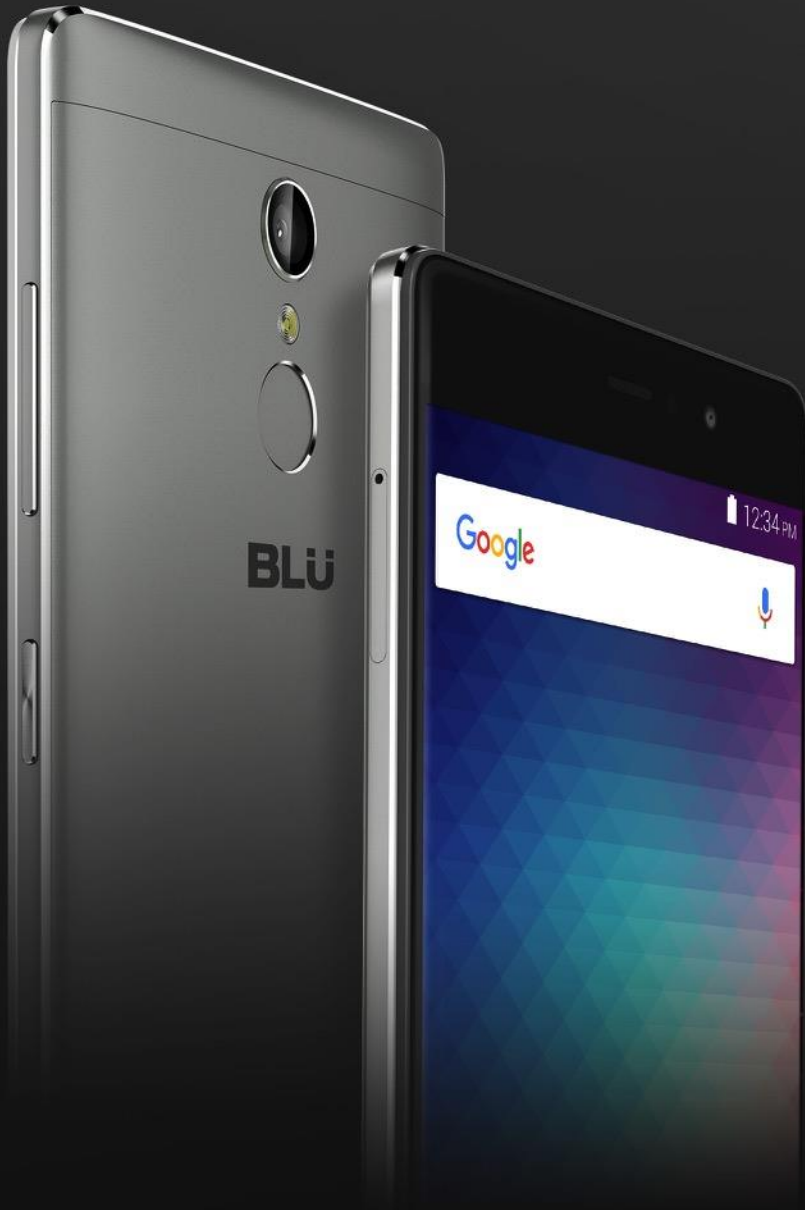


BLU
BOLD LIKE US



VIVO 5R
REFRESH

BLÜ
BOLD LIKE US



VIVO 5R

REFRESH

BLU
BOLD LIKE US



VIVO 5R
REFRESH

BLU
BOLD LIKE US

VIVO 5R
REFRESH



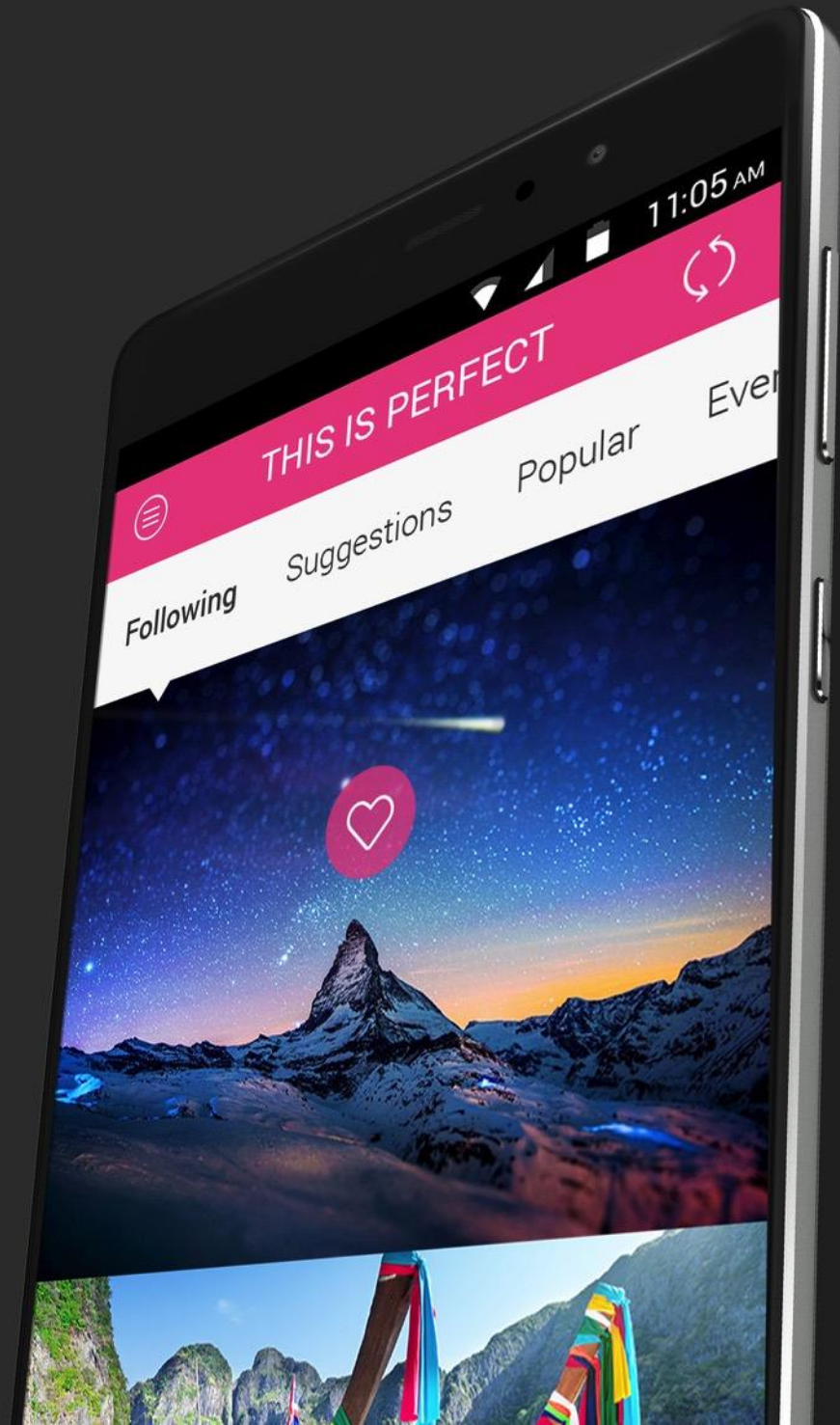
KEY SELLING POINT

The VIVO 5R is the sixth generation of the Vivo Series, which includes flagship performance and best design in its price category. It's visually stunning 5.5-inch Full HD 1080p display ensures you will see images clear and crisp. Also, a uniquely designed curved touch panel and stylish metal housing makes this smartphone a beautiful piece of art.

Powered by a lightning fast and battery efficient 64-Bit MediaTek 1.3GHz Octa Core processor and 3GB RAM, you will enjoy a fast response time from every app and enjoy unmatched multi-tasking capabilities. A long lasting 3,150 mAh battery combined with Quick Charge capabilities will keep your VIVO 5R on at all times.

The VIVO 5R brings two new high-end cameras into this affordable price point. The main camera is a 13MP Sony IMX258 sensor with Phase Detection Autofocus for quick and crisp shot-taking. For the front, we have upgraded to an 8MP wide-angle for all the selfie lovers out there. Furthermore, there is many software camera features and configurations with which you will be able to shoot, edit, and post your pictures and videos with ease.

