

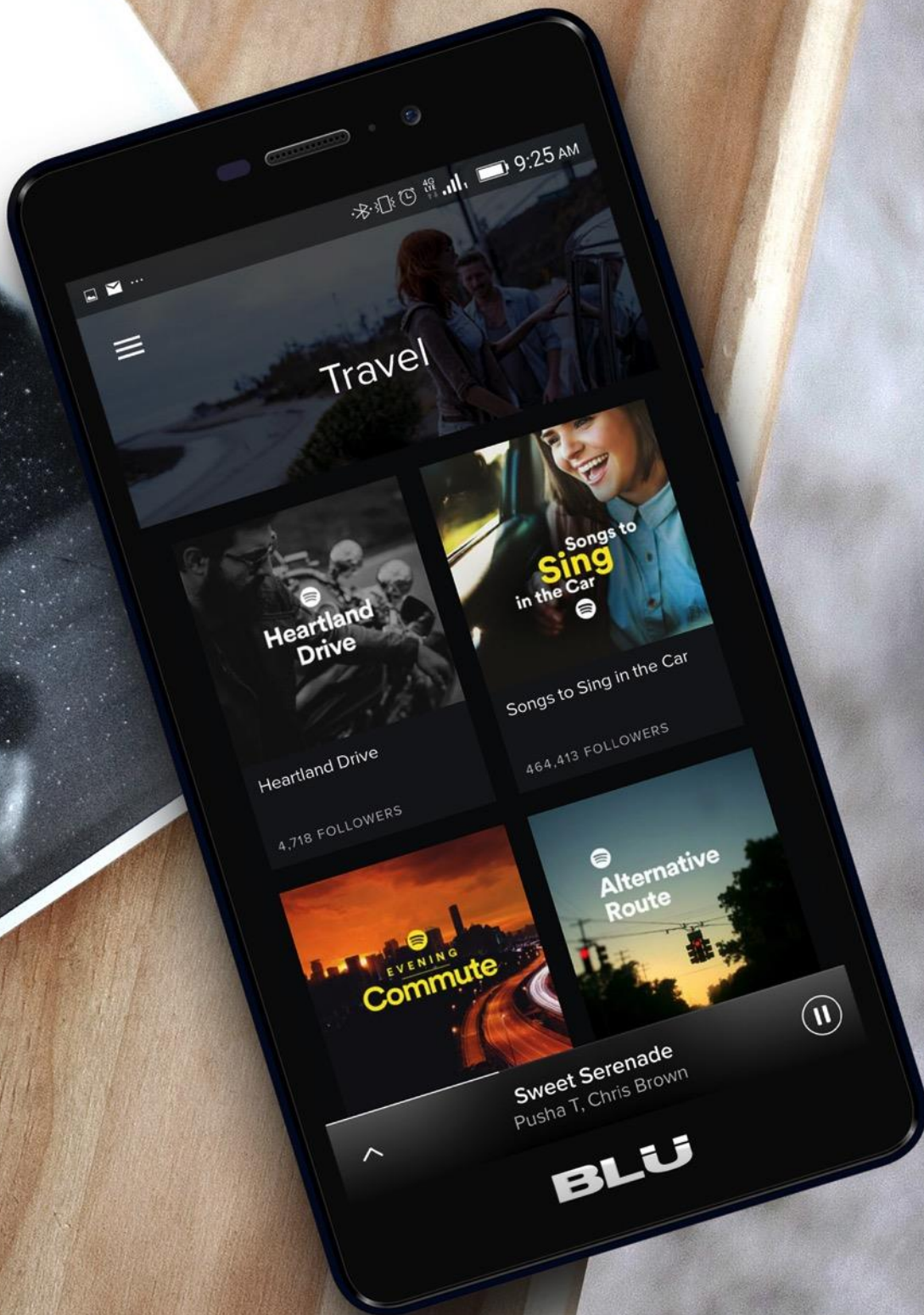
**BLU**  
BOLD LIKE US

# LIFE XL

BIGGER. BETTER. FASTER



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# LIFE XL

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# KEY SELLING POINTS

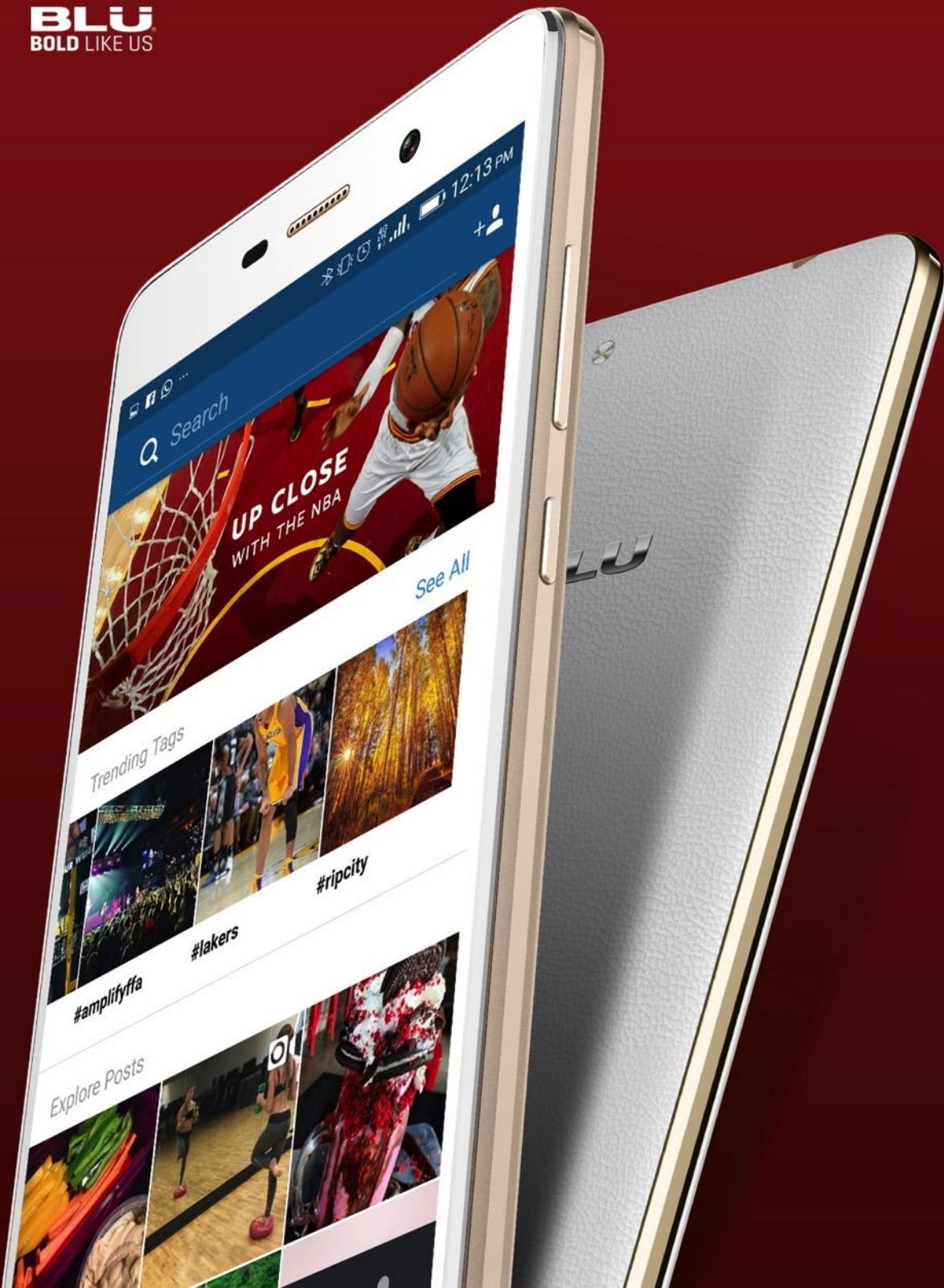
Introducing the **LIFE XL**, with amazing design and superior build quality that will surely fit your style and personality. Available in both **3G and 4G LTE** version that is compatible with any GSM network provider.

The 3G variant is powered by a **64 Bit Mediatek 6592 chipset at 1.4GHz Octa Core** processor or **Qualcomm Snapdragon 410 at 1.2GHz Quad Core for the 4G LTE**. Coupled with the latest Android v5.1 Lollipop, user can experience seamless productivity.

