

ESTTA Tracking number: **ESTTA1102360**

Filing date: **12/16/2020**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91239006
Party	Plaintiff Gang Cao
Correspondence Address	MARC C LEVY SEED IP LAW GROUP LLP 701 FIFTH AVENUE, SUITE 5400 SEATTLE, WA 98104 UNITED STATES Primary Email: Marcl@Seedip.com Secondary Email(s): Litcal@Seedip.com, BrigidM@Seedip.com 206-622-4900
Submission	Plaintiff's Notice of Reliance
Filer's Name	Brigid C. Mahoney
Filer's email	brigidm@seedip.com, marcl@seedip.com, litcal@seedip.com
Signature	/Brigid C. Mahoney/
Date	12/16/2020
Attachments	Opposer 10th Notice of Reliance.pdf(274231 bytes) Exhibits_Rebuttal_Evidences_NOR10 Exhibits_1-11.pdf(4481306 bytes) Exhibits_Rebuttal_Evidences_NOR10 Exhibits_12-19.pdf(5151650 bytes) Exhibits_Rebuttal_Evidences_NOR10 Exhibits_20-24.pdf(3113725 bytes)

**THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Gang Cao,)	Opposition No. 91239006
)	
Opposer,)	Serial No. 86/868,731
)	
v.)	
)	
Apple Inc.,)	
)	Attorney Docket No. 191201.801
Applicant.)	
_____)	

OPPOSER GANG CAO’S TENTH NOTICE OF RELIANCE

Opposer Gang Cao ("Opposer"), by and through its undersigned counsel, hereby introduces the following documents into evidence via Notice of Reliance pursuant to Rule 2.122(e).

Opposer relies on the following printed internet publications available to the general public that are relevant to issues in these proceedings. Specifically, Opposer submits the following internet evidence for the purpose of showing generic and/or descriptive use of the term “live photo(s)” with respect to photos or images that incorporate motion or animation, as used by third party cell phone or tablet manufacturers or retailers, and reviewers or writers discussing such products.

The URL where each of the following internet publications was accessed and the date the publication was accessed and printed is further provided in the header, footer, or elsewhere on the face of each copy attached hereto.

Exhibit 1.	PBSKD12 PBS KIDS Playtime Pad User Manual E-matic. User Guide of PBS KIDS Playtime Pad https://fccid.io/XHWPBSKD12/User-Manual/User-Manual-3137474 Accessed December 15, 2020
Exhibit 2.	<i>Omit</i>
Exhibit 3.	<i>Omit</i>
Exhibit 4.	“Amazon.com: Ematic PBS Playtime Pad 7" HD w/ Plug and Play Streaming Stick: Toys & Games”, https://www.amazon.com/Ematic-Playtime-Plug-Streaming-Stick/dp/B07YN4Z4PQ Accessed December 9, 2020
Exhibit 5.	<i>Omit</i>
Exhibit 6.	B&H promotion material of “Blu Studio One Plus” https://www.bhphotovideo.com/lit_files/256453.pdf Accessed December 15, 2020
Exhibit 7.	June 7, 2015 Amazon product review of “Blu Studio G” https://www.amazon.com/BLU-Studio-G-Unlocked-White/product-reviews/B00SZEFDR1/ref=cm_cr_arp_d_paging_btm_next_2?pageNumber=2 Accessed December 4, 2020
Exhibit 8.	Customer Question & Answer of “BLU Studio XL Android Smartphone” https://www.amazon.com/ask/questions/asin/B013RBJR3Y/65/ref=ask_ql_psf_ql_hza October 11, 2015 comment; Accessed December 4, 2020
Exhibit 9.	User Manual of ZTE Axon 7 Mini https://theinformr.com/downloads/phones/manuals/zte-axon-7-mini-manual.pdf Accessed December 15, 2020
Exhibit 10.	“ZTE Unveils Smaller Axon 7 Mini Smartphone” https://www.eweek.com/mobile/zte-unveils-smaller-axon-7-mini-smartphone Dated September 05, 2016, Accessed December 6, 2020
Exhibit 11.	“ZTE Axon 7 Mini 32GB 4G LTE Gray Unlocked Smartphone 5.2" 3GB RAM (North America Warranty)” https://www.newegg.com/p/N82E16875705057# Accessed December 4, 2020

Exhibit 12.	<p>“ZTE's Axon 7 All-Metal Flagship Smartphone Coming to U.S.” https://www.eweek.com/mobile/zte-s-axon-7-all-metal-flagship-smartphone-coming-to-u.s Dated May 26, 2016; accessed December 9, 2020</p>
Exhibit 13.	<p>NewEgg promotion “AMERICA'S PREMIER HIFI SMARTPHONE” Axon by ZTE https://promotions.newegg.com/nepro/16-4796/index.html Accessed December 4, 2020</p>
Exhibit 14.	<p>“ZTE Shakes Up the U.S. Smartphone Market with Axon 7 Arriving Stateside for \$399.98” https://www.businesswire.com/news/home/20160713005463/en/ZTE-Shakes-Up-the-U.S.-Smartphone-Market-with-Axon-7-Arriving-Stateside-for-399.98 Dated July 13, 2016, accessed December 15, 2020</p>
Exhibit 15.	<p>“In the Field: The ZTE Axon 7 and 7 Mini Smartphones” https://www.bhphotovideo.com/explora/mobile/hands-review/field-zte-axon-7-and-7-mini-smartphones Dated “4 years ago”, Accessed December 4, 2020</p>
Exhibit 16.	<p>“ZTE Blade V8 Pro Dual Camera Unlocked Smartphone” first available in January 4, 2017 (under Specs) https://www.newegg.com/p/N82E16875705062 Accessed December 9, 2020</p>
Exhibit 17.	<p>“ZTE Blade V8 Pro review” https://www.cnet.com/reviews/zte-blade-v8-pro-review/2/ Dated March 4, 2017, accessed December 4, 2020</p>
Exhibit 18.	<p>“ZTE Blade V8 Pro review TechRadar”, https://www.techradar.com/reviews/zte-blade-v8-pro-review Dated April 21, 2017, accessed December 9, 2020</p>
Exhibit 19.	<p>“The Best ZTE Phone In 2020” https://www.hayksaakian.com/best-zte-phone/ dated August 3, 2020, accessed December 2, 2020</p>
Exhibit 20.	<p>User Guide of ZTE Axon M, https://www.att.com/ecms/dam/att/devicesupport/5000-5499/5191/ZTE_Axon_M_Z999.pdf accessed December 15, 2020</p>

Exhibit 21.	ZTE Blade 10 User Manual https://download.zteusa.com/products/blade-10/ZTE_Z6530M_User_Guide_V1.1.pdf accessed December 15, 2020
Exhibit 22.	User Manual of ZTE Axon 10 Pro https://download.zteusa.com/products/axon-10-pro/ZTE%20Axon%2010%20Pro%20English%20User%20Manual.pdf accessed December 15, 2020
Exhibit 23.	“How To Take The Best Skiing Photos Using Just Your Smartphone”, https://snowbrains.com/how-to-take-the-best-skiing-photos-using-your-smartphone/ Dated September 12, 2020, accessed December 2, 2020
Exhibit 24.	Counterpoint Research “ZTE & Blu Were The Fastest Growing Smartphone Brands In USA In Q3 2015” https://www.counterpointresearch.com/zte-blu-were-the-fastest-growing-smartphone-brands-in-usa-in-q3-2015/ December 9, 2015, accessed December 15, 2020

Dated this 16th day of December, 2020.

Respectfully submitted,
SEED IP LAW GROUP LLP

/Brigid C. Mahoney/
Marc C. Levy
Brigid C. Mahoney
701 Fifth Avenue, Suite 5400
Seattle, Washington 98104
MarcL@seedip.com
BrigidM@seedip.com
Tel. 206-622-4900
Fax. 206-682-6031

Attorneys for Opposer
Gang Cao

CERTIFICATE OF SERVICE

I hereby certify that on this 16th day of December, 2020, the foregoing **OPPOSER GANG CAO'S TENTH NOTICE OF RELIANCE** was served upon Applicant's counsel by email, addressed as follows:

Dale M. Cendali
Kirkland & Ellis LLP
601 Lexington Avenue
New York, NY 10022
dale.cendali@kirkland.com
erika.dillon@kirkland.com
mary.mazzello@kirkland.com
megan.mckeown@kirkland.com
karina.patel@kirkland.com

/Jennifer Ruppert/
Jennifer Ruppert

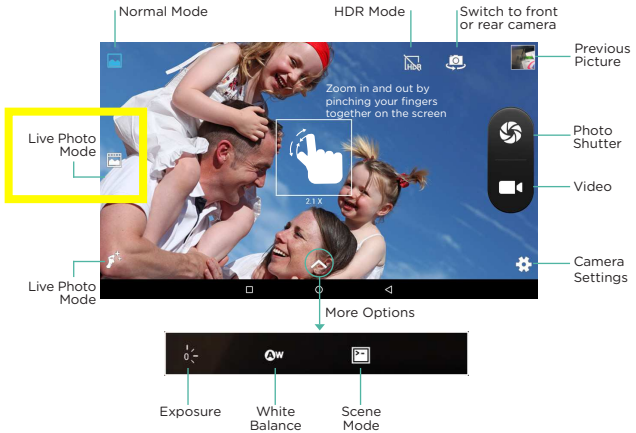
Exhibit I



PARENT'S GUIDE

FUNTAB3

Camera



You can view your photos in the Gallery app.

