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**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.

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## 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: **✗** 1 update (sometimes none)
    - Security: Limited (1–2 years)
  - UI: Near-stock Android
  - Bloatware: Low
  - Ads: **✗** 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: **✗** None
  - Buttons/Haptics: Basic
  - Ergonomics: Comfortable
  - Design: Simple, functional
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## 8. Connectivity

- 5G: **✗** Mostly 4G LTE only
  - LTE bands: Adequate
  - Wi-Fi: Wi-Fi 5
  - Bluetooth: 5.0
  - NFC: **✗** Often missing
  - GPS: Standard (GPS, GLONASS)
  - USB: USB-C
  - USB speed: USB 2.0
  - SIM: Dual SIM
  - IR blaster: **✗** 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