

BLU
BOLD LIKE US



PURE
A NEW PERSPECTIVE
VIEW

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Key Selling Points

5.7" HD+ 18:9 Widescreen Curved Glass Display

Curved Corning Gorilla Glass 3

13 Megapixel Main Camera with Flash

Dual Front Selfie Camera:
8 Megapixel + 8 Megapixel
120° Wide Angle with Flash

Powerful 1.3GHz Octa Core Processor

32GB of Internal Memory
3GB of RAM

Face Unlock Technology

Encrypted Fingerprint Scanner

3,000mAh Battery with 5V/2A Quick Charger

Android 7.0 Nougat

4G
LTE



Gorgeous Design

The PURE VIEW was crafted with a gorgeous mirror polished metal housing. Precision chamfer edge surrounds the curved glass display along with a glossy pitch black UV battery cover that compliments another superb creation by BLU.

Available in Midnight Black.



Processor

The PURE VIEW has the processing power demanded by any user with multi-tasking needs. Along with its 1.3GHz Octa Core processor, the PURE VIEW is equipped for uninterrupted streamlined performance. With 32GB of internal memory paired with 3GB of RAM, be assured of more than enough storage capacity. An expandable storage up to 64GB with a built in MicroSD slot

Processor	1.3GHz	Internal Memory	32GB	RAM	3GB	True Cores	8
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Slim as Can Be

The PURE VIEW was engineered with a 5.7" HD+ 18:9 Curved Glass display to provide a theatrical screen presence for all your movies and pictures. With 720 x 1440 resolution and 282ppi, the PURE VIEW will leave any user speechless. Be assured that all your pictures will have extremely sharp clarity and vibrant hues.



Curved Display

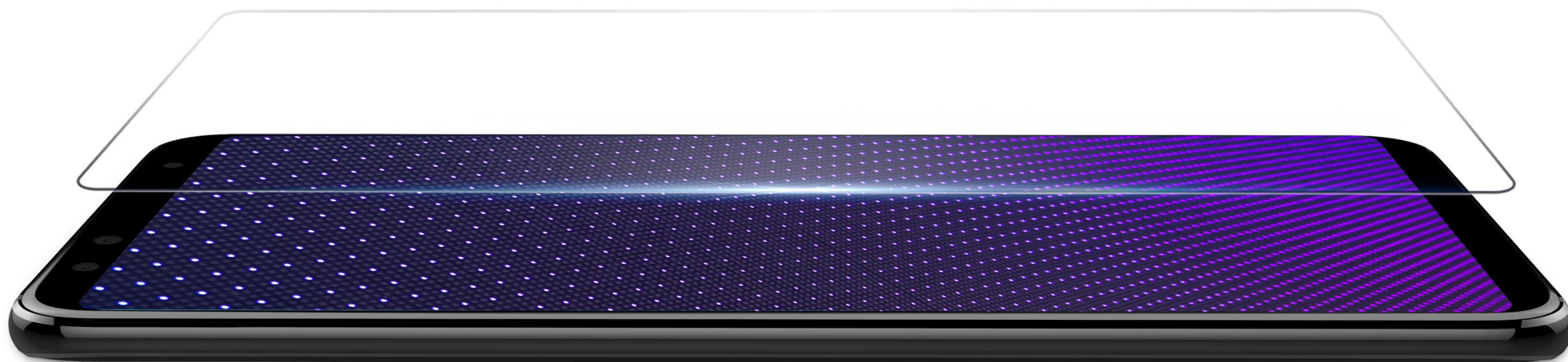
BLU incorporates the highest grade material such as curved glass touch panel ensure excellent feedback and feel, as well as providing a gorgeous look.



Built Tough

The PURE VIEW was designed with Corning Gorilla Glass 3 for the front touch panel, providing your device with an extra layer of armor to protect it from cracks and scratches. Corning Gorilla Glass 3 withstands drops up to 2x's better than competing glass designs.

CORNING
Gorilla®
Glass 3



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Picture Time

The PURE VIEW has a 13 Megapixel SONY IMX 278 main camera to capture any picture, from any angle, in any light condition with pristine detail and clarity. Every single portrait will be nothing short of professional grade.

13MP | f2.2 | 1080@
Main Camera w/ Flash Aperture 30fps

PURE VIEW 120°

Wide Angle Selfie

All Inclusive Shots

With the PURE VIEW's wide angle selfie, you can be sure to see the difference.



PURE VIEW 120° Wide Angle Selfie



Flawless Selfies

Outstanding selfie challenge accepted! The PURE VIEW has Dual 8+8 Megapixel front cameras to heighten self portraits to a whole new dimension.

