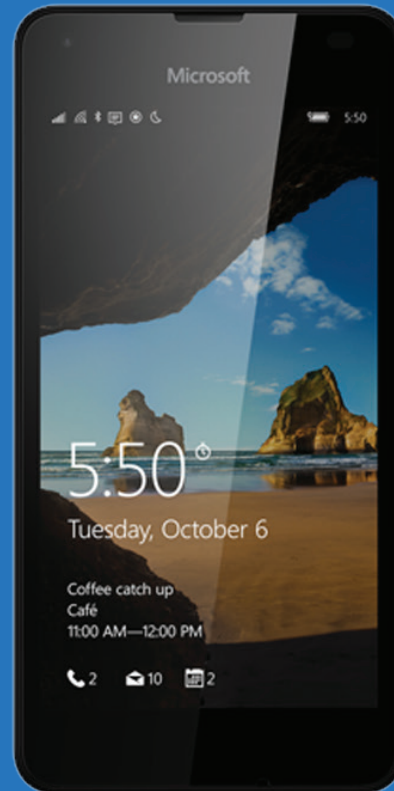


Lumia 550 reviewers guide



For more information, press only:

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Introducing the Lumia 550, Microsoft's most affordable 4G LTE smartphone on the market today, providing great Windows 10 experiences like Office, Cortana, OneDrive, Outlook Mail and Skype combined with superfast internet connectivity.

Lumia 550

Meet the Lumia 550, Microsoft's most affordable 4G LTE smartphone running the latest Windows 10 software. At only \$139*, the Lumia 550 offers the best of Microsoft to consumers who value affordability, uncompromised quality and signature Microsoft services.

* Before local taxes and subsidies



Lumia 550 product specs

Operating System	Windows 10								
Exterior	Dimensions: 136.1 x 67.8 x 9.9 mm Weight: 141.9g Casing: polycarbonate Colors: matte black, glossy white Physical buttons: power, volume, camera								
Storage	1 GB of RAM, 8GB internal mass memory + up to 200 GB Micro SD								
Display	Screen: 4.7" HD LCD screen Resolution: 1280x720 (315 ppi) with Glance Aspect ratio: 16:9 Touch: Multitouch								
CPU	Qualcomm® Snapdragon 210 (MSM8909) 1.1 GHz quad core processor								
Network	Wi-Fi: Wi-Fi Direct, WLAN IEEE 802.11 a/b/g/n/ac Bluetooth 4.1								
Battery	Removable 2100 mAh battery Battery life ³ <table><tr><td>2G talk</td><td>Up to 28 days</td></tr><tr><td>Standby</td><td>Up to 15.9 hours</td></tr><tr><td>3G talk</td><td>Up to 13.9 hours</td></tr><tr><td>Video playback</td><td>Upto 7 hours</td></tr></table>	2G talk	Up to 28 days	Standby	Up to 15.9 hours	3G talk	Up to 13.9 hours	Video playback	Upto 7 hours
2G talk	Up to 28 days								
Standby	Up to 15.9 hours								
3G talk	Up to 13.9 hours								
Video playback	Upto 7 hours								

¹Memory available for users may be less than indicated due to preloaded operating system and applications

² up to 200 GB Micro SD3

³Talk, standby and playback times are estimates only. Actual times are affected by, for example, network conditions, device settings, features being used, battery condition and temperature. Battery has limited recharge cycles and battery capacity reduces over time. Eventually the battery may need to be replaced.

Lumia 550 product specs

Cameras	Main Camera: 5 MP AF f/2.4, 720p @ 30 fps video Front Facing Camera: 2 MP Flash: single LED
Ports	microSD™ slot, supports up to 200 GB of expandable storage Micro-USB charging port for data, AV connectivity and charging 3.5mm stereo headset connector
Sensors	Accelerometer, Proximity, Ambient Light Sensor
Power supply	Microsoft Micro-USB Charger (AC-18)
Location	A-BeiDou, A-GLONASS, A-GPS, Cellular and Wi-Fi network positioning
In the box	Lumia 550 2100 mAh battery Microsoft Micro-USB Charger (AC-18) Headset WH-108 headset (available in select markets) Quick Guide
Preloaded	Microsoft Office Skype Outlook Mail Photos Maps
Warranty	One-year limited hardware warranty ⁴

