

# The rise of affordable smartphones such as the Lumia 640 and Lumia 640 XL gives consumers the power to achieve more

Affordable smartphones are bringing computing to the masses in a way that has never been seen before. About 285 million smartphones were shipped in the first quarter of 2014 and predicted to have over a billion delivered by the end of April 2015, according to Strategy Analytics. Such developments give a fresh face to Microsoft's founding mission of putting "a computer on every desk and in every home."

Smartphones are expected to continue to drive overall sales with a considerable boost from the low-cost sector, shifting the overall product mix towards lower-end devices. Informa Telecoms & Media predicts low-end smartphones will make up 52 percent of all smartphones sales in 2017.

According to a recent Canalys report, \$200 smartphones are expected to grow from 43% of the smartphone market in 2013 to 56% in 2018, while \$100-\$200 smartphones are expected to grow 24% year-over-year since 2014, from 272M to 338M.



The Lumia portfolio, which includes a full range of affordable smartphones, addresses this fast growing segment of the market. With the launch of the Lumia 640 and the Lumia 640 XL at Mobile World Congress 2015, the Lumia offering at affordable price points continues to grow.

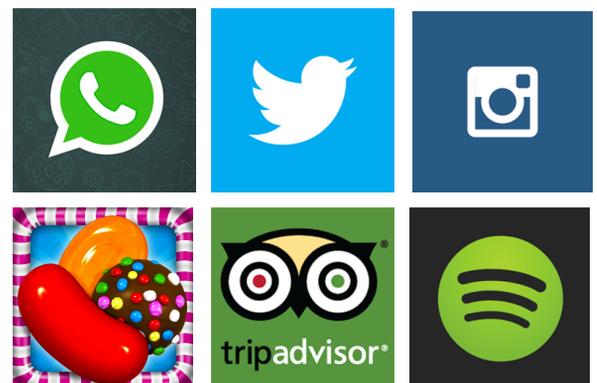
With a powerful quad-core processor for enjoying websites, games and leading apps, such as WhatsApp, Line, Twitter and Spotify, the Lumia 640 and Lumia 640 XL provide amazing value, and allow more people to experience a more personal smartphone experience. Not only that but consumers are now able to work on the go, allowing the most affordable Office365 suite, with one year's free subscription, allowing consumers to create documents and share them wherever they are.

# 1 billion

smartphones delivered by 2015  
Strategy Analytics

The mass adoption of tried, tested and loved smartphone features continues to gather pace due to advances in technology which are enabling manufacturers to deliver more smartphone power for less consumer money. The result of this is more people enjoying connected mobile experiences for the first time.

The main challenge faced by both consumers and manufacturers has been finding a balance between competitive specs and price points, as well as offering a high quality experience. Not only that, but the UN predicted that 60% of the world's population still would not have Internet access by the end of 2014. Whilst that report also stated that 78% of people in developed countries were expected to have access to the Internet, in countries that are still developing, the percentage of connected users drops off dramatically.



# Lumia 640 & Lumia 640 XL

Built for your needs – keeping you prepared for anything

Seamlessly integrated Microsoft Office experiences, free OneDrive storage, fast LTE connectivity, a choice of screen sizes and camera capabilities, and benefits benefit from the core features of Windows 10 as it becomes available later this year: the Lumia 640 and the Lumia 640 XL further bolster Microsoft's affordable smartphone offering, putting greater productivity in more hands for less.



- Enjoy the latest version of Windows Phone 8.1 and the Lumia Denim update, complete with one-swipe Action Center, Word Flow and Live Folders.
- Smoothly and quickly access important documents, or all of your favorite websites, apps and games, thanks to 1GB of onboard memory and powerful quad core Qualcomm Snapdragon processor on both devices.
- Keep on top of things, with all the most important updates available instantly via Glance Screen on both the Lumia 640 and Lumia 640 XL.
- Power through the work day and enjoy almost 24 hours of talk time, thanks to a long-lasting battery – 2500 mAh for Lumia 640 and 3000 mAh for Lumia 640 XL.
- Have the best of both worlds with LTE support available on dual SIM models for the first time.
- Stay up-to-date with the best features through regular updates to Windows, including the ability to upgrade, and benefit from the core features of Windows 10 as it becomes available later this year.

