

Gionee introduces the latest in the P series, Pioneer P7 with HD IPS display and VoLTE support

New Delhi, December 12, 2016: Focusing on a more consumer driven market, Gionee, a leading global provider of mobile devices has introduced Pioneer P7, a power packed, technology pilot for the young, daring and curios. To help the latest technology reach the innovation hungry consumers who are more price-sensitive, the handset addresses the young with its flashy design, improved performance and expanded memory. The budget-friendly Smartphone supports **VoLTE and CDMA** along with a **5 inch HD IPS display**.

The Gionee P7 runs on **Quad core 1.3GHz processor**, for a perfect recreational experience running videos and games and a **2GB RAM**, to enable smoother experience switching between applications. A brand new-face beauty algorithm along with a **5MP secondary camera and 'screen flash'** enables one to take high quality selfies and an **8MP primary camera** makes up for more balanced, level and natural photos. The Smartphone comes with a **178 degree 12.7cm HD IPS display** for better viewing angles and finer resolution spread across the whole screen.

Deepika Singh, Director – Marketing Communications, Gionee India said, “The Gionee P7, our latest Smartphone is a figure of strength and performance. With 4G picking up pace in the country and increasing internet penetration that is motivating multimedia usage, we have enhanced our already diverse 4G product portfolio with Gionee P7 which is designed to offer next generation experience to our consumers.”

A **16GB ROM** expandable up to 128GB enables the user to store more pictures and videos than ever and experience availability of ample space for newer and updated apps. The best feature of Gionee P7 is the contemporary design of the body which has a back arc to create a comfortable and right grip, and a transparent and glittering **3D mirror** with ripple effect pattern. The smartphone has several inbuilt features like text recognition in pictures, GIF creator, and intelligent photo crop.

With a humongous battery life for endless power usage, the phone comes with a powerful **2300 mAH Li-ion polymer** battery and has a standby time of 259 hours. It runs on Android OS, V6.0 **Marshmallow (amigo 3.2)** to enable seamless performance of day-to-day task. The P7 is priced at **INR 9,999** and will be available for sale in the Indian market starting 12th December 2016. The device will be available across India in colour variants of Gold, White and Grey.

Key Specifications:

- Display - 12.7 cm (5.0) HD IPS capacitive display with Soda lime protection
- CPU- 1.3 GHz Quad Core
- RAM + ROM- 2GB+16GB (Expandable up to 128GB)
- Camera - Primary: 8.0 Mega Pixel Camera with LED flash
- Camera – Secondary: 5.0 Mega Pixel with Screen flash
- Battery- 2300 mAh Li-ion polymer
- OS- Android Marshmallow V6.0 (Amigo 3.2)

About Gionee





Established in 2002, Gionee Communication Equipment Co., Ltd. is a hi-tech company engaging in mobile device designing, R&D, manufacturing, sales in global markets, and mobile internet application services. Today, Gionee sells over 25 million handsets per year worldwide and ranks No.10 in the world by smart phone market share. Gionee is moving fast in building solid brand channels in global markets especially in South Asia and Southeast Asia.

