

BLU
BOLD LIKE US®



**4G
LTE**

BLU
BOLD LIKE US



4G
LTE

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R2^{LTE}

Redefined

4G
LTE

BLU
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R2 LTE



BLU
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R2 LTE



Key Selling Points

5.2" HD Curved Glass Display

13 Megapixel Main Camera with Flash
13 Megapixel Selfie with Flash

16GB of Internal Memory
2GB of RAM

Encrypted Fingerprint Scanner

Gorgeous Metal Housing Design

High Speed 4G LTE Connection

Android 7.0 Nougat

Now available in two variants:

32GB Internal Memory | 3GB RAM
16GB Internal Memory | 2GB RAM



Designed 2 Impress

The BLU R2 LTE design incorporates premium metal for an incredible look and hand held experience. Curved glass form a super smooth front display that is aesthetically superior. Diamond cut polished chamfer edge on the camera and fingerprint sensor provide top grade details that set the R2 LTE apart from its competitors.

Available in:
Gold, Silver, Rose Gold and Black





Metal Back Cover

The BLU R2 LTE utilizes state of the art material such as aluminum on the battery cover which provides structural integrity, while also raising the bar on the aesthetic quality. Pushing the design to a higher level that few succeed in.



Processor and Memory

Powered by a new and improved MediaTek 6737 1.3GHz quad core processor and a quicker Mali-T720 GPU, the R2 LTE provides great performance and enhanced battery life. Available with a 32GB/16GB internal memory and 3GB/2GB of RAM, the R2 provides a flawless user experience. Expandable storage up to 64GB with a built in MicroSD card slot.



Visual Stimulant

The BLU R2 LTE provides a visual experience like no other. A gorgeous 5.2" HD display with an explosive 720 x 1280 resolution and 282ppi, pictures are transformed into stunning images and cinema like video quality. High contrast and vivid saturation ensures that whatever is displayed will be perfect.



Curved Glass

Incorporating the highest grade material such as curved glass touch panel ensures excellent feedback and feel, as well as a gorgeous look.





Picture Time

Featuring an amazing 13 Megapixel main camera with LED flash along with an equally impressive 13 Megapixel front selfie camera with LED flash, the BLU R2 LTE offers user a camera user experience like no other.

