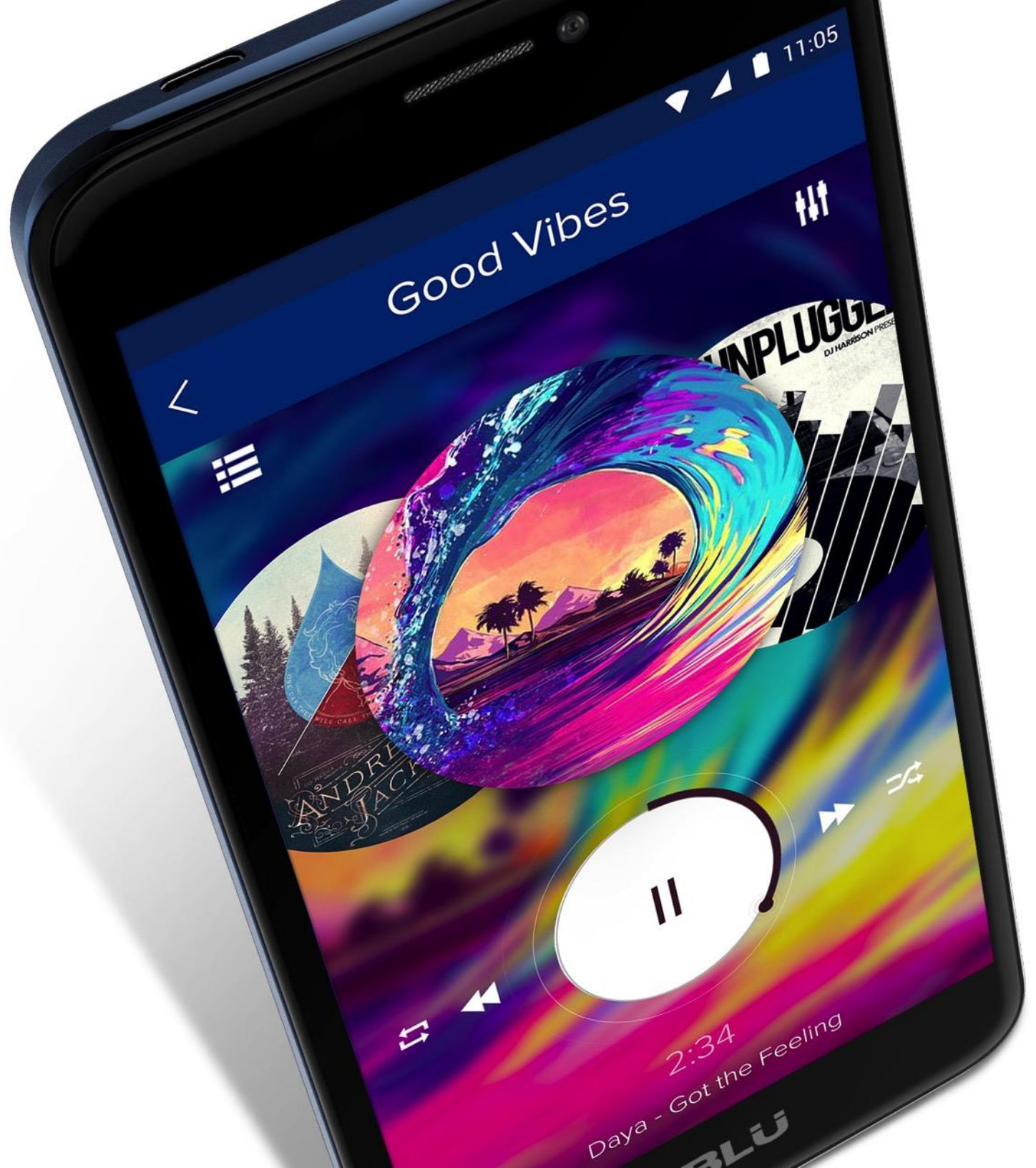


**BLU**  
BOLD LIKE US

**LIFEMAX**  
LIVING TO THE FULLEST



**BLU**  
BOLD LIKE US



**LIFEMAX**  
LIVING TO THE FULLEST



**BLU**  
BOLD LIKE US

LIFE**MAX**



LIVING TO THE FULLEST





## KEY SELLING POINTS

Bright 5.5 HD display with curved glass

Powered by MediaTek 6737 1.3GHz Quad Core processor

2GB RAM with 16GB of expandable memory

8 Megapixel autofocus main camera and 5 Megapixel front facing camera with flash

Built in fingerprint sensor

Android v6.0 Marshmallow



## PERFECT DESIGN

The Life Max is a gorgeous 5.5" HD display with Finger Print Sensor in an attractive Dark Blue housing finish. A color matched polished metal finish middle housing contrast with the soft touch battery cover give the Life Max a great hand held experience. Liquid smooth curved glass display give the front a premium and streamlined appearance.

Available in Dark Blue, the Life Max is a wonderful device that offers great specs with the look to back it up.





## CURVED GLASS

The Life Max blends incredible design and technology together. We use a curved glass touch panel for better overall performance as well as having a gorgeous looking smartphone.





