

SEIZE YOUR MOMENT WITH THE NEW XOLO Q1010i

XOLO launches Q1010i with Exmor R™ camera sensor for exceptional image quality

Delhi, April 21st, 2014: XOLO, the premier smart devices brand launched XOLO Q1010i with the best quality camera on a smartphone. XOLO Q1010i takes your camera experience to the next level, thanks to its Exmor R™ camera sensor, 8 MP rear camera, 5P Lens, f/2.0 aperture and 1.4 um pixel size. XOLO Q1010i is now available at all retail counters and online retail in appealing black and white colours, at a MRP of INR 13,499.

A treat for photography enthusiasts, the XOLO Q1010i packs enough punch to deliver superior quality images through its Exmor R™ camera sensor, which is more sensitive to light as compared to conventional sensors. It maximises and efficiently utilises the amount of light received resulting in reduced noise, smoother action sequences, and higher image quality, especially in low-light conditions.

The new XOLO Q1010i, offers wider f/2.0 aperture that allows 40% more light to come in, thus improving the light reception that results in crisp and improved images in low light conditions as well.

XOLO Q1010i has a 5P lens assembly as opposed to the 4P lens in most smartphone cameras, which further reduces optical aberrations and ensures that the actual scene gets reproduced on to the sensor, thereby giving you much sharper and real life pictures.

The camera also has 3280 x 2464 pixels, where each pixel is a 1.4 um that absorbs more light by converting the available light to photon, thereby producing fine quality pictures. Its bigger pixel size results in high sensitivity and best in class low light performance.

Other features of XOLO Q1010i include a Quad Core processor coupled with 1 GB RAM that allows users to run multiple applications and games without any lag. The phone has an 8 GB internal memory that can be increased up to 32 GB through a micro SD card to help store more songs, pictures, videos and games. The phone's 2250 mAh Li-pol battery gives users the freedom to enjoy these entertainment options.

Designed tastefully with Asahi scratch resistant glass front and fine metal details, the XOLO Q1010i offers a 5" HD IPS screen with OGS full laminated display that leads to weight reduction, perfect light transmission and enhanced touch sensitivity. With its Smart features, XOLO Q1010i makes it easy for users to access their favourite features and applications without unlocking the smartphone, even when the phone is in sleep/ standby mode.

The phone also comes with accessories including OTG cable and a free premium flip cover for easy handling.

Key Features:

- 8 MP AF Rear Camera with Exmor™ R Sensor
- 2 MP Front Camera
- 5P Lens
- f/2.0 Aperture
- 1.4 um Pixel Size
- 5" HD IPS OGS Display, Asahi Scratch Resistant Glass
- Android Jelly Bean v4.2.2, upgradable to Android KITKAT v4.4
- 1.3 GHz Quad-Core Processor
- 1GB RAM, 8GB Internal Memory