

BLÜ
BOLD LIKE US



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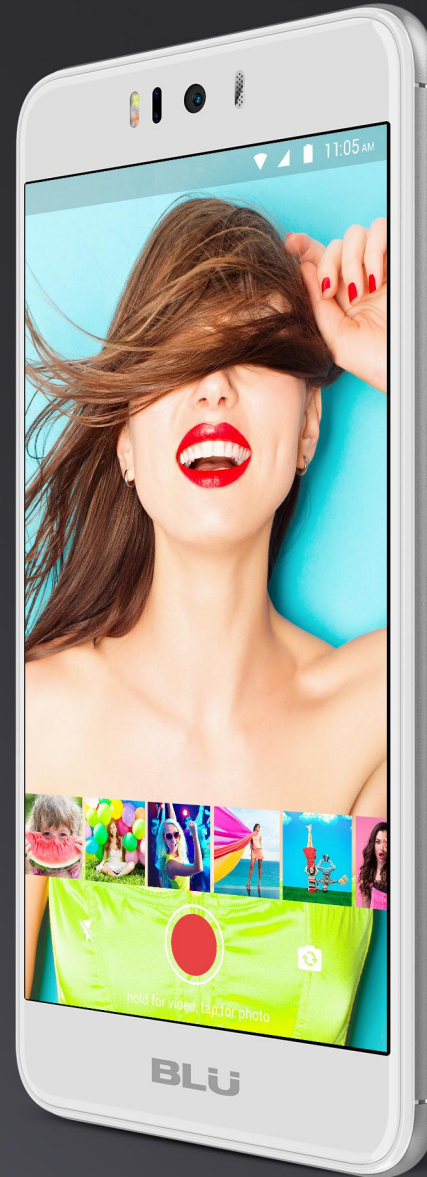
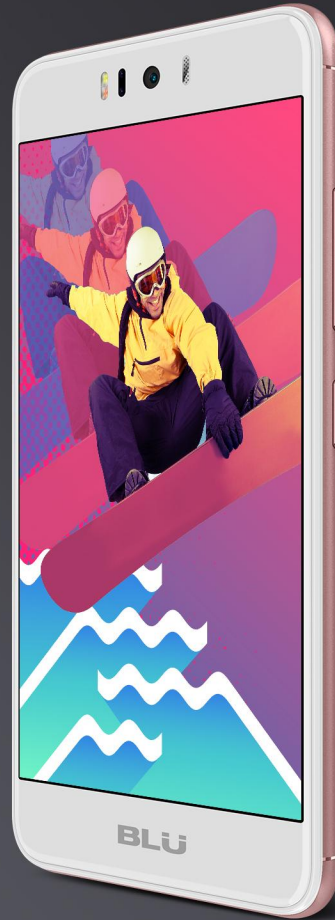
BLU
BOLD LIKE US



R2
Redefined

BLÜ
BOLD LIKE US

R2



BLÜ
BOLD LIKE US

R2



Key Selling Points

5.2" HD Curved Glass Display

8 Megapixel Main Camera with Flash

8 Megapixel Selfie with Flash

8GB of Internal Memory

1GB of RAM

Encrypted Fingerprint Scanner

Gorgeous Metal Housing Design

Android 7.0 Nougat

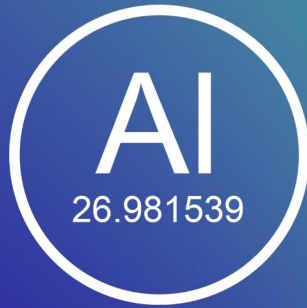


Designed 2 Impress

The BLU R2 design incorporates premium metal for an incredible look and hand held experience. Curved glass form a super smooth front display that is aesthetically superior. Diamond cut polished chamfer edge on the camera and fingerprint sensor provide top grade details that set the R2 apart from its competitors.

Available in:
Gold, Silver, Rose Gold and Black





Metal Back Cover

The BLU R2 utilizes state of the art material such as aluminum on the battery cover which provides structural integrity, while also raising the bar on the aesthetic quality. Pushing the design to a higher level that few succeed in.



