

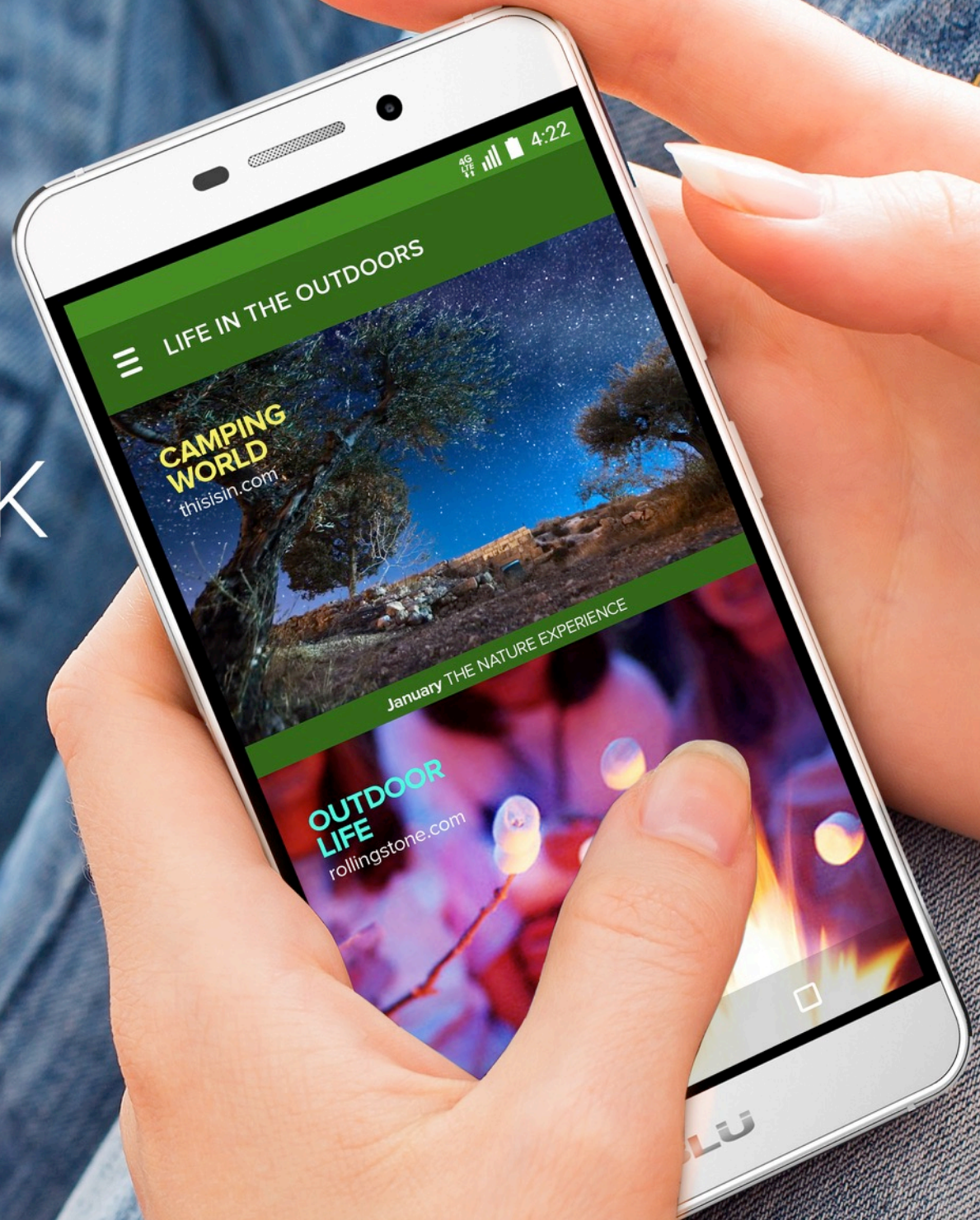
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LIFE MARK

