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INSTITUTION OF TECHNOLOGY

FACULTY OF COMPUTING

DEPARTMENT OF INFORMATION SYSTEM

PROJECT ON ORACLE SERVER PC BRAND

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Hisense Mobile Brand Evaluation

Brand Overview

Hisense is better known globally for **TVs and home electronics**.

Its smartphone division focuses on **budget and niche devices**, including **e-ink phones** (eye-friendly displays), rather than flagship performance phones.

1. Performance

Processor / Chipset

- Uses **low to mid-range chipsets**
 - MediaTek Helio series
 - Unisoc chipsets
- No flagship Snapdragon 8-series
- Focus on **power efficiency over raw speed**

GPU Performance

- Entry-level GPUs
- Suitable for:
 - Casual gaming
 - Social media
- ✗ Not suitable for heavy gaming (Genshin Impact, PUBG Ultra)

RAM

- Typically **4GB – 8GB**
- Mostly **LPDDR4X**
- No LPDDR5 / LPDDR5X in most models

Storage

- **eMMC or UFS 2.1**
- No UFS 3.1 or higher
- Expandable storage common (microSD)

Thermal Management

- Basic passive cooling

- Minimal throttling due to low-performance CPUs
 - No vapor chamber cooling
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2. Real-World Performance

- **App launch speed:** Moderate
 - **Multitasking:** Acceptable with 6–8GB RAM
 - **Gaming:**
 - Stable at **low/medium settings**
 - FPS drops in demanding games
 - **Heat generation:** Low
 - **AI/NPU performance:** Minimal (basic camera AI only)
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3. Display

Display Type

- IPS LCD
- **E-Ink (Hisense specialty)** for eye comfort

Specifications

- Size: **5.8" – 6.7"**
- Resolution: **HD+ / FHD+**
- Refresh rate: **60 Hz**
- Touch sampling: Basic (120–180 Hz)

Brightness & Color

- LCD: ~450–550 nits
- E-Ink: Not brightness-based
- Color accuracy: sRGB level
- HDR: **✗** Not supported

Protection

- Basic glass (rarely Gorilla Glass)
- Screen-to-body ratio: Average

Eye Comfort

- Excellent PWM performance on E-Ink models
 - Minimal eye strain
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4. Camera System

Rear Camera

- Dual or triple cameras
 - Main + depth/macro
- Sensor size: Small (1/2.8" typical)
- Megapixels: 13MP – 48MP
- Aperture: f/1.8 – f/2.2
- Stabilization: ✗ Mostly EIS only
- Zoom: Digital only
- Low-light: Weak
- Video: 1080p, limited 4K support

Front Camera

- 5MP – 16MP
 - Fixed focus
 - Portrait: Software-based
 - Video: 1080p
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5. Battery & Charging

- Battery: **4,000 – 5,000 mAh**
 - Endurance:
 - Very good on E-Ink models (2–3 days)
 - Charging:
 - 10W – 18W wired
 - No fast standards like PD PPS
 - Wireless charging: ✗ No
 - Charger included: ✅ Yes
 - Battery longevity: Good due to low power usage
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6. Software / OS

- OS: **Android**
 - Version at launch: Often **1–2 versions behind**
 - Updates:
 - Major OS: **X** 1 update (sometimes none)
 - Security: Limited (1–2 years)
 - UI: Near-stock Android
 - Bloatware: Low
 - Ads: **X** No ads
 - Stability: Good, but not long-term optimized
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7. Build Quality & Design

- Material: Plastic body
 - Durability: Average
 - Weight: Balanced
 - Thickness: Moderate
 - IP Rating: **X** None
 - Buttons/Haptics: Basic
 - Ergonomics: Comfortable
 - Design: Simple, functional
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8. Connectivity

- 5G: **X** Mostly 4G LTE only
 - LTE bands: Adequate
 - Wi-Fi: Wi-Fi 5
 - Bluetooth: 5.0
 - NFC: **X** Often missing
 - GPS: Standard (GPS, GLONASS)
 - USB: USB-C
 - USB speed: USB 2.0
 - SIM: Dual SIM
 - IR blaster: **X** No
 - Headphone jack: **✓** Yes (most models)
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9. Audio

- Speakers: Mono

- Loudness: Average
 - Bass: Weak
 - Microphones: Adequate
 - Noise cancellation: Software-based
 - Hi-Res / Dolby: ✗ No
 - Call quality: Clear
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10. Storage & Memory Options

- Configurations:
 - 4GB+64GB
 - 6GB+128GB
 - microSD expansion: ✓ Yes
 - Storage reliability: Good
 - RAM management: Basic
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11. Security

- Fingerprint: Side-mounted or rear
 - Face unlock: 2D
 - Secure enclave: ✗ No
 - Biometric speed: Acceptable
 - Software security: Basic Android sandboxing
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12. Price & Value

- Price-to-performance: **Good for basic use**
 - Long-term value: ✗ Weak updates
 - Resale value: Low
 - Competitors:
 - Redmi
 - Tecno
 - Infinix
 - Samsung Galaxy A (lower tier)
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13. Special Features

- Stylus: ✗ No
 - Foldable: ✗ No
 - Satellite SOS: ✗ No
 - Gaming features: ✗ No
 - Desktop mode: ✗ No
 - **AI features:** Minimal
 - **Unique strength:** E-Ink smartphones (eye comfort)
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14. Accessories & Ecosystem

- Accessories: Limited
 - Smartwatch/tablet integration: Weak
 - Nearby Share: Supported
 - Smart home: Limited Hisense IoT integration
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15. Reliability & Brand Support

- Brand reputation: Strong in TVs, **average in phones**
- Customer service: Region-dependent
- Repair centers: Limited
- Warranty: 1 year
- Spare parts: Hard to find
- Repairability: Moderate