Wide Angle Lens 120° Aperture $F2.2$

Selfie Camera + Flash 8MP + 8MP

Fully Charged

Charging your battery while interrupting your work or leisure time will be non exist. The PURE VIEW's 3,000mAh super battery assures your smartphone has more than sufficient juice for all your day to day adventures. Packaged with a 5V/2A Quick Charger, the PURE VIEW can be fully charged in less then 2.5 hours.



Face Unlock

BLU is always making strides with the latest advancements, the PURE VIEW continues on that path with fast, secure and easy to use facial recognition technology.

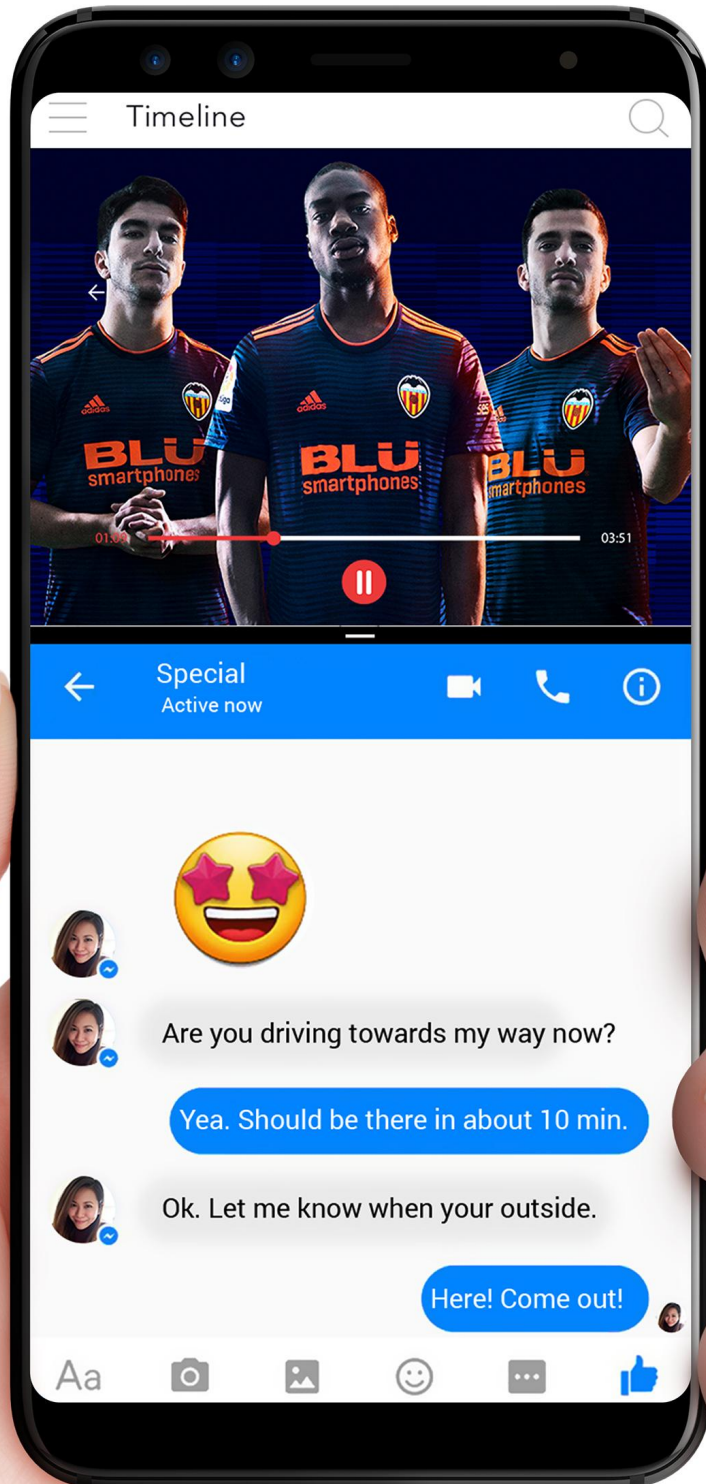




One Touch
Fingerprint Sensor

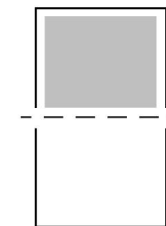
Quick Access, Total Security

Total security and convenience will be epitomized by the PURE VIEW. Unlock your smartphone with the certainty that all your files are secure and safe with the press of your finger.



Split Screen Action

Multitask with ease by chatting with friends and watching videos on YouTube with the Pure View's Split Screen features.



Split Screen



Android Nougat

New multi-window support to use apps on screen simultaneously.
Better background optimization to minimize RAM use by system and apps. Project Vulkan API, a new 3D rendering API for 3D graphics.

It's so Beautiful here!



WOW! Where are you? :)

Admiring the pure view.