⁴In the U.S.; warranty terms vary by market

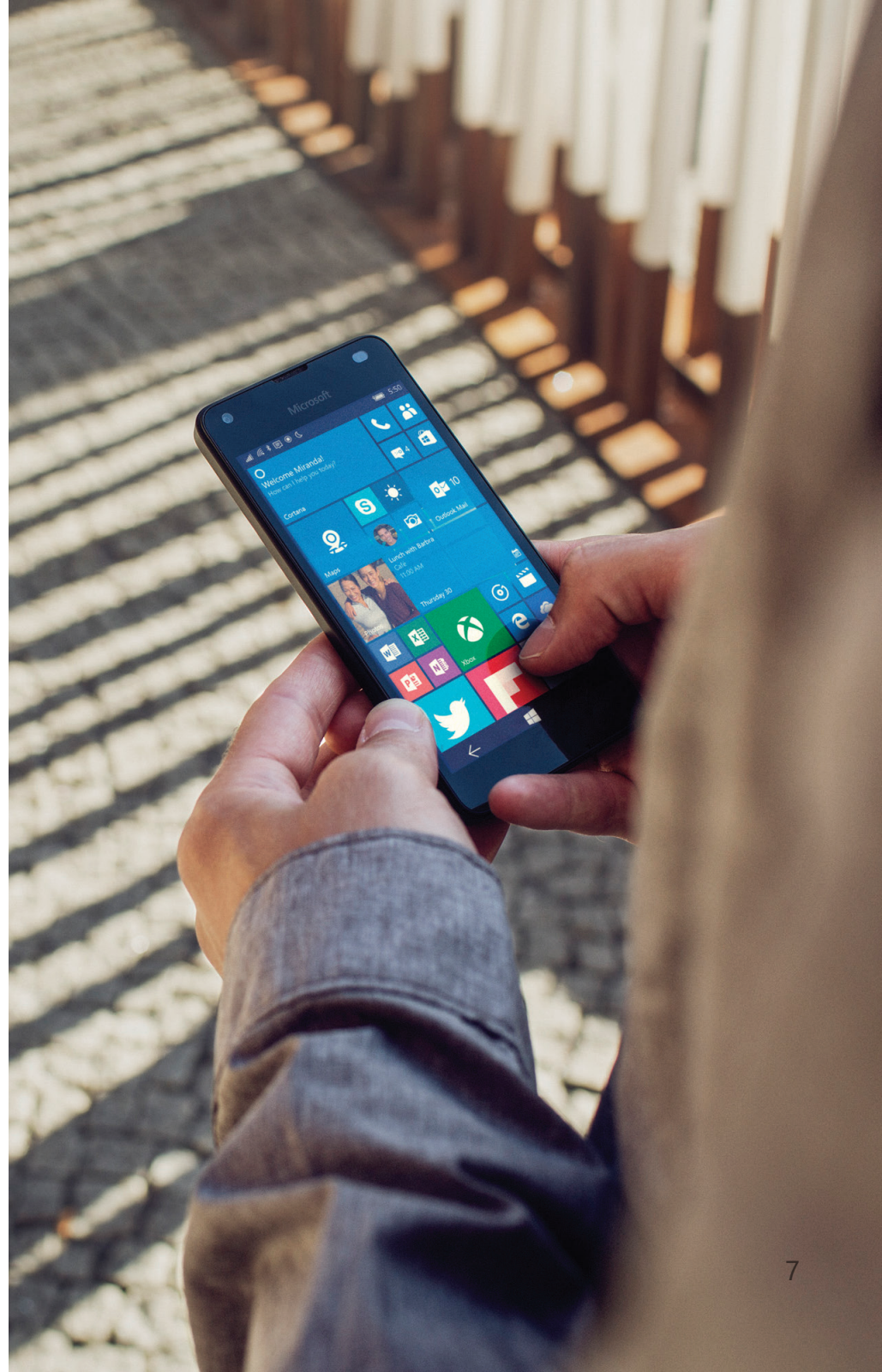
Lumia 550 top features

Affordable Windows 10 experience combined with a superfast internet. Running the latest Windows 10 software, the Lumia 550 is Microsoft's most affordable 4G LTE smartphone that brings superfast internet access to more affordable price points. It offers the best of Microsoft to consumers who value affordability, uncompromised quality, and signature Microsoft services.