Sporting **8GB of built internal memory** pictures, video and any downloaded apps are stored safely. **1GB of RAM** ensure smooth multitasking. 16GB internal memory with 2GB RAM is available on the 4G LTE device.

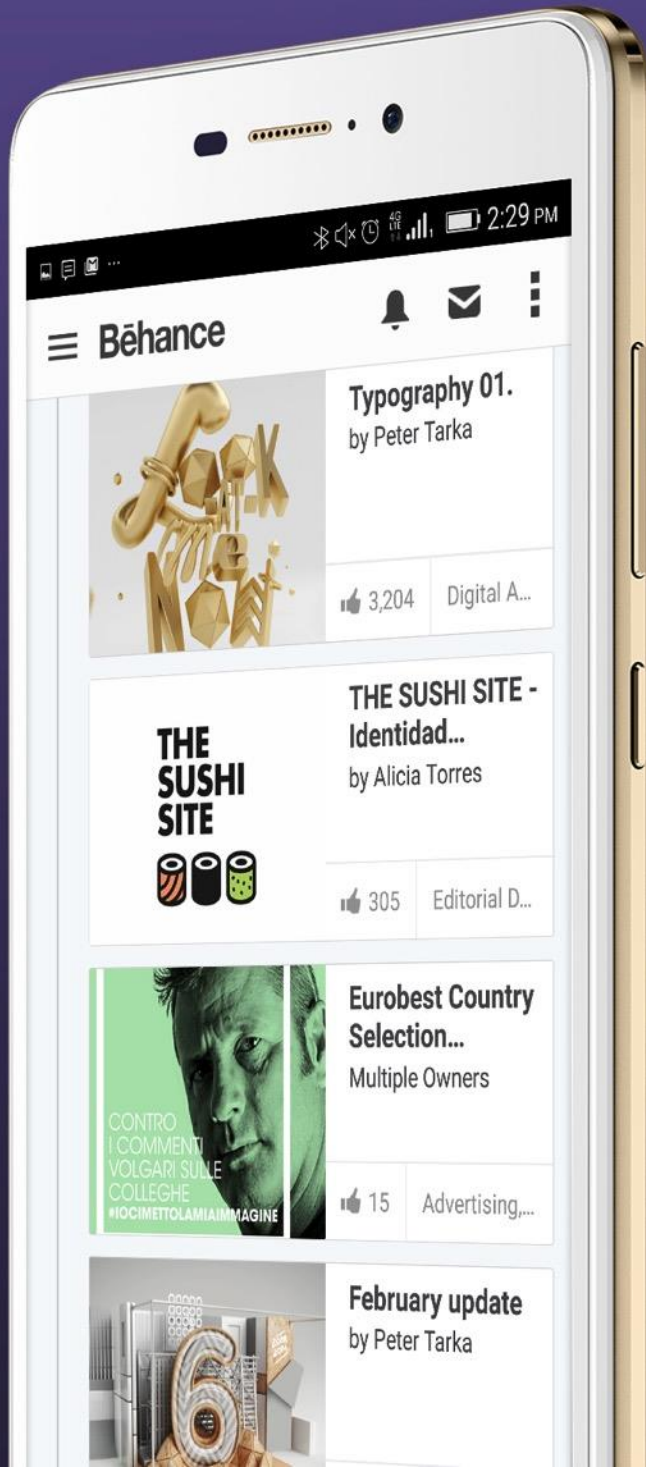
A generous and bright **5.5" HD display** assure that your view will be crisp and clear. With **BLU Infinite View (IPS) technology**, the display is clear and crisp from any and all angle.

Capture life's memorable moments with the two built in cameras, a **13MP Autofocus main and 5MP mounted selfie camera**. The Life XL is a versatile companion to captivate all of life's simple pleasures.









## MASTERPIECE

The LIFE XL blends technology and design into an incredible package. The mirror-like metal finishing on the middle housing, brings out the essence of a great smartphone. The design is finished with a leather pattern coated in a super smooth paint selection, to ensure it is a special fit for you.

