

**BLU**  
BOLD LIKE US



**JOY**  
SOS

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BOLD LIKE US

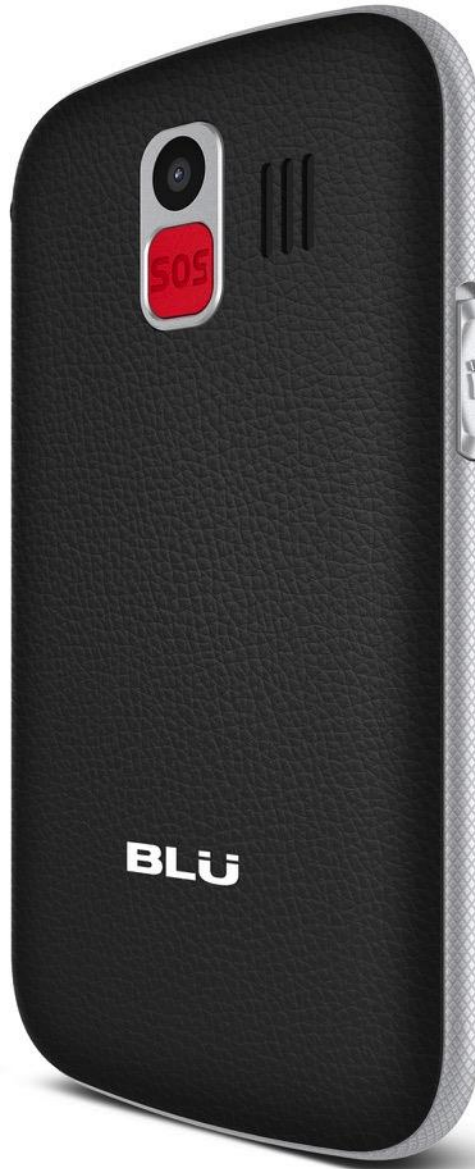
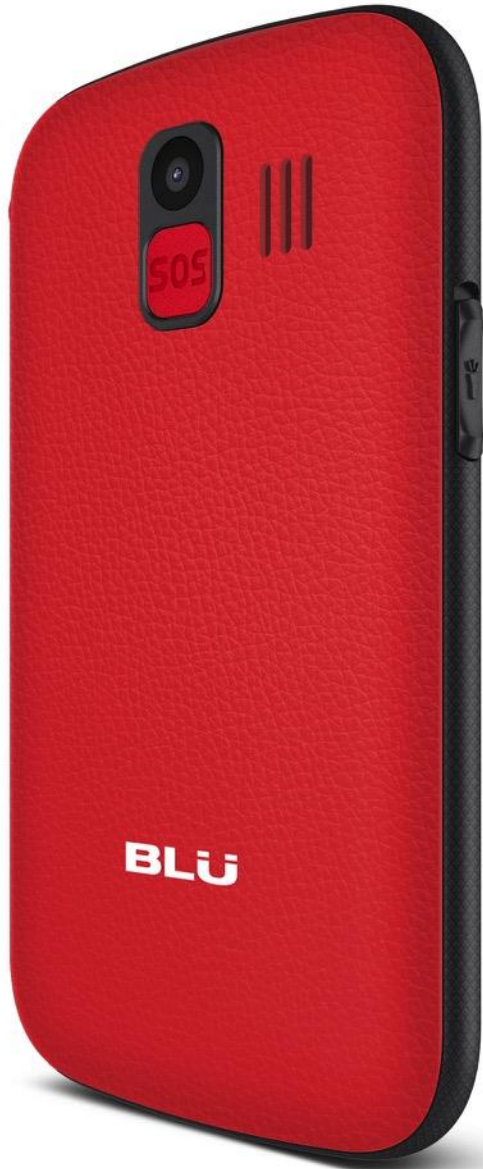
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## KEY SELLING POINT

Introducing the JOY, easy to use phone with big key pad and emergency access “SOS” key for the senior users.

Experience a color explosion in every picture and video on the beautiful 2.4” display.

The VGA camera enables you to capture and record all your most memorable moments. Paired with Bluetooth technology, you will be able to share them with your friends and family.

Stay entertained everywhere you go with the FM Radio, MP3 Player and MP4 Player. Music, short video clips, and pictures are always available



## **CLEAR DISPLAY**

A generous 2.4" display offer clear view that senior easily see. From videos to picture, there is nothing that the JOY is not possible of.

