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**.
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.

“GOOD DESIGN DOESN’T DATE”
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.
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.
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.
BLU
BOLD LIKE US

LIFE ONE X
Better for Life

OPTICAL PERFORMANCE

13MP PDAF Camera

5MP Selfie Camera

5P Layers Blue Optical Filter
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.
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

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.
UNLOCKED
Choose your carrier:

**at&t**

**metroPCS**

**T-Mobile**

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.
DATA

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

PROCESSOR
Mediatek 6753
1.3GHz Octa-Core
Mali T720 GPU

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
## DEVICE COMPARISON

<table>
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<tr>
<th>Feature</th>
<th>LIFE ONE X</th>
<th>MOTO G (3RD GEN)</th>
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<tr>
<td><strong>Brand</strong></td>
<td>BLU</td>
<td>Motorola</td>
</tr>
<tr>
<td><strong>Family</strong></td>
<td>LIFE</td>
<td>Moto G</td>
</tr>
<tr>
<td>**Dimensions</td>
<td>Weight**</td>
<td>142.1 x 72.4 x 11.6mm</td>
</tr>
<tr>
<td><strong>Operating System</strong></td>
<td>Android 5.1 Lollipop</td>
<td>Android 5.1 Lollipop</td>
</tr>
<tr>
<td><strong>Data</strong></td>
<td>Up to 150Mbps</td>
<td>Up to 150Mbps</td>
</tr>
<tr>
<td><strong>Processor</strong></td>
<td>1.3GHz Octa-Core</td>
<td>64-Bit</td>
</tr>
<tr>
<td><strong>GPU</strong></td>
<td>Mali T720</td>
<td>Adreno 306</td>
</tr>
<tr>
<td><strong>Internal Memory</strong></td>
<td>16GB</td>
<td>2GB RAM</td>
</tr>
<tr>
<td><strong>Display Size and Resolution</strong></td>
<td>5.2” 1080x1920 - 420ppi</td>
<td>5.0” 720x1280 - 297ppi</td>
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<tr>
<td><strong>Camera</strong></td>
<td>13MP</td>
<td>13MP</td>
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<tr>
<td><strong>Secondary Camera</strong></td>
<td>5MP with LED Flash</td>
<td>5MP</td>
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<tr>
<td><strong>Video Capture</strong></td>
<td>1080p@30fps</td>
<td>1080p@30fps</td>
</tr>
<tr>
<td><strong>Battery</strong></td>
<td>2900 mAh</td>
<td>2470mAh</td>
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PACKAGE CONTENTS

- CASE
- SCREEN PROTECTOR
- USB CABLE
- CHARGER
- HEADPHONES
- MANUAL