## Sizing up your needs

### The Lumia 640 XL offers:

- Photos and videos on a crisp 5.7" HD display to help you be more productive in work and play
- A 5MP wide-angle front-facing camera for switching seamlessly between voice and video Skype calls
- 13MP ZEISS optics camera with LED flash and Lumia Camera 5 for stunning images
- 157.9 x 81.5 x 9.0 (volumetric) mm at 171g

### The Lumia 640 offers:

- High definition browsing on a 5" screen gives you the best display of your pictures and documents
- A 1MP front-facing camera for quick selfies or long video calls
- 8MP camera with LED flash and Lumia Camera when on the go and low light is a problem
- A light weight and sleek design that doesn't weigh you down



# Built for those who want to achieve more

Work, Play, Aspire



## A smooth experience for those on the go

Microsoft continues to offer the latest Windows Phone experiences at the most affordable price points, and the Lumia 640 and the Lumia 640 XL, are no different. Running on Windows Phone 8.1, and benefits from the core features of Windows 10 as it becomes available later this year, both devices allow smooth and quick access to important documents, favorite websites, apps and games, thanks to the onboard 1GB of RAM, LTE connectivity and a powerful quad core Qualcomm Snapdragon processor. Perfect for those who need speed and efficiency. Free OneDrive storage means those important documents are always within reach too.



## All the apps you need

The Lumia 640 and Lumia 640 XL make keeping up with friends easy with support for WhatsApp, Facebook, Twitter, Instagram and more. Games like Candy Crush Saga keep idle thumbs busy, TripAdvisor is on hand for the best places to eat, drink and sleep at home or abroad, whilst Spotify provides access to a vast library of music on the go.

## Prepared for anything

The latest additions to the Lumia family – the Lumia 640 and the Lumia 640 XL – build on Microsoft's successes in the affordable smartphone space, offering people greater productivity and the flexibility and freedom to choose when and where they get things done.



## Get a better work life balance

Students and young professionals climbing the career ladder can feel assured that they have the correct device to get them through the fast-paced working day with Lumia 640 and Lumia 640 XL, which comes equipped with a one-year subscription of Office365 Personal access on the phone, as well as the latest full installed versions of the Office suite on a PC, Mac or Windows tablet, iPad or Android tablet. Smart Dual SIM, available on both the Lumia 640 and Lumia 640 XL, offers the best of both worlds on a single device and ensures people never miss a call.

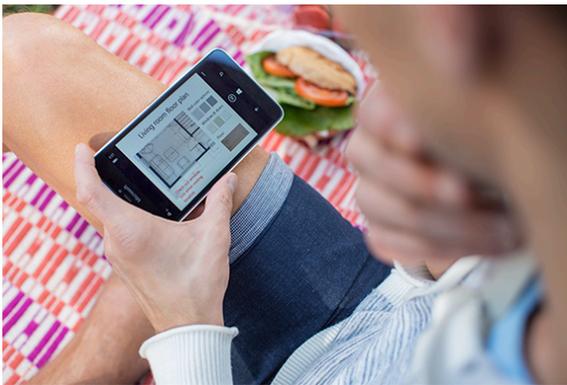
# You are the product of your surroundings

## The Lumia 640 series increases productivity without sacrificing affordability

The Lumia 640 and Lumia 640 XL devices offer the latest Windows Phone experience at the most affordable price without compromising on innovation and productivity. The Lumia 640 range encompasses the best Microsoft experiences: Outlook, OneNote and Office are built in and connected by OneDrive, so you will always have access to your documents and pictures wherever you may be.

### Work on the move

Whether at home or away, stay productive with the full Office suite in the palm of your hand. The Lumia 640 and Lumia 640 XL come equipped with one-year subscription of Office365 Personal access across devices: 1 PC or Mac, and 1 tablet like a Windows tablet, iPad® or Android tablet, plus easy access on a smartphone. Read, write and edit Word, Excel and PowerPoint documents and OneNote notebooks wherever you are, and save and sync documents with free OneDrive cloud storage and fast LTE connectivity. Make calls more personal with built-in Skype integration enabling seamless switching between voice and video.



### What's App'ning?

As well as the latest Windows Phone experiences – including Cortana, OneDrive and Office – the Lumia 640 and Lumia 640 XL provide access to thousands of apps that come to life on the most personal of home screens. Keep in contact with friends, with social apps like WhatsApp, Facebook, Twitter and Instagram, or entertain yourself with Spotify, Candy Crush Saga, and many more. The Windows Phone Store has all the apps you need.



### Get in Gear

With Microsoft Screen Sharing for Lumia Phones you can keep your Lumia with you and use the portable NFC disc to connect and share your screen from the best place in the room – whether you're watching your favorite show, playing games, editing documents, or delivering presentations to colleagues and clients. Keep your handset safe and your cards handy, with card holder Covers for Lumia 640 and Lumia 640 XL; and pair with a Comfort Headset for music on the commute or hands-free calling.

