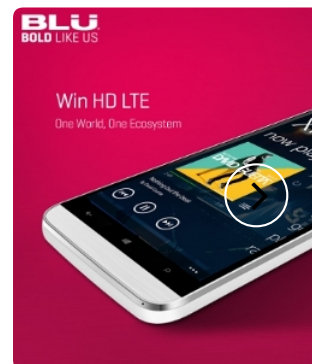


# BLU Products Follows Up On Windows Phone Success with New 2015 Editions of Win JR and Win HD, Now With 4G LTE, Improved Features

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Win HD LTE

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MIAMI, April 15, 2015 /PRNewswire/ -- BLU Products, the market leader in unlocked devices in the United States, introduced today their next installment in Windows Phone devices. The New Win JR LTE will be available at launch for \$99.99 at Microsoft Stores and Amazon.com, while the Win HD LTE will be available for \$199.99 exclusively at Microsoft Stores both online, and in-store, completely unlocked with Dual Sim functionality and 4G LTE.

"We are motivated to continue working together with Microsoft in developing product we truly believe in, with the great performance Windows Phone brings consumers," said Samuel Ohev-Zion, CEO of BLU Products. "The 2015 versions of Win JR and Win HD have been completely re-designed and will be upgradeable to Windows 10 as soon as the update is released."

The BLU Win JR LTE and Win HD LTE are powered by a Qualcomm Snapdragon 410 Quad-Core 1.2GHz mobile processor utilizing 64Bit architecture that ensures efficiency with fast performance, and excellent battery management.

Compatible on any GSM Network in the United States, the BLU Windows Phones allow consumers to choose their service plans from companies such as T-Mobile, AT&T, Metro PCS, Cricket Wireless, Simple Mobile, Net 10 and others, with blazing fast 4G LTE data speeds.

With bright and large screens, great cameras, and fast processing, the BLU Win JR LTE and BLU Win HD LTE come in vibrant trendsetting color options, as BLU continues pushing limitations to bring the best quality and design, exceptionally priced, to no-contract unlocked smartphone consumers in the USA – the fastest growing segment in the mobile phone industry today.

### **Windows Phone 10**

Windows is the world easiest operating system, designed to fit your lifestyle. This will give the user an ecosystem that integrates many mediums from their office, home and into the palm of their hand. With Windows 10 the experience is even more seamless and personalized as ever as the familiarity from handheld to the PC domain makes it for a user-friendly experience, the Win JR LTE and Win HD LTE include features such as Live Tiles that surface information important to you; Action Center, which show new activities and notifications at a glance; and Senses, a suite of features that takes the work out of managing data use, storage space and battery life.

### **BLU Win JR LTE**

The Win JR LTE features an upgraded display performance with a vivid 4.5" display and IPS technology. Dual camera support with a main 5.0 mega pixel autofocus camera plus LED Flash on the back, as well as a front facing camera for Skype video calls and self-portraits. Details are in the design, with a beautiful cross hatched pattern along the color matched metal finishing on the side keys ensures a continuous and streamline design. The finishing touch is a round curve design that provides maximum handheld comfort and a compact appearance. The BLU Win JR LTE is already shipping and available now, unlocked with Dual-SIM support, for \$99.99 online through Amazon.com and MicrosoftStore.com, and will make way shortly thereafter to all Microsoft Retail Store locations nationwide in the USA, as well as Canada.

Learn more: <http://www.bluproducts.com/index.php/win-jr-lte> (<http://www.bluproducts.com/index.php/win-jr-lte>)

### **BLU Win HD LTE**

Continuing with premium design and attention to details, the Win HD LTE features metal finishing, state of the art soft touch feel, and precision crosshatched patterns on the side keys, to ensure you will enjoy your smartphone from top to bottom. You also have thin 2.5mm bezels that accentuate the vivid 5.0" HD display. In

the display you will also find BLU NexLens Technology (OGS + Full Lamination) to make the device thinner and the picture marvelously brighter. Special consideration was placed on the Win HD LTE 8.0 Mega Pixel Camera to ensure an incredible user experience and performance for amazing photos.

The BLU Win HD LTE is already shipping and available now, unlocked with Dual-SIM support, for \$199.99 online through MicrosoftStore.com, and will be shortly available thereafter in all Microsoft Store locations nationwide in the USA, as well as Canada.