13MP
Main w/ Flash

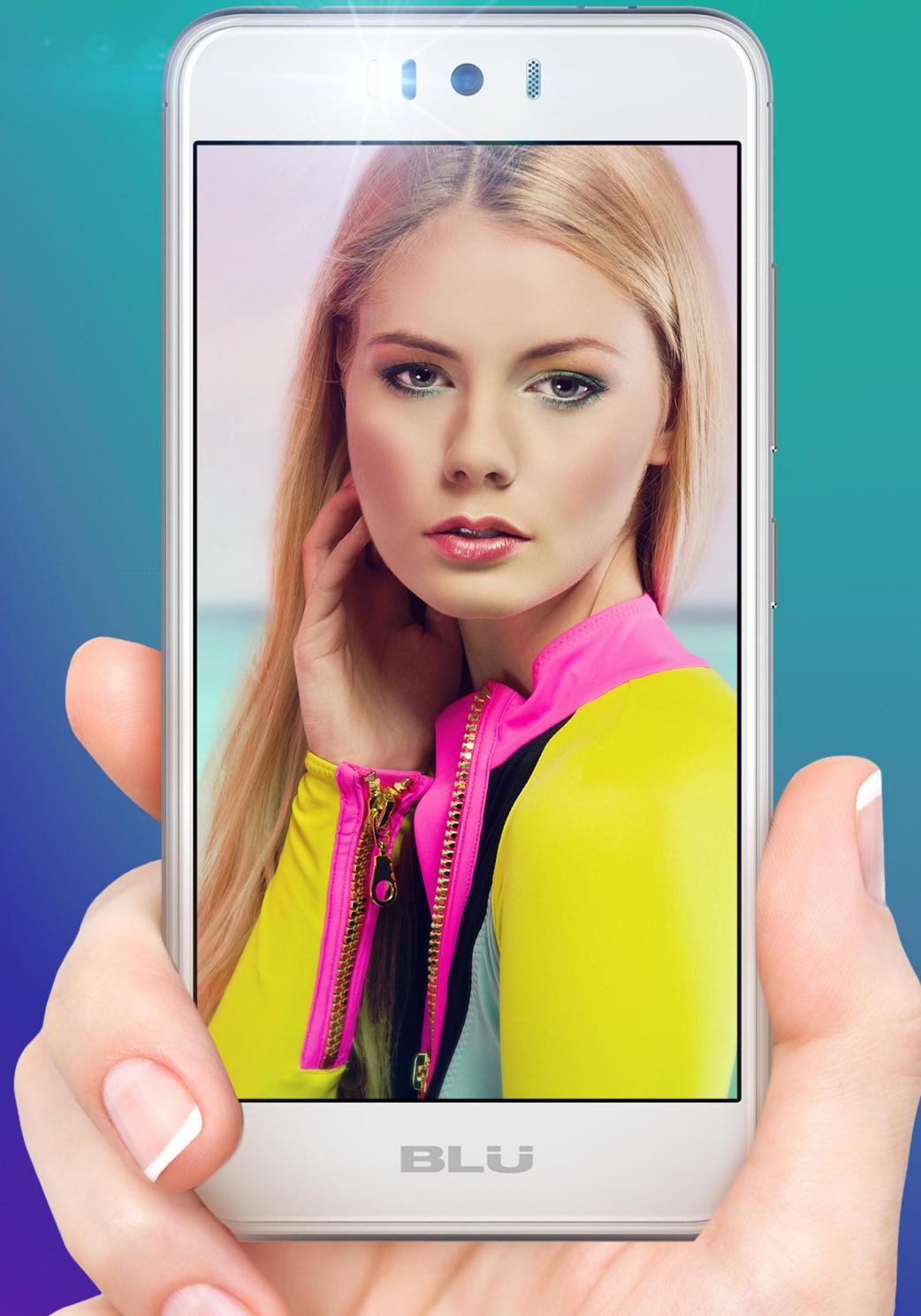
f2.0
Aperture

720p
@30fps

Selfie Camera

With a massive 13MP selfie camera plus LED Flash, the BLU R2 LTE takes selfie to the next level. With a f2.0 aperture, you can capture images in low light environment without a hitch. Friends and family will surely be impressed when you share those bestie moments.

13MP
Selfie w/ Flash



Quick Access. Total Security.

The BLU R2 LTE assures you have total security and convenience with the press of a finger. Unlock your smartphone with ease and peace of mind, while also having quick accessibility to all your important applications and music.