Processor and Memory

Powered by a new and improved MediaTek 6580 1.3GHz quad core processor and a quicker Mali-400 GPU, the R2 provides great performance and enhanced battery life. Matched with a 8GB internal memory and 1GB of RAM, the R2 provides a flawless user experience. Expandable storage up to 64GB with a built in MicroSD card slot.



Visual Stimulant

The BLU R2 provides a visual experience like no other. A gorgeous 5.2" HD display with an explosive 720 x 1280 resolution and 282ppi, pictures are transformed into stunning images and cinema like video quality. High contrast and vivid saturation ensures that whatever is displayed will be perfect.



Curved Glass

Incorporating the highest grade material such as curved glass touch panel ensures excellent feedback and feel, as well as a gorgeous look.





Picture Time

Featuring an amazing 8 Megapixel main camera with LED flash along with an equally impressive 8 Megapixel front selfie camera with LED flash, the BLU R2 offers user a camera user experience like no other.

8MP
Main w/ Flash

f2.0
Aperture

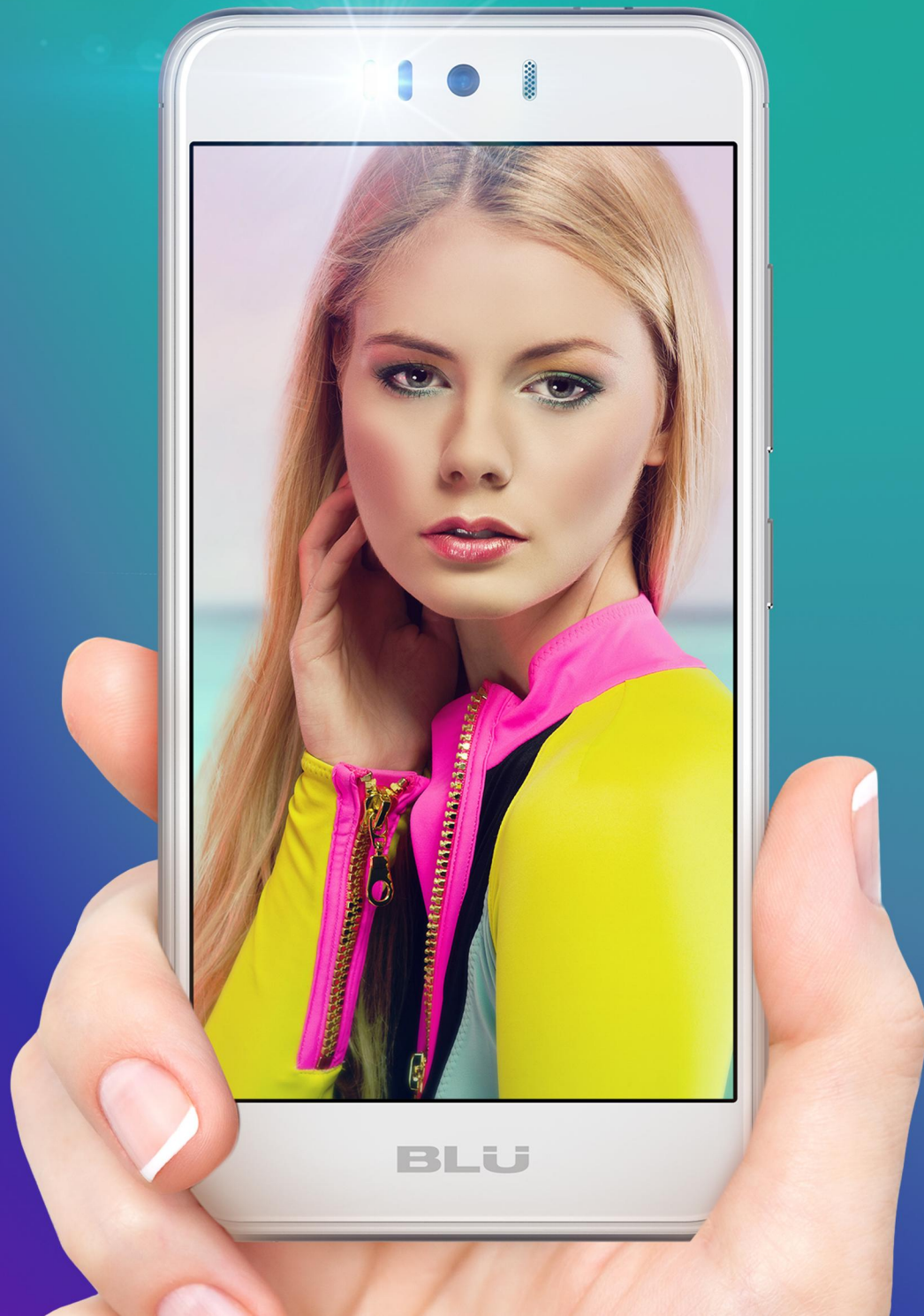
1080p
@30fps

Selfie Camera

With a massive 8MP selfie camera plus LED Flash, the BLU R2 takes selfie to the next level. With a f2.0 aperture, you can capture images in low light environment without a hitch. Friends and family will surely be impressed when you share those bestie moments.

8MP

Selfie w/ Flash



Quick Access. Total Security.

The BLU R2 assures you have total security and convenience with the press of a finger. Unlock your smartphone with ease and peace of mind, while also having quick accessibility to all your important applications and music.