As a bonus, there is a built in Fingerprint Sensor to easily unlock your phone, access pictures and emails with a single touch. It uses highly sophisticated algorithms to recognize and securely match your fingerprint at blazing speeds.



PREMIUM DESIGN

The VIVO 5R showcases the attention to detail that BLU smartphones are renowned for. The use of the advanced curved glass on the display gives it a smooth liquid surface finish. An aluminum battery cover instills rigid structure and reliability, at the same time offering a premium grade material. Available in Slate Grey and Lush Gold, the VIVO 5R is a stunning device



STUNNING DISPLAY

The VIVO 5R's brilliant 5.5" Full HD Display will give you an immersive view from every angle. You will find the Full HD 1080x1920 pixel display which results in over 400ppi for the ultimate viewing experience. Just about everything on this phone will look sharp and vivid.



CURVED DISPLAY

The VIVO 5R adds a curved touch panel for both ergonomic and aesthetic purposes. Better viewing angles and sunlight legibility are just some of the many improvements the special glass provides. In addition, it provides a gorgeous look and feel.



POWERFUL PROCESSOR

The MediaTek 6753 1.3GHz Octa Core processor works simultaneously with 3GB RAM, so that you get an impeccable user experience each and every time you use your VIVO 5R. To store your movies, music, and pictures you have 32GB of internal memory, expandable up to 64GB via Micro SD Card.

64-BIT
Architecture

8
True-Core

3GB
RAM

MEDIATEK
everyday genius



BLÜ
BOLD LIKE US

VIVO 5R
REFRESH



OPTICAL PERFORMANCE

13MP

SONY IMX 258

f2.0

Aperture

PDAF

Phase Detection
Autofocus

8MP

Selfie Camera
with wide angle

OPTIMIZED IMAGE+

Software features ensure you can maximize and enhance any picture.



