

Consumer – Lenovo – Smartphone – Datasheet - Template

PLEASE READ: IMPORTANT GUIDELINES TO USE DATASHEET TEMPLATE

The **Consumer Lenovo Smartphone Datasheet Template** is meant to be used for developing datasheets for Lenovo Smartphones. It is the responsibility of the Lenovo Business Units to ensure that all Smartphone datasheets are developed using this approved template only.

**ONLY TEXT WITHIN THE SPECIAL BRACKETS < > SHOULD BE CHANGED.
ALL REMAINING TEXT MUST NOT BE EDITED.**

1. PRODUCT NAME SECTION

- ▮ Product name should be mentioned in designated areas of the template
- ▮ The product name should always be prefixed with **Lenovo™**
- ▮ It must carry the appropriate ® or TM marks if any

2. HEADLINE, SUBHEAD & BODY COPY SECTION

- ▮ **Headline: State the single most important selling proposition of the product**
 - a. One line maximum as shown in template
 - b. Do not change the font style or color
- ▮ **Subhead: Expand on the headline with more detail about the product's benefits**
 - a. One line maximum as shown in template
 - b. Do not change the font style or color
- ▮ **Body copy: A brief write up about the product or sales pitch**
 - a. Do not split into two or more paragraphs
 - b. Ensure there is proper use of ® and TM where applicable
 - c. Do not change the font style or color
 - d. 50 (fifty) to 80 (eighty) word limit

3. PRODUCT IMAGE SECTION

- ▮ On screen image must be from the approved Lenovo Brand imagery bank
- ▮ Onscreen image must be as per the orientation of the device
- ▮ Product image dimensions must not be increased or reduced
- ▮ Two different angle images of the product are mandatory
- ▮ Product images must have transparent background

4. WHY YOU SHOULD BUY SECTION

- ▮ **Icons:**
 - a. Only **FOUR** features must be called out
 - b. The grey box that contains the feature symbol must not be changed, moved or resized. Feature symbols may be created to represent the feature being highlighted
- ▮ **Feature headline:**
 - ▮ Headlines for these features to be restricted to 3 - 4 words and should be on a maximum of 2 lines
- ▮ **Feature body copy:**
 - a. Description for these features to be limited to 4 - 5 lines



5. SPECIFICATIONS SECTION

- ▮ **Order of specification categories**
 - a. Design
 - b. The dimension of the product should be in MM
 - c. Weight section:
 - a. Always use in format xx g (x.xx lbs)"
 - b. Must be up to a maximum of two decimal points only
 - d. Performance
 - e. Connectivity
 - f. Software
 - g. Lenovo Software: this must not be deleted
- ▮ **Non-Lenovo brands & trademarks**
 - a. Ensure correct use of ® and TM for all non-Lenovo brands
 - b. Ensure spelling and nomenclature is correct

6. WHAT'S IN THE BOX

- ▮ List out the items that come with the smartphone in bullet points

7. ACCESSORIES

- ▮ Max of **TWO** accessories to be called out
- ▮ Caption must be the name of the accessory

8. LEGAL & FOOTNOTE SECTION

- ▮ Include any alliance partner legal lines as required
- ▮ All **product/feature/customer/performance claims** should be supported with the relevant legal lines within the legal section of the datasheet

NO CHANGE MAY BE MADE TO THE DATASHEET TEMPLATE AND THESE GUIDELINES WITHOUT THE PRIOR CONSENT OF LENOVO GLOBAL BRAND COMMUNICATIONS. THIS TEMPLATE WILL BE REVIEWED AND UPDATED IN NEXT 180 DAYS

Contacts

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Lenovo P2

POWER UP - KEEP GOING

Lenovo

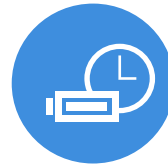


Incredible Battery Power With Rapid Charging, a Vibrant Display and Full-metal Styling

You needn't worry about running low on power. With its massive 5100¹ mAh battery, 24W rapid charging, plus a unique one-key power saver – the P2 is built to keep going, and going. Slim and stylish, the vibrant 5.5" FHD Super AMOLED display is wrapped in a robust, full-metal unibody design. Whilst inside, the 64-bit Qualcomm® Snapdragon™ 625 octa-core processor, delivers the speed you need to enjoy immersive audio & video, and high-performing cameras. Your work, entertainment, socializing and play – the Lenovo P2 helps power your life.

