



Win JR LTE

One World. One Ecosystem.





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Windows 8.1 | Upgrades to
Windows 10

BLU | Windows Phone

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Qualcomm
snapdragon

KEY SELLING POINTS

With the world's easiest Operating System, **Windows** and lightning fast LTE speed, the **WIN JR LTE** is a winning combination. It is also available in 5 vivid colors to compliment your sense of style.

Get the bigger picture with a **4.5"** screen with **BLU Infinite View Technology (IPS)**.

Enjoy the speedy and efficient **Qualcomm Snapdragon 410 processor** that is **1.2GHz Quadcore** and built with **64bit** architecture.

Take quality pictures with either the main **5MP Autofocus** or front **VGA** camera.



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4G LTE

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 won't be able to click away from your world.

The WIN JR LTE comes with 4G LTE bands 4 [1700Mhz], 7 [2600Mhz], and 17 [700Mhz] and 3G bands 850/1700/1900/2100.

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EMPHASIS ON DESIGN

The **Win JR LTE** looks nothing like its predecessor with a totally new sleek candy coated finish that will ensure envy amongst anyone who lays eyes on it.

The 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 compact appearance. architecture.



Win JR LTE

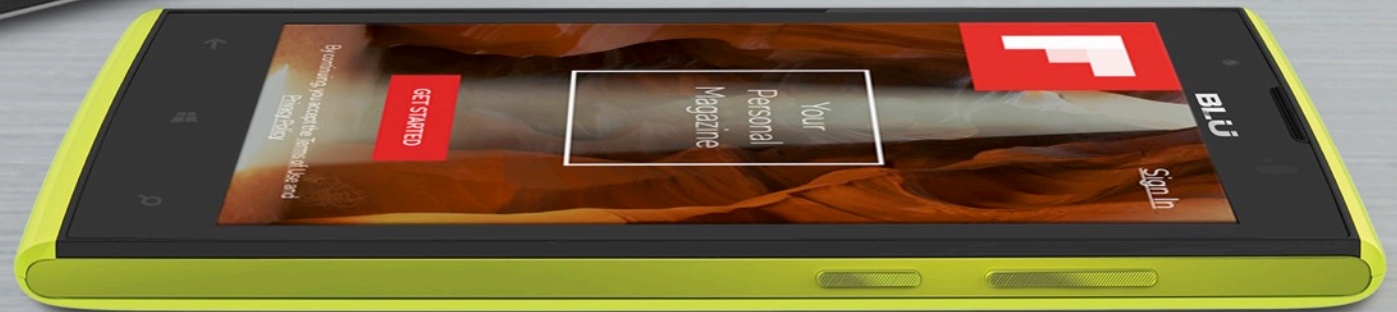
QUAD-CORE POWER

The **Win JR LTE** has a state of the art **Snapdragon 410 processor** with **64-bit** architecture. It is also **Quad Core** and clocked at **1.2GHz** with **1GB of RAM**, to ensure a seamless transition from your desktop PC to your smartphone.

When it comes to the graphics on your screen there is an **Adreno 306 GPU** that will make any game, video or PowerPoint presentation come to life.



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snapdragon



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CAMERA EXPERIENCE

No matter where you are, you will always have your **5MP autofocus** main camera to capture all the important moments in life.

You can also connect through **Skype** with the front **VGA** camera so no matter where you are you will be close to your loved ones.



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CUSTOMIZE YOUR LIFE

Live tiles keep you updated in a single glance. Start Background allows your favorite photos to shine through your live tiles. Three columns of customizable tiles. Live Folders is an easy way to organize, and further personalize Start.



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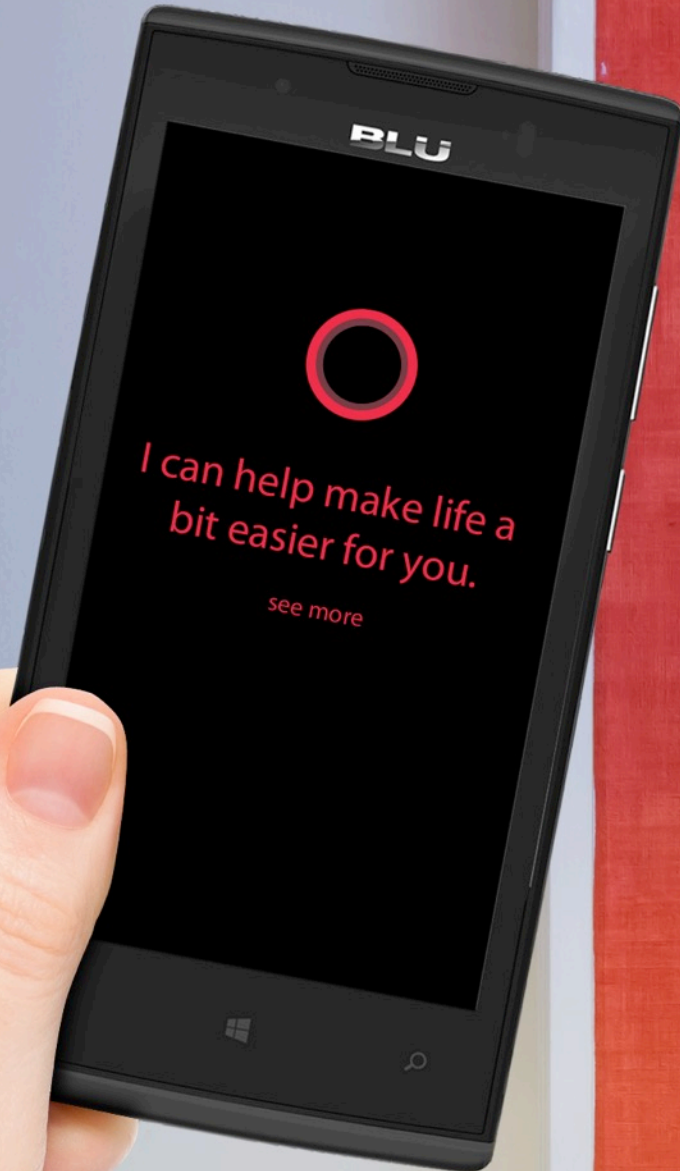
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WINDOWS 8.1 FOR NOW, **WINDOWS 10** IN THE NEAR FUTURE.

