

**BLU**  
BOLD LIKE US



# JOYFLEX

SAFETY AT YOUR FINGERTIPS





**BLU**  
BOLD LIKE US



**JOYFLEX**  
SAFETY AT YOUR FINGERTIPS

**BLU**  
BOLD LIKE US



**JOYFLEX**  
SAFETY AT YOUR FINGERTIPS













## KEY SELLING POINTS

Introducing the JOY FLEX. The user friendly flip phone with big key pad and emergency access "SOS" key.

The JOY FLEX has a 2.4" display to showcase a color explosion in every image and video taken.

The VGA camera lets you capture and record all your most cherished moments. With Bluetooth technology, you will be able to share those moments with friends and family.

Connect to your favorite radio stations anytime with built in FM radio.

Never be caught in the dark thanks to the built in Flashlight, which can be easily accessed at the click of a button.



## CLEAR DISPLAY

A generous 2.4 " display offers a clear view that anyone can easily see. From video to picture, nothing is impossible for the JOY FLEX.



## DESIGN INSPIRED

The Joy Flex is an easy to use phone that utilizes attractive elements with streamline form. The leather pattern on battery cover offer a perfect hand feel experience and impressive look.

Available in Black, Red, White.







## FLASHLIGHT

Never be caught in the dark thanks to the built in flashlight, which can be easily accessed at the click of a button.



