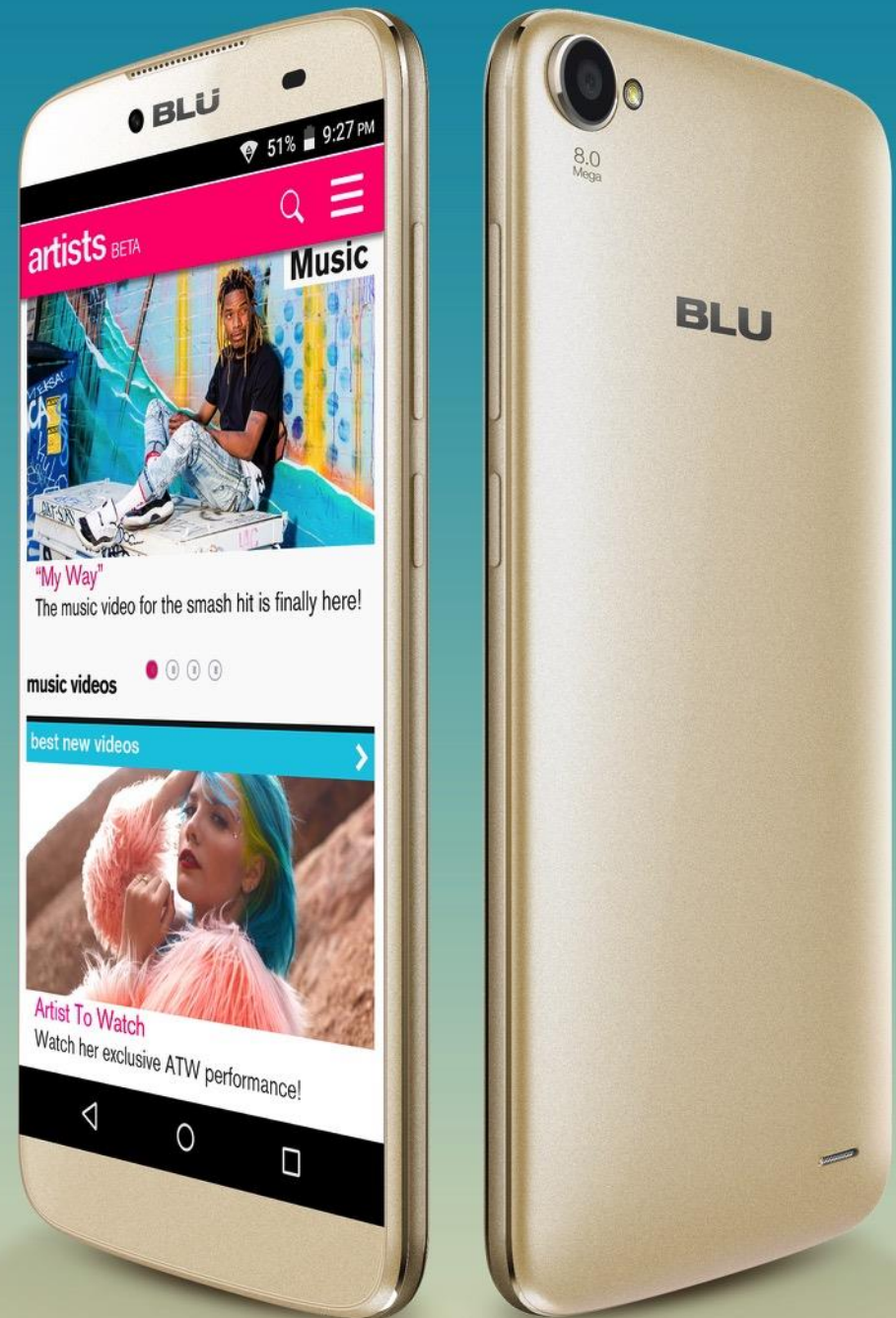
Powered by a reliable and efficient **MediaTek 6582M chipset clocked at 1.3GHz Quad Core** paired with **1GB RAM** ensure fast and smooth multitasking.

Running the latest **Android v5.0 Lollipop**, your smartphone will have the most up to date apps and functions.

Capture all your memories and get extraordinary photos and HD videos with its **8 Megapixel camera**. Stay connected with your family and friends with the **5 Megapixel front camera** for video calls and selfies.