Exhibit 4

Deliver to Canada All

Hello, Sign in Account Returns & Orders 0

All Today's Deals Customer Service Gift Cards Sell Registry

Amazon's response to COVID-19 Sign

Toys & Games Kids Gift Guide Shop Toys by Age Shop Top Toys Shop by Category Shop by Brand Shop by Character Shop Toys & Games Deals

Toys & Games > Kids' Electronics > Systems & Accessories > Electronic Systems



Ematic PBS Playtime Pad 7" HD w/ Plug and Play Streaming Stick

[Visit the Ematic Store](#)

20 ratings

Currently unavailable.

We don't know when or if this item will be back in stock.

Currently unavailable.

We don't know when or if this item will be back in stock.

[Deliver to Canada](#)

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Dragon touch android tablet new model 2020

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PROGRACE
PROGRACE Kids Smart Watch

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STORYTIME TOYS D.W.'s First Day of Preschool 3D Puzzle - Book and Toy Set - 3 in 1 ...

12

\$29.99



DYY Dinosaur Theme Kids Camera HD 1080p Video Selfie Digital Camera for Kids...

66

\$32.99



PROGRACE Kids Camera Children Digital Video Cameras for Girls Birthday Toy Gifts 4-...

1,857

\$25.99



Bambiya Learning Pad Tablet for Kids - Preschool Educational ABC Toy Teaches...

7

\$29.99



BEST LEARNING Learning Cube - Educational Activity Center Block Toy for...

2,960

\$31.98

Br
Te
w
Ci
\$

Customers who viewed this item also viewed



VANKYO MatrixPad Z1 Kids Tablet 7 inch, 32GB ROM, Kidz Pre Installed, IPS HD Display, WiFi...

9,538

\$79.99



Ematic PBS Kids Playtime Pad 7"

14

4 offers from \$71.99



PBS Plug and Play HDMI Streaming Stick, STEM Learning, Show, Music, Games, Interactive...

70

\$24.99



Kids Tablet 7 inch Android 9.0 Kids Tablets Toddler Tablet Kids Educational Tablet...

324

\$52.99



Supershieldz (3 Pack) for Ematic PBS Kids Playtime Pad 7 inch Screen Protector, Anti...

117

\$7.99

Special offers and product promotions

- Amazon Business : For business-only pricing, quantity discounts and FREE Shipping. Register a free business account

Have a question?

Find answers in product info, Q&As, reviews

Type your question or keyword

Product description

This PBS tablet comes preloaded with over 23 games including 120 video clips, songs, and music content teaching reading, math, and more. Parental controls let you manage and customize your child's experience. The silicone case and ergonomic design provides increased durability and a secure grip. With Google Play, you can access over 1 million apps and games as well as thousands of movies, books, and magazines. The HDMI Streaming Stick is the perfect solution to being able to watch PBS Kids anytime on the 24/7 Channel. Entertainment at your fingertips!

Product information

Table with 2 columns: Package Dimensions (10.67 x 5.87 x 3.43 inches), Item Weight (2.2 pounds)

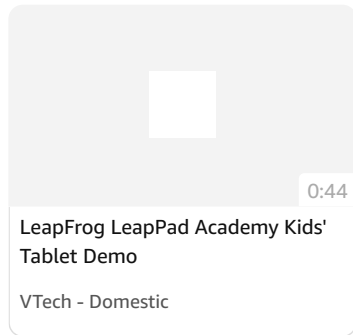
Feedback

Would you like to tell us about a lower price?

ASIN	B07YN4Z4PQ
Manufacturer recommended age	2 months and up
Best Sellers Rank	#212,841 in Toys & Games (See Top 100 in Toys & Games) #30 in Kids' Electronic Learning & Education Systems
Customer Reviews	3.9 out of 5 stars 20 ratings
Mfg Recommended age	2 months and up
Manufacturer	Ematic

Videos

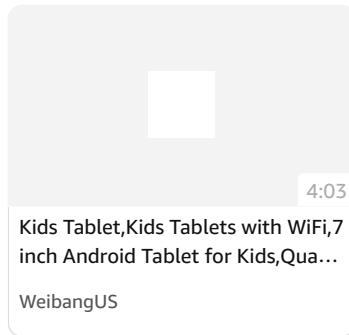
Videos for related products



0:44

LeapFrog LeapPad Academy Kids' Tablet Demo

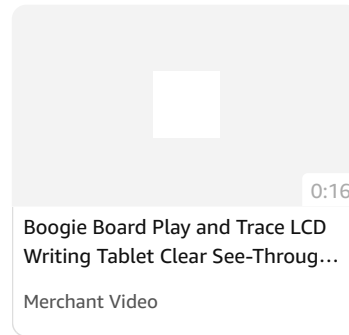
VTech - Domestic



4:03

Kids Tablet, Kids Tablets with WiFi, 7 inch Android Tablet for Kids, Qua...

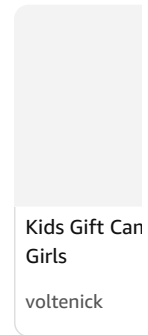
WeibangUS



0:16

Boogie Board Play and Trace LCD Writing Tablet Clear See-Through...

Merchant Video



Kids Gift Can Girls

voltenick

Upload your video

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STORYTIME TOYS D.W.'s First Day of Preschool 3D Puzzle - Book and Toy Set - 3 in 1 ...

12

\$29.99



DYY Dinosaur Theme Kids Camera HD 1080p Video Selfie Digital Camera for Kids...

66

\$32.99



Bambiya Learning Pad Tablet for Kids - Preschool Educational ABC Toy Teaches...

7

\$29.99



VTech Touch and Learn Activity Desk Deluxe (Frustration Free Packaging)

10,053

\$90.23



KIDTOY Toys for 3 Year Olds Girls, Learning Tablets Gift for 3 Year Old Boys Kids E...

118

\$15.99

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1,462

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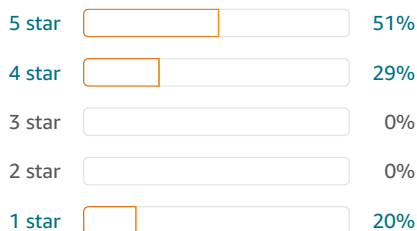
Customer Questions & Answers

[See questions and answers](#)

Customer reviews

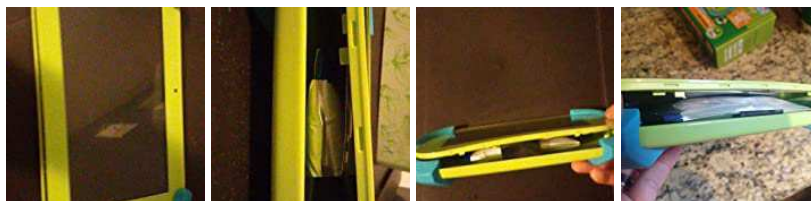
3.9 out of 5

20 global ratings



[How are ratings calculated?](#)

Customer images



[See all customer images](#)

Top reviews

Top reviews from the United States

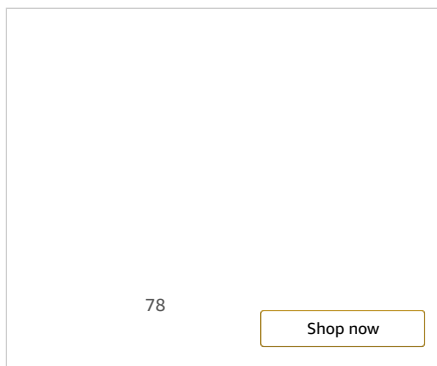
robin baker

I WOULD NOT RECOMMEND THIS

Reviewed in the United States on May 21, 2020

Verified Purchase

Don't buy the PBS Kids Playtime Tablet for your kids!! Even with months of research... a fear of mine came true. The tablet only lasted about 6 months before BLOWING UP (thankfully not in his hands). It had it's fair share of good and bad things. The battery life was only about 1-2 hours if we were lucky. It took forever to start up, which is hard for young kids to understand. Not all videos and games worked unless hooked up to WiFi. Now for the good. It was a great concept for a 3-5 year old. The tablet had pre-downloaded games and videos



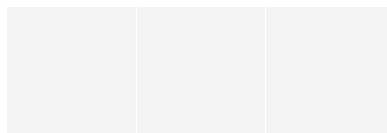
78

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from PBS kids, also allowed parents to download apps from the Google Play Store using a "Parent Account". You could pretty much control everything he did. You can set a timer to control the amount of time it's being used.