At launch the Win JR LTE will have Windows 8.1 but soon after will have a Windows 10 upgrade. 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.

Win JR LTE



HI, I'M CORTANA

The most personal smartphone assistant. Powered by Bing.

Cortana gets to know you, learns your interests over time providing proactive, useful recommendations. It is the only personal digital assistant with people based reminders linking to calls, texts and emails.

Access Cortana from her Live tile, or by tapping the search button. Her notebook stores your interests, friends and favorite routines.

Cortana was designed to have a personality – ask her anything!

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PRESS PLAY AND LOSE YOURSELF IN THE MUSIC

Xbox Music brings you all the music you love in one simple app. Play and manage music from Your personal collection; browse and buy songs from Xbox Music. Instantly stream millions of songs free on your Windows 8 device, or get an Xbox Music Pass for unlimited access to music across all your devices.



Play an artist



New Smart DJ



Play a playlist

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AN APP WORLD FIT FOR A KING

All your favorites are here, plus some amazing exclusives. With Live Apps, something you'll only find on Windows Phone, you get the info you want right on your Start screen. How's that for delightfully different?

Win JR LTE

MORE 3G BANDS MORE COVERAGE



Travel across the country. Stay connected with friends and family
or get the job done, anywhere you are.

THE WIN JR LTE comes with 3G quadband 850/1700/1900/2100 or 4G LTE in 700/1700/2600 so you can have
coverage across the entire United States.

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

A DUAL SIM phone gives you several advantages that you can not let pass by.

By having two SIM slots in your mobile device, you do not have to worry about:

- Exchange 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 separate personal from business phone calls. For the international traveler, DUAL SIM phone could avoid roaming charges by having domestic carrier SIM and international carrier SIM.

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COMPARISON

Product Name	Win JR LTE	Lumia 638
Brand	BLU	Nokia
Family	Windows	Lumia
Dimensions/Weight	133 x 67.5 x 9.5mm 138g	129.5 x 66.7 x 9.2mm 136g
Operating System	Windows 8.1 (Upgrades to Windows 10)	Windows 8.1
3G Bands	850/1700/1900/2100	850/1700/1900/2100
Data	LTE	LTE
Processor	1.2 GHz Quad-core w/64Bit	1.2 GHz Quad-core
GPU	Adreno 306	Adreno 305
Internal Memory	4GB 512 MB RAM	8GB 1GB RAM
Display Size	4.5"	4.5"
Display Resolution	FWVGA 480 x 854	FWVGA 480 x 854
Main Camera	5MP Autofocus LED Flash	5MP Autofocus
Secondary Camera	VGA	N/A
Battery	2000 mAh	1830 mAh

Win JR LTE

DATA

TECHNOLOGY

Windows 8.1 (Upgrades to Windows 10)
4G LTE 700/1700/2600
3G 850/1700/1900/2100
Cat 4 LTE HSPA + 42Mbps

PROCESSOR

Qualcomm Snapdragon 410 1.2 GHz
Quad-core with 64Bit architecture and
Adreno 306 GPU

MEMORY

4GB Internal, 512MB RAM
MicroSD up to 32GB

DISPLAY

BLU Infinite View Technology (IPS)
4.5" FWVGA - 218 Ppi
480x854 Display Resolution

CAMERA

5MP Autofocus
VGA Frontal | LED Flash

CONNECTIVITY

Bluetooth 4.0
WiFi, Hotspot
MicroUSB v2.0



UPC: Win JR LTE

Win JR LTE X130Q Grey	848958017332
Win JR LTE X130Q Orange	848958017349
Win JR LTE X130Q Pink	848958017356
Win JR LTE X130Q White	848958017363
Win JR LTE X130Q Yellow	848958017370

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PACKAGE CONTENTS



PROTECTIVE CASE



CHARGER



MICRO USB CABLE



EARPHONES

BLU
BOLD LIKE US

SCREEN PROTECTOR



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Accessories may not be available or may vary, from those depicted in the illustrations, depending on your geographic location.