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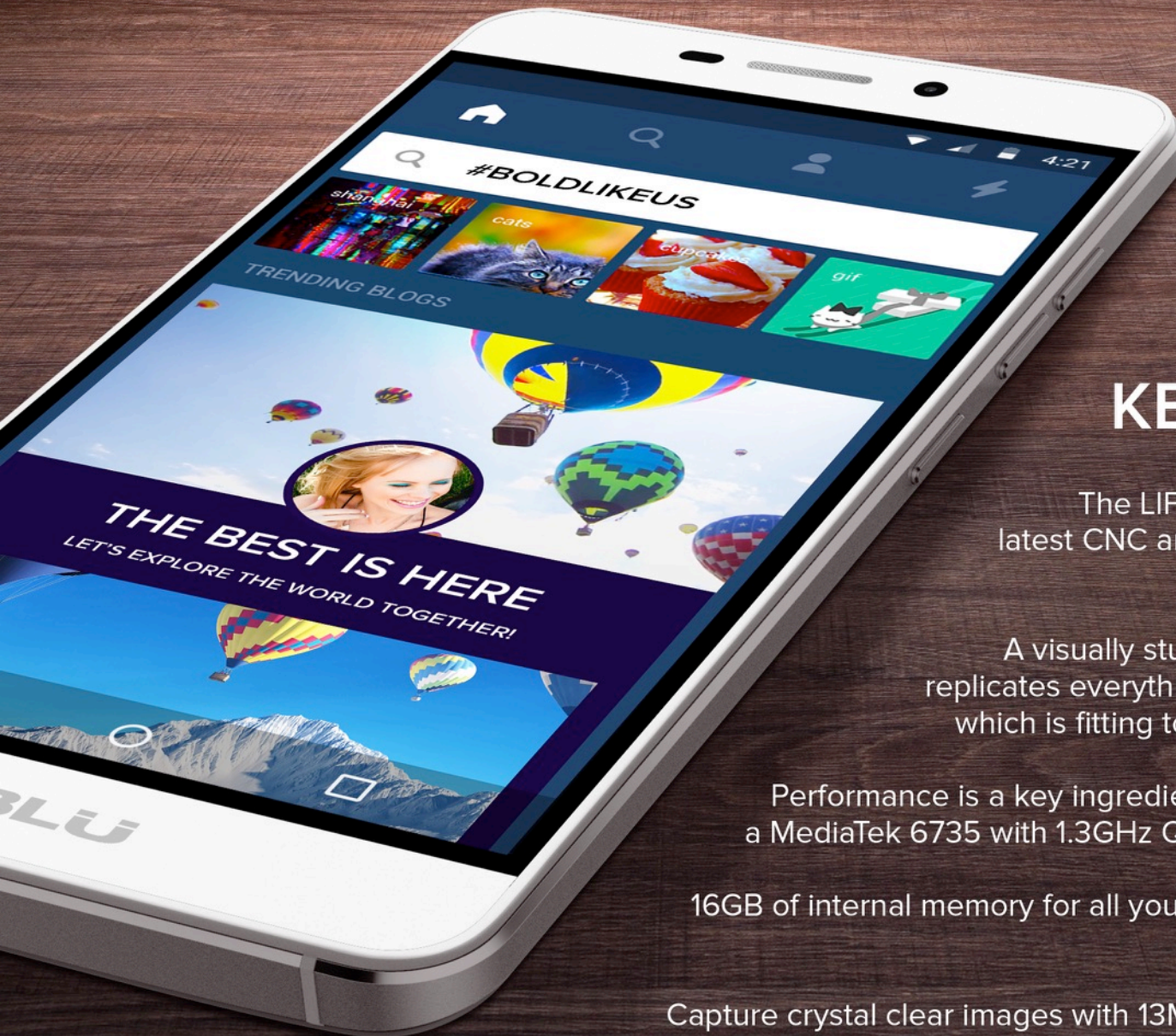
LIFE MARK



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LIFE MARK





KEY SELLING POINTS

The LIFE MARK is machined out of metal using the latest CNC and antenna technologies, offering a reliable infrastructure and a premium build quality.

A visually stunning 5.0" HD full lamination display which replicates everything in your smartphone in a pristine manner which is fitting to the overall perfection of the Studio series.

Performance is a key ingredient when building a smartphone, so there is a MediaTek 6735 with 1.3GHz Quad Core which offers 4G LTE connectivity.