The perfect partner to your PC. Enjoy the familiar Windows 10 experience with Microsoft services like Microsoft Office and Cortana, the new Windows Store, and your favorite apps working consistently across your PC, tablet, and phone.

Your truly personal digital assistant Cortana works to help you get things done faster. Cortana learns more about you over time and enables you to be more productive by completing basic tasks like sending emails and scheduling events. It also helps you be better organized as it syncs reminders across all your Windows 10 devices, delivering them at the right time and place so you forget less and get more done.

Advanced Technology. Enjoy Windows 10, signature Microsoft services and experiences, and your favorite apps on the premium 4.7" HD display, powered by great battery life and Qualcomm® Snapdragon™ quad core processor with 1GB RAM that keep you up to speed wherever you are.



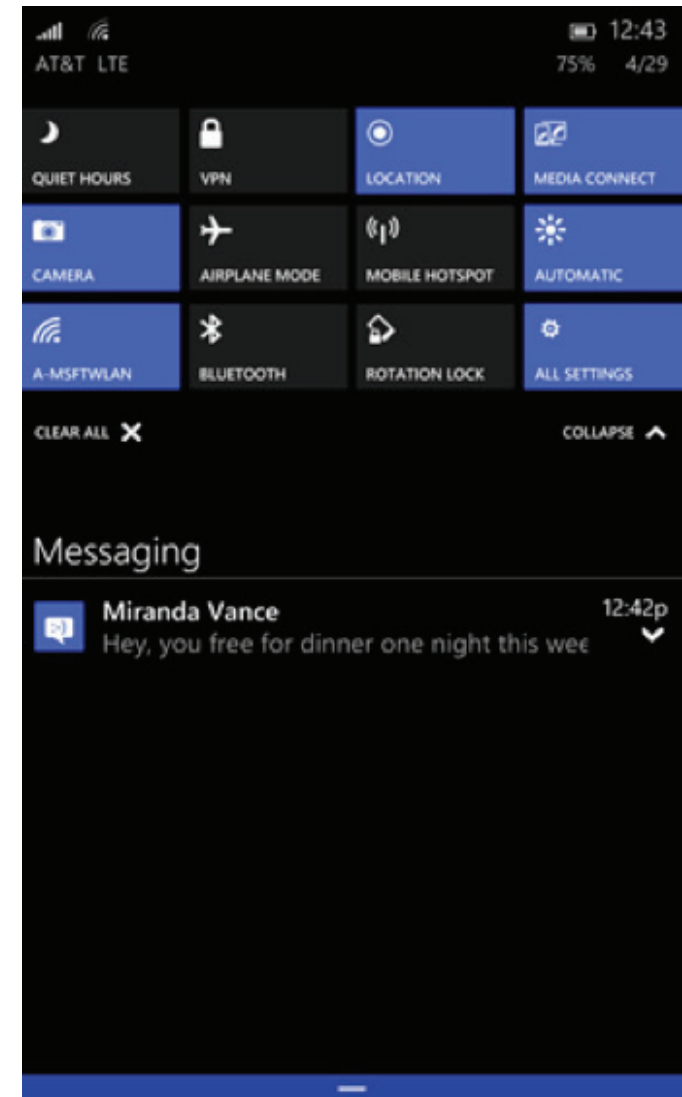
Getting started

Action center

From almost anywhere on your phone, swipe down from the top of the screen to open action center. You'll see your latest app notifications and quick actions you can take. And in **Windows 10 Mobile**, action center is even better—with more actionable notifications, more useful notification dismissal, and more quick action options as well as the ability to reach the **Settings** of the device.

Act on notifications: When a notification appears on your screen or when you view it in action center, take action without opening the app. Expand notifications to see more details and act on certain notifications, whether it's "liking" a social network post or replying to a message.

Expand quick actions: Also, you now have the option of dismissing a single notification instead of a whole group.