[Read more](#)



2 people found this helpful

Helpful

Comment

Report abuse



C Boss

Great learnign device!!

Reviewed in the United States on February 14, 2020

Verified Purchase

We have had a similar device but this version is easier to set up and go. My child loves the videos and learning games.

The plug and play device is a wonderful addition. My child has full control of each of the activities and videos with a remote that is easy to use. He loves it!

I have already suggested this package to several of my friends that have kids.

Helpful

Comment

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Tinaring

Don't forget screen protector

Reviewed in the United States on January 30, 2020

Verified Purchase

It's works great you really need a scratch protector 1st one scratched easy

Helpful

Comment

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j temple

Awesome product!!

Reviewed in the United States on December 31, 2019

Verified Purchase

Love this product!!

One person found this helpful

Helpful

Comment

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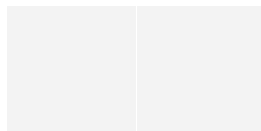


Ryan M

DO NOT BUY

Reviewed in the United States on January 28, 2020

Picture speaks for itself. We received as a gift and about a year later we found it in this condition. Luckily no one was around when it happened. Contacted the company, and they did absolutely NOTHING because they said it was past 12 months. Horrible company, and would not buy anything from Ematic ever again. JUNK!



2 people found this helpful

Helpful

Comment

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[See all reviews >](#)

What other items do customers buy after viewing this item?



VANKYO MatrixPad Z1 Kids Tablet 7 inch, 32GB ROM, Kidz Pre Installed, IPS HD Display, WiFi...
9,538

\$79.99



Ematic PBS Kids Playtime Pad 7" 14
4 offers from **\$71.99**



Vankyo MatrixPad Z1 Kids Tablet 7 inch, 32GB ROM, Kidz Pre Installed, IPS HD Display, WiFi...
9,538

\$69.99



Dragon Touch Y88X Pro 7 inch Kids Tablets, 2GB RAM 16GB ROM, Android 9.0 Tablet,...
7,134

\$69.99



Dragon Touch Y88X Pro 7 inch Kids Tablets, 2GB RAM 16GB ROM, Android 9.0 Tablet,...
7,134

\$69.99

1,528

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- Your Account
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- Shipping Rates & Policies
- Returns & Replacements
- Manage Your Content and Devices
- Amazon Assistant Help

English \$ USD - U.S. Dollar United States

Amazon Music
Stream millions of songs

Amazon Advertising
Find, attract, and engage customers

Amazon Drive
Cloud storage from Amazon

6pm
Score deals on fashion brands

AbeBooks
Books, art & collectibles

ACX
Audiobook Publishing Made Easy

Alexa
Actionable Analytics for the Web

Sell on Amazon
Start a Selling Account

Amazon Business
Everything For Your Business

AmazonGlobal
Ship Orders Internationally

Home Services
Experienced Pros Happiness Guarantee

Amazon Ignite
Sell your original Digital Educational Resources

Amazon Rapids
Fun stories for kids on the go

Amazon Web Services
Scalable Cloud Computing Services

Audible
Listen to Books &
Original
Audio
Performances

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Worldwide

Box Office
Mojo
Find Movie
Box Office Data

ComiXology
Thousands of
Digital Comics

DPreview
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Made Easy

Shopbop
Designer
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Woot!
Deals and
Shenanigans

Zappos
Shoes &
Clothing

Ring
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Security
Systems

eero WiFi
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in Every Room

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Simplified

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Chance
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in,
give it a second life

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Exhibit 6



STUDIO ONE PLUS

CAPTIVATE MOMENTS

When it comes to flawless camera experience, the Studio One Plus never falls short with its main **13 megapixel** camera and front

5 megapixel camera for the most epic selfies.

Enjoy great features like Phase detection Auto focus, HDR, panorama, live photo mode which will give you professional style pictures.



Exhibit 7

Deliver to Canada All

Hello, Sign in Account Returns & Orders 0

All Today's Deals Customer Service Gift Cards Sell Registry

Amazon's response to COVID-19

BLU Studio G - Unlocked - White > Customer reviews

Customer reviews

3.3 out of 5



BLU Studio G - Unlocked - White by BLU

62 global ratings



Write a review

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See All Buying Options

Add to Wish List

Top positive review

[All positive reviews >](#)

dylan hines

wowwwww!!!! very pleased.

Reviewed in the United States on July 6, 2015
this phone is the closest thing to perfect I've ever had. and the looks and the feel of this phone are phenomenal. the colors, screen, video and sound quality are all very good. the only thing I am not liking is the screen when typing. it feels a little thicker than my last phone and harder to text. but other than that I fell in love with this phone. and the camera is very good for me!!! I have read reviews for this phone before I bought it and

One person found this helpful

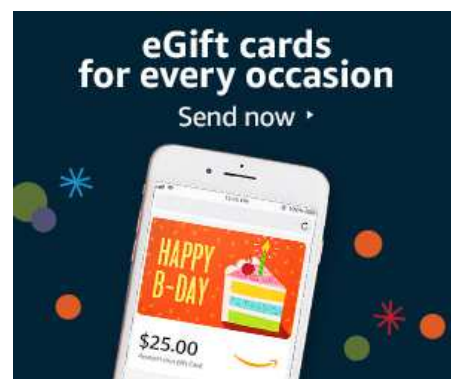
Top critical review

[All critical reviews >](#)

Francisco

all scratches

Reviewed in the United States on August 10, 2018
Arrived un bad condition



Sponsored

Questions? Get fast answers from reviewers

What do you want to know about BLU Studio G - Unlocked - White?

[See all 35 answered questions](#)

Ask

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- Text, image, ...

62 global ratings | 56 global reviews

From the United States

Chandara Chhoeun

4 Star

Reviewed in the United States on August 23, 2015

Verified Purchase

Everything works good.

[Comment](#) [Report abuse](#)

Dragan Daniel

Five Stars

Reviewed in the United States on July 5, 2015

Verified Purchase

Ok

[Helpful](#)[Comment](#)[Report abuse](#)

ap

I order the studio g plus thought I was getting ...

Reviewed in the United States on June 25, 2016

Verified Purchase

I order the studio g plus thought I was getting that I got the just the studio g now it is too small for the case I ordered which is the g plus

[Helpful](#)[Comment](#)[Report abuse](#)Krisilou **VINE VOICE****Great "first" phone!**

Reviewed in the United States on May 12, 2015

Vine Customer Review of Free Product ([What's this?](#))

For the money, this BLU Studio phone is a really good value. I use this as a spare phone, and though I don't like it as much as my every day phone, it really has all of the features that one could want. This primarily uses a Google platform, so it helps if you are already familiar with these products and features. The "Ask Google" feature is rather handy, and honestly, I find it to be more useful than Apple's Siri. (I prefer reading text, I guess.) The camera feature is adequate, although the resolution is not as high as other phones; but again, for the money, it's just fine. There is a radio feature that allows your headphones to serve as an antenna, which has come in handy in recent weather outages. It's not as fast or flashy as other Android phones, but that's not really what this phone is designed to be. If you're looking for fast or flash, this is not the phone for you. If you're looking for a basic phone with camera and messaging features, this is what you need.

I would say that this is a great phone for first time smart phone users or for those who only use their phones for basic functions. (I'm looking at you, Dad.) The price is great and it's easy to use. I'm glad to see that there are more reasonably priced phones like this one on the market today.

3 people found this helpful

[Helpful](#)[Comment](#)[Report abuse](#)

Conner Macleod

Impressive Phone

Reviewed in the United States on June 22, 2015

Vine Customer Review of Free Product ([What's this?](#))

The BLU Studio G unlocked phone is a pretty impressive smart mobile device. It's fast, opens and closes apps quickly, boots and shuts down within seconds. I really like the fact that it supports two SIM cards so you can have two separate phone numbers on the same phone, very neat feature.

By far the best feature of the phone is its battery life, which is very important to me. I dislike having to recharge my phone every day or two, while with this one I was able to get over 12 days of battery life with minimal use, that's the longest battery life I've ever seen on any smart phone and I've owned both an iPhone and another Droid, not to mention seen the usage of many other brands of phones.

The only downside of this phone ironically goes hand in hand with its battery life. For whatever reason, right around 55% of battery life left, the phone mysteriously drains completely at the drop of a dime. It doesn't make any sense that its battery would stop working when over half of its life is left. It's a very impressive battery life but the fact that it drains to nothing at half charge must be some kind of error with the battery.

