

**BLU**  
BOLD LIKE US



**PURE XR**  
GO FOR BOLD

MEDIATEK  
**helio** | P10



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## Key selling points

The PURE XR is a beautiful and powerful device with all metal housing and a visually stunning curved touch panel that is light years ahead of its competitors.

Its vivid 5.5" FHD SUPER AMOLED curved display with 3D Touch sensitive input ensures a great user experience and its temper treated Corning Gorilla Glass 3, makes scratches and other damage a thing of the past.

Performance is a key ingredient when building a smartphone, so there is a MediaTek 6755 with 2.0GHz Octa Core processor, 4G LTE connectivity and 64GB of internal memory for all your music, videos and pictures with 4GB of RAM to ensure a flawless experience.

Capture crystal clear images with the 16MP camera with Phase Detection and Laser Autofocus, built in f1.8 aperture to ensure high quality images and an 8MP front camera for perfect selfies.

With the built in Fingerprint Sensor, easily access all your pictures and email with a single touch. It uses highly sophisticated algorithms to recognize and securely match your fingerprint at blazing speed.



## Pure power

The PURE XR is powered by the latest and greatest; MediaTek P10 flagship chipset with 2.0GHz of Octa Core processing power. Paired with 4GB of RAM, there is nothing this beast cannot crunch.