**MEDIATEK**

*everyday genius*

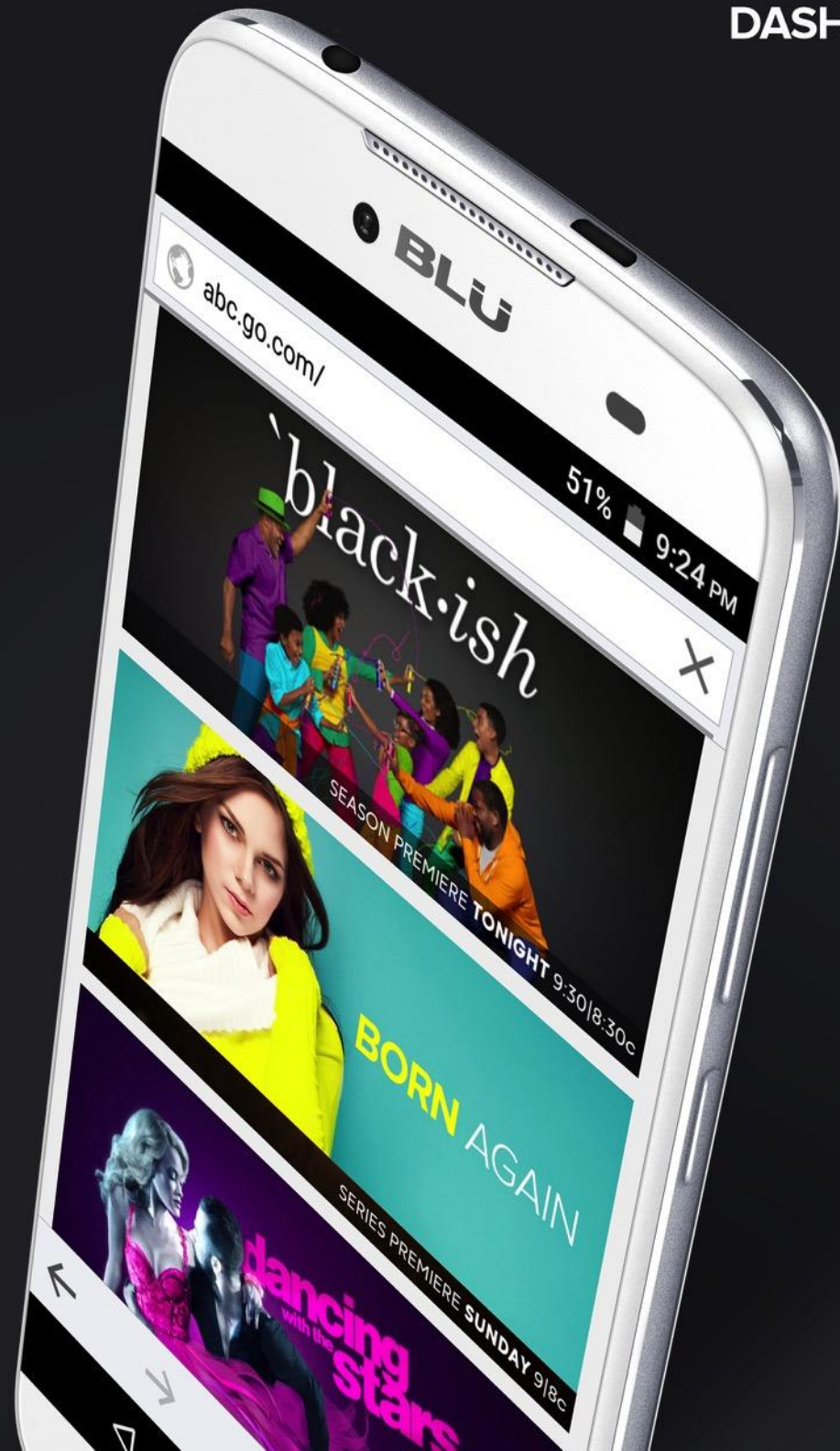




## PERFECT DESIGN

The Dash X Plus is designed to bring out the 5.5" HD display and the front profile aesthetic. It has color matched touch panel decors on the top and bottom for an attractive stance even with the display off. With an array of colors, BLU continues to provide a **bold statement** with Sandstone Grey, Ceramic White, Gold, Mint Green and Salmon Pink.

