

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

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Lenovo
Vibe_{K6}

STUNNING LOOKS, SUPERIOR SOUND

Lenovo



The High-performing 5" Smartphone for Funseekers

First glance tells you the Lenovo™ Vibe K6 is strikingly elegant, with its full-metal back cover. Then with one touch of the 5.0" FHD display, your fingerprint log-in opens up a world of fun. Your favorite apps, games and videos run fast and smoothly, thanks to the octa-core processor. Advanced cameras ensure your selfies look amazing. The large battery gives you more time for movies. And top quality speakers let your music sing out. Enjoy.

The Vibe K6 is Best Suited for:

- Budget users who want a stylish smartphone with premium performance
- Savvy smartphone users who want great performance together with great value
- Funseekers who want to enjoy great multimedia experience



Striking Full-metal Casing

Choose your attention-grabbing colour: Dark Gray, Gold or Silver.



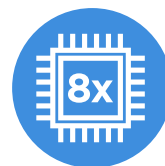
Outstanding Audio

Your music comes alive with Dolby Atmos® audio enhancement.



Fingerprint Log-in

Your fingerprint, your smartphone – for simple, secure authentication.



Fast Octa-core Processor

Enjoy premium performance for image processing and web browsing, with the 1.4GHz octa-core processor.



Latest Android™ M Operating System

The world's most popular operating system brings you better app experience and improved battery life.

Specifications

DESIGN

Dimensions: 141.9 x 70.3 x 8.2mm (LxWxT)

Weight: About 140g

Display: 5.0" FHD (1920 x 1080) IPS

Colors: Dark Gray, Gold, Silver

Materials: Metal + Polycarbonate

Security: Fingerprint

PERFORMANCE

Operating System

Android™ Marshmallow

Processor

Qualcomm® Snapdragon™ 430 Octa Core 1.4GHz

GPU

Adreno 505 450MHz

Audio

2x speakers, Dolby ATMOS®, 3.5mm jack

Touchscreen

5-point multi-touch capacitive

Memory

Ram: 2GB

Internal storage: 32GB

Expandable: Up to 128GB microSD

Sensors

Gravity, Proximity, Light, Vibrator, Gyro

Battery²

Type: 3000mAh Li-poly built-in battery

Standby time: 590 hrs

Talk time: 37 hrs

CONNECTIVITY

SIM Slots: Up to 4G single SIM slot / dual Nano SIM slots¹

Connectivity/Radios

Data: GPRS, EDGE, HSPA+, LTE

Speed: LTE 150Mbps (DL) / 50Mbps (UL) CAT4

4G Network: FDD LTE

Band 1/2/3/4/5/7/8/28

3G Network: WCDMA Band 1/2/4/5/8

2G Network: GSM Band 2/3/5/8

WLAN: Wi-Fi 802.11 b/g/n, Wi-Fi hotspot

Bluetooth: Bluetooth® 4.1

Radio: FM

GPS: Yes, with A-GPS support

CAMERA

Rear: 13MP PDAF allows FHD video recording with single LED flash

Front: 8MP fixed-focus

PRELOADED SOFTWARE*

Social Networking: Skype, Twitter™, VK

Tools, Productivity & Daily Life: Evernote, Route 66 Navi + Maps, i-Free eBook Store (BOOKS), LateRooms, UC Browser, McAfee Security, Babe News, Wun Zinn Book Store, Bagan Keyboard, True Caller

Google: Maps, Hangouts, Google+, Play Music, Play Games, Play Movies & TV, YouTube, Gmail, Play Books, Play Newsstand, Photos, Drive, Chrome

¹ In the dual SIM version, Slot 2 supports either a second SIM card or an SD card

² Battery life based on simulation results and is an estimated maximum average. Actual battery life may vary based on many factors.

*Software and app preload are subject to regional availability

LENOVO DoIt APPS



SHAREit: Rapid sharing of photos, apps & more across devices



CLONEit: Instantly transfer all your old apps and data to your new Lenovo phone



SYNCit: Backup & restore all your contacts, SMS messages and call logs



Lenovo Companion: Self-diagnostic mobile app for Lenovo Android device customers

WHAT'S IN THE BOX

Handset, Travel Adaptor, USB Cable, Earphones, Warranty Card, User Guide, Back Cover & Screen Film



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1. Software and app preload are subject to regional availability

2. Optional single SIM available in some markets

Availability: Specifications and availability may change without notice. Lenovo is not responsible for photographic or typographic errors. Service delivery methods and parts availability vary by country, may be different from that in the country of purchase and

are subject to change without notice. Fees and restrictions may apply in some countries.

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

Lenovo makes no representation or warranty regarding third-party products or services.

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