The Lenovo™ P2 is Best Suited for:

- On-the-go smartphone users who need a huge battery, lasting for up to 3 days.
- Professionals who care more about productivity and connectivity than multimedia.
- Students with busy social schedules, who want to stay connected 24/7.



Super-long Battery Life*

Keeping going for up to 3 days – with the 5100¹ mAh battery supporting 24W Rapid Charge.



Vivid 5.5" Super AMOLED Display

Super slim, yet with a gorgeous display, enjoy movies and videos in crystal-clear Full HD.



Stunning Full-Metal Unibody Design

The eye-catching full-metal unibody design is as robust as it is stylish.



One-Key Power Saver

Simply power down with the flick of a switch.



On-the-Go Charging

Use as a convenient, portable battery pack to charge your other devices on the move.

* All battery life claims are approximate and based on a mixed use profile (which includes both usage and standby time) under optimal network conditions. Actual battery performance will vary and depends on many factors including signal strength, network configuration, age of battery, operating temperature, features selected, device settings, and voice, data, and other application usage patterns.

DESIGN

Dimensions: 153 x 76 x 8.3mm (LxWxT)
Weight: 177g
Display: 5.5" FHD (1920X1080) 401ppi
 Super AMOLED with 2.5D cover glass
Colors: Champagne Gold, Graphite Gray
Materials: Metal Unibody
Security: Front Finger Print Reader + NFC

PERFORMANCE

Operating System

Android™ 6.0, Marshmallow

Processor

Qualcomm® Snapdragon™ 625 MSM8953
 octa-core 2.0 GHz ,

GPU

Adreno 506 with UBWC @550MHz

Audio

1.5W Speaker at>85dB, 3.5mm Jack,
 2 microphones, Lenovo configured TI TAS2555
 SMART amplifier

Touchscreen

Oncell, 10-point multi-touch capacitive

Memory & Storage

PRC: 4GB LP DDR4 RAM | 64GB eMMC
 built-in storage | Up to 128GB microSD
 expandable storage supportB
ROW: 3GB/4GB LP DDR3 RAM | 32GB
 eMMC built-in storage | Up to 128GB
 microSD expandable storage support

Sensors

Vibration, Gravitation, Proximity, Light,
 Gyroscope (Accelerometer),
 Magnetometer(e-Compass)

Battery¹

5100mAh¹ embedded, 24W(4.5A) rapid charger
 Talk time: 78.69 hours
 Standby time: 768.61 hours

CONNECTIVITY

SIM: Dual Nano SIM
Connectivity/Radios
Data: GPRS, EDGE, HSPA+, LTE
Speed: LTE Cat6 300Mbps DL, 50Mbps UL
4G Network: TDD LTE Band 39/41 (PRC Only)
 TDD LTE Band 38/40
 FDD LTE Band 1/3/4/5/7/8/20/28
3G Network: WCDMA 850/900/1900/2100 MHz
 CDMA 2000 850 (PRC Only)
 TD-SCDMA TD2000/TD1900
 (PRC Only)
2G Network: GSM 850/900/1800/1900 MHz
 CDMA 850 (PRC Only)
WLAN: 802.11ac/a/b/g/n, Wi-Fi hotspot
Bluetooth: Bluetooth® 4.1 LE
Radio: FM radio
GPS: Yes

CAMERA

Rear: 13 MP AF with 5piece composite lens
 (Sony258) allows HD video recording
Front: 5MP FF

PRELOADED SOFTWARE²

Google:

Maps, Hangouts Google, Google+, Play Music,
 Play Movies, YouTube, Gmail, Books, News &
 Weather, Photos, Drive, Chrome, Play store

Tools, Productivity & Daily Life:

Route 66 Navi+ Maps, McAfee Security,
 UC Browser, Evernote

Social Networking:

Skype, Twitter™

1. Taiwan to use 5000mAh minimum value in marketing communications for legal reasons
 2. Software and app preload are subject to regional availability

LENOVO DOIT APPS



SHAREit with CLONEit
 Rapid sharing of photos, apps
 & more across devices



SYNCit
 Back up & restore all your contacts,
 SMS messages and call logs

WHAT'S IN THE BOX*

Charger, USB Cable, Headset, Sim Tray Pin, User Manual, Warranty Card, Film, Protection Film, Back Cover,
 Package, OTG Adapter

* Accessories are subject to regional availability



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Warranty statements for all products are available for download from www.lenovo.com
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