That aside, it takes nice pictures, plays Netflix quite well and most importantly, it has great cell phone reception and its speaker phone works excellently so overall a very good phone. Plus it's made in the USA which is nice to see considering so many electronics are made mostly overseas these days.

2 people found this helpful

[Helpful](#)[Comment](#)[Report abuse](#)Wile E. Cayote **VINE VOICE****A decent, inexpensive Android phone.**

Reviewed in the United States on May 23, 2015

Vine Customer Review of Free Product ([What's this?](#))

I like this phone. It's a decent size, it's very slim and light. The IPS screen looks good from all viewing angles. The camera is decent for a phone camera. I like that it has 2 SIM card slots so that if you wanted (and had the money) you could have two different service providers.

I had read some reviews where people's BLU phones were shutting off by themselves. I thought I was having the same problem but then I found that there is a setting to have the phone shut off and power on by a schedule. I don't know why this was set but when I turned it off, I had no further problems.

I have found that even though the phone has a 1.3GHz Quad-core processor, the phone at times seems a little sluggish. I'm comparing this to my Samsung Galaxy which has no lag whatsoever. The phone's speaker is also pretty tinny. Compared to the iPhone and Galaxy, the sound quality is very poor.

It also has a Micro SD Slot in which you can add up to 64GB of memory in addition to the 4GB of internal memory.

The phone comes with a USB charging cable and adapter for standard outlets.

I would recommend this phone to people who want an inexpensive but decent, unlocked phone. You can choose your own carrier (or two). It's very light and easy to carry.

2 people found this helpful

Helpful

[Comment](#)

[Report abuse](#)



J. A Magill [VINE VOICE](#)

Good quality, excellent value

Reviewed in the United States on June 4, 2015

[Vine Customer Review of Free Product](#) ([What's this?](#))

BLU is a new company and is the next step in the continuing trend of pushing down prices on mobile devices.

For the price, this is a pretty excellent buy. The screen is big and bright and the sound is impressive, especially at a price point of less than \$100. I've been using it primarily as a media mini-tablet. For that purpose, I'm not sure what more you could ask for. The screen was particularly impressive, with quality matching that of my iPhone.

Many of course, will want to employ deeper functionality and that is where you see the cost of the money you've saved. Processing speed, while not terrible, is noticeably slower than more expensive devices. The same is true of the camera which is good, but not great. Still, the flexibility -- being able to just pop in a sim card and go -- makes this a strong choice for every day use or as a back up phone. It is also a strong choice if you're buying for someone who you think will likely "misplace" their phone (eg a teenager).

2 people found this helpful

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Nosnivel [VINE VOICE](#)

This phone is very good for what it is - an inexpensive

Reviewed in the United States on May 9, 2015

[Vine Customer Review of Free Product](#) ([What's this?](#))

This phone is very good for what it is - an inexpensive, don't get locked into a carrier phone. It holds a charge all right, and the sound quality was not as bad as some of the other reviews indicated. That camera was below average, and given that I think most of us now use our phones as our cameras, this could be an issue. The display is sharp, and the ease of use is what you would expect from an Android. The touch screen was a little slow by comparison to my BlackBerry. I am not a big app person, but the few I loaded installed quickly and worked well, without slowing the phone down too much. Synched with my BlueAnt with no problem. Mobile Hotspot worked with no problem.

2 people found this helpful

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scesq [VINE VOICE](#)

My Favorite Phone

Reviewed in the United States on June 7, 2015

[Vine Customer Review of Free Product](#) ([What's this?](#))

I am very pleased with this phone. It is large, has a good amount of memory, has a very good sound and a good camera.

I measure the actually screen size at approximately 3 x 5 inches. This is the largest screen I have ever had on a smart phone.

The video quality is excellent. I have watched movies and television shows on the phone and been able to enjoy them thanks to the screen size and video quality. I have watched replays of parts of baseball games and horse races and found the picture quality excellent.

The phone comes with an FM radio. I also listen to music from other sources. The phone comes with an ear piece that I use when listening to the radio. I have listened to music on the phone without the earpiece and the sound quality is excellent considering it is coming from a phone.

The sound quality when I am talking to people on the phone is good as well. I have no trouble hearing someone or being heard.

The camera on this phone is good. It has many features including a flash. It has a main camera and a front camera. It has some nice features like a face beauty mode, normal mode, **live photo** mode and panorama mode. It has a video camera as well.

Because of the listed 4 GB of internal memory and 512 RAM I have been able to download a good number of apps. I have also been able to store a lot of photos.

I enjoy using all the Google features. Google has become very interactive. If I want to know the weather forecast, the score of a baseball game or the location of the nearest gas station all I do is verbally ask Google and get the answer. Google maps is great on this phone. I once was low on gas and asked the phone where the nearest gas station was and it mapped the route for me.

The voice recognition feature makes it rare that I have to manually type anything on this phone but when I do I am able to do so with my large fingers with ease because of the size of the phone. I have used other smart phones where I often press the wrong letter because they are so small on the screen.

The battery life for this phone is good. The phone comes with a USB cable and charger that can be plugged into and wall outlet.

When I am home or at places that have WIFI I use the WIFI feature. It works fine.

The phone does come with a screen protector that I have yet to be able to make bubble free. When I called BLU phone support I got no help and was told to go a phone store to see if they could help. I will see about buying a better screen protector when I have the chance.

This is a great phone. It is like a small tablet.

2 people found this helpful

Helpful

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Kyle Slayzar

OK For What It Is; A Backup Phone For Non-Verizon Clients

Reviewed in the United States on May 7, 2015

Vine Customer Review of Free Product ([What's this?](#))

I've played around with a lot of phones for extended periods of time including the iPhone 4S, Casio Commando, LG G3, and my current Samsung Note 4. Going into this review and looking at the BLU Studio G's price tag I knew that I shouldn't expect current generation quality from it and what I ended up experiencing was an OK phone that does what it is meant to be; a backup smartphone for non-Verizon clients.

Compatibility:

Now, first and foremost, **THIS PHONE WILL NOT WORK WITH VERIZON.** The Studio G, while dual-sim, only works with GSM while Verizon uses CDMA making the phone incompatible with Verizon so just know this. I even called up Verizon, gave them the device's serial number (IMEI) and they told me it wouldn't work so if anyone says otherwise, I'd like to know how. It WILL, however, work with AT&T, T-Mobile, Metro-PCS, and various other phone providers as GSM is the global standard. While GSM exclusive, the Studio G is unlocked so you just grab a sim card from your local provider, plug it in, conduct a hardware swap online (most carriers have online support and self-service), and you're good to go.

Functionality:

I conducted a series of tests on the Studio G to see how well it would function under normal smartphones

conditions such as internet research, funning apps, games, and video streaming.

The first test involved accessing my Gmail, Facebook, and Twitter accounts. While accessing and running Google Play seemed noticeably slower than other phones, I expected some degree of relative slowness compared to phones that cost roughly 5-7x this one (IE: the Samsung S6 and the iPhone 6). The Studio G performed adequately for these functions.

My next test involved downloading the playing certain apps, both offline and DRM (always online), to see how well the Studio G handled a larger workload. THIS is where the trouble started. While downloading Crusader's Quest the phone began to get warmer at a noticeable and, soon, alarming rate. While most phones get a little warm while updating and downloading, this was unusually warm. Before Crusader's Quest could finish the download I received an error message stating the phone's temperature was too high and I was forced to shut it down to avoid permanent damage. I waited five minutes to let it cool down and tried again.

While the device did boot up normally, the heat began to build up again once I began to play another game (Tetris) as Crusader's Quest failed to run on it. Through Tetris I learned the Studio G has a decent touch screen and response time but not the type I would trust playing games that require very quick responses especially if it involved player vs. player (PVP). I then tried downloading and running Netflix to see how well the Studio G handles streaming. Once I downloaded and logged into Netflix I gave the phone time to cool down to get the most objective trial. I then loaded up The Fifth Element (great film, BTW) and didn't last five minutes before I received another temperature warning and had to power down.

I ran into this issue almost every time I played a DRM game but not so much with offline games. This leads me to believe that the Studio G warms up too high if it needs to transmit a great deal of data even unto WiFi (which was my primary source of data exchange since I'm a Verizon client). This reinforces my idea that the Studio G is a backup phone only as I can't see myself getting used to such limitations till I get a new one whenever that may be.

Camera:

The camera is OK, a mere 5 megapixel, which is close to the iPhone 6 but still meh, and the camera function is very strobe-ish.

Overall:

All in all, the Studio G is a backup camera with severe limitations but, then again, you get what you pay for. The Studio G is NOT a longterm solution by any means.

