

Gionee launches **A1** in India with Super Selfie & Super Battery for a Super Experience Unveils **#Selfiestan**, a new world of selfies celebrating *Hindustan* Ki inclusiveness

- Offers advanced selfie capabilities with 16MP front camera with selfie flash
- Comes with a powerful 4010 mAh battery along with Ultrafast dual charge
- On Android 7.0 Nougat – With Amigo 4.0 to make Android better
- 2 GHz Octa-core P 10 Helios processor with 4GB RAM, 64 GB ROM & 256 GB expandable memory

New Delhi – March 21, 2017 – Gionee today announced the launch of its first flagship of the year, **A1**, in India. Continuing the Gionee legacy, the brand new **A1** offers longer battery life with ultrafast charge and enhanced picture quality to capture great selfies. Equipped with a stunning 16MP front camera which offers clearer and more beautiful selfies, **A1** will allow users to capture, enjoy and share all their favorite selfie moments without having to worry about battery drainage thanks to a long lasting 4010 mAh battery and ultrafast charging capability. **A1** is also loaded with a faster and safer fingerprint unlock and the latest Android 7.0 Nougat with Amigo 4.0 amongst a host of other innovative features.

Gionee also unveiled **#Selfiestan**, a new world of selfies that celebrates inclusiveness of varied expressions of today's *Hindustani*. The unique campaign **#Selfiestan** is targeted at the growing breed of selfie enthusiasts in India. From being once considered a narcissistic act, selfies have undergone a socio cultural shift in the country to be the most powerful tool of inclusive expression.

Speaking at launch, **Arvind R Vohra, Country CEO & MD, Gionee India** said, *"Today's generation views the world from their front camera. They live for creating and celebrating experiences out of moments. At Gionee, we want to celebrate this inclusiveness by dissolving boundaries and creating a world of equals where every moment is worth capturing. Through #Selfiestan, we at Gionee plan to give India a sense of ownership and belonging by creating a world of Hindustan ki selfies. With the new **A1**, we take our first step towards building #Selfiestan."*

The **#Selfiestan** campaign features Gionee's Brand Ambassador Alia Bhatt welcoming all to a special world where people can express themselves freely through selfies. The campaign is on air across all major music channels, radio stations and YouTube.

*Launching the **A1** in India, Alok Shrivastava, Director – Business Intelligence and Planning, Gionee India, said, "The new **A1** stands testimony to Gionee India's commitment to bringing innovative products which appeal to young selfie enthusiasts seeking unparalleled and uninterrupted smartphone experience. Today, a good camera, good battery, fast processor and good looks are top considerations in buying a phone. The **A1** will offer advanced selfie capabilities, uninterrupted charge, the latest Android 7.0 experience and a full metal body giving a super smartphone experience to its users. The phone also comes with a 2 year warranty underlining the durability of the device."*

Super Selfie

A1 continues to focus on exceptional selfie performance, featuring a 16MP front camera along with a customized selfie flash to spread light onto faces more evenly and softly. The soft lighting effect is able to enhance facial complexions, giving users a natural glow and rosiness. Gionee's independent facial enhancement algorithm automatically detects a user's face and applies custom beauty settings. Powered by 4-cell technology, the front camera captures more light than before resulting in clearer and more beautiful selfies

Super Battery

Continuing the Gionee tradition, the A1 offer longer battery life and seamless user experience thanks to an integrated software and hardware solution. Powered by a 4010-mAh battery, users can enjoy uninterrupted usage for up to two days regardless of web browsing, reading or even consuming video content. In addition to longer battery life, Gionee A1 also features Ultrafast charging capability which gives users 2-hour talk time in just 300 seconds of faster, safer and worry free charging.

Super Experience

The seamless interplay between hardware and software allows Gionee A1 to offer an optimized smartphone experience. The A1 runs on an Octa-Core 64 bit process that gives better performance and less power consumption. Powered by a 4GB RAM, The A1 enables smooth multitasking and easy operation, while 64GB internal storage (Expandable up to 256GB) provide ample storage space.

The Gionee A1 is based on the up-to-date Android 7.0 and comes with the improved Amigo OS for a holistic and satisfying smartphone experience.

The A1 is equipped with the fastest fingerprint sensor, unlocking the phone in just 0.2 seconds, for top-notch safety. For the humid Indian conditions, the sensor unlocks the device even with moist fingers. The finger print sensor also activates 'Edgebar' allowing users a hub for quicker access to their favorite apps.

A1 boasts of a full metal body made out of A6000 aircraft grade material that is used in making premium cars and aircrafts.

4G and VOLTE enabled smartphone also offers a host of amazing features such as Split Screen, Maxx Audio, Virus detection amongst other key features.

Price & Availability

Pre booking for **A1** starts from March 31 onwards. Pre booking customers will be offered a two-year warranty along with a JBL headphone or a Swiss Military Bluetooth Speaker.

For More details please visit: <http://a1.gionee.co.in/>

It will also be available on Amazon, Gionee's official online partner for A1.

The phone will be available in three stunning colors- Gray, Black and Gold.

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Gionee A1 Product Specifications

CPU& OS	MT6755(Octa Core 2.0GHz) Android 7.0
Network	2G Network: 850MHz/900MHz/1800MHz/1900 MHz 3G Network: 850MHz/900MHz /1900MHz /2100MHz 4G Network: LTE (FDD): B1/B3/B5 LTE (TDD):B40 /B41
Dimension	Dimension: 154.5*76.5*8.3mm Weight: 183 gm
Memory	RAM: 4GB; ROM:64GB Expendable up to 256GB
Display	Size: 13.97 cm (5.5) Resolution: 1920*1080 Screen Type: in-cell
Camera	Rear: 13MP AF F2.0 SONY IMX 258 Front: 16MP FF F2.0
Battery	4010mAh
Connectivity	TDD/FDD/WCDMA/GSM Dual SIM Dual Standby (Hybrid slot) Wi-Fi 802.11 a/b/g/n (2.4G+5G) Bluetooth 4.0 Micro USB(OTG support) GPS