

**BLÜ**  
BOLD LIKE US

# ADVANCE 4.0 L3

*Pushing Forward*





**BLÜ**  
BOLD LIKE US



**ADVANCE 4.0 L3**  
*Pushing Forward*



**BLU**  
BOLD LIKE US



**ADVANCE 4.0 L3**  
*Pushing Forward*







**BLÜ**  
BOLD LIKE US

ADVANCE 4.0 L3





## Key Selling Points

Bright 4.0" Display

3.2MP Main Camera with Flash and 2MP Front Selfie Camera

Powered by 1.2GHz Quad Core processor

Brushed aluminum metal battery cover

Android 6.0 Marshmallow







## Gorgeous

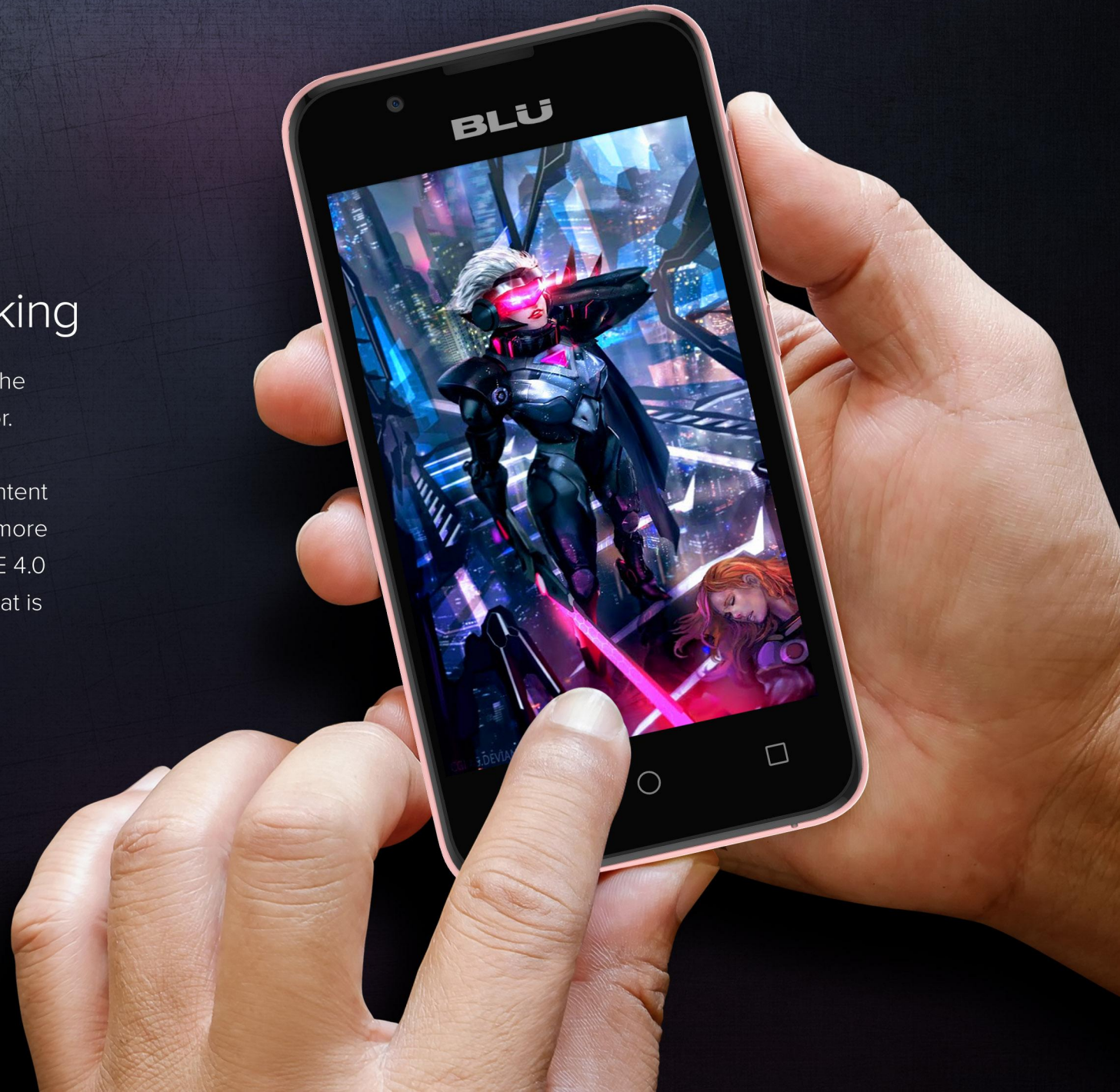
The ADVANCE 4.0 L3 design concept incorporates the use of brushed aluminum metal housing that provides a great aesthetic value as well as a durable structure. You will notice the fine and smooth finish the Advance 4.0 L3 provides comfortably in the palm of your hand. Available in Gold, Rose Gold, Grey and Silver.



