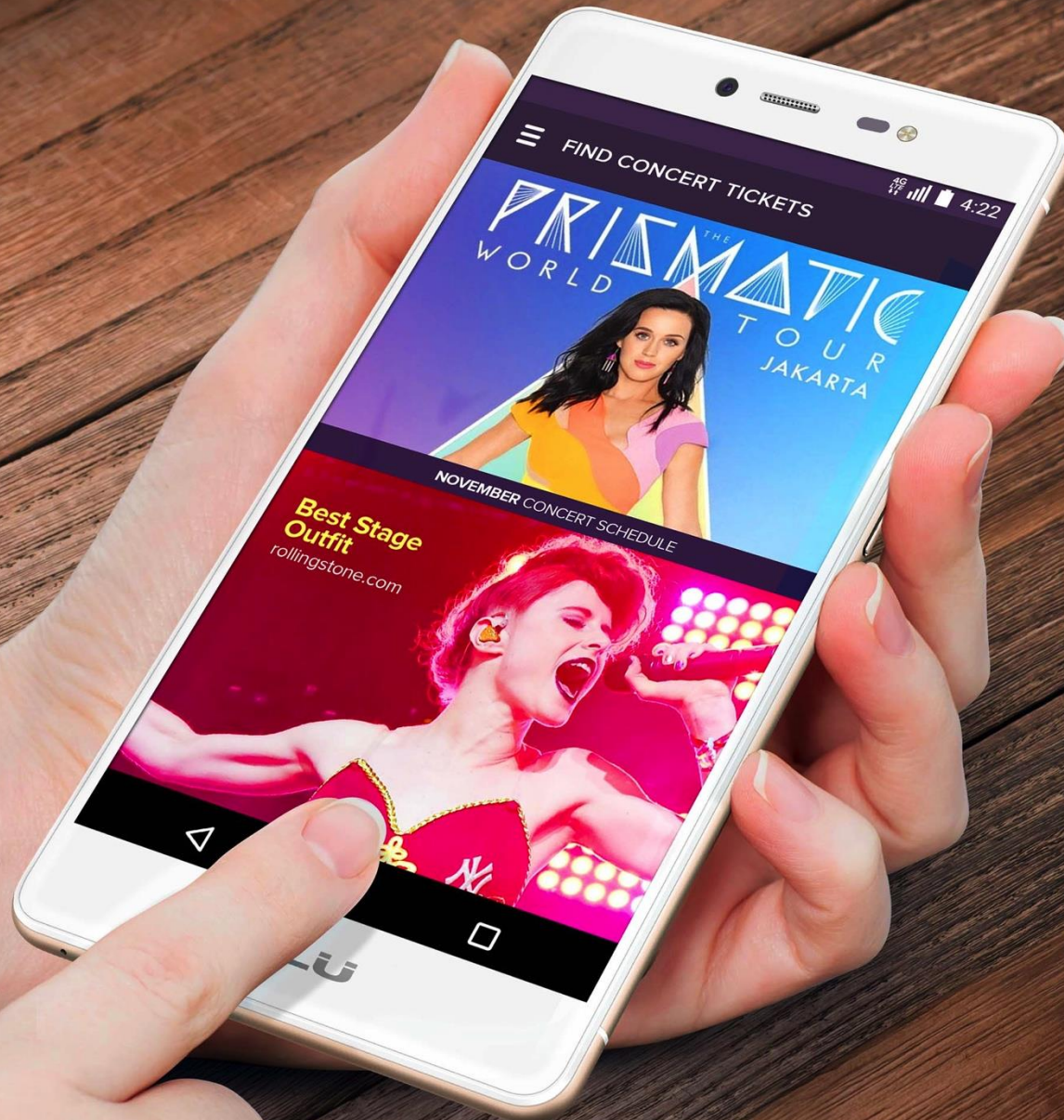


BLÜ
BOLD LIKE US



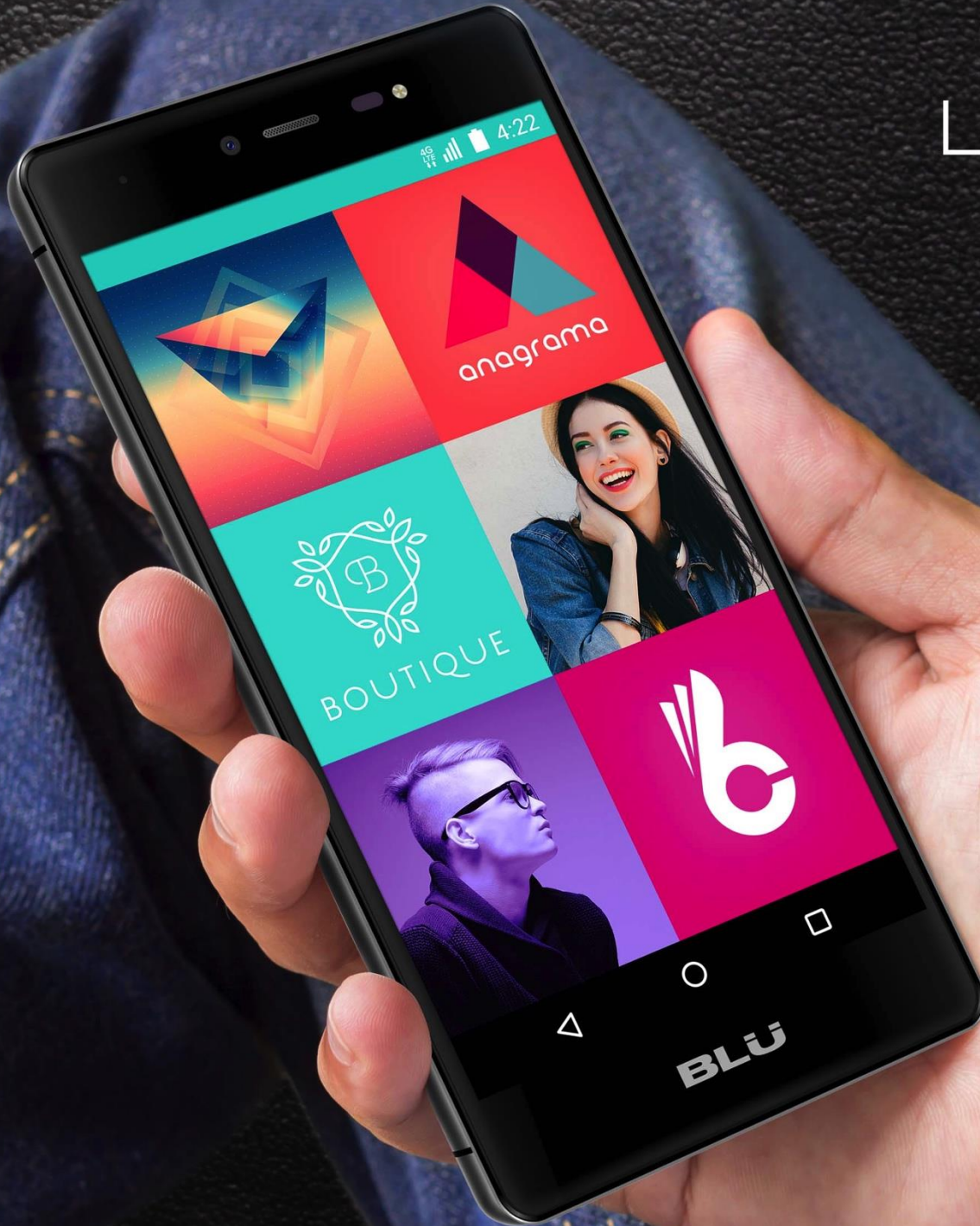
LIFE ONE X
Better for Life

BLU
BOLD LIKE US

LIFE ONE X
Better for Life



BLÜ
BOLD LIKE US



LIFE ONEX
Better for Life

BLÜ
BOLD LIKE US

LIFE ONE X
Better for Life



BLU
BOLD LIKE US

LIFE ONE X
Better for Life



 ANDROID
LOLLIPOP

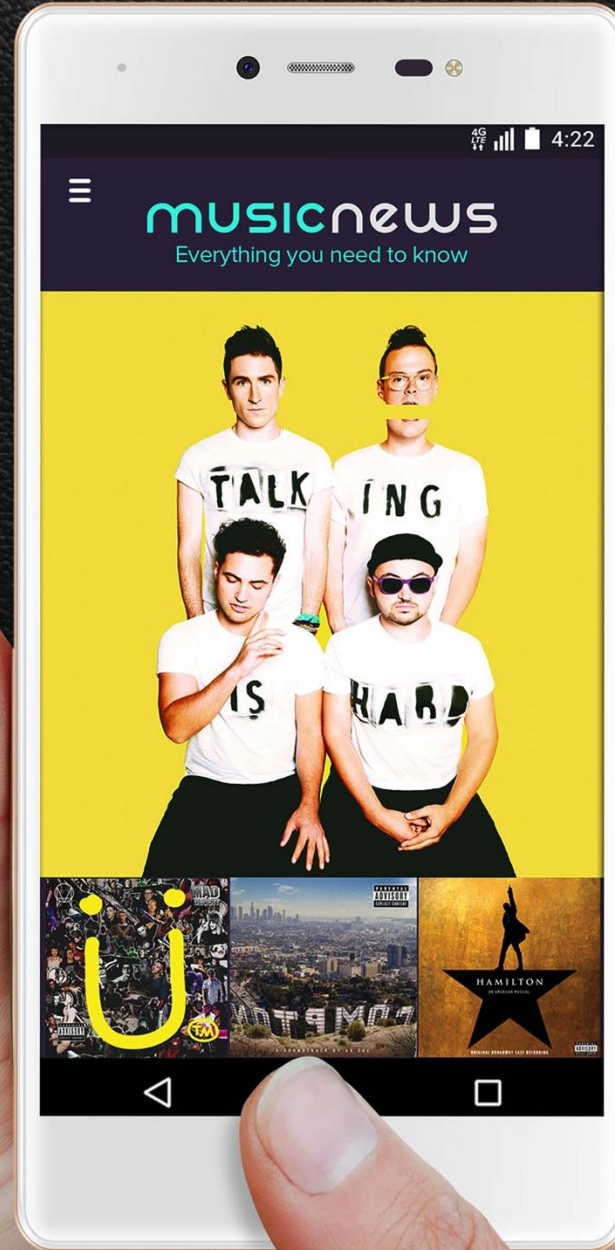
True8Core™ by MediaTek

KEY SELLING POINTS

The new Life One X has made vast upgrades to build quality, display, processor and cameras, all while adding **4G LTE** connectivity. With the powerful yet efficient **64-Bit Mediatek 1.3GHz Octa-Core processor** and **2GB RAM**, there is no task too tall to handle.

You have two state of the art cameras to ensure quality in every picture taken. On the back, there is a high performance **13 Megapixel** camera with Phase Detection Autofocus and a **5MP camera** with **LED Flash** on the front so you will never have to settle for anything less than the best.

Bright and vivid **5.2-inch Full HD 1080p display** will make sure no detail is missed. Also, a uniquely designed 2.5D touch panel and a stylish metal frame makes this smartphone a beautiful piece of art. An extra layer of protection is provided with **Corning Gorilla Glass 3**.



BLU
BOLD LIKE US

LIFE ONE X
Better for Life

ESSENCE OF DESIGN

The Life One X blends **technology and design into an incredible package.** Crafted out of aircraft aluminum, the middle housing is finished with a premium sand blasted matte finish for excellent texture. **Leather pattern** coated in a super smooth paint selection ensures the back cover is soft to the touch and provide great hand held experience. Designed to a slim 8.6mm frame along with streamline edge and curvatures, the **LIFE ONE X** pushes the aesthetic and ergonomic boundary to the limit.