Dual finish on the aluminum housing combined with a mirror-like **polished surface** along with a sand **blasted matte edge** that compliment each other and bring out the true element of design. Finalized with BLU's soft touch special paint, the Dash X Plus leaves the user with a one of a kind impression.





## CAPTURE THE MOMENT

Rest assured that with the main **8 Megapixel camera** all your pictures will be as perfect as you expect them to be. Record up to 1080p HD videos for lasting memory.

For Selfies, you can trust the **5 Megapixel** front camera for a premium shot.

8.0  
MEGA PIXELS

1080p  
HD VIDEO



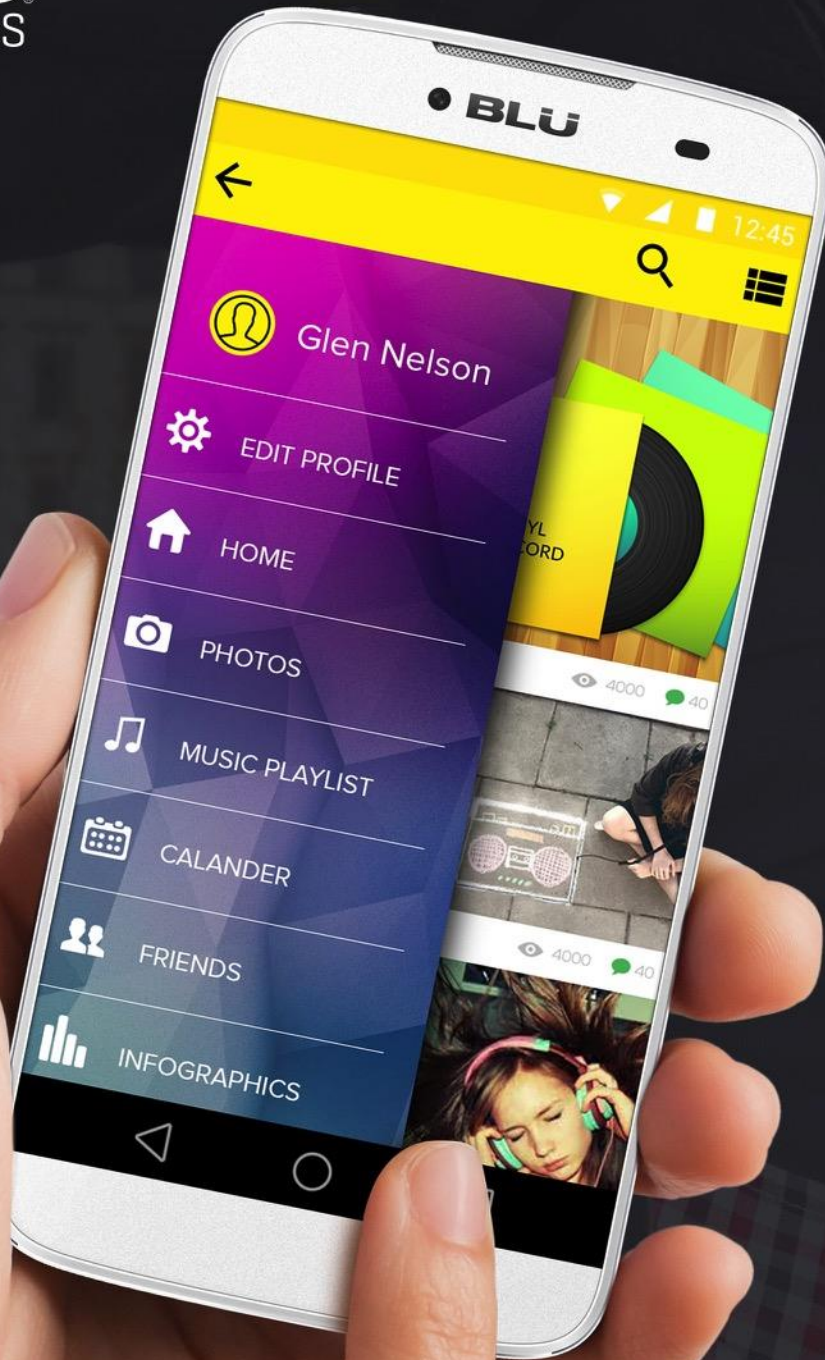


## GENEROUS HD DISPLAY

The Dash X Plus comes with a high definition display that brings all your video and pictures to life. With **Full Lamination** display, there is no air gap between the touch panel and the LCD providing clarity and deep color saturation.