64<sup>Bit</sup>  
Architecture

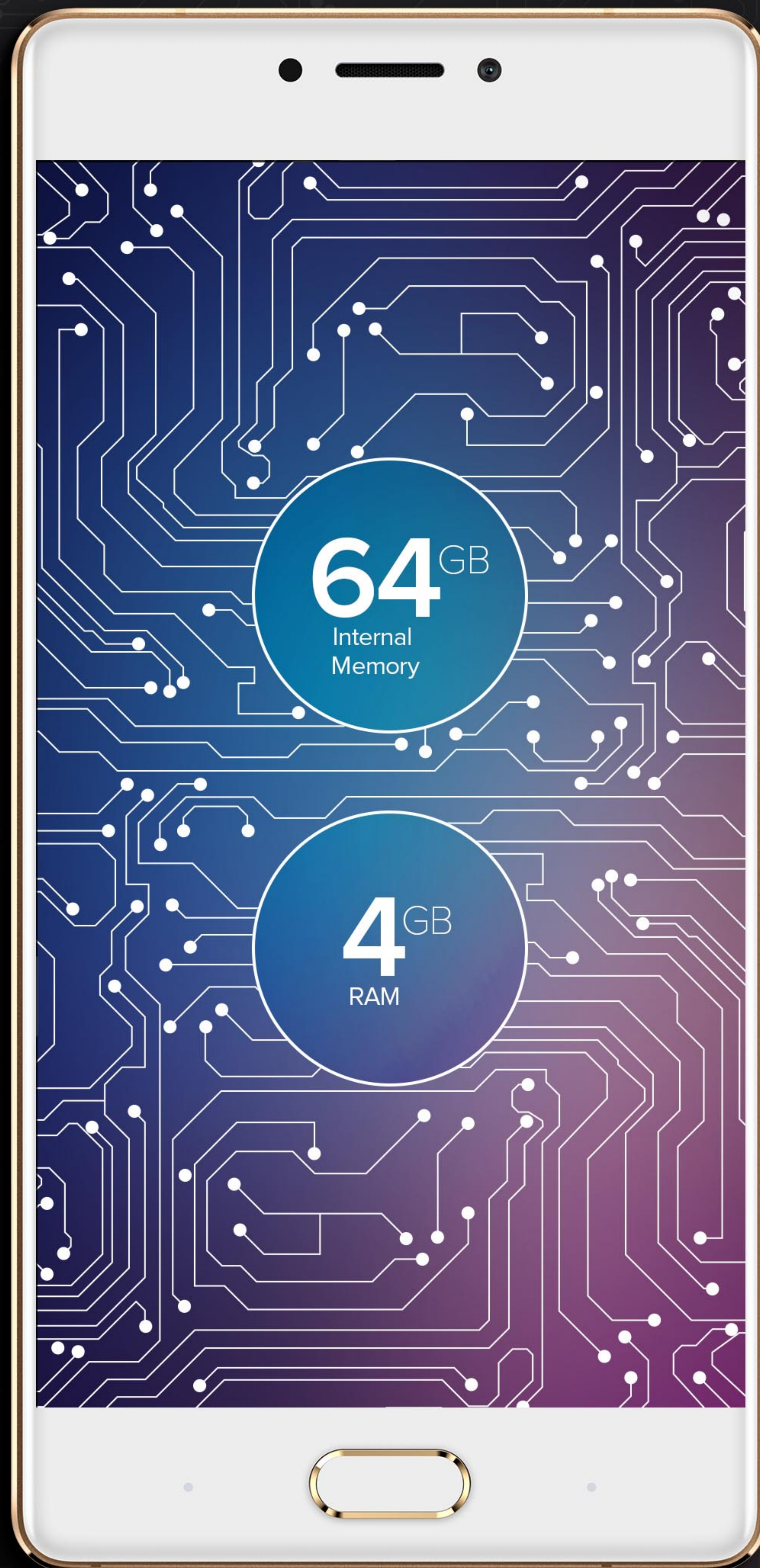
8  
True Cores

2.0  
GHz

MEDIATEK  
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## Huge memory

Multitasking is now a breeze with the PURE XR's built in 4GB RAM.

Downloading a PowerPoint presentation, streaming a Netflix movie or sending an email right before boarding a flight is now effortless.

Enjoy plenty of space to allocate all your pictures, music and videos on the 64GB internal memory. Download and install all the Apps that make your life easier from the Google Play Store.

An optional MicroSD slot will offer you even more memory space, up to an extra 64GB.





## Phenomenal design

Creating a flagship device requires endless perseverance and dedication to push the goal beyond all expectations. The PURE XR is the result of genius engineering and delicate artistry that combine to create cutting-edge technology and beautiful aesthetics. Being the first to implement the “Invisible” antenna method for a full metal design, the uni-body limits the use of plastic for a solid and seamless result. Diamond cut polishing along with powder coating treatment ensure a completely flawless design. Available in Grey and Gold, the PURE XR is a mastery of all things premium.





## Solid metal

The PURE XR's enclosure is numerically guided CNC machined out of aerospace grade aluminum to ensure impeccable quality.

Using state of the art 7000 Series aluminum as the building block, the PURE XR is virtually indestructible.

A diamond cut drill polishes the mirror like finish on the chamfered edge to contrast with the powder coated finish and bring out the true nature of this smartphone's magnificent design.



# The best display. Period.

SUPER  
HD AMOLED

Incorporating a massive 5.5" FHD Super AMOLED display with an explosive 1920 x 1080 resolution and 400ppi, you will have a true visually stimulating experience. Your apps, photos, movies and just about everything else will look vibrant and sharp. High contrast and vivid saturation ensures that no matter what's on your screen, you'll love what you see.







## Curved display

The PURE XR blends technology and design into an incredible package. Incorporating the highest-grade material such as a curved glass touch panel ensures excellent feedback and feel, as well as a gorgeous look.



## Corning Gorilla Glass 3

The PURE XR 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 withstands drop tests up to 2X better than competitive glass designs.

CORNING  
Gorilla® Glass



## Camera performance

A top of the line 16MP as the main camera along with 6P Lens, Laser Focus and PDAF result in twice as fast focus rate and accuracy. With the 8MP selfie camera, the PURE XR offers a fully optimized camera experience and the built in f1.8 aperture will make all your images so life-like you'll want to cherish them forever.

