



## **Smartron unveils the stylish and powerful tphone**

*First-of-a-kind 'designed and engineered in India' smartphone for India and the world that will usher in a 'new era of smartphones'*

**Hyderabad, May 19, 2016:** Close on the heels of the launch of the revolutionary tbook, Smartron, India's global technology company riding the Internet of Things (IoT) wave unveiled its next flagship product, **tphone**. The legacy of smart continues as the tron family continues to grow under the tronx ecosystem. The **tphone** was launched in the presence of Smartron's strategic shareholder & brand Ambassador, Sachin Tendulkar and Hon'ble Minister for Information Technology, Government of Telangana, Shri. K T Rama Rao. Mahesh Lingareddy, Founder & Chairman, Narsi Reddy, Co-founder & Managing Director, Smartron and Rohit Rathi, Co-founder & President represented the TRON family at the launch.

Sachin Tendulkar said, "At Smartron, we take immense pride in the engineering and innovation spirit of India. Today, we are witnessing an Indian brand showcasing to the world, that smart technology products can compete with leading tech brands through path-breaking design and engineering. With this launch we are encouraged to work and represent India as a country known for product engineering and design innovation. As for Smartron this is just the beginning and it is time that India stood out in the smart technology space."

Mr. K. Taraka Rama Rao, said, "I am delighted to be part of this historic occasion. With the IoT wave at its peak, it becomes important to seize this opportunity and design products, which will nurture the technology space in India. I look forward to Smartron, a homegrown brand taking us to the global product map and making us proud".

### **About tphone**

The Operating System of tphone is an Android Marshmallow, V 6.0.1 powered by the incredibly fast 64-bit Qualcomm© Snapdragon™ 810 processor V2.1 with Octa-core CPUs backed by 4GB LPDDR4 @ 1600MHZ making multitasking and user experience lightning fast.

tphone comes in a 5.5 inch 1080p Full HD (1920X180 pixels), 401 PPI with super AMOLED display , multi-touch with Gorillas Glass 3 with Apical Assertive Display technology for excellent outdoor visibility.

tphone is an ultra thin smartphone elegantly styled with incredibly bold dual tone scheme and is one of the lightest smartphone (149 gm) in its category. It comes in four stunning colours on matte metal fine finish namely Classic Grey, Metallic Pink, Steel Blue and Sunrise Orange. The 64GB inbuilt memory that is expandable via SD card slot coupled with unlimited tcloud storage guarantees you never ever having to delete your data.



tphone is designed to give you best camera experience with a ISOCELL sensor, dual flash 13 megapixel in the main camera which uses 6 element lens, zero shutter lag for crystal clear pictures. The front camera is a 4 megapixel with large 2µm pixel size for masterpiece selfies and best-in-class low light performance. The dual-SIM smartphone (Micro+ Nano) has a 3000mAh high-density lithium-ion polymer battery assuring a long battery life. The Type C charger with Quick Charge 2.0, ensures charging of tphone in quick time.

The superior noise cancellation technology is backed by inbuilt 4 mic array making your voice conversation loud and clear at all times. Another unique feature of tphone is the surround sound supported by the specially designed sound chamber with DTS premium sound & DTS PlayFi.

The tphone is priced at Rs. 22,999/- and will be available for registration on gadget360.com and smartron.com. The product will be available on sale early June 2016 on Smartron tstore and Gadget360.com.

*Smartron tphone is a great addition to tron generation of Smart Things to Come and critical to the tronx experience. It is one of the most exciting devices in the line of products that the brand plans to launch this year. The brand's vision is to make consumers' life simpler and smarter by bringing more autonomous and intelligent devices and services. With Smartron aiming to innovate in the sphere of IoT, we definitely have a lot to look forward to. Fully designed and engineered in India, the company will, over the next 2-3 years, move all of its manufacturing to be local."* said Mr. Mahesh Lingareddy, Founder and Chairman of Smartron, India Pvt Ltd.

*'We have an exciting set of products lined up for 2016 and this will not be limited to the smartphone and laptop segments. We will design and engineer some revolutionary smart devices across home and industry segments categories.'*" he added.

The tPhone is equipped with **tronx** that transcends boundaries between hardware and software, home and office, devices and the cloud i.e. enabling you to access various unique services from Smartron – **t.cloud**, **t.store** and **t.care**. With **t.cloud** you will never have to worry about back-ups, once enabled, it automatically backs up and allows you to access your data seamlessly from any Smartron device. **t.store** offers e-showcase of all Smartron device & accessories, allowing you to get it delivered at your doorstep with a single click. We care for you 24\*7, our customer service, known as **t.care**, will ensure that you enjoy an uninterrupted experience.



## **About Smartron**

Led by very experienced management and passionate engineering teams and funded by investors from US, India, Middle East and others, Smartron started as a global organization from day one with R&D centers in Hyderabad and Bengaluru and supporting teams around the globe to enable global technology sourcing, marketing and sales. Smartron has been working closely with vendors, partners and customers to co-create and collaborate in building a strong product ecosystem.

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