

BLU Products Debuts New Smartphones at 2015 International CES in Las Vegas

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Life One

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MIAMI, Jan. 6, 2015 /PRNewswire/ -- BLU Products, the market leader in unlocked devices in the United States, introduced new smartphone devices at International CES in Las Vegas, January 6-9, 2015. BLU Products will be showcasing their latest smartphones, located at Central Plaza, Exhibit # CP7.

"BLU is dedicated to delivering choices to the consumer, driven by the demand for great looking smartphones that can do amazing things, priced for everyone," said Samuel Ohev-Zion, CEO of BLU Products. "With our new device launches customers will see our unrelenting focus on improving design, quality and user experience in addition to continuously driving down pricing."

Vivo Air

The VIVO Air is the fifth generation of the BLU VIVO series featuring Super AMOLED display technology, featuring remarkable advancements in technology and design, resulting in the thinnest (5.1mm) and lightest (sub 100g) smartphone device available in the Americas. Built out of one solid block of aluminum magnesium alloy using the latest CNC and antenna technologies, then covered with a Corning Gorilla glass 3 shell on both the front and back for improved damage resistance. The result is a remarkably premium and beautiful device with a lasting first impression and unique feel in hand.

The Vivo Air is powered by a Mediatek MT6592 chipset, which translates into an Octa-Core Cortex-A7 processor at 1.7GHz, Mali-450MP4 GPU and 1GB of RAM resulting in an AnTuTu score of over 30,000. Images come to life with a 4.8-inch Super AMOLED display with 306ppi, resulting in an extremely vivid and bright display, coupled with an 8.0 mega pixel main camera plus 5 mega pixel front facing camera.

The Vivo Air will be available in White-Gold or Black-Gun Metal, and will go on sale Mid-January at Amazon.com and other retailers unlocked for \$199.00

Learn more: <http://www.bluproducts.com/index.php/vivo-air> (<http://www.bluproducts.com/index.php/vivo-air>)

Studio Energy

The Studio Energy is the latest device in BLU's Studio series delivering premium build quality, with a focus on user experience, using advancements in technology to pack a super 5000 mAh battery, while still maintaining a 10mm design. The Studio Energy is the perfect solution for users suffering from the low battery performance on standard smartphones. The Studio Energy delivers up to 4 days of battery life with standard usage, including an industry leading up to 52 hours of talk time and 45 days of standby time. Along with the powerful battery the Studio Energy also supports Reverse Charge to enable consumers to use their smartphone as a power bank to charge other devices.

Built inside the Studio Energy is a 5.0-inch HD display with 294ppi, utilizing full lamination, IPS, and OGS technologies with an incredible color reproduction, brightness and quality for a perfect viewing experience. Dual Cameras include an 8.0 mega pixel main camera plus 2 mega pixel front facing camera. The Studio Energy's memory configuration includes 8GB built in storage plus 1GB RAM, with an expandable Micro SD slot of up to 64GB. Additional features include Dual SIM Dual Active technology for multiple SIM card support.

The Studio Energy will be available in Black, White and Gold colors, and will go on sale End-January at Amazon.com and other retailers unlocked with dual sim support for \$179.00

Learn more: <http://www.bluproducts.com/index.php/studio-energy> (<http://www.bluproducts.com/index.php/studio-energy>)

Life One Series

The creation of the second generation Life One began with the inception of element and material. Referencing the natural beauty of the elements around us, sandstone and metal were the inspirations for the design texture and feeling. Ergonomically inclined, yet attention to the feeling in hand, the design of the new Life One is a balance of nature and technology.

Aside from the texture and material the next characteristic that is noticed will be the form factor with an amazingly thin body that houses an 4G-LTE enabled Qualcomm Snapdragon 410, the intuitively placed buttons are made with beautiful anodized aluminum to match the sleek design of the side metal decor, made from aluminum, using CNC technology and treated to achieve the most aesthetic appeal. The result is a thousand tiny details that add up to something big in the second generation of the BLU Life One, totally redesigned and better in every way than before.