16GB of internal memory for all your music, video and pictures while 2GB RAM ensure flawless usage.

Capture crystal clear images with 13MP with 5MP Front Camera. With built in 2.0 aperture to ensure high quality images.

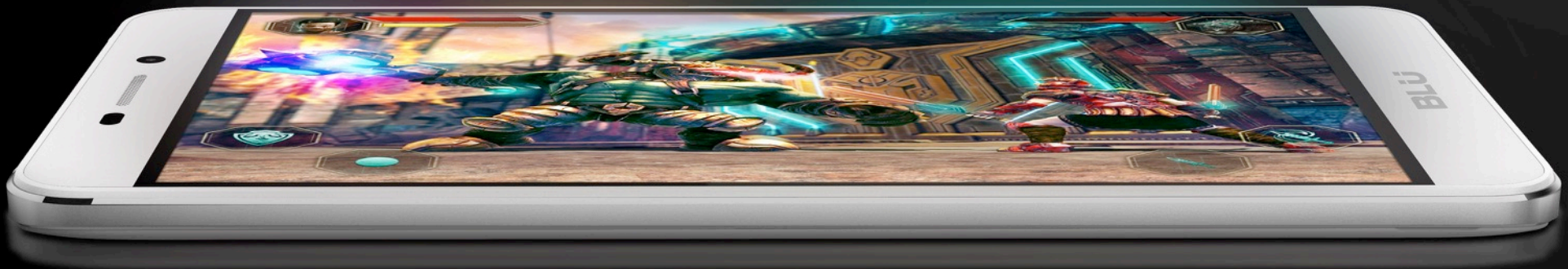
THIN YET POWERFUL

4CORE
1.3GHZ

64^{bit}
Architecture

MEDIATEK
everyday genius

Teamwork makes the dream work! BLU and MediaTek have allied and present you the Life Mark based on the 6735 platform that offer **1.3GHz Quad Core** processing speed and **2GB of RAM**.



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DESIGN INSPIRED

The LIFE MARK is an engineering wonder with technology and design. The CNC machines-metal infrastructure, provide great reliability along with a premium quality. Available in three colors: Slate Gray, Pure White, and Lavish Gold.



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VIVID DISPLAY

5.0" HD LCD with
BLU Infinite View Technology

The LIFE MARK utilizes state of the art technology with its high resolution display which showcase its 5" visual clarity. Add to that the BLU Infinite View (IPS Technology), the final display will blow your mind.

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

OPTICAL PERFORMANCE

Utilizing a **13MP** as the main camera along with **5MP** front selfie camera, the LIFE MARK offers a fully optimized camera experience. With built in f2.0 aperture + Blue Glass Filter, all the images are life like and meant to be cherished forever.



TAKE THE PERFECT SELFIE

Your selfie camera is optimized with an incredible **5MP Camera**, that renders **84° wide angle** lens so you and your entire crew will fit in the picture.



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QUICK ACCESS. **TOTAL SECURITY.**

The LIFE MARK brings total security and convenience to the table with a simple swipe of your finger. Easily unlock your smartphone and access all your music, video and pictures. Another advancement from BLU that brings the LIFE MARK to the forefront of the smartphone market.

For the work savvy users, encrypt all your emails and confidential documents to prevent any malware attack.



Fingerprint Scanner

ANDROID V5.1 LOLLIPOP

Android v5.1 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.
- Switching between applications or multitasking is now easier with a complete look at all your open applications.
- Multiple users and guest mode is now available, so you can share your device with the confidence of your personal information, staying personal.



DUAL SIM CARD **1 2**

A DUAL SIM gives you several advantages that you cannot let pass by.

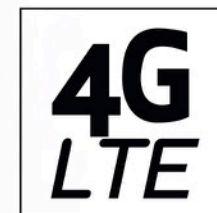
By having two SIM slots in your mobile device, you do not have to worry about:

- **Exchanging 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, a DUAL SIM phone could avoid roaming charges by having a domestic carrier SIM and an international carrier SIM.

