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

Datasheet template guidelines – Ver. 1.0, June 2015

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 Global Brand Communications

Lenovo K6 POWER

EXTEND YOUR BATTERY, EXTEND YOUR FUN



The sleek, full-metal unibody smartphone, with a vivid 5.0” FHD display, the Lenovo™ K6 Power goes on for longer.

With so much to offer, the Lenovo™ K6 Power is the smartphone that can’t say ‘no’ to fun.
Want to enjoy music, videos and movies? Simply log in with the fingerprint reader and lose yourself in the vivid 5.0” FHD display, and immersive Dolby Atmos® sound. Want stunning photos and videos? You’ve got them every time, thanks to crisp, clear front & rear cameras. Sharing, browsing, listening, doing. The Android™ 6.0 performance, together with a powerful 2-day battery—
the K6 Power just keeps saying yes to fun.

The Lenovo™ K6 Power is Best Suited for:

- Power users focused on extended powerful battery performance
- Fun-loving multimedia fans seeking an immersive experience
- Style-conscious people who want a smartphone that looks as good as it performs

Long Battery Life*

The 4000mAh embedded battery which provides 2-day usage lets the entertainment go on, and on.

Outstanding Audio

With Dolby Atmos® audio enhancement over dual rear speakers, you’ll enjoy true stereo sound that brings your tunes to life.

Stunning Full-Metal Casing

Available in Dark Gray, Gold and Silver, the eye-catching full-metal unibody design is as robust as it is stylish.

Secure Fingerprint Sensor

Automatically unlock the phone using only your fingerprint, and get to the good stuff faster.

Fast, Premium Performance

Enjoy superior performance for optimal image processing and web browsing, with octa core 1.4GHz processor.

*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.

Specifications

DESIGN

Dimensions: 141.9 x 70.3 x 9.3mm (LxWxT)
Weight: About 145g
Display: 5.0" FHD (1920*1080) IPS
Colors: Dark Gray, Gold, Sliver
Materials: Metal + Polycarbonate
Security: Fingerprint

PERFORMANCE

Operating System
Android™ 6.0, Marshmallow

Processor
Qualcomm® Snapdragon™ 430
Octa-Core 1.4GHz Processor

GPU
Adreno 505 450MHz

Audio
2x speakers, Dolby Atmos® Audio Enhancement, 3.5mm jack

Memory & Storage
RAM: 2GB/3GB
Internal Storage: 16GB/32GB built-in
Expandable: Up to 128GB microSD card

Sensors
Gravity, Proximity, Light, Vibrator, Gyro

Battery
4000mAh Li-poly non-removable battery
Talk time: 48 hours
Standby time: 316 hours

CONNECTIVITY

SIM Slots: Up to 4G dual Nano SIM slots[1]

Connectivity/Radios
Data: GPRS, EDGE, HSPA+, LTE
Speed: LTE Cat 4 150Mbps (DL) / 50Mpbs (UL)

4G Network: TDD LTE Band 38/40/41
FDD LTE Band 1/3/5/7/8/20

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

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

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

Bluetooth: Bluetooth® 4.1

A-GPS support: Yes

Radio: FM radio

CAMERA

Rear: 13MP PDAF allows FHD video recording
Front: 8MP fixed-focus

PRELOADED SOFTWARE[2]

Social Networking: Twitter, Skype, VK

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

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

1 Slot 2 supports either a second SIM card or a SD card
2 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[3]

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

3 Accessories are subject to regional availability

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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. Trademarks: Lenovo, the Lenovo logo and For Those Who Do are trademarks or registered trademarks of Lenovo. Other company, product and service names may be trademarks or service marks of others.