The second generation Life One has improved in every way when it comes to design and performance. Powered by a Qualcomm 64-Bit 1.2GHz Quad-core Processor designed to provide blazing 4G-LTE speeds, high performance capability, and long lasting battery efficiency. There is also improved performance and quality on cameras, including faster autofocus and clearer images, with a front facing 5.0 mega pixel front camera, and 13 mega pixel autofocus on the back, with 8GB expandable memory and 1GB RAM.

Display Options include a brighter than before 5-inch HD display for the New Life One, and a 5.5-inch option on the Life One XL, both protected by Corning Gorilla 3 glass, with the latest Android Lollipop 5.0 OS. There is no doubt the user experience in the second generation Life One has been totally upgraded.

The New Life One will be available in Black, White, Blue and Gold colors, and will go on sale End-March at Amazon.com and other retailers unlocked with dual sim support at \$179.00 for the 5.0-inch Life One, and \$199.00 for the 5.5-inch Life One XL.

Learn more: <http://www.bluproducts.com/index.php/life-one-life-one-xl>
(<http://www.bluproducts.com/index.php/life-one-life-one-xl>)

Studio X and Studio X Plus

The Studio X Series comes with a promise that smartphones don't always have to come with high prices and the belief that people shouldn't have to compromise on quality, design or experience. With bright and large screens, great cameras, and fast processing, available in 5 trendy and gorgeous colors, the Studio X Series gives you freedom of choice – exceptionally priced.

Powered by a fast Quad-Core 1.3GHz processor, achieving 4G HSPA+ speeds nationwide on any GSM Network in the United States, with multiple band support. Both devices focus on incredible camera and display performance you have to see to believe, in addition to exceptional design, utilizing a minimalistic and stunning form with natural curves and smaller bezel and frame, all never available before at this price point.

The Studio X series feature amazingly bright and vivid HD displays with IPS, and Full Lamination Technologies either in 5.0-inch for the Studio X or a 5.5-inch option for the larger Studio X Plus. Capture remarkable photos and videos with an advanced performance 8.0 Mega Pixel autofocus rear camera, including LED Flash, and Full HD 1080p recording, in addition to a 2.0 mega pixel front facing camera, 1GB RAM, and 8G expandable memory up to 64GB, in addition to Android Lollipop 5.0 OS.

The Studio X series will be available in Black, White, Blue, Pink and Gold colors, and will go on sale End-January at Amazon.com and other retailers unlocked with dual sim support at \$129.00 for the 5.0-inch Studio X, and \$149.00 for the 5.5-inch Studio X Plus.

Learn more: <http://www.bluproducts.com/index.php/studio-x> (<http://www.bluproducts.com/index.php/studio-x>)

Studio G

The BLU STUDIO G focuses on ultimate value with a remarkably incredible user experience for the price point. Featuring a large and brilliant 200ppi 5.0-inch display with IPS for clearer and brighter images displayed from all viewing angles, the BLU Studio G maximizes on the best viewing experience ever in its class. Powered by a 1.3 GHz Quad Core Processor and 5.0 Mega Pixel autofocus camera with a frontal camera for selfies, the Studio G provides 4G HSPA+ speeds across all GSM networks in the US, along with support for the latest Android Lollipop 5.0 OS.

The Studio G will be available in Black, White, Blue, Pink and Gold colors, and will go on sale End-January at Amazon.com and other retailers unlocked with dual sim support at \$89.00.