Smart scene



Professional



HDR



Smart scan



GIF



Text recognition



Time-lapse



Night



Mood photo



PicNote



Macro



Slowmotion



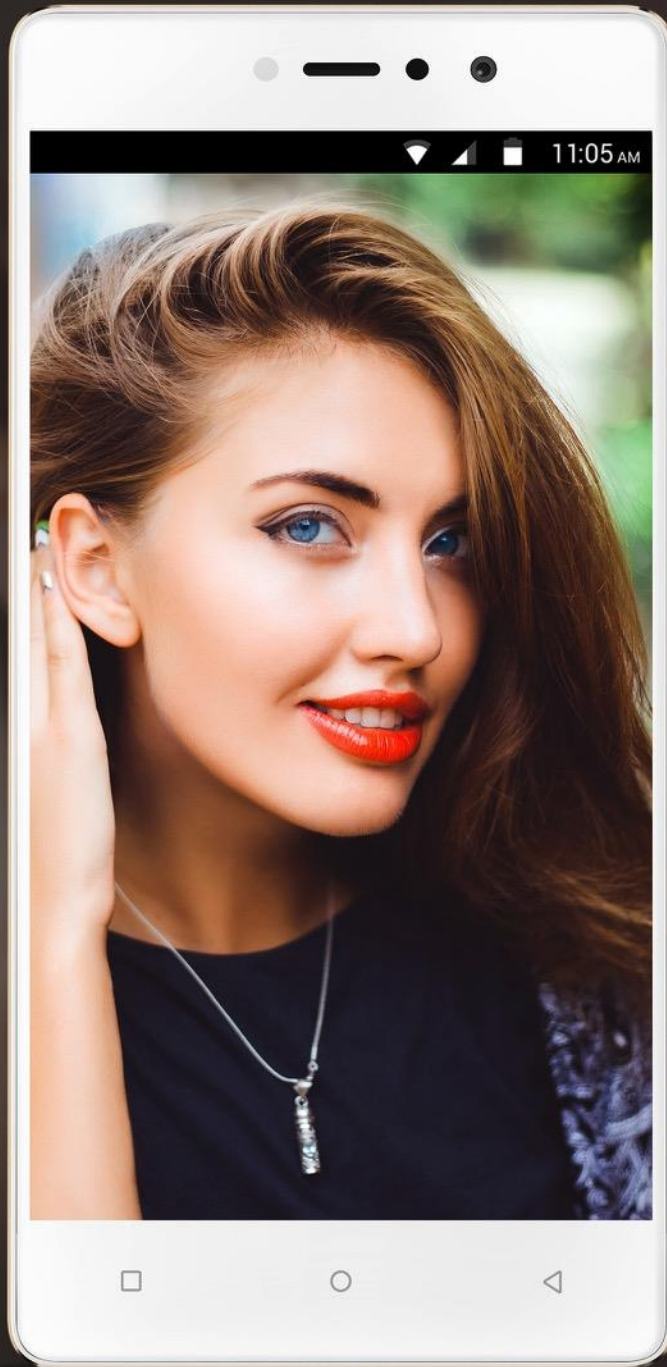
Panorama



Ultra pixel

BLU
BOLD LIKE US

VIVO 5R
REFRESH



PERFECT SELFIE

Your selfie camera is optimized with an incredible 8MP Camera, that renders a wide angle front camera so you and your entire crew will fit into your selfie.

8MP
Selfie Camera

BATTERY LIFE

With 3,150 mAh battery, the Vivo 5R will ensure your phone will last you at least one entire day!

8.1MM

Slim
Design

3,150

mAh

5V ⚡ 2A

Quick Charge



BLÜ
BOLD LIKE US

BLÜ

VIVO 5R
REFRESH



 **dts**TM
Digital Entertainment

DTS SURROUND SOUND

The Vivo 5R is equipped with DTS Surround Sound which will give you impressive theater-like sound with equalizers that gives you sweet highs, smooth alto mids and deep bass for the best sound of music and videos.

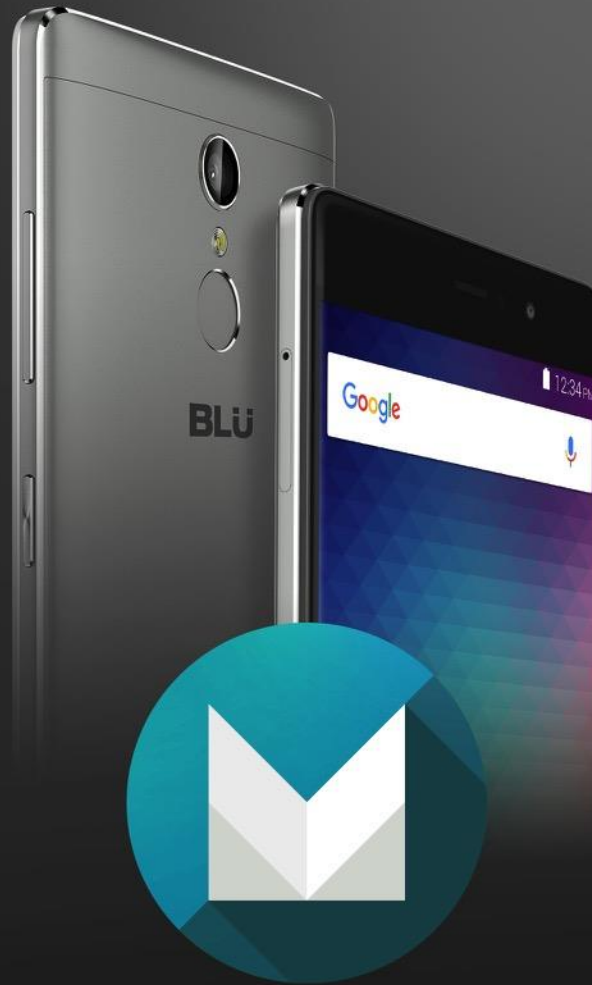
BLÜ
BOLD LIKE US

VIVO 5R
REFRESH



FINGERPRINT SCANNER

The VIVO 5R brings total security and convenience to the table with a simple swipe of your finger. Easily unlock your smartphone and access all your music, videos, and pictures.



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.

UNLOCKED

4G
LTE

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

The best part of owning an
UNLOCKED smartphone is always
being able to stay connected to not
only your friends and family but to the
world wide web of information.