BLU
BOLD LIKE US

LIFE ONE X
Better for Life



POWERFUL PERFORMANCE

The **Mediatek 6753 1.3GHz Octa-Core processor** works simultaneously with **2G RAM**, so that you get an impeccable experience each and every time you use your Life One X. To store your movies, music, and pictures you have **16GB of internal storage** expandable up to 64GB via Micro SD card.

True8Core™ by MediaTek

STUNNING DISPLAY

The Life One X definitely has a niche screen size – 5.2 inch, which is **perfect for viewing and holding in one hand.**

You will find a **Full HD 1080 x 1920 pixel display** which results in over a **420ppi** screen for the ultimate viewing experience. **The 2.5D curved touch panel** is added for both ergonomic and aesthetic purposes. Better viewing angles and sunlight legibility are just some of the many improvements the special glass provides.



BLU
BOLD LIKE US

LIFE ONE X
Better for Life

CORNING GORILLA GLASS 3

The Life One X incorporates Corning Gorilla Glass 3 on the front touch panel. Your device and concerns are accommodated with an **extra layer of armor to protect it from scratches and cracks.**

Corning Gorilla Glass 3 provides Native Damage Resistance protection, offering up to three times more damage resistance than Gorilla Glass 2.



CORNING
Gorilla® Glass

BLU
BOLD LIKE US

LIFE ONE X
Better for Life



OPTICAL PERFORMANCE

13MP
PDAF
Camera

5MP
Selfie
Camera

5P
Layers Blue
Optical Filter

BLÜ
BOLD LIKE US

LIFE ONE X
Better for Life

CAPTURE YOUR LIFE

Enjoy top quality pictures with the main **13 Megapixel** camera with **5P Glass Lens** and added Blue Optical Filter, that will give your photos a **professional finishing touch**. Maximize your photos with features like Phase Detection Autofocus, Panorama, Picture-in-Picture, and face beautifications .



BLÜ
BOLD LIKE US

LIFE ONE X
Better for Life



SELFIE HEAVEN

The art of the perfect selfie is in your hands with a **5MP** front camera, which is optimized with a wide angle lens so you and your entire crew will fit in the picture. In case you find yourself in a low lit area, you have an **LED Flash** to get the best selfies during a night out.