Fingerprint Sensor

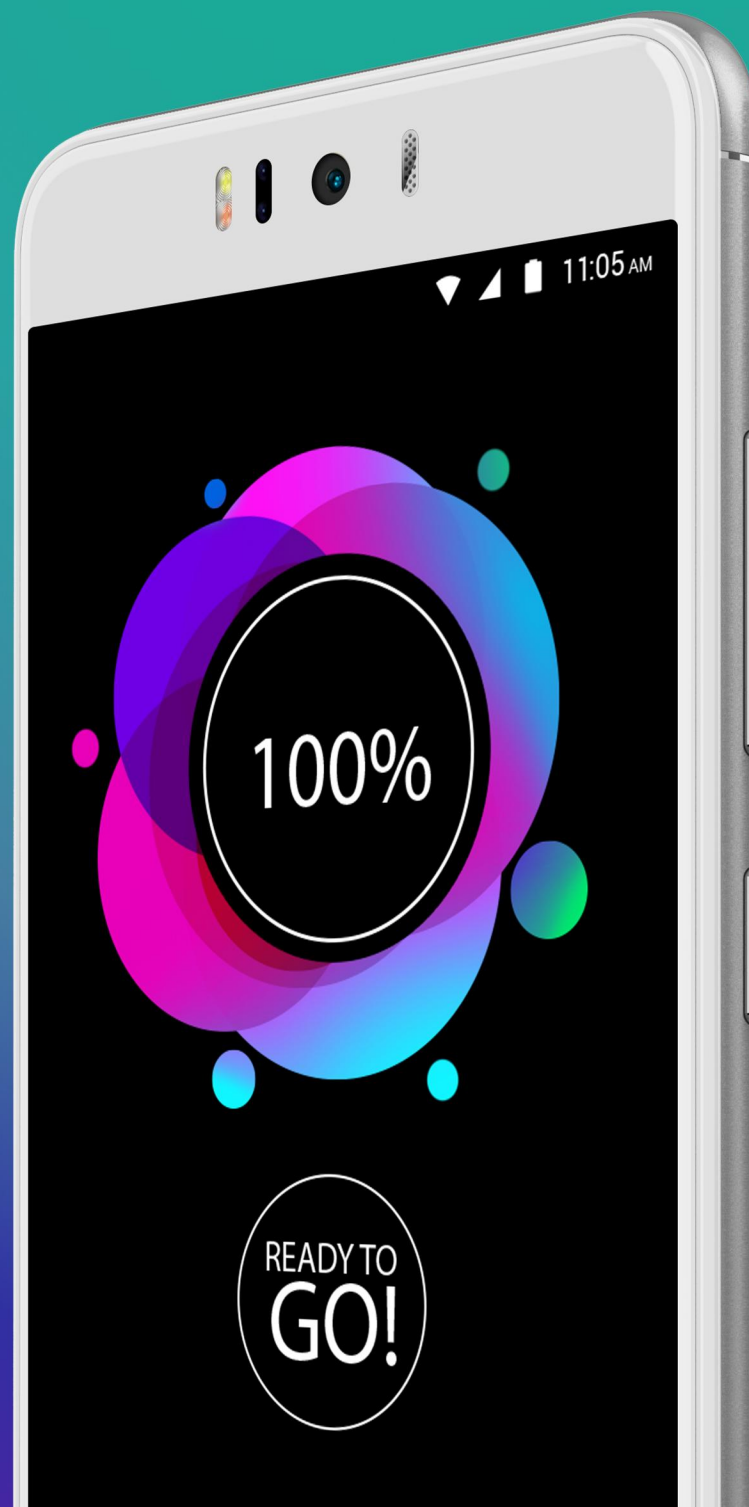


Battery

Hours of enjoyment provided with BLU R2's generous 3,000mAh battery. With a 30 day stand by time and 2 days of usage without the necessity of charging, the R2 LTE will make running out of battery a thing of the past.



3,000mAh
SUPER BATTERY





Android Nougat

Introducing Android 7.0 Nougat. New multi-window support to use apps on screen simultaneously. Better background optimization to minimize RAM use by system and apps. Project Vulkan API, a new 3D rendering API for 3D graphics. With these new enhancements in addition to other features available, users will have many new capabilities.



Globally Connected | Unlocked | Dual Sim **1 2**

Stay globally connected with friends and family while traveling the world. The BLU R2 comes with the most popular 3G bands 850/900/1700/1900/2100 to ensure you always have access to worldwide carrier while you're on the go!

cricket

T-Mobile

at&t

metroPCS
Permission to speak freely.™

**Straight
Talk**

tigo

Telefonica

MTN

orange™

vodafone

Claro

O₂

ooredoo

SFR

Data Specifications

TECHNOLOGY

