

## **XOLO Launches Q500 with the Unique X-TransPic App - Your Perfect Travel Companion**

**Date:** XOLO today announced the launch of XOLO Q500 quad-core smartphone, featuring the Qualcomm® Snapdragon™ 200 processor, a product of Qualcomm Technologies, Inc., a wholly owned subsidiary of Qualcomm Incorporated. XOLO Q500 will launch with the X-TransPic mobile application, a language translation tool that helps users translate Hindi words by just pointing the app camera at any sign board, advertisement or poster. This functionality works even when the phone is not connected to the internet. The X-TransPic mobile application will be available on all XOLO's upcoming Snapdragon devices.

Designed specifically for India, X-TransPic helps transcend common language barriers faced by travelers, as well as city dwellers who may not be well-versed with Hindi text. By simply pointing XOLO Q500 smartphone camera at any poster or sign board, X-TransPic will capture and recognize the embedded Hindi text and then allow users to translate Hindi words to English, or read out the detected text by using text to speech functionality. In addition, with the 'point and grab' feature, users can conveniently input the detected Hindi text to an internet search or send it in SMS without having the need to type it out.

XOLO Q500 features the fully integrated Qualcomm Snapdragon 200 processor with 1.2 GHz quad CPU, delivering superior performance, smooth navigation and seamless switching between sophisticated apps. Users will also be able to enjoy HD visuals and popular camera features while optimizing the battery life on their smartphone.

XOLO Q500 comes with a 4-inch WVGA display with OGS (One Glass Solution) technology and 233 PPI for a rich multimedia experience. One Glass Solution (OGS) combines the display, the touch sensor and the glass all in one layer that makes the phone thinner and improves the image quality. The smartphone also features a 5 MP AF rear camera with LED flash and VGA front camera allows users to capture special moments as well as use the front camera for video conferencing.

XOLO Q500 comes with 1GB RAM and 4 GB internal memory. It also features a Micro SD slot that can be expanded up to 32 GB to store all your favorite apps, music, videos and games.

### **Key features of XOLO Q500**

- **Display** – 4 inch OGS WVGA
- **Processor** - Qualcomm Snapdragon 200 processor with 1.2 GHz quad-core CPU
- **Exclusive X-TransPic app** designed specifically for Indian consumers to understand Hindi text by just pointing the smartphone camera at any poster or sign
- **Camera** - 5 MP AF Rear + VGA Front Camera
- **OS** - Android OS Jelly Bean v4.1

- **RAM** - 1 GB
- **Internal Memory** - 4 GB
- **External Memory** - MicroSD (up to 32GB)
- **Battery** - 1450 mAh
- **Sensors** - Accelerometer, Proximity, Ambient Light Sensor

### **Availability**

XOLO Q500 smartphone is available for purchase at Rs. 7,999

For more details on the product, log on to <http://www.xolo.in/q500>

### **About XOLO**

XOLO is a premium smart devices brand that, since its inception over a year ago, has launched a successful range of technologically superior products in India. The brand has ever since become a strong competitor in the mid to high-end smartphone segments. XOLO endeavors to provide premium smartphones and tablets with fresher design approaches, newer platforms, newer technologies that take performance and customer experience to the next level. XOLO has its footprint across Urban India with its product availability across all leading retail outlets and large format retail stores

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