Sit back, relax and enjoy any YouTube movie, pictures or gaming action on your Dash X Plus's **720 x 1280 high definition** resolution screen. Experience that is incomparable to any other device on the market.





## FLAWLESS MULTITASKING

The MediaTek 1.3 GHz Quad Core Processor is paired with 1 GB of RAM, providing seamless and smooth user experience.

With 8GB of built in memory, generous amount of space for your most listen to music, video and picture will be a finger touch away. Expand even more space with the MicroSD slot up to 64GB.

**MEDIATEK**

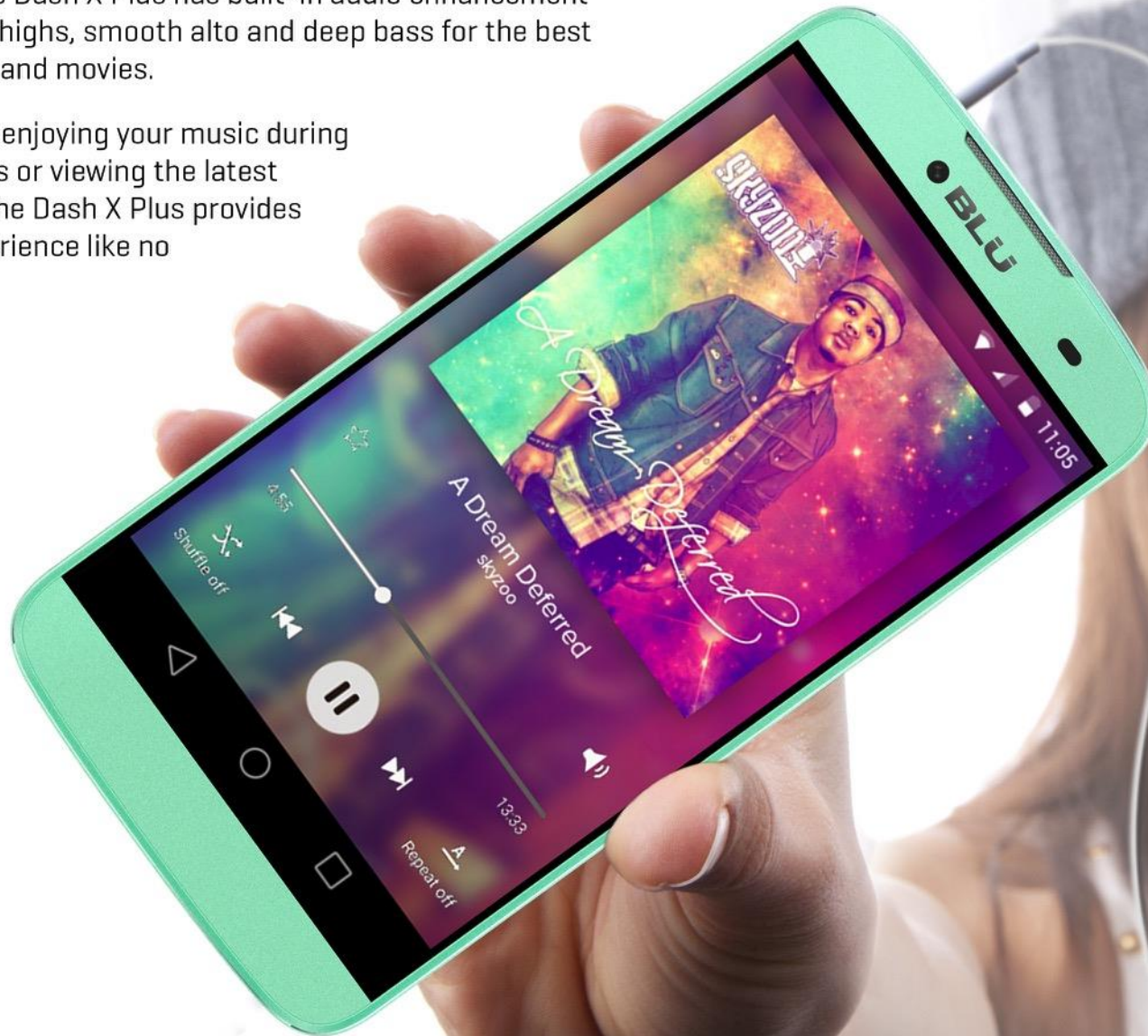
*everyday genius*



## AUDIO BLAST

High definition sound provides clear theater quality that brings the music to life. The Dash X Plus has built-in audio enhancement that provides sweet highs, smooth alto and deep bass for the best enjoyment of music and movies.