Fingerprint Sensor

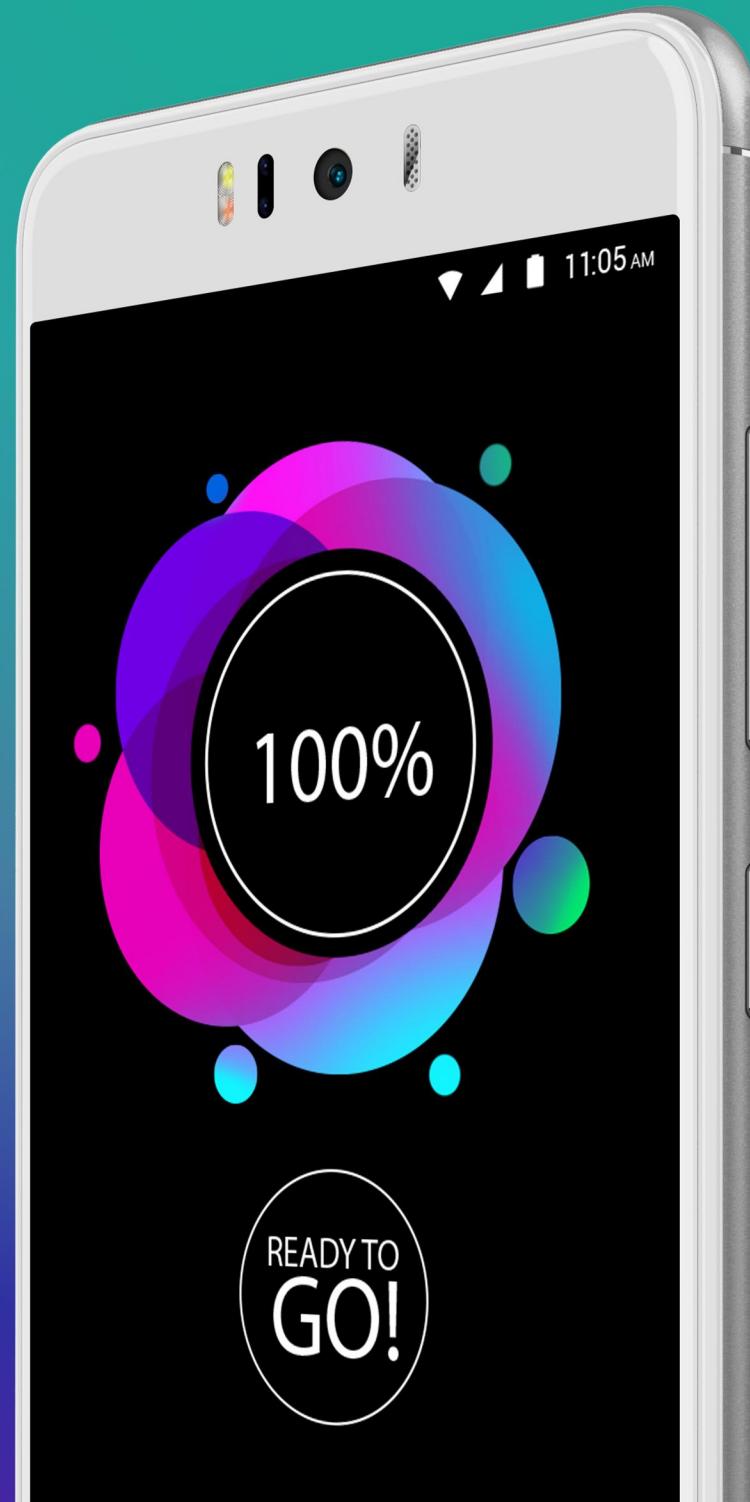


Battery

Hours of enjoyment provided with BLU R2 LTE's generous 3,000mAh battery. With a 30 day stand by time and 2 days of usage without the necessity of charging, the R2 LTE will make running out of battery a thing of the past.