Globally Connected | Dual SIM

Stay globally connected with friends and family while traveling across the country with speeds 10x faster than 3G. The PURE VIEW comes with 3G 850/900/1700/1900/2100, 4G LTE 1/2/3/4/7/12/17/28 so you can have coverage across the entire United States with all different carriers; AT&T, T-Mobile, MetroPCS, and entire MVNO network. Take advantage of different voice and data plans for better rates, better coverage and separate bills with the PURE VIEW dual SIM slots.

cricket

T-Mobile



metroPCS
Permission to speak freely.™



tigo

Telefonica

MTN

orange™

vodafone

claro

O₂

ooredoo

SFR

4G
LTE

Comparison



VS



BLU PURE VIEW
152.4 x 71.7 x 8.1 mm | 184g
Android Nougat 7.0
1.3GHz Octa Core Processor
✓ 32GB Internal Memory | 3GB RAM
✓ 5.7" HD+ 18:9 Curved Glass Display
720 x 1440 Resolution | 282ppi
✓ 13MP Sony IMX 258 Main Camera w/Flash
✓ Dual 8+8MP Front w/Flash
3,000mAh

Family
Dimensions
Operating System
Processor
Memory
Display Size
Resolution
Main Camera
Selfie Camera
Battery

Moto G5 Plus
150.2 x 74 x 7.7mm | 155g
Android 7.0 Nougat
2.0GHz Octa Core Processor
32GB Internal Memory | 2GB RAM
5.2" Full HD 16:9 Display
1080 x 1920 | 424ppi
12MP Main Camera w/ Flash
5MP Front Camera w/ Flash
3,000mAh