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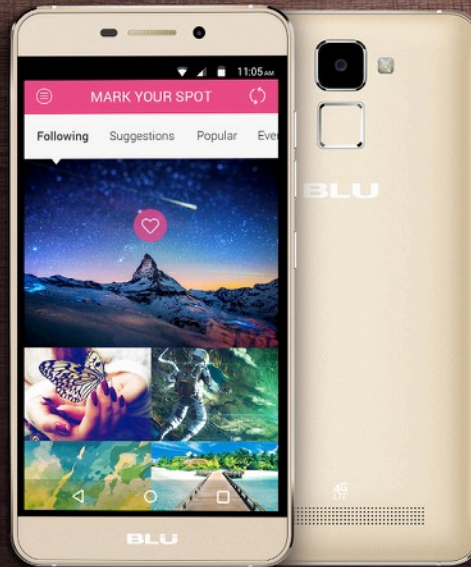


NEED FOR SPEED

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 will not be able to access internet.

LIFE MARK includes
4G LTE 3/7/20/38/40
and
3G Bands 900/2100.



COMPARISON

Brand
Family
Dimensions | Weight
Operating System
Finger Print
4G Bands
Processor
Internal Memory | RAM
Display Size | Resolution
Main Camera
Secondary Camera
Battery

LIFE MARK

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Life
140.5 X 69.75 X 9.3mm
Android v5.1 Lollipop
Yes
Yes
MTK 1.3 GHz Quad-Core
16GB | 2GB RAM
5.0" | HD 1280 x 720 Pixels (IPS Technology)
13MP PDAF
5MP
2300 mAh

COOLPAD NOTE 3 LITE

COOLPAD
Note
140.8 x 70.4x 8.9 mm
Android v5.1 Lollipop
Yes
Yes
MTK 1.3 GHz Quad-Core
16GB | 3GB RAM
5.0" | HD 1280 x 720 Pixels
13 MP
5MP
2500 mAh

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DATA SPECIFICATIONS

TECHNOLOGY

Android v5.1 Lollipop
HSPA+ 42 Mbps
4G LTE: Up to 150 Mbps
3G 900/2100, 4G LTE 3/7/20/38/40
(Europe/India)

PROCESSOR

MediaTek 6735 | 64-Bit
1.3GHz Quad-Core
With Mali-T720 GPU

MEDIATEK

everyday genius

MEMORY

Internal 16GB | 2GB RAM
MicroSD up to 64GB

DISPLAY

5.0" HD 720x1280 – 294ppi
BLU Infinite View (IPS Technology)

CAMERA

13MP Main | 4,128 x 3,096 pixels
5MP Front | LED Flash
HD 1080p Video @30fps

BATTERY

2,300mAh

CONNECTIVITY

Bluetooth 4.0
WiFi, Hotspot
Micro USB v2.0

UPC#: LIFE MARK

LIFE MARK 848958025733 L0030EE GOL
LIFE MARK 848958025740 L0030EE GRY
LIFE MARK 848958025757L0030EE WHI

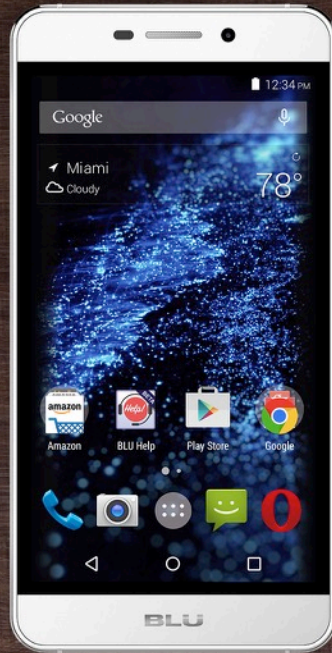
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Box



Device



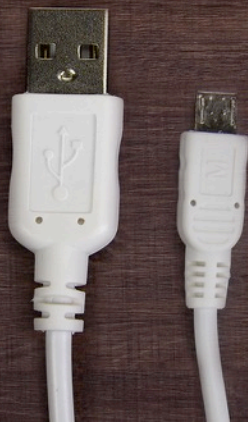
Silicone Case



Screen Protector



USB



Battery



Charger



Ear Buds