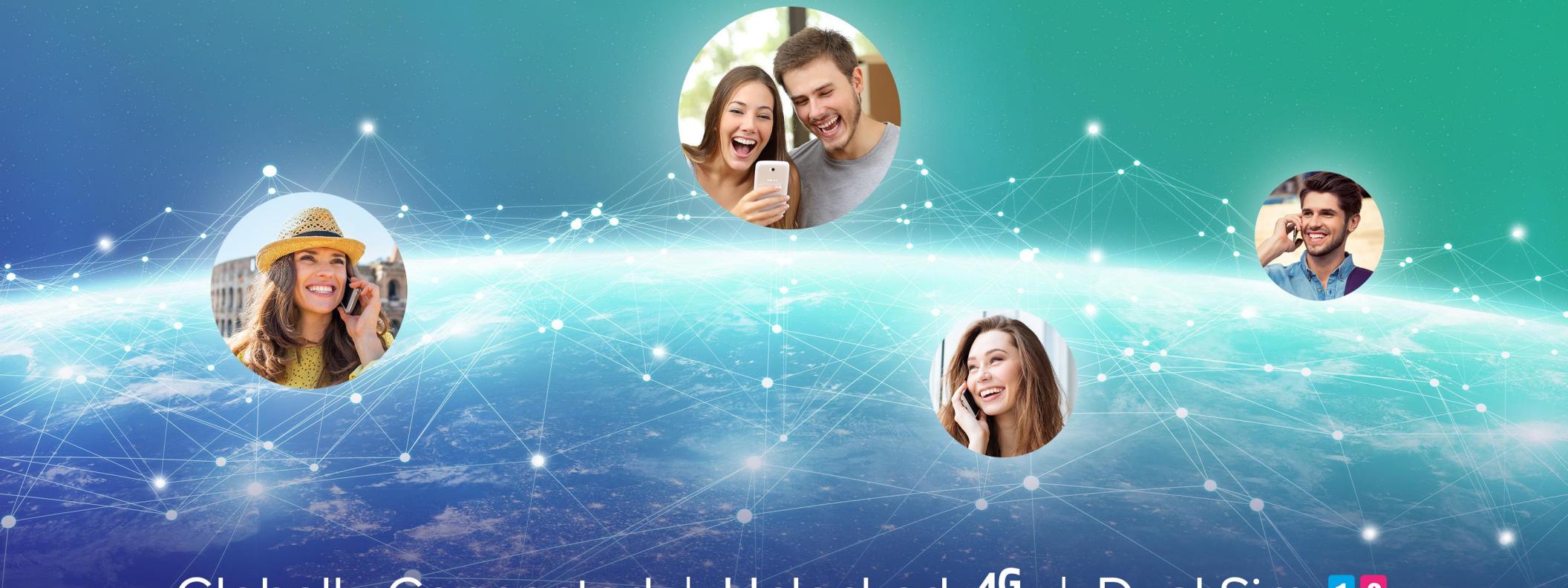
3,000mAh
SUPER BATTERY





Android Nougat

Introducing Android 7.0 Nougat. New multi-window support to use apps on screen simultaneously. Better background optimization to minimize RAM use by system and apps. Project Vulkan API, a new 3D rendering API for 3D graphics. With these new enhancements in addition to other features available, users will have many new capabilities.



Globally Connected | Unlocked **4G_{LTE}** | Dual Sim **1 2**

Stay globally connected with friends and family while traveling the world. The R2 LTE comes with 3G 850/900/1700/1900/2100 & 4G LTE bands 1/3/7/20 or 1/2/3/4/7/12/17/28 to ensure you always have access to worldwide carrier coverage while you're on the go!

cricket**T-Mobile****at&t****metroPCS**
Permission to speak freely.**Straight Talk****tigo****Telefonica****MTN****orange™****vodafone****Claro****O₂****ooredoo****SFR**

Data Specifications

TECHNOLOGY

2G: GSM Quad Band
3G: 850/900/1700/1900/2100
4G LTE: 1/3/7/20 (R0150EE)
4G LTE: 1/2/3/4/7/12/17/28 (R0170WW)
Android 7.0 Nougat

PROCESSOR

MediaTek 6737
1.3GHz Quad Core | 64 Bit
With Mali-T720 GPU



everyday genius

MEMORY

Internal 32GB | 3GB RAM
Internal 16GB | 2GB RAM
MicroSD up to 64GB

DISPLAY

5.2" HD
HD 720 x 1280 | 282ppi

CAMERA

13MP Main w/LED Flash
13MP Front Selfie w/ LED Flash
Video Capture 720@30fps

BATTERY

3,000mAh

CONNECTIVITY

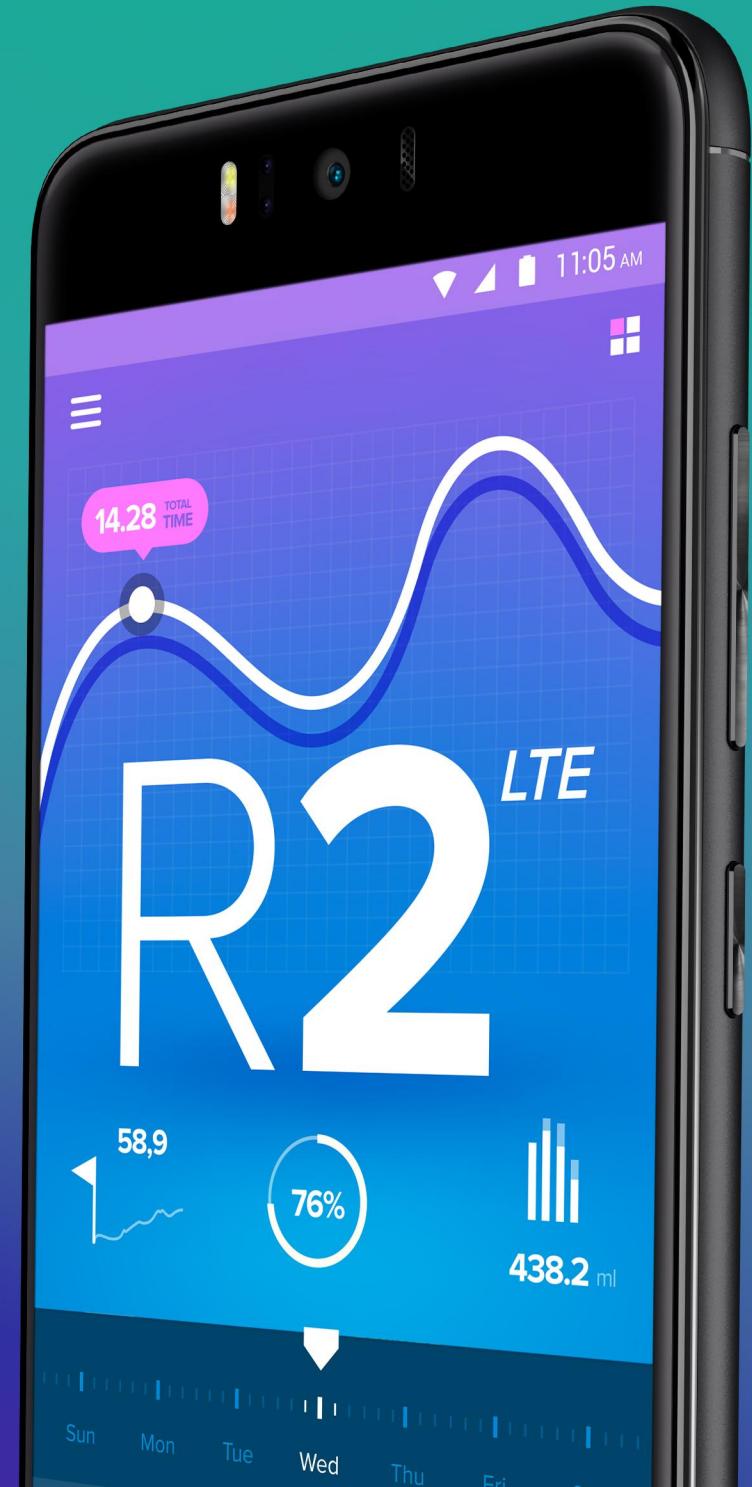
Bluetooth 4.0
WiFi, Hotspot,
Micro USB v2.0