Specifications

Technology

GSM Quad Band

3G:850/900/1700/1900/2100

4G LTE: 1/2/3/4/7/12/17/28

Android 7.0 Nougat

4G
LTE

Display

5.7" HD+ 18:9 Widescreen

Curved Glass

720 x 1440 | 282ppi

Processor

MediaTek 6753

1.3GHz Octa Core

With Mali-T720

MEDIATEK

Memory

Internal 32GB | 3GB RAM

MicroSD up to 64GB

Camera

13MP Sony IMX 278 Main w/Flash

Dual 8+8MP Selfie Camera w/Flash

Video Capture 1080@30fps

Battery

Non-Removable 3,000mAh

5V/2A Quick Charge

Security

Face Unlock Technology

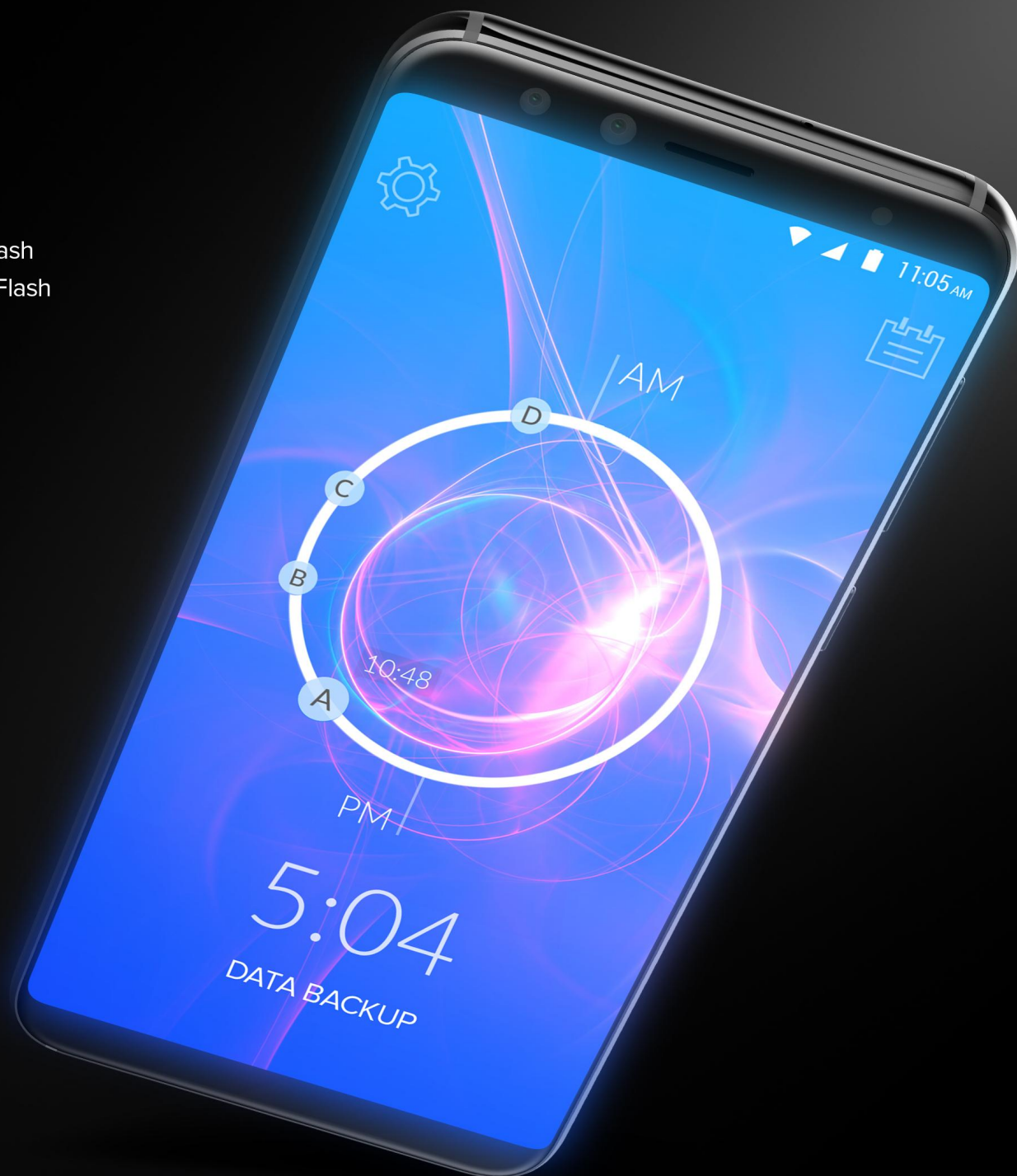
Fingerprint Scanner

Connectivity

Bluetooth 4.0

WiFi, Hotspot

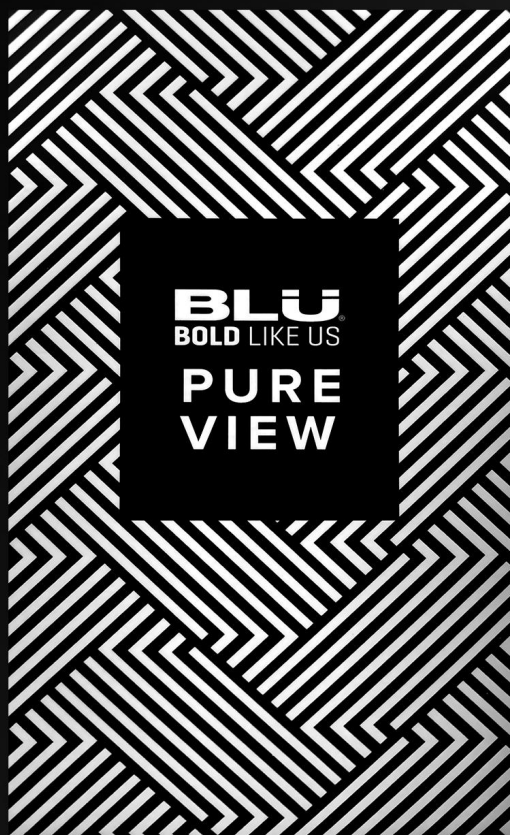
Micro USB v2.0



UPC Code

PURE VIEW 848958033660 P0050WW BLACK

Box



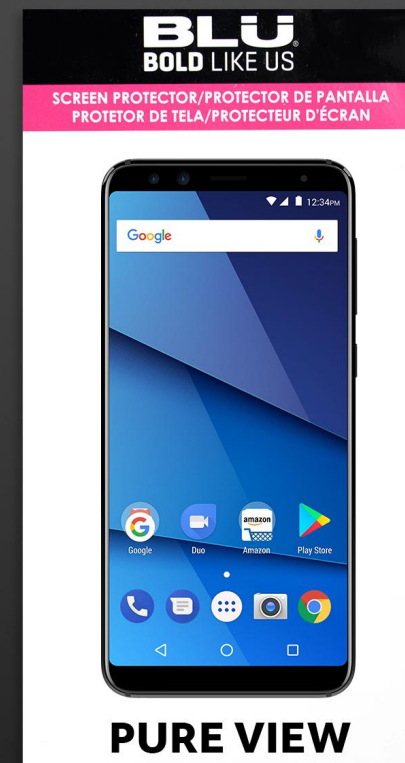
Device



Silicone Case



Screen Protector



USB



Charger



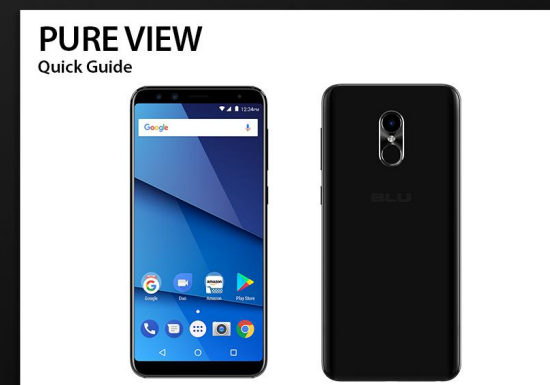
Ear Buds



Sticker



Quick Guide



SIM Key