13 people found this helpful

Helpful

2 comments

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◀ See all details for BLU Studio G - Unlocked - White

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Exhibit 8

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All Today's Deals Customer Service Gift Cards Sell Registry

Amazon's response to COVID-19

BLU Studio XL Android Smartphone - GSM Unlocked - White > Questions & Answers



BLU Studio XL Android Smartphone - GSM Unlocked - White

by BLU

Customer Questions & Answers

Find answers in product info, Q&As, reviews

Type your question or keyword

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Sort by Most Helpful first

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Question: [is the camera good??](#)

Answer: Decent enough for a 8 megapixel camera. The pictures I have taken are fairly clear and it has a live photo feature which is kinda cool but probably won't use all of the time.

Dan Simpson · October 11, 2015

0 votes

Question: [Does it work with consumer cellular?](#)

Answer: Yah its a great phone its not as flat as the pictures believes it to be its still good but I would recommend the Blue Studios 7.0 II it actually looks how it is and its 1.5 inches bigger

Dylan DeDeaux · November 9, 2015

[See all 2 answers](#)

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Question: [Can i use a verizon sim card](#)

Answer: Maybe cause I used att sim card

Amazon Customer · July 6, 2016

[See all 3 answers](#)

0 votes

Question: [connect to tracfone?](#)

Answer: If it's straight talk like what I have call them And they will walk you through it. that's what I did its safer that way. because if you just exchange SIM cards from one phone to the other it will mess up. But make sure you get a byop kit for straight talk

Colin · February 7, 2016

0 votes

Question: [Does it work in India?](#)

[Answer this question](#)

0 votes

Question: [is this phone shipped internationally](#)


Answer: No sorry I am only doing US shipping at the moment.

InJ Boutique Seller · July 30, 2016


[See all 2 answers](#)

Question: [Does it works in Liberia](#)


0 votes

Answer: Sure, it is unlocked and works in Africa
 Christopher W. · August 5, 2016


0 votes

Question: [can it be used with straight talk](#)
Answer: I am not 100% sure but I have seen many reviews say yes.
 Cynthia Ponce · October 16, 2015
[See all 3 answers](#)

0 votes

Question: [does this phone have GPS to use with Google maps?](#)
Answer: im not exactly sure, but i think it would.
 andre cox · October 27, 2015
[See all 2 answers](#)

0 votes

Question: [How tall is it?](#)
Answer: 61/2 inches
 stnkrbelsmom · June 12, 2016
[See all 3 answers](#)

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Amazon Web Services
Scalable Cloud Computing Services

Audible
Listen to Books & Original Audio Performances

Book Depository
Books With Free Delivery Worldwide

Box Office Mojo
Find Movie Box Office Data

ComiXology
Thousands of Digital Comics

DPReview
Digital Photography

East Dane
Designer Men's Fashion

Fabric
Sewing, Quilting & Knitting

Exhibit 9




Axon 7 Mini

User Manual

Camera

You can use your phone to take photos and record videos. Photos and videos are stored on the phone's internal storage. You can copy them to your computer or access them in the **Gallery** app.

Capturing a Photo

1. Touch the **Home** key > .
2. Aim the camera at the subject and make any necessary adjustment. Auto camera mode is used by default.



Number	Function
1	Switch between the front and back cameras.
2	Set a time delay before the camera takes a picture automatically after you touch the shutter icon.
3	Turn on or off the High-Dynamic Range (HDR) feature, only available for the back camera.
4	Change the flash setting, only available for the back camera.
5	Change the camera settings.
6	Switch among video camera, photo camera, or manual photo camera mode.
7	Exit the camera.
8	Select a color effect or other special effects.
9	Capture a picture.
10	Capture a LIVE photo.
11	View pictures and videos you have taken.
12	Use special photo or video camera modes including Super night, Panorama, Magic exposure, Multi-exposure, Slow motion, and Timelapse.

 **WARNING!**

Keep a safe distance when using the flash. Do not point the flash towards the eyes of people or animals.

 **NOTE:**

You can spread or pinch on the screen to zoom in or out before taking pictures.

Exhibit 10

Advertisement

ZTE Unveils Smaller Axon 7 Mini Smartphone

By: Todd R. Weiss (/Authors/todd-r.-weiss) | September 05, 2016

The Axon 7 Mini, with a 5.2-inch screen, is a smaller version of the company's flagship Axon smartphone that was unveiled in May.



ZTE has announced its latest smartphone, the Axon 7 Mini, which includes many of the premium features of its Axon 7 stablemate but incorporates a 5.2-inch display instead of the 5.5-inch screen of the original device.

The Axon 7 Mini, which ZTE unveiled on Sept. 1 at the IFA 2016 conference in Berlin, will be available in the United States, Russia, Germany, Spain, Poland, Japan, Australia, India and Saudi Arabia in the future, with pricing to be announced. The phones will be available in markets outside the U.S. at the end of September for about \$334 in Europe with Value-Added Taxes included.

The smartphone features a 5.2-inch full HD (1,080-by-1,920 resolution) AMOLED touch-screen display, a Qualcomm MSM8952 octa-core processor, an Adreno 405 graphics chip, 3GB of memory, 32GB of onboard storage, a 2,705mAh nonremovable Li-ion battery and quick-charging capabilities. The phone can be charged to about 50 percent in about 30 minutes.

The Axon 7 Mini has an all-metal unibody for durability and a curved design that was inspired by racing cars and was created in collaboration with BMW subsidiary Designworks, according to ZTE.

Further reading

[Don't Ignore Impact of Bad Audio on Employee Well-Being \(/mobile/why-we-shouldn-t-ignore-impact-bad-audio-has-on-employee-well-being\)](#)

How IT Can Fuel Strong Collaboration Among Remote,... (/mobile/how-it-can-fuel-strong-collaboration-among-remote-wfh-employees)

Running on the Android 6.0 Marshmallow operating system, the Axon 7 Mini also includes a rear-mounted fingerprint sensor for user and device security, dual SIM slots and a microSD slot for memory cards up to 128GB for expanded storage. The handset also features a 16-megapixel main rear-facing camera with auto-focus, an f/1.9 lens, dual LED flash and face detection technologies, and an 8-megapixel front-facing camera with an f/2.2 lens. The phone can capture 1080p or 720p video at 30fps.

In addition, the handset features dual front-facing stereo speakers with Dolby Atmos capabilities to provide enhanced high-fidelity sound in a smartphone.

The Axon 7 Mini, like its larger sibling, is a 4G LTE unlocked handset that will work on GSM and CDMA networks. It also includes WiFi, Bluetooth 4.0 and near-field communications (NFC) connectivity, as well as a USB Type-C port and a 3.5mm headset jack.

The handset is 5.81 inches long, 2.8 inches wide and 0.31 inches thick and weighs 5.4 ounces. It comes in Ion Gold or Platinum Grey colors.

"Consumers around the world have gravitated to our Axon 7 device as it offers flagship level specs and experience at a price that is simply unbeatable," Adam Zeng, CEO of ZTE Mobile Devices, said in a statement. "By extending the Axon 7 series with today's launch of the Axon 7 Mini, we are giving consumers more options in device size, but with the same premium performance they seek in flagship devices."

ZTE's latest premier unlocked smartphone, the original Axon 7 (/mobile/zte-s-axon-7-all-metal-flagship-smartphone-coming-to-u.s), was unveiled in May, according to an earlier *eWEEK* story. The Axon 7, which works on all major U.S. carriers, features a 5.5-inch AMOLED Wide Quad HD (WQHD) touch-screen display with 2,560-by-1,440 resolution (538ppi), a Corning Gorilla Glass 4 display cover and a 2.2GHz quad-core Qualcomm Snapdragon 820 MSM8996 processor with an integrated Qualcomm Adreno 530 GPU.

The smartphone comes with 4GB of RAM and 64GB of onboard storage or with 6GB of RAM and 128GB of onboard storage. Both models also include a microSD slot that holds memory cards up to 128GB for expanded storage. Plus, the Axon 7 includes a 20-megapixel rear-facing camera that uses a Samsung ISO-cell sensor, an F1.8 sapphire lens, Optical Image Stabilization, Electronic Image Stabilization, Phase Detection Auto Focus and dual LED flash. The camera features a Super Auto mode that includes Night Shot, Auto HDR and Automatic Scene Optimization capabilities, as well as additional manual, beauty selfie, refocus, slow motion, live photo, multi-exposure and long-exposure settings.

The ZTE Axon 7 is a dual SIM phone that is compatible with AT&T and T-Mobile in the U.S. to start, with Sprint and Verizon capabilities coming possibly later in the year. Also featured in the phone is a rear-mounted fingerprint reader for user authentication and security, dual AKM HiFi audio chipsets, Dolby Atmos surround sound and dual front-facing speakers for excellent audio quality, and a 3,140mAh, nonremovable battery that promises up to 16 hours of talk time, about 360 of standby time and quick-charging capabilities.