SECURITY

One Touch Fingerprint Sensor

UPC Code #

R2 LTE 848958031505	R0150EE	BLACK
R2 LTE 848958031512	R0150EE	GOLD
R2 LTE 848958031529	R0150EE	SILVER
R2 LTE 848958031550	R0170WW	BLACK
R2 LTE 848958031567	R0170WW	GOLD
R2 LTE 848958031574	R0170WW	SILVER
R2 LTE 848958031581	R0170WW	ROSE GOLD



Comparison



32GB Internal Memory | 3GB RAM | 16GB Internal Memory | 2GB RAM

✓ 1.3GHz Quad Core Processor

150.3 x 74.3 x 9.6mm | 156g

Android 7.0 Nougat

✓ 5.2" HD Display | 720 x 1280 Resolution | 282ppi

✓ 13MP Main w/Flash

✓ 13MP Front w/Flash

✓ 3000 mAh

MOTOROLA Moto G4 Play

Android 6.0 Marshmallow

144.4 x 72 x 9.9mm | 137g

1.2GHz Quad Core Processor

16GB Internal Memory | 2GB RAM

5.0" HD Display | 720 x 1280 Resolution | 294ppi

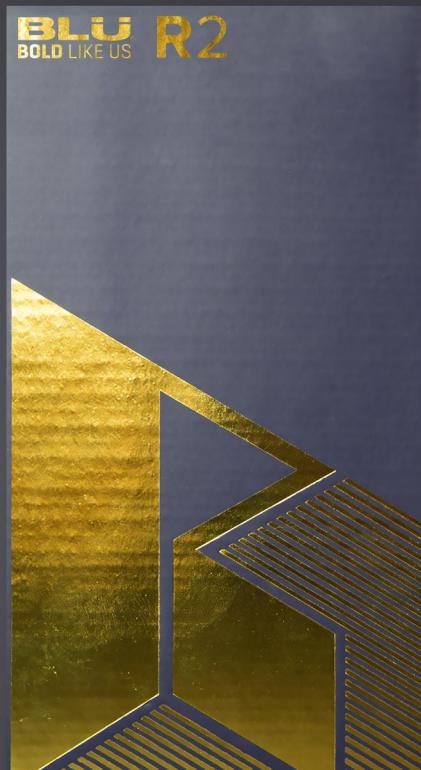
8MP Main w/Flash

5MP Front

2800 mAh

BLU
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R2 LTE



Box



Phone



Protective Case



Screen Protector



Quick Guide



USB Cable



Charger



SIM Key