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JOY



## DESIGN INSPIRED

The JOY is an easy to use phone that utilize attractive elements with streamline form. The leather pattern on battery cover offer an perfect hand feel experience and impressive look.

Available in Black and Red.

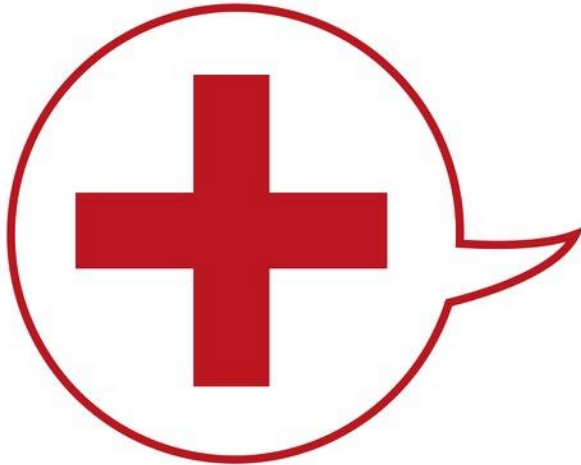


## FLASH LIGHT

Built in flash light allow for quick light up in the dark environments. Quick access with slider switch on the side.







## LIFE MATTERS

The JOY is more than a phone, it is a life giver when emergency arise. With a built in SOS button user can easily gain access to the police, medical , or fire fighter at the press of a button. Nothing is more important than peace of mind.



## HOURS OF ENTERTAINMENT

Capture great pictures and video with its VGA Camera. Tune in your favorite music stations on its FM Radio. Listen to all your favorite music on its MP3 Player. Watch your video on its MP4 Player. Share all your media via Bluetooth. Save your moments on External Memory (not included).





## DUAL SIM CARD **1 2**

The JOY gives you several advantages that you can't let pass by. With two SIM slots, you won't have to worry about exchanging SIM cards from one phone to another, carrying two phones in your pocket or charging two devices. You can even take advantage of different voice/data plans for better rates, better coverage, and separate bills. Set apart personal calls and business calls and avoid roaming charges by having a domestic carrier SIM and an international carrier SIM.



**DEVICE  
COMPARISON**



**JOY**

<b>BRAND</b>	BLU
<b>FAMILY</b>	JOY
<b>DIMENSIONS I WEIGHT</b>	117.3x65.2x12.4mm   108G
<b>2G BAND</b>	850/900/1800/1900
<b>DATA</b>	GPRS
<b>INTERNAL MEMORY</b>	32MB   24MB RAM ✓
<b>EXTERNAL MEMORY SLOT</b>	MicroSD up to 32GB ✓
<b>DISPLAY TYPE</b>	TFT 65K Colors
<b>DISPLAY SIZE</b>	2.4"
<b>CAMERA</b>	VGA ✓
<b>FLASH</b>	NO
<b>MUSIC I VIDEO CAPTURE</b>	MP3   MP4
<b>FM RADIO</b>	Wireless Antenna
<b>BLUETOOTH</b>	V3.0 ✓
<b>BATTERY</b>	1400mAh ✓

**G350**

<b>BRAND</b>	LG
<b>FAMILY</b>	G350
<b>DIMENSIONS I WEIGHT</b>	108x58x19.5mm   125g
<b>2G BAND</b>	850/900/1800/1900
<b>DATA</b>	GPRS
<b>INTERNAL MEMORY</b>	32MB   8MB RAM
<b>EXTERNAL MEMORY SLOT</b>	MicroSD up to 16GB
<b>DISPLAY TYPE</b>	TFT 65k Colors
<b>DISPLAY SIZE</b>	3.0"
<b>CAMERA</b>	NO
<b>FLASH</b>	NO
<b>MUSIC I VIDEO CAPTURE</b>	MP3   MP4
<b>FM RADIO</b>	Wireless Antenna
<b>BLUETOOTH</b>	v2.1
<b>BATTERY</b>	950 mAh



## DATA SPECIFICATIONS

### TECHNOLOGY

GSM 850/900/1800/1900

### DISPLAY

2.4" 240 x 320 Resolution

### MEMORY

32MB | 24MB RAM  
MicroSD up to 32GB

### CAMERA

VGA

### CONNECTIVITY

Bluetooth v3.0

### EXTRA

Emergency Access "SOS" Button  
Built In Dual LED Flashlight

### UPC

JOY 848958029274 J010 BLACK  
JOY 848958029281 J010 RED

Box



Device



Quick Guide



Charger



Battery

