

Bring your special moments to life with Karbonn’s new offering, ‘Aura Note Play’

- Equipped with Vistoso app- that uses artistic filters to transform images into an art
 - Transforms your images from ‘reel to real’ by bringing them to life

Key Features	Aura Note Play
Display	15.24 (6) inch HD IPS Full Lamination Display
Processor	1.3 GHz quad-core processor
Camera	8 MP rear with LED Flash + 5MP selfie camera
RAM	2 GB
ROM	16 GB
Expandable memory	Micro SD up to 32 GB
Battery	3300 mAh
Other Features	Finger touch sensor, OTG Support, IR Remote, Bluetooth, GPS, FM Radio and G/P/L Sensors, Hotspot, Dual SIM

In its efforts to fulfill the vision of bringing the benefits of mobile telephony to the consumers, Karbonn- one of the leading homegrown smartphone player is all set to launch a new offering - **Aura Note Play**.

Targeted at today’s consumer, Aura Note Play comes integrated with Vistoso, an app that uses artistic filters which transform your picture into an artwork. This feature allows users create a

piece of art out of the pictures that they click as each image is analyzed, giving a unique and exceptional result every time. Not only the artwork lets you create wonderful memories but it can also print on merchandise like mugs, t-shirts, collage etc. Hence, this device helps you restore all your valuable memories by bringing them to life.

Commenting on the launch, Mr. Shashin Devsare, Executive Director, Karbonn Mobiles said, *“We, at Karbonn, are committed to innovation and bringing the best technology to our consumers. With the launch of Aura Note Play, we dwell deeper into providing value added services that are relevant to our customers which also creates a differentiating factor for our device in its segment. We are extremely delighted to announce the launch and will continue to strive and bring in such technological innovations for consumers in future as well.”*

The device which is powered by Android 7.0 Nougat is a right mix of performance, style and has an ultra-premium metal finish that gives it a stylish edge in its category. This 4G VoLTE enabled smartphone comes with a spectacular screen size of 6 inch HD IPS full lamination display for the perfect viewing experience. Built with a great camera and Vistoso app that elevates pictures you click through the application of filter from the vast range of catalogues provided in the app. There are options such as Pen Art, Sketch, and Artistic amongst the many, which will help bring out the artist inside you. Hence, it is surely an ideal device for a splendid photography experience. All new Aura Note Play is packed with outstanding 8MP rear camera with LED flash which gives you options like Panorama shot, continuous shot, smile shot, face detection, auto focus, self-timer, Geo tagging with a Night Mode Pro option to help you adjust the colour, brightness of the image before taking the shot and 5MP front camera with face beauty option for flawless selfies. Aura Note Play comes with a powerful 3300mAh battery that has the energy to last all day.

Aura Note Play is powered by 1.3 GHz quad-core processor with a 2 GB RAM, 16 GB ROM and a dual sim option for seamless multitasking. The device comes with 32 GB expandable memory. Other features of Aura Note Play also include Bluetooth, GPS, FM Radio and G/P/L Sensors, OTG support which will help you connect any USB device with your smartphone and Finger touch sensor to keep your device safe while also making the whole process of using the smartphone effortless.

A complete stunner in its category, Aura Note Play comes in two elegant colours- Black and Champagne and is best priced at **MOP of INR 7590**.

Karbonn Mobiles:

Karbonn Mobiles is one of the leading Indian smartphone brand that offers a range of user-centric smart devices to compliment the evolving communication needs of a modern consumer. Committed to simplifying technology, Karbonn has made inroads in the market with a combination of affordable yet innovative devices. Karbonn has over 85,000+ retail partners and 900+ service centres across India to ensure effective after sales support to its growing consumer base. As per CMR's India Annual Mobile Handset Market Review (2017), Karbonn has been positioned amongst the "Top 5 mobile phone brands in India". Karbonn has also been a winner of the 'Smartphone Brand with Focus on Local Languages' in a survey conducted by TeleAnalysis. Karbonn also has its presence in many international markets. Karbonn has been featured amongst top 10 most attractive Mobile Phone Brands in India as per INDIA'S MOST ATTRACTIVE BRANDS 2016 RANKING, TRA Research.

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