The phone, which retails for \$399.98, runs on the Android 6.0.1 Marshmallow operating system and is 5.97 inches long, 2.95 inches wide and 0.34 inches thick, and it weighs 6.52 ounces.

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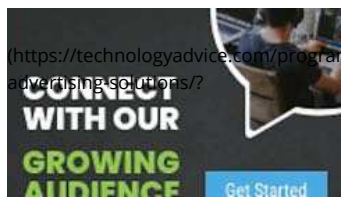
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Exhibit I I

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Home > Electronics > Cell Phones > Cell Phones - Unlocked > ZTE > Item#: N82E16875705057



NOT AVAILABLE. See similar items below.

ZTE Axon 7 Mini 32GB 4G LTE Gray Unlocked Smartphone 5.2" 3GB RAM (North America Warranty)

(235) Write a Review

See 18 Questions | 40 Answers

OUT OF STOCK.

- Qualcomm MSM8952 Snapdragon 617, Octa-core (4 x 1.5 GHz Cortex-A53 & 4 x 1.2 GHz Cortex-A53) + Adreno 405
- 3GB RAM + 32GB Built-in storage, microSD expansion up to 256GB (use SIM 2 slot)
- Dual SIM (NANO-SIM, dual stand-by)
- 16 MP Rear camera, f/1.9, Dual-LED flash; 8 MP front camera, f/2.2; 1080P video capture
- 5.2" AMOLED 1920 x 1080 FHD display, 16M colors, 424 ppi
- Dual stereo speaker with Dolby ATMOS Digital Surround sound
- 2705mAh non-removable Battery, USB Type-C, support QC 2.0
- Fingerprint scanner
- Android 6.0.1 (Marshmallow), upgradeable
- ZTA Axon Passport 2.0
- 4G LTE Unlocked Phone - supports AT&T, T-Mobile, MetroPCS, Cricket & other GSM-based networks

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TOP FAVORABLE REVIEW

Definitely worth the price!

Pros: - Amazing screen. Wow. Coming from an LCD (Lg G4) this AMOLED panel is a revelation. Clear, bright and super detailed.

- Fast. Snapdragon 820 and 4 gigs of RAM really delivers. Smooth and fluid. - Good audio. Front facing speakers have been a little underwhelming so far, but the audio through the headphones (using the ZTE music app only, for now...) is really great. The 32 bit DAC makes a huge difference.

- Feels premium in the hand. The feel of the aluminium body is solid and smooth and really really impressive.

Cons: - The ZTE Mifavor launcher leaves a lot to be desired. Gigantic icons, few customization options yeah. Had Nova launcher prime installed within a half hour of getting the phone set up.

- The included QC 3.0 charger has started failing after just a few days. Which also led to....

SIMILAR ITEMS THAT CUSTOMERS ALSO BROWSED



Used - Very Good: Schok Freedom Turbo 4G LTE Unlocked GSM Phone w/...

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CAT S60 Unlocked Smartphone 4G LTE Single SIM with Dual Camera...

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Huawei - Honor 8 Camera Unlocked Smartphone 64GB

\$299.95

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- Poor support from ZTE. Called about the included charger failing and was advised to go to my provider for a new one. Polite service but utterly useless. - Accessories are of mediocre to poor quality. The included soft silicone case is adequate, the plastic screen protector is poor and the headphones are rather meh. Costs were definitely saved here. **Overall Review:** Overall, for the money, a great phone. It has a few weak points, bugs and strange design features but nothing that can't be fixed or addressed in software. The camera has been adequate so far but hasn't distinguished itself enough to be either a pro or a con. I've also seen a lot of comments raised about the phone and wifi radios getting weak signal compared to a number of other phones; I haven't experienced any issues. Wifi at home and work has been great and LTE service has been good as well, as far east as Newcastle Ontario. Definitely comparable to my old G4.

- Graham D. posted on 10/9/2016

TOP CRITICAL REVIEW

Worst RMA experience ever

Pros: Nothing - poor phone
Cons: Been back for repair twice. They did nothing the first time, then said they would send new one out the second. Two months later, I am still waiting

Overall Review: Only recommend to your worst enemy. Their service is awful
- lawrence n. posted on 7/9/2017

WRITE A REVIEW



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AXON 7 MINI

Phenomenal performance

at an unbeatable price.



Lighter & More Compact

Weighing only 153 grams and featuring a 5.2" AMOLED Full HD Display, AXON 7 mini Mini is built to fit effortlessly into your everyday life.



A STUNNING CAMERA

Capture striking photos and vivid Full HD video with AXON 7 mini Mini's 16 megapixel camera.





Immersive Audio

With Dolby ATMOS Digital Surround Sound and dual stereo speakers, enjoy crystal clear HiFi audio anywhere you go.



ELEGANT DESIGN

A sleek aluminum full metal body creates enticing curves and timeless appeal.

ADVANCED PERFORMANCE

AXON 7 mini Mini is powered by Qualcomm's Octa-Core Snapdragon 617 Processor, one of



the most sophisticated smartphone chipsets in the world.

- Octa-Core Qualcomm Snapdragon 617 Processor + Adreno 405 GPU
- 3GB RAM + 32GB ROM
- 2705 mAh Battery
- NFC
- AKM 4962 HiFi Recording Processor
- RF Chip
- Dual Noise-Suppression Mics



Long-Lasting Battery

15 hours of talk time
 270 hours of standby time
 50% charged in 30 minutes
 AXON 7 mini Mini won't stop until you do

Fingerprint Scanner

An elegantly placed fingerprint scanner ensures security at every touchpoint.

Expandable Memory

Guarantee a home for all your favorite photos and videos with up to 128 GB of additional storage space.

USE THE EXTRA MEMORY SLOT FOR ALL YOUR STUFF. UP TO 128GB

USE SIM 2 FOR GLOBAL TRAVEL





SOUND

- 3.5mm Headphone Jack
- High Fidelity Sound Performance
- Dual Speaker Support
- M-Base Support Material

PLAYBACK

- Sound Playback Codecs: Dolby Atmos + Dolby Digital Plus (7+1 Surround Sound)
- Sampling Frequency: 192 kHz
- THD+N: $^{-106}$dB
- S/N ADC: 120 dB

RECORDING

- Channel: 2 channel (hi-fi), 1 channel (VAD)
- Resolution: 32 bit
- Sampling Frequency: 192 kHz
- MIC max input: 2.8 Vpp
- S/N ADC: 102 dB

CONFERENCE MODE

- Directional Recording: Dimensional and Omni Directional
- Recording Range: Up to 8 meters (approximately 26 feet)
- Dedicated Audio Chipset: AKM 4962

PERFORMANCE

PROCESSOR

- 1.5 GHz Quad-Core Qualcomm
- Snapdragon 617
- Integrated Qualcomm Adreno 405 GPU

MEMORY

- 3GB RAM + 32 GB ROM
- SD Memory Slot expandable up to 128GB

SIM CARD SIZE

- SIM 1: Nano (4FF)
- SIM 2: Nano (4FF)
- - Also supports MicroSD expansion

CAMERA

REAR-FACING CAMERA

- 16MP
- ISO-Cell Sensor, Sapphire Lens, EIS+ PDAF, F/1.9
- Super Auto Mode (Night Shot, Auto HDR, Automatic Scene Optimization)
- Multi Function (Manual, Beauty Selfie, Slow Motion, Live Photo, Multi Exposure, Long Exposure)
- Dual-LED (Single Tone) Flash
- Features: Geo-tagging, Touch Focus, Face Detection, Panorama, HDR

FRONT-FACING CAMERA

- 8MP
- F/2.2, 1080p
- 88 degree wide angle lens

VIDEO CAPTURE

- 1080p FHD (30 FPS)
- 720p HD (30 FPS)
- Slow Motion 720p (120 FPS)

MIRACAST (WI-FI DISPLAY)

BATTERY

PROCESSOR

- Talk: 15 hours (900 minutes)
- Standby: 270 hours (11 days)
- 2705mAh, non-removable
- Qualcomm Quick Charge 2.0
- Time for Full Charge: 90 minutes
- Amount of Charge*:
 - -5 min: 8%
 - -10 min: 16%
 - -30 min: 46%

*Charge times based on use of in-box cable and power adapter.

PASSPORT 2.0

Even the best phones aren't invincible. If life takes a toll on your Axon, ZTE has you covered, with the world's best mobile protection plan: Passport 2.0.

Axon Passport costs you nothing to take advantage of, and offers:

- Full two-year warranty
- Free advanced exchanges for repair
- Free two-way shipping
- Premium coverage for out-of-warranty damage*
- Up to \$100 discount purchasing next ZTE devices

WARRANTY & RETURNS

Out-of-warranty repair deductible for out-of-warranty condition repair

WARRANTY, RETURNS, AND ADDITIONAL INFORMATION

Warranty

Limited Warranty period (parts): 2 years

Limited Warranty period (labor): 2 years

[Read full details](#)

Return Policies

Return for refund within: non-refundable

Return for replacement within: 30 days

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Exhibit 12

Advertisement

ZTE's Axon 7 All-Metal Flagship Smartphone Coming to U.S.