## VIBRANT **DISPLAY**

The Life XL comes with a bright and vivid **5.5" HD display** with 720 x 1280 resolution that will bring all the images on screen to life.

To minimize the thinness and optimizing on the clarity, the LIFE XL implements the use of premium display from **SHARP with Full Lamination**. Enjoy your favorite movie on Netflix or play any game on a clear and vivid display with built in **BLU Infinite View (IPS) Technology**.





# OPTICAL PERFORMANCE

Take advantage of the main **13MP Autofocus** camera on your Life XL to capture all of life's great moments.

For those loved ones that live far away, there is a **5MP front** camera so being in touch is a video call away. At the same time, snap your favorite selfie and share via the social media.

13 MP  
AUTOFOCUS  
MAIN CAMERA

5 MP  
FRONT CAMERA



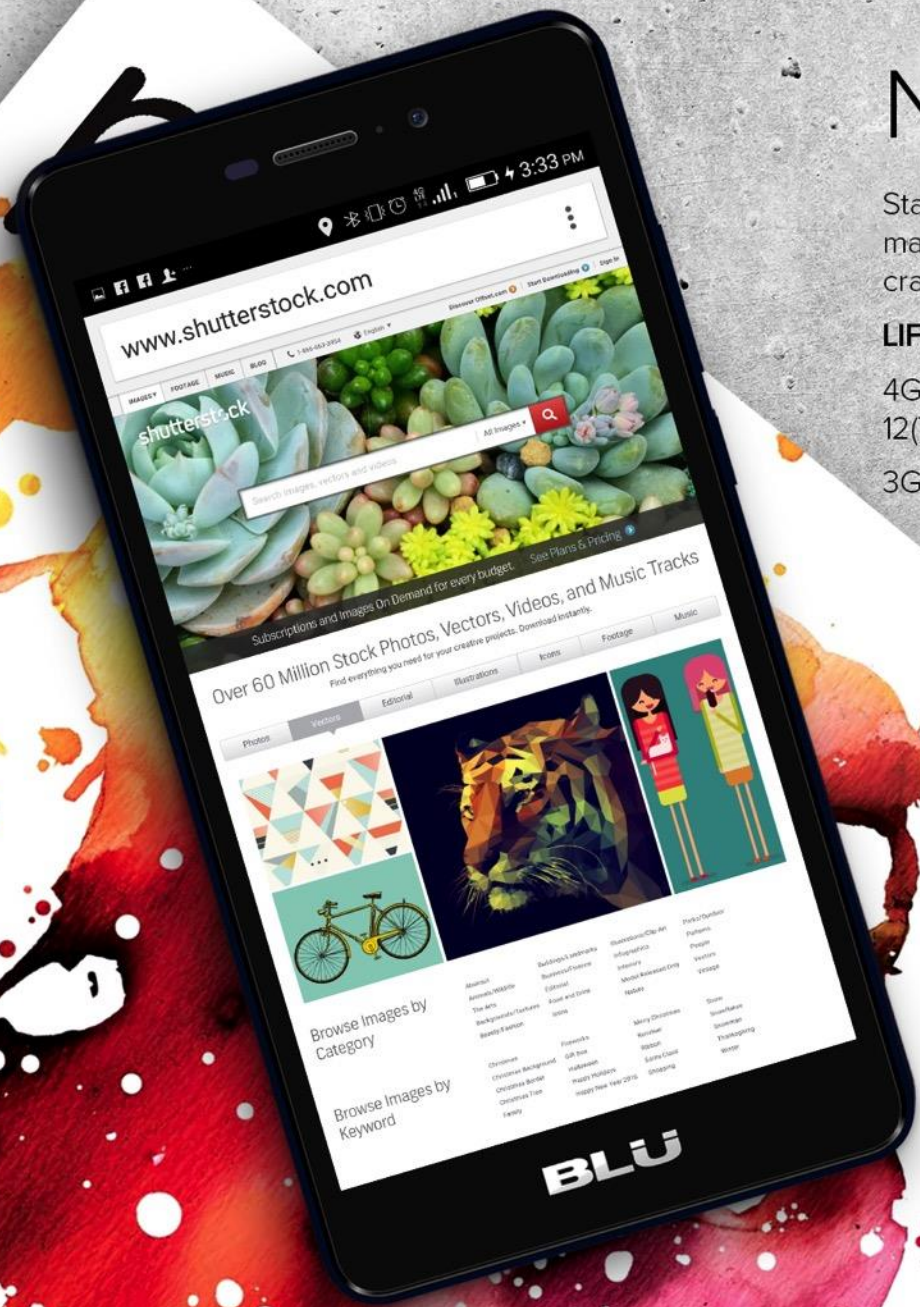
# NEED FOR **SPEED**

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 XL comes with:**

4G LTE bands 2 (1900MHz), 4 (1700MHz), 7 (2600MHz),  
12(700MHz), 17(700MHz).

3G bands 850/1700/1900/2100.



*10 Years of  
New Visual  
Artists  
Vintage Rock  
T-shirts  
Fierce  
Runway  
Invites  
Student  
Cover  
Winners*



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

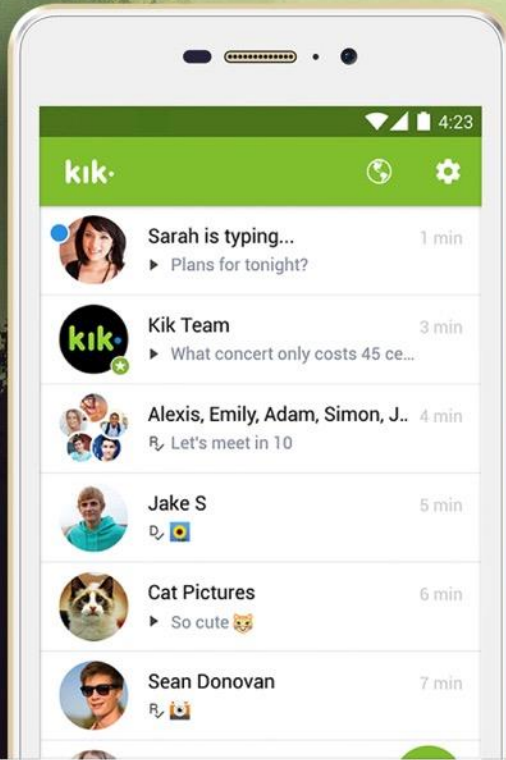