Learn more: <http://www.bluproducts.com/index.php/win-hd-lte> (<http://www.bluproducts.com/index.php/win-hd-lte>)

GENERAL	Model Name	<b>BLU Win JR LTE</b>	<b>BLU Win HD LTE</b>
	2G Network	GSM 850 / 900 / 1800 / 1900 - SIM 1 & SIM 2	GSM 850 / 900 / 1800 / 1900 - SIM 1 & SIM 2
	3G Network	HSDPA 850 / 1700 / 1900 / 2100 - X130Q	HSDPA 850 / 1700 / 1900 / 2100 - X150Q
	LTE Network	LTE Band 4(1700) / 7(2600) / 17(700)	LTE Band 4(1700) / 7(2600) / 17(700)
	SIM	Dual SIM (Mini-SIM, dual stand-by)	Dual SIM (Micro-SIM and Mini-SIM, dual stand-by)
	Announced	2015, April	2015, April
BODY	Status	Available. Released 2015, April	Available. Released 2015, April
	Dimensions	133 x 67.5 x 9.5 mm	145 x 72 x 8.2 mm
DISPLAY	Weight	138g	146g
	Type	IPS capacitive touchscreen, 16M colors	IPS capacitive touchscreen, 16M colors
	Size	480 x 854 pixels, 4.5 inches (~217 ppi pixel density)	720 x 1280 pixels, 5.0 inches (~293 ppi pixel density)
SOUND	Multitouch	Yes	Yes
	Alert types	Vibration; MP3, WAV ringtones	Vibration; MP3, WAV ringtones
	Loudspeaker	Yes	Yes
MEMORY	3.5mm jack	Yes	Yes
	Card slot	microSD, up to 32GB	microSD, up to 32GB
DATA	Internal	4 GB, 512 MB RAM	8 GB, 1 GB RAM
	GPRS	Yes	Yes
	EDGE	Yes	Yes
	Speed	HSDPA, 42 Mbps; HSUPA, 5.76 Mbps	HSDPA, 42 Mbps; HSUPA, 5.76 Mbps
	WLAN	Wi-Fi 802.11 b/g/n, Wi-Fi hotspot	Wi-Fi 802.11 b/g/n, Wi-Fi hotspot
	Bluetooth	v4.0	v4.0
CAMERA	USB	microUSB v2.0	microUSB v2.0
	Primary	5 MP, 2592 x 1936 pixels, autofocus, LED flash	8 MP, 3264 x 2448 pixels, autofocus, LED flash
	Video	720p@30fps	1080p@30fps
FEATURES	Secondary	VGA	2MP
	OS	Microsoft Windows Phone 8.1, upgrade to Windows 10	Microsoft Windows Phone 8.1, upgrade to Windows 10
	Chipset	Qualcomm Snapdragon 410	Qualcomm Snapdragon 410
	CPU	Quad-core 1.2 GHz Cortex-A53	Quad-core 1.2 GHz Cortex-A53
	GPU	Adreno 306	Adreno 306
	Sensors	Accelerometer, Proximity, Gravity	Accelerometer, Proximity, Gravity, Compass
	Messaging	SMS (threaded view), MMS, Email, Push Email, IM	SMS (threaded view), MMS, Email, Push Email, IM
	Browser	HTML5	HTML5
	Radio	FM Radio	FM Radio

	GPS	Yes, with A-GPS	Yes, with A-GPS
	Colors	Grey, White, Orange, Yellow, Pink	Grey, White, Orange, Yellow
		- SNS integration	- SNS integration
		- MP3/WAV/eAAC+/WMA player	- MP3/WAV/eAAC+/WMA player
		- MP4/H.264/H.263/WMV player	- MP4/H.264/H.263/WMV player
		- Document viewer	- Document viewer
		- Video/photo editor	- Video/photo editor
		- Voice memo/dial/commands	- Voice memo/dial/commands
		- Predictive text input	- Predictive text input
BATTERY		Non-removable Li-Po 2000 mAh battery	Non-removable Li-Po 2500 mAh battery
	Stand-by	Up to 725 h	Up to 775 h
	Talk time	Up to 22 h (2G) / Up to 16 h (3G)	Up to 26 h (2G) / Up to 20 h (3G)

### About BLU Products:

BLU Products, founded in 2009, designs and manufacturers 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.

Learn More:

[www.bluproducts.com](http://www.bluproducts.com) (<http://www.bluproducts.com/>)

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