## CRISP DISPLAY

The Life Max does not only provide a great viewing experience, it has a 5.5" HD display with 720 x 1280 resolution to show spectacular images and video. Enjoy your favorite movie, music video or play your favorite game knowing it will look amazing.



# POWERFUL PERFORMANCE

The Life Max is powered by a brand new 64-Bit MediaTek 1.3GHz Quad Core chipset paired with 2GB RAM, so there is nothing this smartphone can't handle.

**64-BIT**  
Architecture

**2GB**  
RAM

**1.3GHz**  
Quad Core

**MEDIATEK**



## MONSTER BATTERY

As its name suggests, the Life Max gives you the maximum battery life with a 3700 mAh monster battery which will last up to 3 days with standard usage and over 30 days on standby.





**8MP**  
Autofocus

**5MP**  
Front + Flash

## DUAL CAMERAS

Take advantage of every moment with the Life Max's 8 Megapixel sensor camera and 5 Megapixel front camera. In addition, we have added flash for the front camera to be able to take great low-light selfies.





## FRONT FLASH

For those low light moments.





## QUICK ACCESS. TOTAL SECURITY.

The LIFE MAX brings total security and convenience to the table with a simple swipe of your finger. Easily unlock your smartphone and access all your music, video and pictures. Another Advancement from BLU that bring the LIFE MAX to the forefront of the smartpone market.







## DUAL SIM CARD **1****2**

A Dual SIM gives you several advantages that you cannot let pass by. Having two SIM slots in your mobile device, there isn't anything to worry about: **Exchanging SIM cards from one phone to another • Carry two phones in your pocket • Remember to charge two devices.** You could take advantage of different voice/data plans for better rates, better coverage, and separate bills. You can set apart personal from business phone calls. For the international traveler, a DUAL SIM phone could avoid roaming charges by having a domestic carrier SIM and an international carrier SIM.





**UNLOCKED**  
CHOOSE YOUR CARRIER



## NEED FOR **SPEED**

Stay connected with speeds of up to **10x faster** than 3G.

No matter where you are in the country you won't find a nook or cranny that you will not be able to access internet. Life Max comes with the following band configurations: 4G LTE 2/4/7/12/17 and 3G bands



## Android 6.0 Marshmallow

### NEW FEATURES

Redesigned user interface that is friendly and intuitive.

Lock screen notifications that offer quick actions as well as quick access.

Project Volta for better battery life than any previous version.

Multitasking is now easier with a complete look at your open applications.

Multiple users and guest mode make it easy to share your device  
without compromising your personal information.







## LIFE MAX

Brand	BLU
Family	LIFE
Dimensions   Weight	154.5 x 77.1 x 8.7mm   153g
Operating System	✓ Android 6.0 Marshmallow
Processor	✓ Quad Core 1.3GHz
Internal Memory   RAM	16GB   2GB RAM
Display Size   Resolution	✓ 5.5"   720 x 1280 ~267ppi
Main Camera	8MP Autofocus
Secondary Camera	5MP Front With Flash
Battery	✓ 3700 mAh

## SAMSUNG GALAXY J3 PRO

Brand	SAMSUNG
Family	J3
Dimensions   Weight	142.2 x 71.3 x 8mm   139g
Operating System	Android 5.1 Lollipop
Processor	Quad-Core 1.2 GHz
Internal Memory   RAM	16GB   2GB RAM
Display Size   Resolution	5.0"   720 x 1280 ~294ppi
Main Camera	8MP Autofocus
Secondary Camera	5MP
Battery	2600 mAh

## DATA

### TECHNOLOGY

Android 6.0 Marshmallow  
4G LTE Cat 4 up to 150Mbps  
GSM Quad Band  
3G: 850/1700/1900/2100  
4G LTE: 2/4/7/12/17

### PROCESSOR

MediaTek 6737  
1.3GHz Quad Core with Mali-T720 GPU

### MEMORY

Internal 16GB | 2GB RAM

### DISPLAY

5.5" HD 720 x 1280 – 267 ppi  
BLU Infinite View (IPS) Technology  
Curved Glass

### CAMERA

8MP Autofocus Main  
5MP Front with Flash  
HD 1080p@30fps Video Recording

### CONNECTIVITY

Bluetooth 4.0  
Wi-Fi, Hotspot  
Micro USB 2.0

### BATTERY

3,700 mAh

### SECURITY

One Touch Finger Print Sensor  
Encrypted file management system

### DIMENSION

154.5×77.1×8.7 mm | 153g

### UPC:

LIFE MAX 848958029380 Blue





# PACKAGE CONTENTS

BOX



PHONE



SCREEN PROTECTOR



PHONE CASE



CHARGER



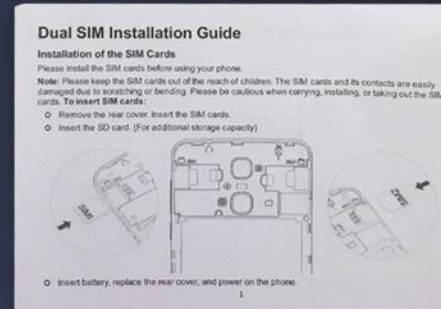
USB



BATTERY



DUAL SIM GUIDE



QUICK START GUIDE



EARPHONES

