

## **Huawei Brings Great Design within Reach with New Unlocked P8 lite Smartphone**

*New unlocked purchase benefits make P8 lite and other  
Huawei unlocked devices even more attractive*

**PLANO, Texas [June 3, 2015]:** Huawei, a leading global information and communications technology solutions provider, today launched the [Huawei P8 lite](#) in the U.S., making it possible for U.S. consumers to have premium design and features at an accessible price. Available for just \$249.99 USD, the P8 lite will be available as an unlocked device, giving consumers the option to take their phone to the network\* of their choice.

"With a perfect balance of style, functionality and value, the P8 lite gives consumers a premium yet easily accessible device and experience," said Mr. Zhiqiang Xu, President of Huawei Device USA. "We are expanding our smartphone, wearable and tablet portfolio to meet U.S. consumers' needs and are committed to delivering the right devices at the right prices with a tremendous consumer experience."

### **Accessible Design**

With design and craftsmanship inspired by the company's premium global flagship devices, Huawei P8 lite's ultra-slim 7.7mm profile and thin bezels make it perfectly compact and well-balanced in the hand. Demonstrating sophisticated design and quality craftsmanship, the metallic appearance of the phone's back panel is achieved through a layered design of contrasting hues and a hand-crafted satin coating that feels smooth to touch, but glimmers in direct light.

### **Accessible Technology**

The P8 lite isn't just beautiful— it's also elegantly functional. The 5-inch HD Corning® Gorilla® Glass 3 display is designed for visual clarity and utmost durability. The 13 megapixel rear camera has built-in low light and autofocus capabilities which, along with the multi-frame noise reduction algorithm, ensure photos are clearer and brighter.

In addition to the solid camera performance and streamlined design, the Huawei P8 offers:

- 5.0-inch 720p HD screen
- Powerful Octa-core Qualcomm® Snapdragon™ 615 processor
- Ultra-fast 4G LTE connectivity with support for all US GSM LTE bands
- Intuitive and easy-to-use Emotion UI 3.0 interface
- 2200mAh battery with ultra-power saving mode
- Unique photo capture options including:
  - All Focus: Change the focal point of saved images
  - Ultra Snapshot: access the camera instantly, even from sleep mode
- 5 megapixel front-facing camera
- Dual-SIM/SIM+Expandable MicroSD up to 32GB

### **Transforming the Unlocked Experience**

With the launch of the P8 lite, Huawei is transforming consumers' unlocked purchase experience. While more than 42 percent<sup>1</sup> of consumers use or intend to purchase an unlocked device, there are still significant barriers that give consumers pause or reason to lack confidence. Among the leading roadblocks to purchasing an unlocked device are concerns about after-sales service, phone price and sales channels<sup>2</sup>. Huawei is addressing all of these concerns by introducing new benefits throughout the unlocked device purchase process.

Huawei is introducing a new two-year warranty on unlocked smartphones launched this year, including the SnapTo, introduced in April, and the all new P8 lite. Consumers need only register at [GetHuawei.com](http://GetHuawei.com) to receive the warranty's benefits for an extended term. The two-year warranty joins Huawei's already strong commitment to post-purchase support, with local customer service, localized repair and a variety of contact channels for consumers.

Though the unlocked purchase model provides more freedom and choice, there is still an up-front cost for the device. Huawei is removing device sticker shock and giving consumers more flexible payment options by partnering with financial services leader [Affirm](#). Now, consumers who purchase devices on [www.GetHuawei.com](http://www.GetHuawei.com) have the option to select fixed installment plans of three, six and 12-months at the point of sale for device purchases of \$99 or more. And once a purchase is made, consumers can have the confidence that it will arrive as promised and with easily accessible customer support thanks to Huawei's partnership with trusted fulfillment provider Amazon.



## For Immediate Release

“With the introduction of new unlocked benefits and with close collaboration from our valued partners, Huawei is taking the next step forward to make buying a quality unlocked device worry-free for consumers,” said Xu. “At Huawei, we are committed to not only delivering great devices at the right price, but also the services and support that let consumers purchase our products with confidence.”

### **Availability**

P8 lite is available beginning today, June 3, through Huawei’s ecommerce site, GetHuawei.com, Amazon.com, BestBuy.com and select Best Buy stores, B&H in-store and online, Fry’s Electronics in-store and online, Target.com and various dealer networks.

In celebration of GetHuawei.com’s one-year anniversary, consumers who are registered or register on the website between June 3 and June 6 will receive promotional incentives good for discounts on select products, including the newly launched P8 lite, Mate2 and SnapTo.

For more information about the P8 lite, visit <http://www.gethuawei.com/p8lite.html>.

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### **About Huawei Consumer Business Group**

As at the end of 2013, Huawei’s products and services are deployed in over 170 countries, serving more than one third of the world’s population. Huawei ranked third in global smartphone shipments in 2013. Huawei has also established more than 16 R&D centers around the world in countries such as the United States, Germany, Sweden, Russia, India, and China. One of Huawei’s three business groups, Huawei Consumer Business Group (BG) provides a range of products including mobile phones, mobile broadband (MBB) devices, home devices and cloud services. With more than 20 years of rich business expertise in the information and communications technology (ICT) sector, an extensive global network, vast global business operations and partners, Huawei Consumer BG is dedicated to bringing the latest technology to consumers, offering a world of possibilities and creating extraordinary experiences for people everywhere.

For more information, visit Huawei Consumer BG online: [consumer.huawei.com/us](http://consumer.huawei.com/us)

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<sup>1</sup>December 2014 Ipsos 2014 Global Brand Tracker For Huawei Device USA

<sup>2</sup>December 2014 Ipsos 2014 Global Brand Tracker For Huawei Device USA

\*Huawei P8 lite supports GSM, WCDMA and GSM LTE networks