With the VIVO 5R you will never have
a problem communicating to the world
as it is built with **4G LTE 2/4/7/12/17**
and **3G 850/1700/1900/2100** that
accelerates media streaming to keep
up to speed with your everyday
task and lifestyle.

Choose your carrier:



BLU
BOLD LIKE US

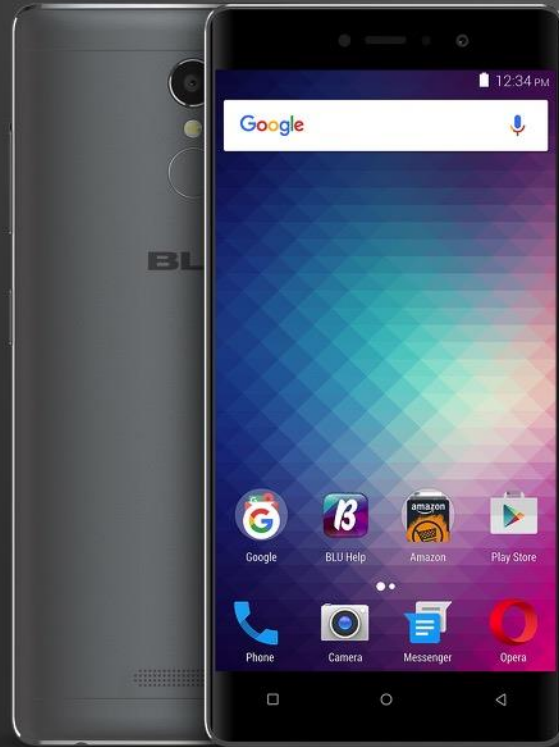
VIVO 5R
REFRESH



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

The VIVO 5R gives you several advantages that you can't let pass by. With two SIM slots, you won't have to worry about exchanging SIM cards from one phone to another, carrying two phones in your pocket or charging two devices. You can even take advantage of different voice/data plans for better rates, better coverage, and separate bills. Set apart personal calls and business calls and avoid roaming charges by having a domestic carrier SIM and an international carrier SIM.