No matter if you are enjoying your music during one of your daily jogs or viewing the latest episode on Netflix, the Dash X Plus provides superior sound experience like no other smartphone.



# ANDROID 5.0 LOLLIPOP

## ANDROID V5.0 LOLLIPOP NEW FEATURES:

- Redesigned user interface that is friendly and intuitive.
- Lock screen notifications that offer 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 information staying personal.





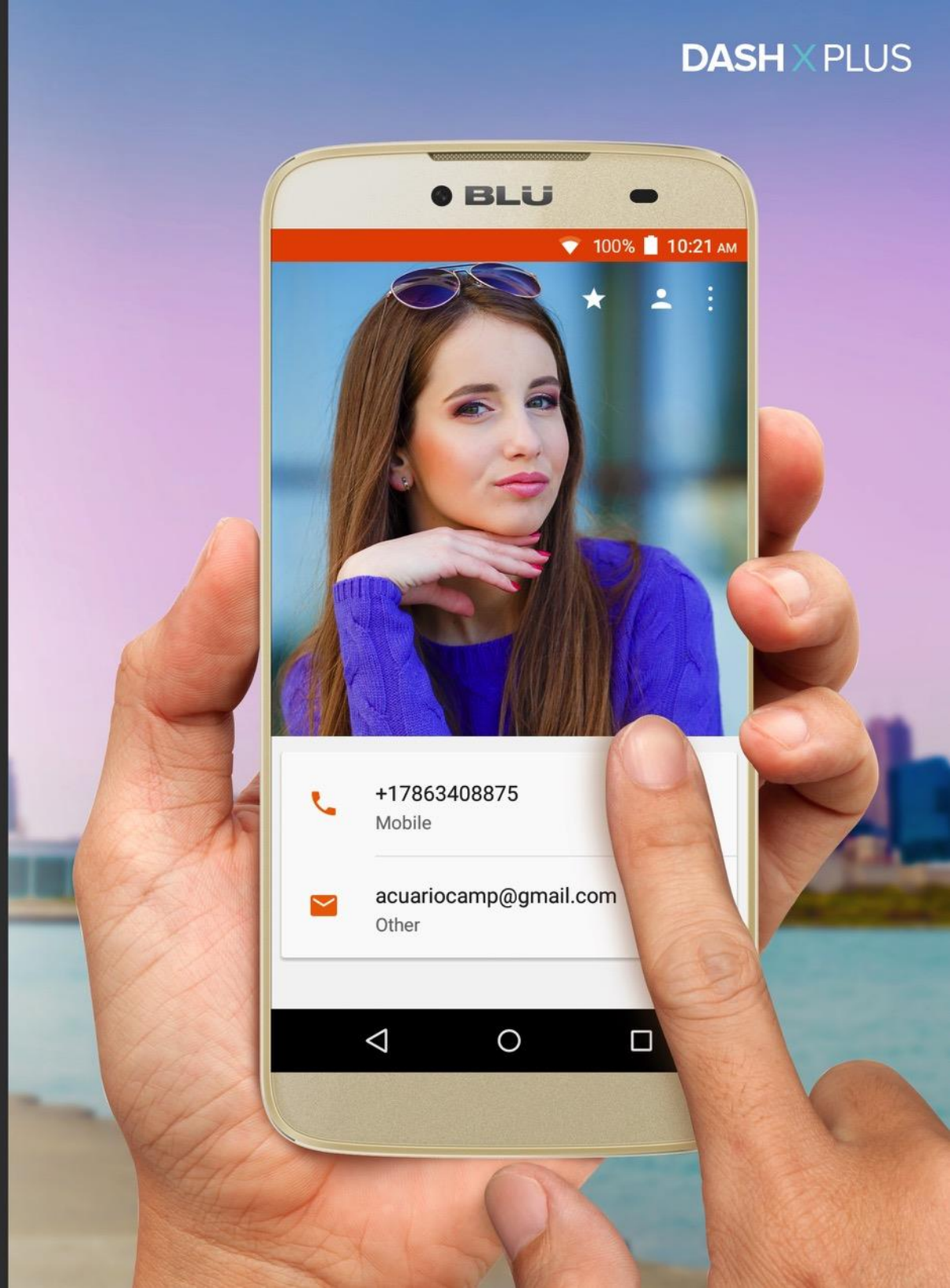
## DUAL SIM CARD **1** **2**

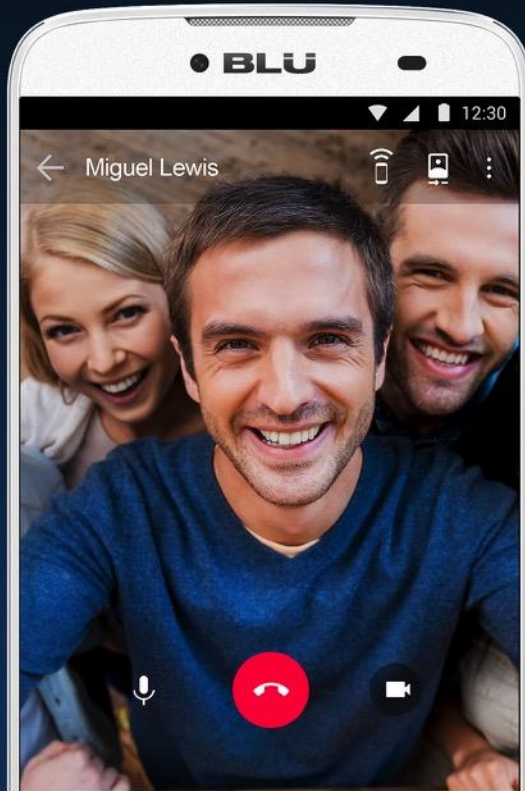
A DUAL SIM phone gives you several advantages that you can not let pass by.

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

- Exchange SIM cards from one phone to another
- Carry two phones in your pocket
- Remember to charge two devices

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





**UNLOCKED**  
Choose Your Carrier



Stay connected with friends and family while traveling across the country. Get the job done no matter where you are.

Dash X Plus comes with 3G 850/1700/1900, 850/1900/2100 so you can have coverage across the entire United States with all different carriers; AT&T, T-Mobile, MetroPCS, and the entire MVNO network.



# DEVICE COMPARISON



## DASH X PLUS

## SAMSUNG GALAXY GRAND PRIME

Brand	BLU	Samsung