A Dual SIM gives you several advantages that you cannot let pass by. Having two SIM slots in your mobile device, there isn't anything to worry about: **Exchanging SIM cards from one phone to another** • **Carry two phones in your pocket** • **Remember to charge two devices.** You could take advantage 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.



# ANDROID V5.1 LOLLIPOP

## ANDROID V5.1 LOLLIPOP NEW FEATURES:

- Redesigned user interface that is more 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 also now available , so you can share your device with the confidence of your personal information, staying personal.



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

The **LIFE XL** comes with **3G 850/1700/1900/2100** and **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, MetroPCS**, and entire MVNO network.

# DATA SPECIFICATIONS

## TECHNOLOGY

Android v5.1 Lollipop  
4G LTE: 2/4/7/12/17  
Up to 150 Mbps

## PROCESSOR

Qualcomm Snapdragon 410 | 64-Bit  
1.2GHz Quad Core  
With Adreno 305 GPU

## MEMORY

Internal 16GB/8GB | 2GB/1GB  
MicroSD up to 64GB

## DISPLAY

5.5" HD 720X1280 – 267ppi  
BLU Infinite View (IPS) Technology  
SHARP Full Lamination

## CAMERA

13MP Autofocus Main 4128x3096 pixels  
5MP Front | LED Flash  
HD 1080p Video @30fps