Learn more: <http://www.bluproducts.com/index.php/studio-g> (<http://www.bluproducts.com/index.php/studio-g>)

Full Specifications:

Vivo Air

- Network: (GSM/GPRS/EDGE) 850/900/1800/1900 MHz, (4G HSPA+ 21Mbps) 850/1900/2100
- Display: HD Super AMOLED 4.8-inch 720 x 1280, with Corning Gorilla Glass 3 protection
- Processor: Mediatek 6592, 1.7 GHz Octa-Core with MALI-450 graphics GPU
- OS: Android 4.4 Kit Kat
- Camera: Rear – 8.0 megapixel, autofocus with LED Flash, (1.1mm pixel size, 1/3.2 inch sensor, 2.4mm aperture), HD 1080p@30fps video recording Front – 5.0 megapixel
- Connectivity: Wi-Fi b/g/n/, GPS, Bluetooth v4.0, Hotspot, micro-USB, FM Radio
- Memory: 1GB RAM, 16GB internal memory
- Dimensions: 139.8 x 67.5 x 5.15 mm
- Battery: Li-Ion 2100mAh
- Available Colors: White/Gold, Black

Studio Energy

- Network: (GSM/GPRS/EDGE) 850/900/1800/1900 MHz, (4G HSPA+ 21Mbps) 850/1700/1900, 850/1900/2100
- Display: IPS 5.0-inch 720 x 1280 HD, with Corning Gorilla Glass 3 protection
- Processor: Mediatek 6582, 1.3 GHz Quad-Core with MALI-400 graphics GPU
- OS: Android 4.4 Kit Kat
- Camera: Rear – 8.0 megapixel, autofocus with LED Flash, (1.4mm pixel size, 1/3.2 inch sensor, 2.2mm aperture), HD 1080p@30fps video recording Front – 2.0 megapixel
- Connectivity: Wi-Fi b/g/n/, GPS, Bluetooth v4.0, Hotspot, micro-USB, FM Radio, OTG Reverse Charge
- Memory: 1GB RAM, 8GB internal memory + microSD slot expandable up to 64GB
- Dimensions: 144.5 x 71.45 x 10.4 mm

- Battery: Li-Ion 5000mAh
- Available Colors: Ceramic White, Sandstone Gray, Blue, Gold

Life One (2nd Generation)

- Network: (GSM/GPRS/EDGE) 850/900/1800/1900 MHz, (4G HSPA+ 42Mbps) 850/1700/1900/2100, (4G LTE) 700/1700/2600
- Display: IPS 5.0-inch 720 x 1280 HD with Corning Gorilla Glass 3 protection
- Processor: 64-Bit Qualcomm 8916 Snapdragon 410, 1.2GHz Quad-Core with Adreno 306 graphics GPU
- OS: Android 4.4 Kit Kat, upgradeable to Android 5.0 Lollipop
- Camera: Rear – 13.0 megapixel, autofocus with LED Flash, (1.12mm pixel size, 1/3.06 inch sensor, 0.5mm aperture), HD 1080p@30fps video recording Front – 5.0 megapixel
- Connectivity: Wi-Fi b/g/n/, GPS, Bluetooth v4.0, Hotspot, micro-USB, FM Radio
- Memory: 1GB RAM, 8GB internal memory + microSD slot expandable up to 64GB
- Dimensions: 143.5 x 72.1 x 7.5 mm
- Battery: Li-Ion 2420mAh
- Available Colors: Sandstone Gray, Ceramic White, Blue, Gold

Life One XL

- Network: (GSM/GPRS/EDGE) 850/900/1800/1900 MHz, (4G HSPA+ 42Mbps) 850/1700/1900/2100, (4G LTE) 700/1700/2600
- Display: IPS 5.5-inch 720 x 1280 HD with Corning Gorilla Glass 3 protection
- Processor: 64-Bit Qualcomm 8916 Snapdragon 410, 1.2GHz Quad-Core with Adreno 306 graphics GPU
- OS: Android 4.4 Kit Kat, upgradeable to Android 5.0 Lollipop
- Camera: Rear – 13.0 megapixel, autofocus with LED Flash, (1.12mm pixel size, 1/3.06 inch sensor, 0.5mm aperture), HD 1080p@30fps video recording Front – 5.0 megapixel
- Connectivity: Wi-Fi b/g/n/, GPS, Bluetooth v4.0, Hotspot, micro-USB, FM Radio
- Memory: 1GB RAM, 8GB internal memory + microSD slot expandable up to 64GB
- Dimensions: 156 x 78 x 8.3 mm
- Battery: Li-Ion 2820mAh
- Available Colors: Sandstone Gray, Ceramic White, Blue, Gold