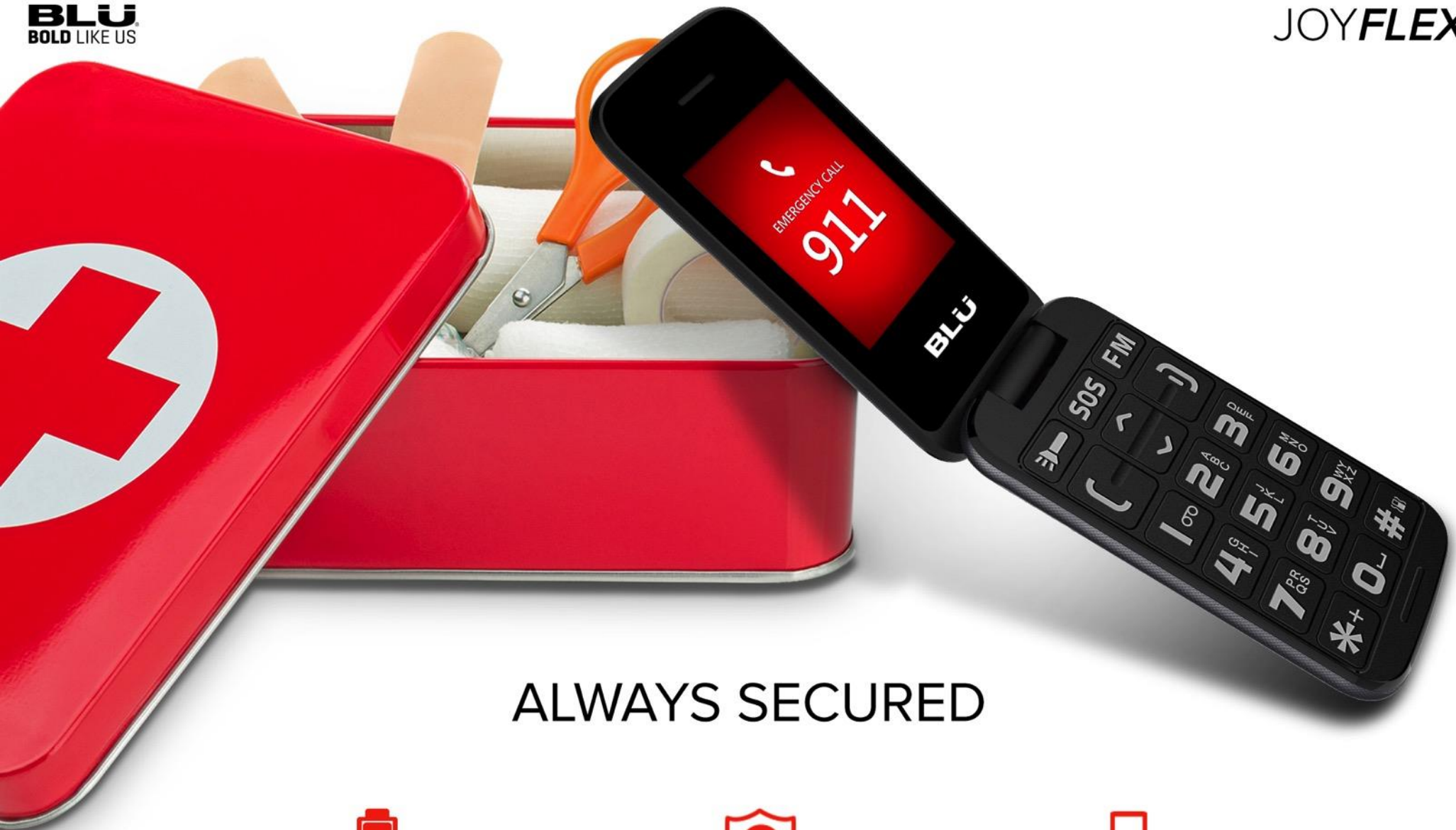


## LIFE MATTERS

The JOY Flex is more than a phone, it is a life giver when emergencies arise. With a built in SOS button user, can easily gain access to police, medical or fire fighters at the press of a button. Nothing is more important than peace of mind.







## ALWAYS SECURED



### POWER AVAILABLE

The Joy Flex offers a great 1400mAh battery that will be there for you in time of need and to use the built in LED Flashlight.



### DEPENDABLE

You never have to rely on a wall outlet when it comes to the Joy Flex. No matter where you are, your phone will always be able to make that call.



### EMERGENCY

The Joy Flex is more than a phone, it is a life giver when emergencies arise. Quick access to 911 at the simple click of a button.

## HOURS OF ENTERTAINMENT

Capture great pictures and video with the VGA Camera. Tune in your favorite music stations on its FM Radio. Share all your media via Bluetooth. Save your moments on External Memory (not included).







## DUAL SIM CARD

The Joy Flex 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 carrying 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



### JOYFLEX

<b>Brand</b>	BLU
<b>Family</b>	JOY
<b>Dimensions   Weight</b>	117.3 x 65.2 x 12.4mm   96g
<b>Internal Memory   RAM</b>	32MB   24MB RAM
<b>Memory Slot</b>	MicroSD up to 32GB
<b>Display Size   Resolution</b>	2.4"
<b>Main Camera</b>	VGA
<b>Flash</b>	YES ✓
<b>FM Radio</b>	Wireless FM Radio
<b>Bluetooth</b>	v3.0 ✓
<b>Battery</b>	1400mAh ✓

### ALCATEL 2010

<b>Brand</b>	ALCATEL
<b>Family</b>	ALCATEL
<b>Dimensions   Weight</b>	106 x 52.5 x 13.6mm   95g
<b>Internal Memory   RAM</b>	128 MB   64MB RAM
<b>Memory Slot</b>	MicroSD up to 32GB
<b>Display Size   Resolution</b>	2.4"
<b>Main Camera</b>	2MP
<b>Flash</b>	No Flash
<b>FM Radio</b>	Wireless FM Radio
<b>Bluetooth</b>	N/A
<b>Battery</b>	750mAh



## DATA SPECIFICATIONS

### TECHNOLOGY

GSM 850/900/1800/1900

### DISPLAY

2.4" 240 x 320 Resolution

### MEMORY

Internal 32MB | 24MB RAM

MicroSD up to 32GB

### CAMERA

VGA w/ Flash

### BATTERY

1400mAh

### CONNECTIVITY

Bluetooth v3.0

### EXTRA

Emergency Access "SOS" Button

Built in LED Flashlight

### UPC:

JOYFLEX 848958029748 J030 Black

JOYFLEX 848958029755 J030 Red

JOYFLEX 848958029762 J030 White