16MP  
MAIN CAMERA

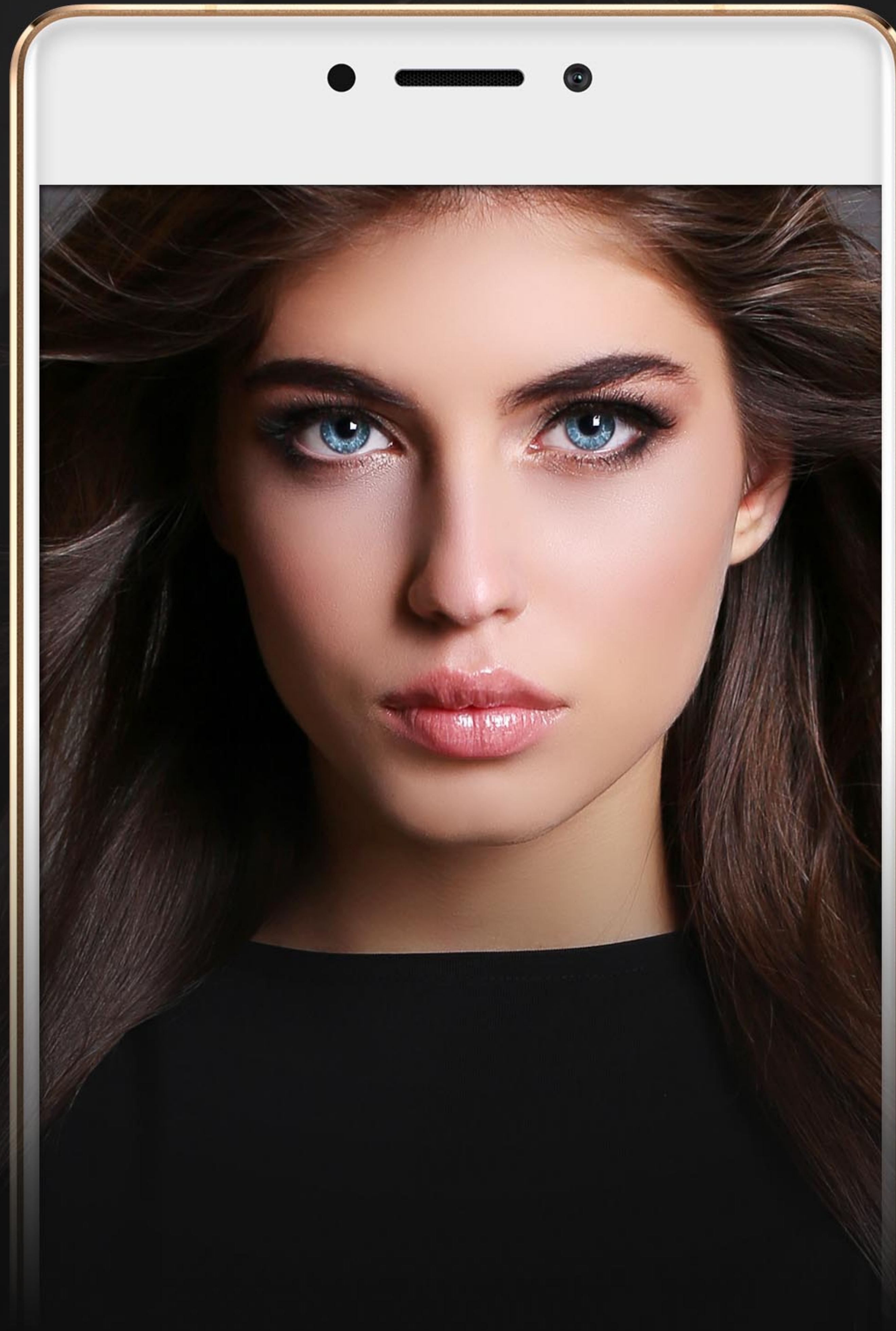
8MP  
SELFIE CAMERA

PDAF  
LASER FOCUS

  
f1.8 APERTURE







## Selfie heaven

Your selfie camera is optimized with an incredible 8 megapixels for crystal clear, high resolution images so you can capture your most memorable moments with friends and family. With built in BLU Final Touch software, you can optimize each image with features such as Auto Beauty and Image Brightness.



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PURE XR



FINGERPRINT SCANNER

## Quick access. Total security

The PURE XR brings total security and convenience to the table with a simple swipe of your finger. Easily unlock your smartphone and access all your music, video and pictures. Another advancement from BLU that brings the PURE XR to the forefront of the smartphone market.





## Magic touch

No more pressing multiple times just to see a picture or launch an app. The PURE XR comes with advanced 3D Touch display that allows you to select, preview or open based on the sensitivity of your touch. Life is so much easier with the PURE XR!