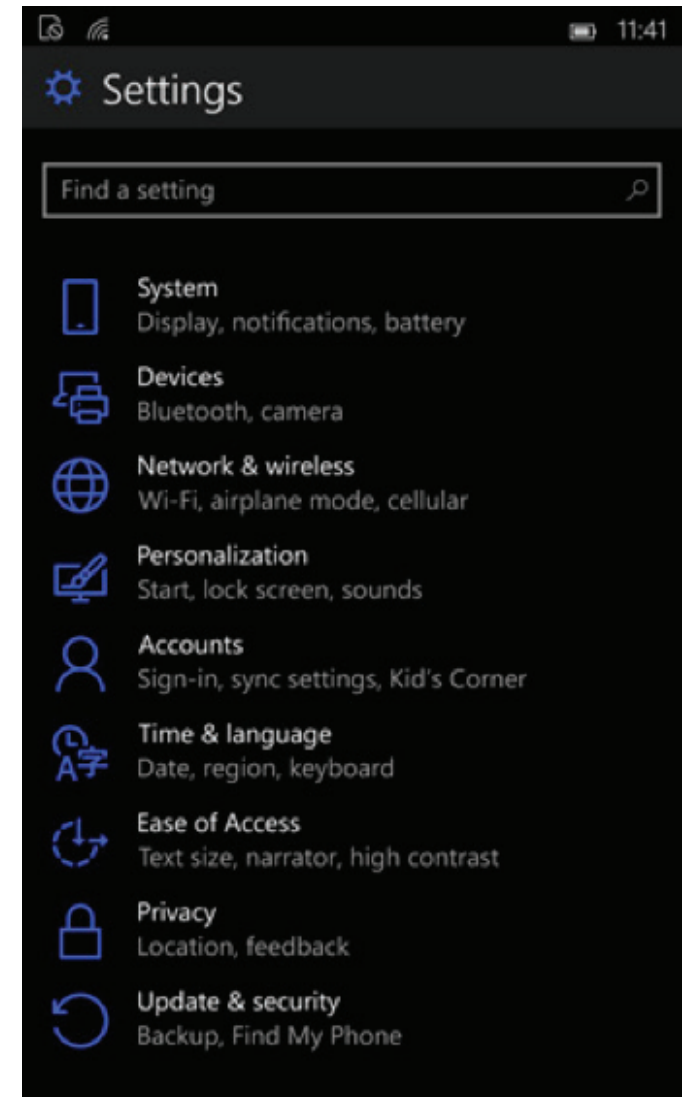
Settings

They're not flashy, but you probably use them a lot. With that in mind, we've made some improvements to Settings, action center, and the keyboard that we think you'll appreciate

Settings is getting a makeover in Windows 10 Mobile.

In order to find a setting on your phone, the easiest thing to do is swipe down from the top of the screen. From here, you will be able to access the **Setting** shortcut to reach the full settings menu

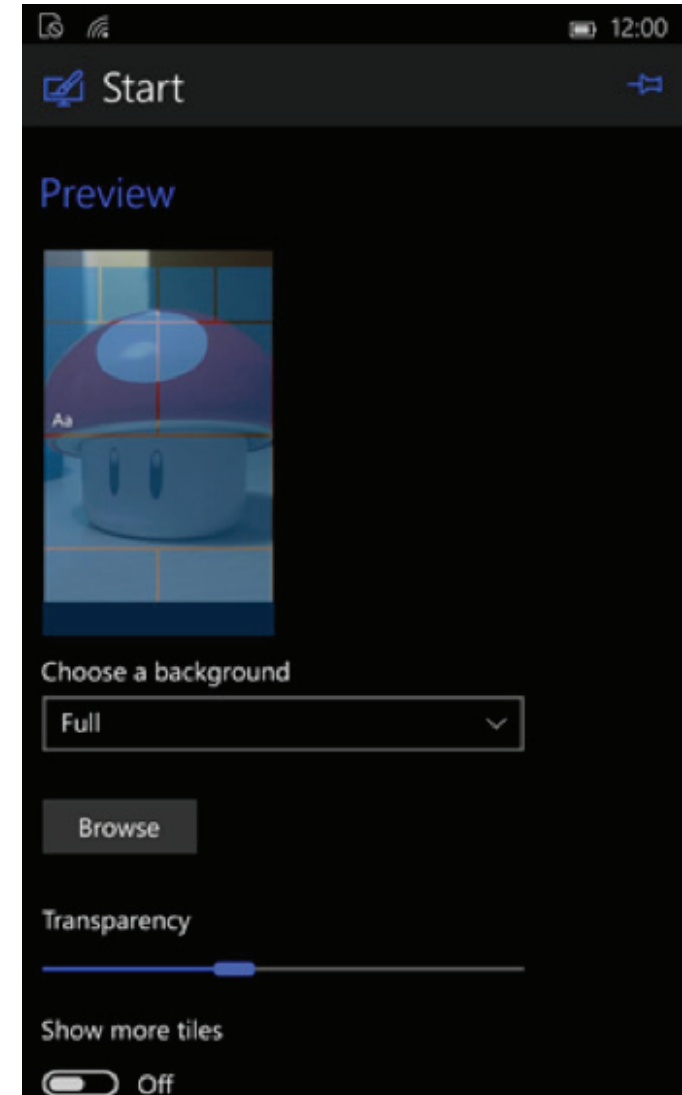
To pin a setting to your Start screen, in Settings, select a category, press and hold a setting in the list, and then select **Pin to start**.