By: Todd R. Weiss (/Authors/todd-r.-weiss) | May 26, 2016

The Axon 7 has launched in China and will be available in the U.S. at a future date for under \$500, with a two-year warranty and a U.S. call center.



ZTE's latest premier smartphone, the Axon 7, will be headed to the United States and other countries in the future after launching in China on May 26. The handset, which is built with an aluminum chassis and exterior, will be priced below \$500 and will work on all major U.S. carriers, according to ZTE.

The Axon 7 handset features a 5.5-inch AMOLED Wide Quad HD (WQHD) touch-screen display with 2,560-by-1,440 resolution (538ppi), a Corning Gorilla Glass 4 display cover and a 2.2GHz quad-core Qualcomm Snapdragon 820 MSM8996 processor with an integrated Qualcomm Adreno 530 GPU.

The smartphone comes with 4GB of RAM and 64GB of onboard storage or with 6GB of RAM and 128GB of onboard storage. Both models also include a microSD slot that holds memory cards up to 128GB for expanded storage.

The Axon 7 also includes a 20-megapixel rear-facing camera that uses a Samsung ISO-cell sensor, an F1.8 sapphire lens, Optical Image Stabilization, Electronic Image Stabilization, Phase Detection Auto Focus and dual LED flash. The camera features a Super Auto mode that includes Night Shot, Auto HDR and Automatic Scene Optimization capabilities, as well as additional manual, beauty selfie, refocus, slow motion, live photo, multi-exposure and long-exposure settings.

The main camera captures video as well in 4K Ultra HD at 30 frames per second (fps), full HD 1080p at 30 fps or at 720p HD at 30 fps. It also captures video in slow motion mode in 720p at 240 fps or in 480p at 300 fps. A front-facing 8-megapixel camera is featured for selfies.

The ZTE Axon 7 is a dual SIM phone that will operate on GSM, CDMA and UMTS networks, including the major mobile carriers in the U.S. The phone will be compatible with AT&T and T-Mobile in the U.S. to start, with Sprint and Verizon capabilities coming "possibly later in the year," according to ZTE.

Also featured in the phone is a rear-mounted fingerprint reader for user authentication and security, dual AKM HiFi audio chipsets, Dolby Atmos surround sound and dual front-facing speakers for excellent audio quality, and a 3,140mAh, nonremovable battery that promises up to 16 hours of talk time, about 360 of standby time and quick-charging capabilities.

In addition to LTE connectivity, the handset includes 802.11 b/g/n/ac, Bluetooth 4.2, near-field communication (NFC) and mobile hotspot capabilities.

The phone runs on the Android 6.0.1 Marshmallow operating system and is 5.97 inches long, 2.95 inches wide and 0.34 inches thick, and it weighs 6.52 ounces. It will be available in Ion Gold and Quartz Gray colors.

Support for Google's Daydream mobile virtual reality platform is also included in the Axon 7, as well as overall exterior design input from a collaboration with BMW Group's Designworks design team.

No date has been announced for when the phone will be available in the U.S., nor has a firm price been unveiled. When it does go on sale in the U.S., it will be available through outlets including ZTEusa.com, Amazon, Best Buy, B&H, eBay and Newegg. Customer support will be provided to U.S. customers through a U.S.-based call center. The Axon 7 will come with a two-year Axon Passport 2.0 warranty and protection plan that also covers drops, dings and broken display screens.

Also launched in China with the debut of the Axon 7 is the ZTE VR headset, which allows a user to place his or her Axon 7 handset in the headset to turn it into a virtual reality viewer.

ZTE was the fourth-largest selling brand in the U.S. in the first quarter of 2016, according to Strategy Analytics, behind Apple, Samsung and LG.

In April, ZTE was forced to replace three senior executives (/mobile/zte-replaces-3-key-executives-to-meet-u.s.-demands) in a move aimed at regaining the trust of U.S. government officials after ZTE allegedly shipped American technology goods to Iran in violation of U.S. sanctions against Iran, according to an earlier eWEEK story. The moves by the Chinese smartphone and networking equipment company came about a month after ZTE was hit by export restrictions by the U.S. government in March as punishment for allegedly making deals to ship needed parts from U.S. technology companies to Iran in violation of U.S. sanctions that bar such sales, according to an earlier eWEEK story.

ZTE has been shipping its smartphones and other products to the United States for years, including the ZTE ZMAX2 through AT&T in September 2015 and the ZTE Warp Elite in August 2015 through Boost Mobile.

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Exhibit 13



ZTE

Tomorrow never waits

AXON 7

BY ZTE

AMERICA'S PREMIER HIFI SMARTPHONE

HAVE YOU HEARD?



ORDER YOURS NOW ▶

WORLD'S SMALLEST CONCERT

America's First HiFi Mobile Audio
Dual Speakers + HiFi Audio Output
Dual Microphones + HiFi Recording
Dolby ATMOS + Dolby Digital Surround



MAKE YOUR EYES PROUD

20MP Camera
Optical Image Stabilization
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240fps HD Slow Motion Capture



JUST FEELS RIGHT

Intuitively Placed
Pointer Finger Scanner



TOUCH MY BODY

Aluminum
Full Metal
Unibody



WIN WIN

Extra SIM/SD Card Slot



LONG, LONG LIFE

16 Hours of Talk Time
360 Hours of Standby Time
Full Charge in 100 Minutes



ACCIDENTS HAPPEN

The Axon Passport 2.0 Program
The Industry's Best Warranty
Keeps You Covered

SOUND

3.5mm Headphone Jack
High Fidelity Sound Performance
Dual Speaker Support
M-Base Support Material

PLAYBACK

Sound Playback Codecs: Dolby Atmos[®] + Dolby
Digital Plus (7+1 Surround Sound)
Sampling Frequency: 384kHz
THD+N: '112dB
S/N: 120 dB

RECORDING

Channel: 3 channels (HiFi), 1 channel (VAD)
Resolution: 32-bit as per specs (24-bit as per performance)
Sampling Frequency: 96kHz
MIC Max Input: 2.02Vpp
S/N ADC: 102dB

CONFERENCE MODE

Directional Recording: Dimensional and Omni Directional

Recording Range: Up to 7 meters (approximately 23 feet)

Dedicated Audio Chipset: AKM 4961 + 4490

- 4961 - HiFi main chipset to provide HiFi and recording features
- 4490 - Independent amplifier to enhance HiFi playback (AK380)



CAMERA

REAR-FACING CAMERA

20MP

ISO-Cell Sensor, Sapphire Lens, OIS+ EIS+ PDAF, F/1.8, Close Loop VCM for better auto focus

Super Auto Mode (Night Shot, Auto HDR,

Automatic Scene Optimization)

Hybrid IS (Photo and Video)

Multi Function (Manual, Beauty Selfie, Refocus, Slow Motion, Live Photo, Multi Exposure, Long Exposure)

Powerful Dual-LED Flash

FRONT-FACING CAMERA

8MP

MIRACAST (WI-FI DISPLAY)

VIDEO CAPTURE

Normal Video Mode:

- 4K UHD (30fps)
- 1080p FHD (30fps)- 720p HD (30fps)

Slow Motion Mode:

- 720p@240fps
- 480p@300fps



PERFORMANCE

PROCESSOR

2.15GHz Quad-Core Qualcomm Snapdragon 820 (MSM8996)

Integrated Qualcomm® Adreno™ 530 GPU

MEMORY

Config 1 - 4GB RAM + 64GB ROM, UFS 2.0

SD memory slot expandable up to 128GB

SIM CARD SIZE

SIM 1: Nano (4FF)

SIM 2: Nano (4FF)

- Also supports MicroSD expansion

BATTERY

Talk: 16 hours (960 minutes)

Standby: 360 hours (15 days)

3250 mAh, non-removable

Qualcomm Quick® Charge™ 3.0

Time for Full Charge: 100 minutes

Amount of Charge:

-5 min: 8%

-10 min: 17%

-30 min: 50%



PASSPORT 2.0

Even the best phones aren't invincible. If life takes a toll on your Axon, ZTE has you covered, with the world's best mobile protection plan: Passport 2.0.