## Audio pleasure

The PURE XR is equipped with the latest audio technology available in the market.

Get impressive theater-like sound thanks to its DTS surround sound audio technology with equalizer that gives you sweet highs, smooth alto mids and deep bass for the best enjoyment of music and videos.





## Freedom

The most frustrating part of owning a smartphone is always having low battery and rushing to find a power outlet to charge your device. With a built in 3,000mAh battery that offers a handful of days of standard usage and over 20 days of stand by with just one quick charge, you will be free to use your phone and be able to do what you love most without fear.

Get up to 1 hour of talk time with a lightening quick 10 minute charge. With its 9V/2A quick charger, there is no more sitting around waiting for a charge. Now that is amazingly fast and convenient!

9V/2A  
QUICK  
CHARGER



3,000mAh  
BUILT-IN BATTERY





## Type - C port

USB Type - C 2.0 for a symmetrical design, easy handling, fast charging and data transmission.





## Android 6.0 Marshmallow

### NEW FEATURES

Redesigned user interface that is friendly and intuitive.

Lock screen notifications that offer quick actions as well as quick access.

Project Volta for better battery life than any previous version.

Multitasking is now easier with a complete look at your open applications.

Multiple users and guest mode make it easy to share your device without compromising your personal information.



## Dual SIM card **1****2**

The PURE XR gives you several advantages that you can't let pass by. With two SIM slots, you won't have to worry about exchanging SIM cards from one phone to another, carrying two phones in your pocket or charging two devices. You can even take advantage of different voice/data plans for better rates, better coverage, and separate bills. Set apart personal calls and business calls and avoid roaming charges by having a domestic carrier SIM and an international carrier SIM.



## Need for speed

Stay connected with speeds of up to  
20x faster than 3G.

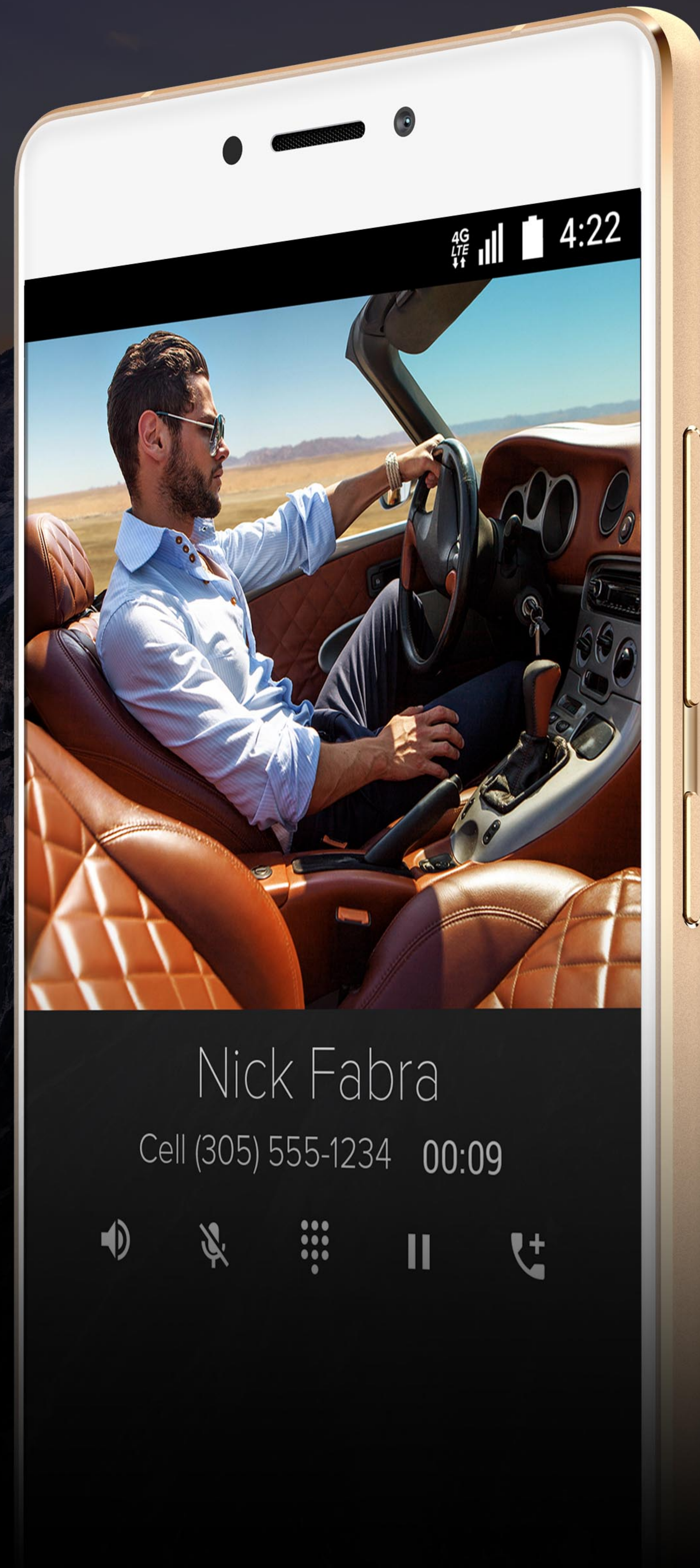
No matter where you are in the country you  
won't find a nook or cranny that you will not be  
able to access internet. PURE XR is equipped  
with the latest modem chipset with CAT 6  
speed of up to 300mbps. 4G LTE 2/4/7 and  
3G 850/1700/1900/2100.