2G: GSM Quad Band
3G: 850/900/1700/1900/2100
Android 7.0 Nougat

PROCESSOR

Mediatek 6580
1.3 GHz Quad Core
With Mali-400 GPU

MEDIATEK

everyday genius

MEMORY

Internal 8GB | 1GB RAM
MicroSD up to 64GB

UPC Code

R2 848958031901	R010P	BLACK
R2 848958031918	R010P	GOLD
R2 848958031925	R010P	ROSE GOLD
R2 848958031932	R010P	SILVER

DISPLAY

5.2" HD
HD 720 x 1280 | 282ppi

CAMERA

8MP Main w/LED Flash
8MP Front Selfie w/ LED Flash
Video Capture 1080@30fps

BATTERY

3,000mAh

CONNECTIVITY

Bluetooth 4.0
WiFi, Hotspot,
Micro USB v2.0

SECURITY

One Touch Fingerprint Sensor



Comparison



- BLU R2
Android 7.0 Nougat
150.3 x 74.3 x 9.6mm | 156g
✓ 1.3GHz Quad Core Processor
8GB Internal Memory | 1GB RAM
✓ 5.2" HD Display | 720 x 1280 Resolution | 282ppi
✓ 8MP Main w/Flash
✓ 8MP Front w/Flash
✓ 3000 mAh

- MOTOROLA Moto G4 Play
Android 6.0 Marshmallow
144.4 x 72 x 9.9mm | 137g
1.2GHz Quad Core Processor
16GB Internal Memory | 2GB RAM
5.0" HD Display | 720 x 1280 Resolution | 294ppi
8MP Main w/Flash
5MP Front
2800 mAh



Box



Phone



Protective Case



Screen Protector



Quick Guide



USB Cable



Charger



SIM Key