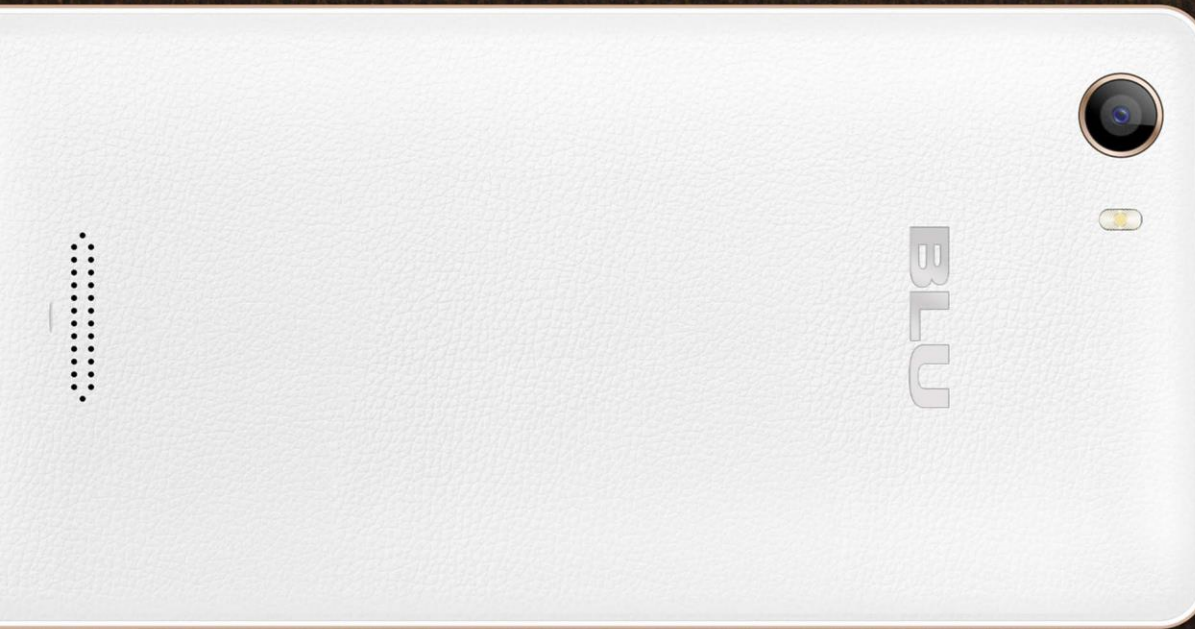
NEED FOR SPEED

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 the internet.

Life One X comes with 4G LTE band 2 (1900MHz), 4 (1700MHz), 7 (2600MHz), 12 (700MHz) and 17 (700MHz) and 3G bands 850/1700/1900/2100.



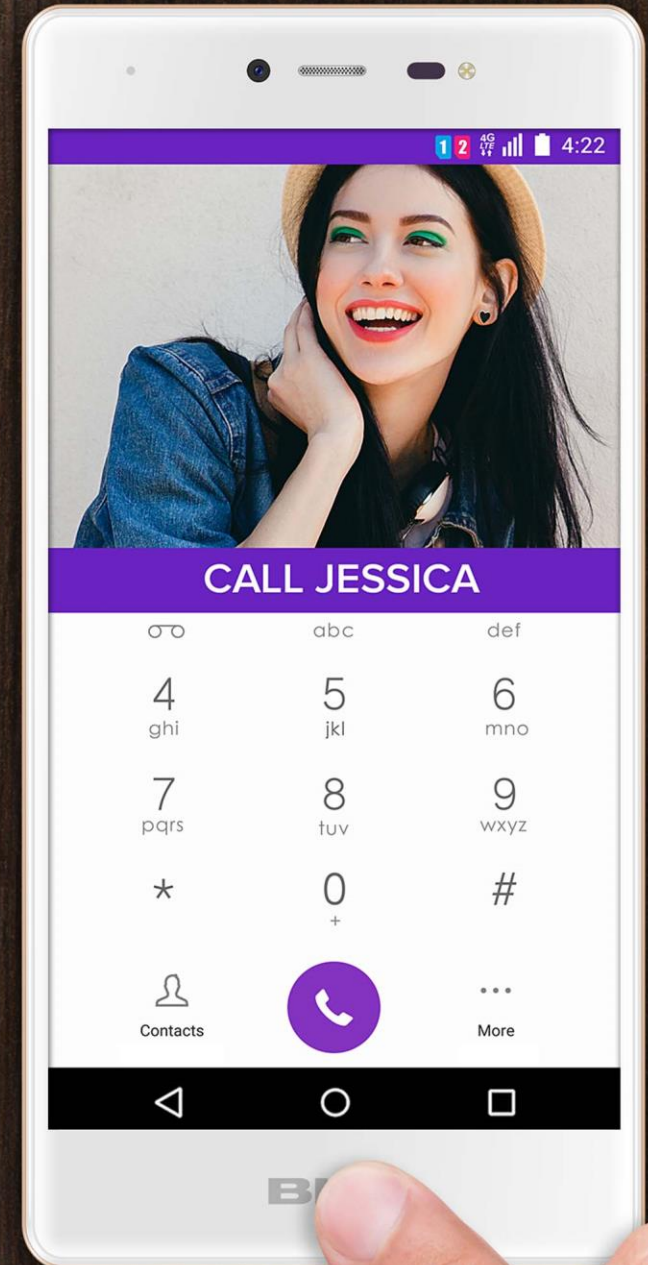


DUAL SIM CARD **1 2**

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 set apart 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.