Choose your carrier:

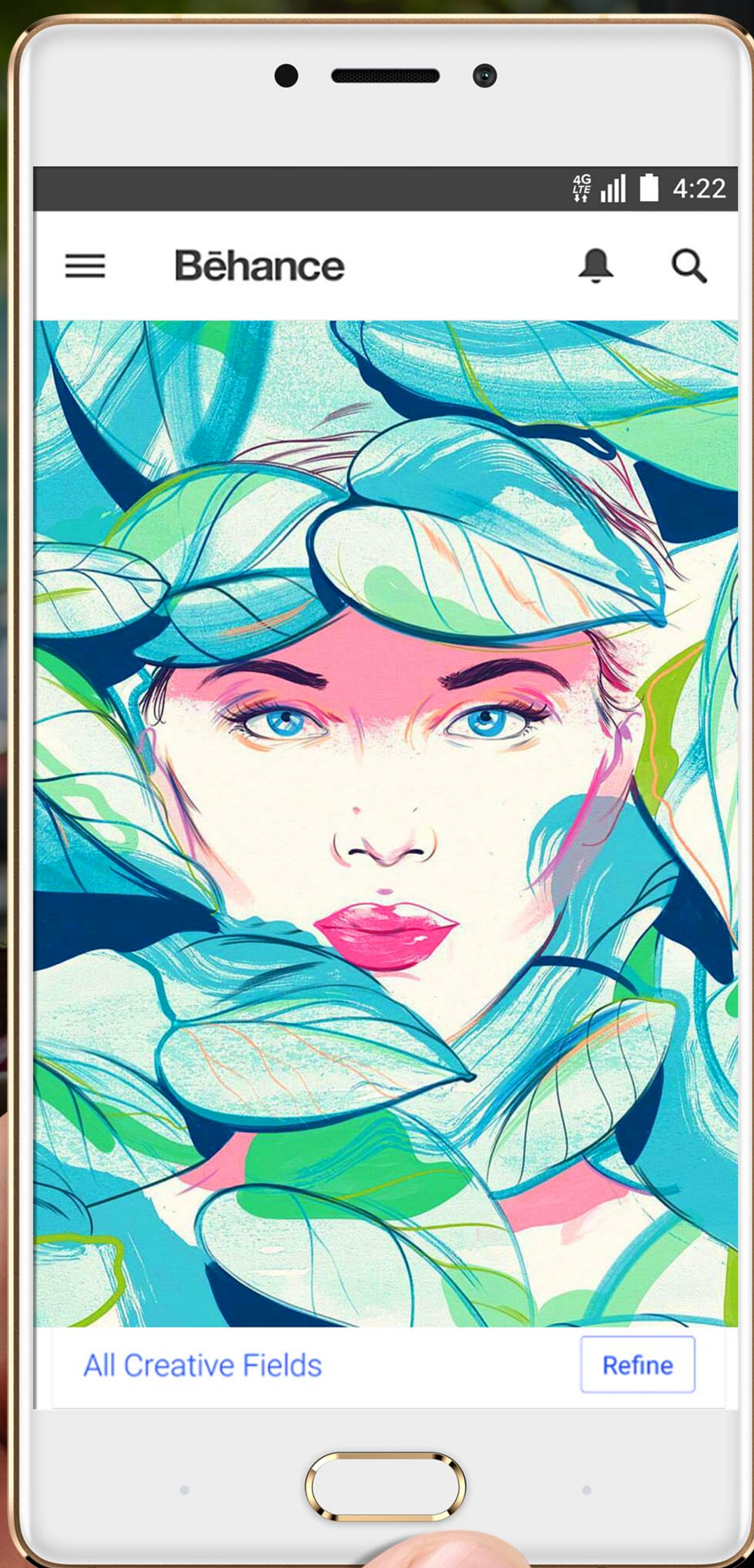
..T..Mobile..