Studio X

- Network: (GSM/GPRS/EDGE) 850/900/1800/1900 MHz, (4G HSPA+ 21Mbps) 850/1700/1900, 850/1900/2100
- Display: IPS 5.0-inch 720 x 1280 HD with Capacitive Touchscreen
- Processor: Mediatek 6582, 1.3 GHz Quad-Core with MALI-400 graphics GPU
- OS: Android 4.4 Kit Kat, upgradeable to Android 5.0 Lollipop
- Camera: Rear – 8.0 megapixel, autofocus with LED Flash, (1.4mm pixel size, 1/3.2 inch sensor, 2.2mm aperture), HD 1080p@30fps video recording Front – 2.0 megapixel
- Connectivity: Wi-Fi b/g/n/, GPS, Bluetooth v4.0, Hotspot, micro-USB, FM Radio
- Memory: 1GB RAM, 8GB internal memory + microSD slot expandable up to 64GB
- Dimensions: 144 x 72 x 10.5 mm
- Battery: Li-Ion 2100mAh
- Available Colors: Black, White, Blue, Pink, Gold

Studio X Plus

- Network: (GSM/GPRS/EDGE) 850/900/1800/1900 MHz, (4G HSPA+ 21Mbps) 850/1700/1900, 850/1900/2100
- Display: IPS 5.5-inch 720 x 1280 HD with Capacitive Touchscreen
- Processor: Mediatek 6582, 1.3 GHz Quad-Core with MALI-400 graphics GPU
- OS: Android 4.4 Kit Kat, upgradeable to Android 5.0 Lollipop
- Camera: Rear – 8.0 megapixel, autofocus with LED Flash, (1.4mm pixel size, 1/3.2 inch sensor, 2.2mm aperture), HD 1080p@30fps video recording Front – 2.0 megapixel
- Connectivity: Wi-Fi b/g/n/, GPS, Bluetooth v4.0, Hotspot, micro-USB, FM Radio
- Memory: 1GB RAM, 8GB internal memory + microSD slot expandable up to 64GB
- Dimensions: 155 x 76.6 x 10.6 mm
- Battery: Li-Ion 2600mAh
- Available Colors: Black, White, Blue, Pink, Gold

Studio G

- Network: (GSM/GPRS/EDGE) 850/900/1800/1900 MHz, (4G HSPA+ 21Mbps) 850/1700/1900, 850/1900/2100
- Display: IPS 5.0-inch 480 x 854 with Capacitive Touchscreen
- Processor: Mediatek 6582, 1.3 GHz Quad-Core with MALI-400 graphics GPU
- OS: Android 4.4 Kit Kat, upgradeable to Android 5.0 Lollipop
- Camera: Rear – 5.0 megapixel, autofocus with LED Flash, (1.75mm pixel size, 1/5 inch sensor, 2.8mm aperture), HD 1080p@30fps video recording Front – 2.0 megapixel
- Connectivity: Wi-Fi b/g/n/, GPS, Bluetooth v4.0, Hotspot, micro-USB, FM Radio
- Memory: 512MB RAM, 4GB internal memory + microSD slot expandable up to 64GB
- Dimensions: 143 x 73.2 x 9.9 mm
- Battery: Li-Ion 2000mAh
- Available Colors: Black, White, Blue, Pink, Gold

About BLU Products

BLU Products, founded in 2009, designs and manufactures affordable, attractive and innovative mobile devices to suit a wide variety of consumer needs. Headquartered in Miami, Florida, BLU is pioneering the advancement of the prepaid and no-contract revolution by providing a vast portfolio of advanced unlocked mobile phones to thousands of dealer agents, MVNO's, and large retailers throughout the United States and Latin America. For more information, visit: www.bluproducts.com (<http://www.bluproducts.com/>)

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