DEVICE COMPARISON



BLU VIVO 5R

154.5 x 75.6 x 8.15 mm | 161g

Android 6.0 Marshmallow

1.3GHz Octa Core Processor

✓ 32GB Memory | 3GB RAM

5.5" Display | 1080 x 1920 Resolution | 401 ppi

✓ 13MP Camera Sony IMX258 sensor | PDAF and Laser Autofocus

✓ 8MP Selfie Camera

✓ 3,150mAh Battery

✓ Fingerprint Sensor

MOTOROLA MOTO G4

153 x 76.6 x 9.8 mm | 155 g

Android 6.0 Marshmallow

1.5 GHz Octa Core Processor

32GB Memory | 2GB RAM

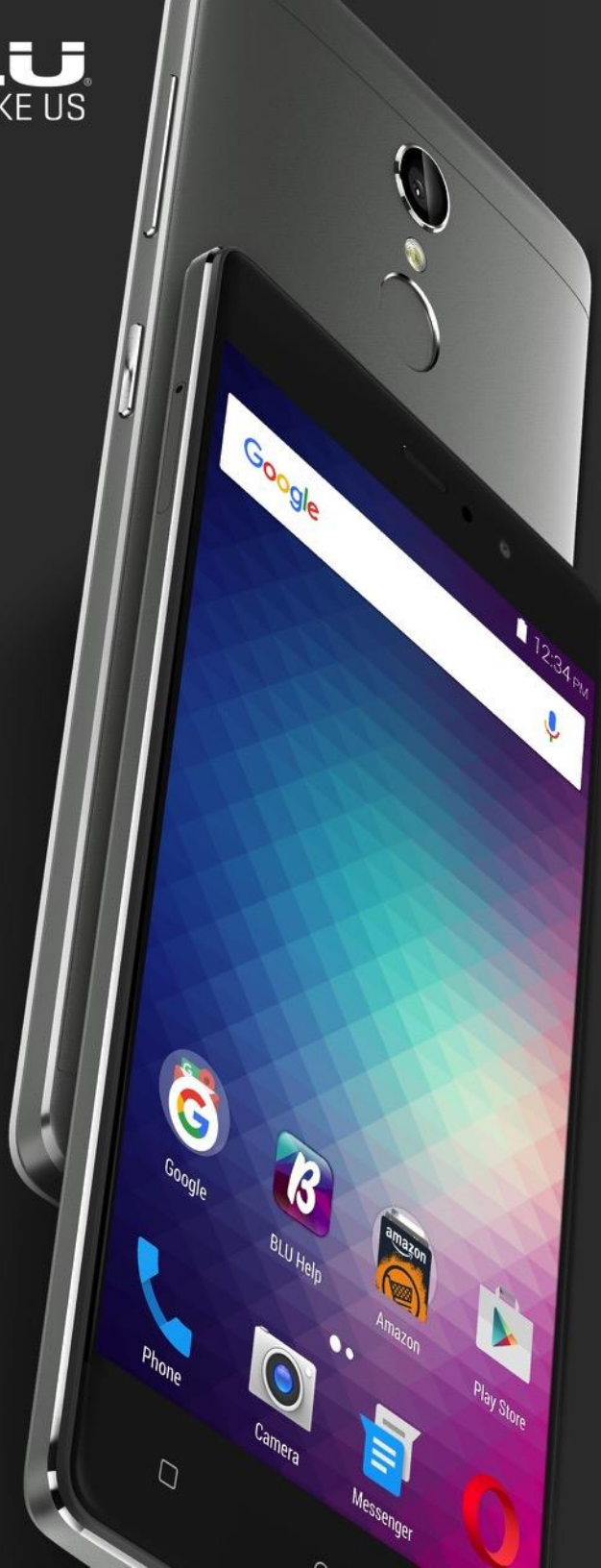
5.5" Display | 1080 x 1920 Resolution | 401ppi

13MP Autofocus Camera

5MP Selfie Camera

3,000mAh Battery

N/A



DATA

TECHNOLOGY

Android 6.0 Marshmallow
HSPA+ 42Mbps
4G LTE: Up to 150Mbps
3G 850/1700/1900/2100
4G LTE 2/4/7/12/17 | Cat 4

PROCESSOR

MediaTek 6753 | 64-Bit

MEDIATEK

everyday genius

1.3GHz Octa Core
Mali-T720 GPU

MEMORY

Internal 32GB | 3GB RAM
Micro SD up to 64GB

DISPLAY

5.5" FHD 1080x1920 – 401ppi

CAMERA

13MP Main Sony IMX258 Sensor with
Phase Detection Autofocus
8MP Front
LED Flash
HD 1080p Video@30fps

CONNECTIVITY

Bluetooth 4.0
Wi-Fi, Hotspot

BATTERY

3,150 mAh
5V/2A Quick Charge

SECURITY

One Touch Finger Print Sensor
Encrypted file management system

DIMENSION

154.5 x 75.6 x 8.15mm | 161g

UPC Code#

VIVO 5R	848958028383	V0090UU	GRAY
VIVO 5R	848958028390	V0090UU	GOLD

Box



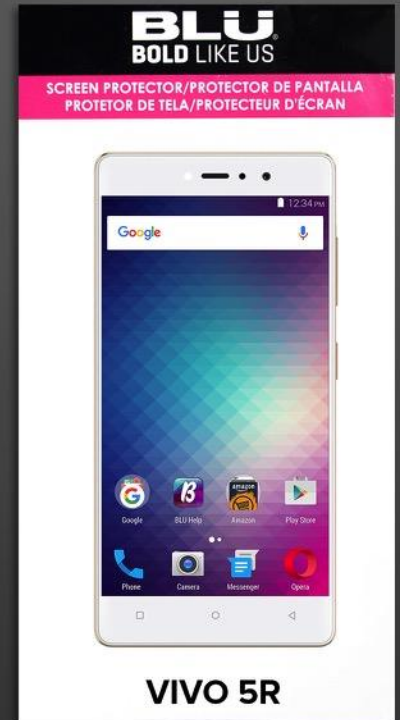
Device



Silicone Case



Screen Protector



USB



Reverse Charge



Charger



Ear Buds



Quick Guide