**metroPCS**  
Unlimit Yourself.







## Data

### TECHNOLOGY

Android v6.0 Marshmallow  
HSPA+ 42 Mbps  
4G LTE: Up to 300 Mbps  
3G 850/1700/1900/2100  
4G LTE 2/4/7 | CAT 6

### PROCESSOR

MediaTek 6755 | 64-Bit  
2.0GHz Octa Core  
With Mali-T860 GPU

### MEMORY

Internal 64GB | 4GB RAM  
MicroSD up to 64GB

### DISPLAY

5.5" FHD 1080x1920 – 401ppi  
Super AMOLED Curved Display  
3D Touch Sensitive Touch Panel  
Corning Gorilla Glass 3

### CAMERA

16MP Main with  
PDAF and Laser Autofocus  
8MP Front  
HD 1080p Video @30fps

### CONNECTIVITY

Bluetooth 4.0  
WiFi, Hotspot  
Type-C Port

### BATTERY

3,000mAh  
9V/2A Quick Charger

### SECURITY

One Touch Finger Print Sensor  
Encrypted file management system

### DIMENSION

154.3 x 74.9 x 7 mm | 147.2g

PURE XR	848958028246	P0030UU	GREY
PURE XR	848958028451	P0030UU	GOLD



## Device comparison



### **BLU** PURE XR

154.3 x 74.9 x 7 mm | 147.2g

Android 6.0 Marshmallow

HSPA+ 42Mbps

✓ 2.0GHz Octa Core Processor

✓ 64GB Memory | 4GB RAM

✓ 5.5" FHD AMOLED Display | 1080 x 1920 Resolution | 401 ppi

✓ 16MP Camera | PDAF and Laser Autofocus

✓ 8MP Selfie Camera

3,000mAh Battery

Fingerprint Sensor

### **SAMSUNG** GALAXY S7

142.4 x 69.6 x 7.9 mm | 152 g

Android 6.0 Marshmallow

HSPA+ 42Mbps

1.9GHz Quad Core Processor

32GB Memory | 4GB RAM

5.1" FHD Display | 1440x2560 Resolution | 576ppi

12MP Camera | PDAF

5MP Selfie Camera

3,000mAh Battery

Fingerprint Sensor



## Device comparison



### **BLU** PURE XR

154.3 x 74.9 x 7 mm | 147.2g

Android 6.0 Marshmallow

✓ 2.0GHz Octa Core Processor

64GB Memory | 4GB RAM

✓ 5.5" FHD AMOLED Display | 1080 x 1920 Resolution | 401 ppi

16MP Camera | PDAF and Laser Autofocus

✓ 8MP Selfie Camera

3,000mAh Battery

Fingerprint Sensor



### **MOTOROLA** MOTO G4 PLUS

153 x 76.6 x 9.8 mm | 155 g

Android 6.0 Marshmallow

1.5 GHz Octa Core Processor

64GB Memory | 4GB RAM

5.5" IPS Display | 1080 x 1920 Resolution | 401ppi

16MP Camera | PDAF

5MP Selfie Camera

3,000mAh Battery

Fingerprint Sensor



## Package contents