Family	Dash	Grand
Dimensions   Weight	158.8 x 77.7 x 10.15mm	144.8 x 72.1 x 8.6mm
Operating System	Android v5.0 Lollipop	Android v5.0 Lollipop
Data	HSPA + 21Mbps	HSPA + 42Mbps
Processor	✓ 1.3GHz Quad Core	1.2GHz Quad Core
Internal Memory   RAM	8GB   1GB RAM	8GB   1GB RAM
Display Size	✓ 5.5" HD	5.0" qHD
Display Resolution	✓ 720 x 1280	540 x 960
Main Camera	8MP	8MP
Secondary Camera	5MP	5MP
Battery	✓ 2750mAh	2600 mAh



## DATA SPECIFICATION

### TECHNOLOGY

Android v5.0 Lollipop  
3G: 850/1700/1900, 850/1900/2100  
HSPA+ 21 Mbps

### PROCESSOR

MediaTek 6582M | 1.3GHz Quad Core  
With ARM Mali-400 GPU

### MEMORY

Internal 8GB | 1GB RAM  
MicroSD up to 64GB

### DISPLAY

5.5" HD 720x1280 - 267ppi

### CAMERA

8MP Main 3264x2448  
5MP Front | LED Flash  
HD 1080p Video @30fps

### BATTERY

2,750mAh

### CONNECTIVITY

Bluetooth 4.0  
WiFi, Hotspot  
Micro USB v2.0

Dash X Plus 848958023081 D950L Grey  
Dash X Plus 848958023098 D950L White  
Dash X Plus 848958023517 D950L Gold  
Dash X Plus 848958023104 D950U Grey  
Dash X Plus 848958023111 D950U White  
Dash X Plus 848958023524 D950U Gold  
Dash X Plus 848958023531 D950U Mint Green  
Dash X Plus 848958023548 D950U Pink



**BLU**  
BOLD LIKE US

DASH X PLUS



PROTECTIVE CASE



SCREEN PROTECTOR



USB CABLE



HEADPHONES



CHARGER



BATTERY