BLU
BOLD LIKE US

LIFE ONE X
Better for Life

UNLOCKED

Choose your carrier:



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

The **Life One X** comes with **4G LTE 2/4/7/12/17** so you can have coverage across the entire United States with all different carriers; AT&T, T-Mobile, Metro PCS, and the entire MVNO network.





ANDROID 5.1 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.



BLU
BOLD LIKE US

LIFE ONE X
Better for Life



DATA

TECHNOLOGY

Android 5.1 Lollipop
3G: 850/1700/1900/2100
4G LTE: 2/4/7/12/17
Up to 150Mbps

MEMORY

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

DISPLAY

5.2" 1080x1920 Resolution - 420ppi
BLU Infinite View (IPS) Technology
BLU Nex Lens (OGS) Technology

CAMERA

13MP Phase Detection Autofocus Main camera
4128x3096 pixels
5MP Front w/LED Flash
HD 1080p Video @30fps

CONNECTIVITY

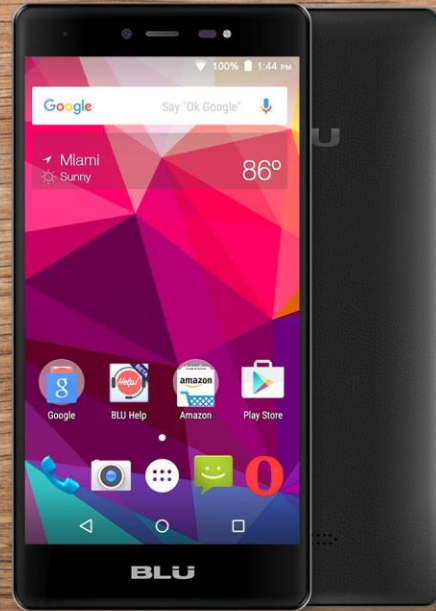
Bluetooth 4.0
Wi-Fi b/g/n
Micro USB 2.0

PROCESSOR

Mediatek 6753
1.3GHz Octa-Core
Mali T720 GPU

True8Core™ by MediaTek

DEVICE COMPARISON



LIFE ONE X

MOTO G (3RD GEN)

Brand
Family
Dimensions | Weight
Operating System
Data
Processor
GPU
Internal Memory
Display Size and Resolution
Camera
Secondary Camera
Video Capture
Battery

BLU
LIFE
148 x 72.8 x 8.4mm
Android 5.1 Lollipop
Up to 150Mbps
✓ 1.3GHz Octa-Core | 64-Bit
Mali T720
16GB | 2GB RAM
✓ 5.2" 1080x1920 - 420ppi
13MP
✓ 5MP with LED Flash
1080p@30fps
✓ 2900 mAh

Motorola
Moto G
142.1 x 72.4 x 11.6mm
Android 5.1 Lollipop
Up to 150Mbps
1.2GHz Quad-Core | 64-Bit
Adreno 306
16GB | 2GB RAM
5.0" 720x1280 - 297ppi
13MP
5MP
1080p@30fps
2470mAh

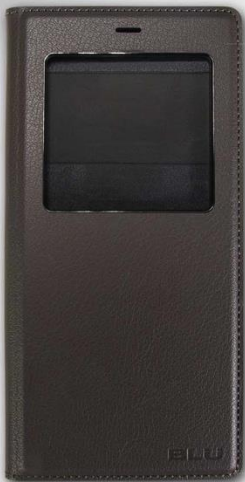
BLU
BOLD LIKE US



LIFE ONE X

LIFE ONE X

PACKAGE CONTENTS



CASE



SCREEN PROTECTOR



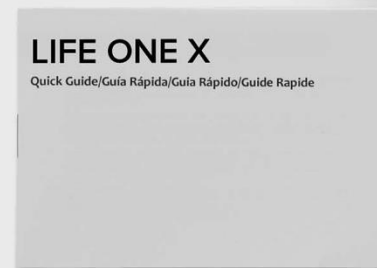
USB CABLE



CHARGER



HEADPHONES



MANUAL