



Lava launches X28 - A complete entertainment smartphone with a brilliant 13.97 cm (5.5") HD screen at just Rs. 7,349/-

- Enhanced movie viewing, gaming and reading experience with 13.97 cm (5.5") HD screen
- Faster internet and amazing call quality with 4G VoLTE connectivity
- Better and brighter photos with 8MP Rear and 5 MP Front camera, both equipped with LED flash

New Delhi, September 20, 2016: LAVA International Limited, a leading Indian multi-national company in the mobile handset industry today, announced the launch of LAVA X28. It is a smartphone especially crafted for consumers who love enjoying their favorite movies, music, games and other multimedia content on a big mobile screen. LAVA X28 is testimony to the brand's value proposition of reliability and the company's focus on design and technology. With a big 5.5" HD screen, 4G VoLTE connectivity and latest Android 6.0 Marshmallow operating system - LAVA X28 is a complete entertainment powerhouse. **Priced at Rs. 7,349/-**, the smartphone will be available nationally across all retail stores and multi-brand outlets in Gold, Silver and Coffee color variants.

In spite of a big screen, LAVA X28 is extremely comfortable to operate even with a single hand and it enables the user to shrink the screen for ease of use. This stylish looking smartphone comes equipped with 4G VoLTE connectivity enabling faster and seamless multi-media experience.

In addition to this, the Android 6.0 Marshmallow operating system further enhances the overall user experience of the smartphone with its host of new benefits. With 'Google Now on Tap' feature, with a simple press and hold of the home button, consumers can search without having to leave the current activity on the phone. The 'Doze' feature enhances the battery life of the phone by making it go into a sleep state when it detects that the device is either unplugged, stationary or on screen off mode. Not only this, the other useful features integrated in LAVA X28 include 'Smart Gesture' which allows the users to get easy and direct access to apps and features by simply gesturing to the phone - such as w for browser, m for music, v for video player and more.

Key features of Lava X28

- 13.97 cm (5.5") HD IPS display with One Hand Operation
- 8 MP Rear Camera & 5 MP Front Camera both with LED flash
- Latest Android 6.0 Marshmallow software
- 1.3 GHz Quad Core Processor with 1 GB RAM
- Powerful 2600 mAh Li-ion battery
- 4G VoLTE connectivity
- Latest keyboard supporting 12 Indian Languages
- Dual Sim support

For power driven performance, LAVA X28 is equipped with a 1.3 GHz Quad Core Processor and supported by 1 GB DDR3 RAM. The smartphone comes with 8 GB of internal storage which provides large space for applications and data. Furthermore, Lava X28 is equipped with a 2600 mAh battery and a power saver mode - allowing prolonged handset usage with a single charge.

LAVA X28 comes packed with an 8 MP Rear camera and 5 MP 'selfie' camera, both with LED Flash. The smart camera software incorporates features such as 'Slow Motion Video' for recording videos in slow motion and catching every detail. It also sports 'Time Lapse Video' feature to record video in fast forward mode as well as



'Face Beauty' feature to beautify Selfies. The device also features full HD (1080p) video playback and recording which intensifies the entertainment experience.

Supporting 12 Indian languages, Lava X28 is equipped with the 'Transliterate Feature' which helps the users in easy translation of English language in their respective native languages and vice-versa. The device additionally offers dual SIM support, giving users the flexibility of having two phone numbers in one smartphone.

LAVA X28 comes with 1 year manufacturer warranty for the phone along with 6 months warranty for the in-box accessories which include battery, headset, screen guard, charger and a USB Cable.