## BATTERY

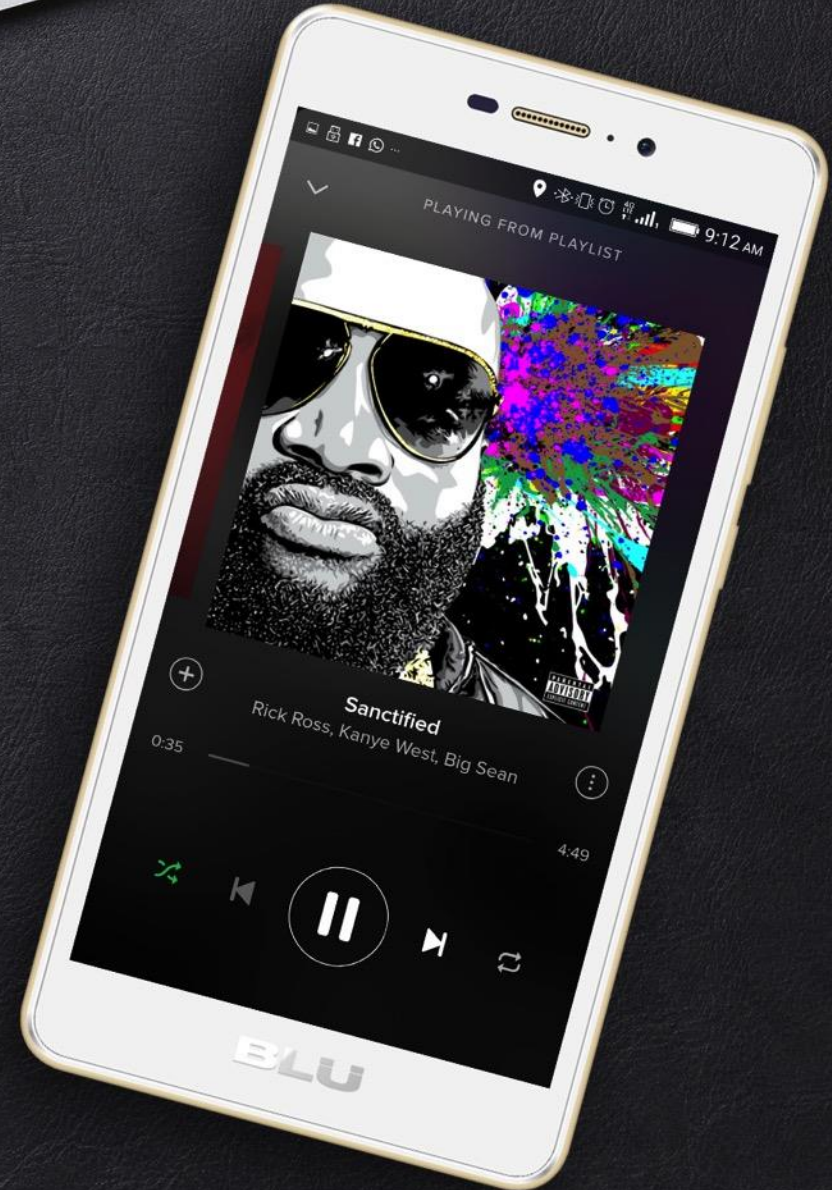
2820mAh

## CONNECTIVITY

Bluetooth 4.0  
WiFi, Hotspot

## UPC CODES LIFE XL

Life XL 848958024033 L0050UU BLACK  
Life XL 848958024040 L0050UU WHITE  
Life XL 848958024057 L0051UU BLACK  
Life XL 848958024064 L0051UU WHITE





## DEVICE COMPARISON

PRODUCT NAME	LIFE XL	Galaxy J7
BRAND	BLU	Samsung
FAMILY	Life	Galaxy
DIMENSIONS/WEIGHT	154.7 x 79.5 x 8.9mm   167g	152.2x 78.7 x 7.5mm   171g
OPERATING SYSTEM	Android v5.1 Lollipop	Android v5.1 Lollipop
CONNECTIVITY	HSPA + 21Mbps (3G)   LTE Cat 4 (4G)	LTE Cat 4
PROCESSOR	1.4GHz Octa-core   64-Bit (3G)   1.2GHz Quad core   64-Bit (4G)	1.5GHz Octa-core   64-Bit
INTERNAL MEMORY/RAM	8GB   1GB RAM (3G/4G)   16GB   2GB RAM (4G)	16GB   1.5GB RAM
DISPLAY SIZE	5.5" HD	5.5" HD
DISPLAY RESOLUTION	720 x 1280	720 x 1280
MAIN CAMERA	13MP	13MP
SECONDARY CAMERA	5MP	5MP
BATTERY	2820mAh	3000mAh