## Flawless Multitasking

Multitasking is a breeze with the 1.2GHz Quad Core processor.

Store all your favorite media content with 4GB of internal memory. If more space is required the ADVANCE 4.0 L3 has a built in MicroSD slot that is expandable to 64GB.







## Show the Display

The DASH L3 has a vivid 4.0" display, so you can watch all your favorite movie titles or see all your surroundings in clarity, while playing your favorite multi-player video game.





## Moments to Cherish

The ADVANCE 4.0 L3 provides a 3.2 Megapixel main camera paired with a 2 Megapixel front camera. The ADVANCE 4.0 L3 will assure you never miss an opportunity to capture those important moments in your life.

3.2MP  
Main

2MP  
Selfie

LED  
Flash



## Unlocked

Stay connected with friends and family while traveling across the country. Get the job done no matter where you are .

The Advance 4.0 L3 comes with 3G 850/1700/1900, 850/1900/2100 so you can have coverage across the entire United States with all different carriers ; AT&T , T-Mobile, Metro PCS, Straight Talk, Cricket and entire MVNO network.







## 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.





## Android 6.0 Marshmallow

Redesigned user interface that is friendly and intuitive.

Lock screen notifications for quick actions and quick access.

Project Volta for better battery life than any previous version.

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

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







## Device Comparison

	ADVANCE 4.0 L3	SAMSUNG GALAXY J1 NXT
BRAND	BLU	Samsung
FAMILY	Advance	Galaxy
DISPLAY SIZE	4.0"	4.0"
DISPLAY RESOLUTION	480 x 800	480 x 800
PROCESSOR	1.2GHz Quad Core	1.2GHz Quad Core
GPU	Mali -400	Mali-400
INTERNAL MEMORY/RAM	4GB/512MB	8GB/1GB
PRIMARY CAMERA	3.2MP w/ Flash	5MP w/ Flash
SECONDARY CAMERA	✓ 2MP	VGA
OPERATING SYSTEM	Android 6.0 Marshmallow	Android 6.0 Marshmallow
BATTERY	1300mAh	1500mAh
DIMENSION/WEIGHT	126.6 x 66.3 x 11.4mm   127g	126.6 x 63.1 x 10.8mm   123g



# Data

## Technology

Android 6.0 marshmallow  
3G : 850/1700/1900 or  
850/1900/2100

## Display

4.0"  
480 x 800 pixels~ 233ppi

## Camera

3.2MP Main w/ Flash  
2MP Front  
720p@30fps

## Processor

1.2GHz Quad Core  
With Mali-400 GPU

## Memory

Internal 4GB I 512MB RAM  
MicroSD up to 64GB

## Connectivity

Bluetooth 4.0  
Wi-Fi , Hotspot  
Micro USB v2.0

## Battery

1300mAh

## Advance 4.0 L3

848958030300	A110L	GOLD
848958030317	A110L	GREY
848958030324	A110L	ROSE GOLD
848958030331	A110L	SILVER
848958030348	A110U	GOLD
848958030355	A110U	GREY
848958030362	A110U	ROSE GOLD
848958030379	A110U	SILVER







BOX



PHONE



PROTECTIVE CASE



SCREEN PROTECTOR



QUICK GUIDE



USB CABLE



CHARGER



BATTERY