Personalization

No more hunting and pecking to change your background, sounds, or lock screen. We've combined all that stuff under **Settings > Personalization**.

And now you can preview your changes before committing—always helpful for those times you can't make up your mind.



Office for Lumia

Every phone running Windows 10, comes preinstalled with Office apps like Word, Excel, and PowerPoint, so you are ready for action right out of the box. Office functions beautifully on a phone and with OneDrive cloud storage in the background, your important documents are in sync and easy to access on a PC, phone, and tablet.

New Outlook apps

The built-in Mail and Calendar apps get even better in Windows 10. Crafting emails has never been easier or more powerful, with the familiar and rich capability of Microsoft Word built into the authoring experience. Simply insert tables, add pictures, and use bullets and color to get your point across. Keep up with your inbox with new touch gestures* that help you read, sort, and archive your mail. The new navigation bar is quick and convenient, allowing you to move freely between your email and your calendar, making it easy to get things done.

New Office apps

Word, Excel, and PowerPoint have been completely redesigned to make you more productive on smaller screens. Your recent files are there waiting for you when you open an Office app, and with editing features that are designed for touch screens, polishing off a PowerPoint presentation or quickly editing a Word document is easier than ever.

The new Windows Store

The new Windows Store is a great place to find your favorite digital content, including new discoveries. This is your one-stop shop for all free and paid apps, games, movies, TV shows and the latest music – for all your Windows 10 devices. Get more done faster with apps that work with Cortana and have live tiles for real-time updates. You can acquire content with ease using your preferred payment method including carrier billing and have confidence that all Store apps, games and content are certified by Microsoft to help keep your devices safer.

Additional features and content types will be coming to the Store in future updates.

A photograph showing a person's hands holding a Windows 10 smartphone. The phone's screen displays the Windows 10 interface, including the Start menu with various app tiles like Calendar, Photos, and Amazon. The background is a rustic wooden workbench with a hand plane and some wood shavings, suggesting a workshop or carpenter's environment.

Cortana

Cortana is your truly personal digital assistant who works across all your Windows 10 devices to help you get things done. By learning more about you over time, Cortana becomes more useful every day. Cortana helps you be more productive by completing basic tasks like sending emails, scheduling events, and using the power of Bing to quickly search your devices, the cloud, or the web. Cortana's also the best at reminders, delivering them at the right time and place so you forget less and can do more. And because your life is not limited to one device, Cortana is with you on your Windows 10 PC, tablet, and phone – helping you whenever and wherever you need it.

Get personal suggestions – Cortana is constantly learning about you and keeping what she learns in the notebook (which you can access, view, and edit). She can then provide personal suggestions in Cortana home, like a daily glance of the day ahead, suggestions for restaurants to check out, and more.

Best at reminders – Cortana's the best personal assistant for reminding you about all the important things in your life. Time-based and location-based reminders all trigger at the right time. They also sync across all your Windows 10 devices that have Cortana running.

Cortana helps you get things done – She understands what you say, and what you mean (natural language / speech interaction) and is the best personal assistant for busy professionals. At the start of your day, open Cortana Home to get a snapshot of your day including upcoming meetings, traffic on your commute, and the weather. Just ask her to open the document you were working on last night, dictate and send an email to your team, or have Cortana add an event to your calendar – she's got you covered.