Axon Passport costs you nothing to take advantage of, and offers:

Full two-year warranty

Free advanced exchanges for repair

Free two-way shipping

Premium coverage for out-of-warranty damage*

Up to \$100 discount purchasing next ZTE devices

* Charges up to \$79.99 deductible for out-of-warranty condition repair

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Exhibit 14



ZTE

ZTE Shakes Up the U.S. Smartphone Market with Axon 7 Arriving Stateside for \$399.98

*The Axon 7 delivers killer specs and a premium VR experience against pricier
Android rivals*



Axon 7 (Photo: Business Wire)

July 13, 2016 08:00 AM Eastern Daylight Time

RICHARDSON, Texas--(BUSINESS WIRE)--ZTE USA, the fourth-largest smartphone supplier in the U.S. and second largest in the no-contract market,* announced it is accepting online preorders of the Axon 7 smartphone today through Amazon, Best Buy, B&H, Newegg, and www.zteusa.com. The Axon 7 is the first Android smartphone to break away from other flagships with specs that outperform rivals at an unbeatable price of \$399.98.

“The Axon 7 is exactly what the U.S. market told us they want, value and need – a shake-up among overpriced flagship smartphones,” said Lixin Cheng, chairman and CEO of ZTE USA. “The Axon 7 represents the best of what ZTE can deliver; from an elegant design to groundbreaking Hi-Fi audio, it outperforms competitors at half the price.”

Virtual Reality Ready

The Axon 7 delivers the best audio and visual experience for VR applications. It comes equipped to support Daydream, Google’s mobile VR platform, and will be Daydream-ready in the Fall of 2016.

Most Powerful Hi-Fi Audio Phone

With two dedicated sound chips and enhanced software, professional third-party testing proves the Axon 7 headset and speaker output are significantly more powerful than the competition. Listeners will experience better sonic quality at lower listening levels and increased headroom to experience louder bass sounds and higher dynamic ranges.

Beyond a Camera

The 20-megapixel rear camera is equipped with dual image stabilization to prevent blurred images when capturing real-life moments. Features such as Live Photo generate animated images that can be shared via text, email, and across social media. Beyond the high quality camera, photo editing options including filters, stickers, text bubbles, and more, provide new levels of fun and personalization.

Designed in the U.S.

The Axon 7 was designed in the U.S. with the help of industry-leading design experts from Designworks, a BMW Group company, which ensured the phone would look and feel premium at every angle. Thanks to a continuous curve, the phone is noticeably smooth and luxurious to hold. The design is elevated with shiny metal edging that stands out while highlighting some of the phone's best features.

First-Class Experience

Powered by the Qualcomm® Snapdragon™ 820 processor, the Axon 7 delivers the power and performance when you need it. The sophisticated mix of user choices coupled with the latest technology delivers a superb user experience. More options to operate the phone shorten the amount of time to get things done.

Capabilities such as taking a screen capture with one finger and one of the industry's most responsive fingerprint sensors get you from point A to point B efficiently.

The big, bright AMOLED display is noticeably crisp whether looking at the screen head on or from an angle. A multitude of themes takes full advantage of the HD display with high quality graphics that can easily change the look of the phone in an instant.

Dual-SIM Slot

The dual-SIM slot allows two carrier SIMs to be used in the Axon 7. Different carrier networks can be independently tasked to manage calls or data, and can be switched at any time. This highly convenient capability is great for overseas travel, waiting out a contract, or in situations where network reception is weak.

Get More Extras

Provided in-box, the Axon 7 comes with a clear phone case, screen protector, Qualcomm® Quick Charge™ 3.0 USB-C type 3 phone charger, and premium in-ear headphones.

The Axon Passport 2.0 warranty comes standard with any Axon phone purchase to keep you covered through spills, slips, and whatever trip ups come your way. For full details on the industry's leading protection and warranty plan visit <https://www.zteusa.com/passport/>.

*Strategy Analytics, Q1 2016

About ZTE USA

ZTE USA (www.zteusa.com), headquartered in Richardson, Texas, is a subsidiary of ZTE Corporation, a global provider of mobile devices, telecommunication systems, and enterprise solutions. Operating since 1998, ZTE USA is dedicated to making cost-efficient, quality communication technology accessible to all. ZTE is ranked by independent industry analysts as the fourth-largest supplier of mobile devices in the U.S. overall, and second-largest supplier of prepaid devices.

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Contacts

ZTE USA

Jeffrey Norris, 972-671-8885

jeffrey.norris@zteusa.com

Exhibit 15



Explora › Mobile › Hands-on Review › In the Field: The ZTE Axon 7 and 7 Mini Smartphones

In the Field: The ZTE Axon 7 and 7 Mini Smartphones

By Richard L. Stevens | 4 years ago

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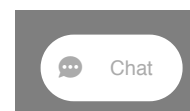
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Time really does fly—it’s been almost a year since I reviewed ZTE’s previous-generation flagship smartphone, the Axon Pro. While I’m no stranger to Android devices, that was my first hands-on experience with the brand, and I remember walking away being not only impressed with the device itself, but optimistic about the future of the smartphone market as a whole. The Axon Pro positioned itself well in a crowded space by offering above-average performance, top-shelf construction, and an appealing feature set at an affordable price.

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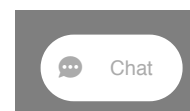




ZTE Axon Pro 64GB Smartphone

This helped reassure what I had already known: that delivering a premium smartphone at an approachable price was indeed a possibility, and I hoped that more manufacturers would soon follow suit. Judging from customer feedback and third-party reviews, I wasn't the only person who thought ZTE was on to something with the Axon Pro. For the most part, it was a working formula. This time around, ZTE is back to show us something new, the [Axon 7](#) and the slightly less equipped, but not to be underestimated, [Axon 7 Mini](#). And just like last year, ZTE wants to remind you that you don't always need to empty the piggy bank to have a complete and enjoyable smartphone experience.

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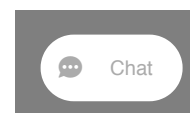
ZTE Axon 7 mini A7S121 32GB Smartphone

Two Devices, not That Far Apart

Before we get into how the Axon 7 and 7 Mini differ, let's explore how they're alike. At first glance, they bear a similar appearance. Both devices sport a unibody design with non-removable batteries, along with a perforated-hole design on the front of the phones that covers its dual speakers and microphones above and below the screen. Speaking of the screen, with a 5.2" display size, the Axon 7 Mini is similar in its support of an AMOLED screen as with the Axon 7, which sports a 5.5" screen which is designed to deliver optimized contrast and color reproduction. One thing you notice almost immediately is that the larger Axon 7 features navigation buttons right below the display, while the Axon 7 mini utilizes software-based navigation keys.

While you would expect 4G LTE connectivity from any advanced smartphone these days, and you get it here, both Axons up the ante by offering dual SIM card connectivity. This is a great feature for travelers and power users who need to manage more than one phone number. You also get a microSD card slot on both devices that supports microSDXC cards up to 256GB, and this is always a crowd pleaser for Android fans looking to increase their storage capacity. Just keep in mind that you can't take advantage of dual SIM connectivity and microSD expansion at the same time, because they occupy the same slot. In case you're wondering, the handful of phone calls I made sounded just fine.

Press  for Accessibility menu n people



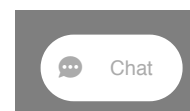


On the bottom of each phone, you'll find a USB Type-C interface for charging and computer connections. With USB Type-C, not only can you easily connect the cable in either orientation, but you also enjoy quick-charging technology. While the charging speeds weren't blazing fast, I was able to go from 0 to 100 percent in less than 2 hours.



Quite a lot of attention has been paid to headphone jacks these days, and you'll find one on each of these devices. On the rear of the Axon 7 and 7 Mini, a fingerprint reader can be found below the camera flash. This was my first experience using a smartphone with the fingerprint reader on the rear, and as expected, it took some getting used to. But once I got accustomed to its placement, I found it to be comfortable to operate and very responsive when unlocking the phone. To aid in your comfort, both phones include clear plastic covers that allow you to securely grip the device while still exposing its attractive design. Additionally, headphones with onboard playback and volume buttons are also included—we'll touch on the audio side of things a little later on

Press **for Accessibility menu n people**

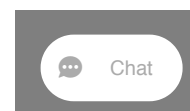




Hardware Specs and Camera Design

Now that we've familiarized ourselves with the design of the Axons, let's take a look at what's lurking under the hood. The Axon 7 Mini is equipped with a Snapdragon 617 octa-core chipset, 3GB of RAM, and 32GB of storage; while the Axon 7 features a Snapdragon 820 quad-core chipset, 4GB of RAM, and 64GB of storage. Clearly, both devices are packing some serious horsepower, and it shows when navigating the user interface, and during my modest gaming sessions. Getting back to the aforementioned screens, the larger display on the Axon 7 has QHD 2560 x 1440 resolution, compared to the Full HD 1920 x 1080 screen found on the Axon 7 Mini. During my time with both devices, I found the Axon 7 Mini to deliver a slightly higher brightness output to that of the Axon 7, with both devices set to Auto Brightness mode. Nevertheless, I never found readability to be an issue with either device. Wireless capabilities also differ a bit between the two Axons, since the 7 offers dual-band 802.11ac Wi-Fi and the 7 Mini has single-band 802.11n connectivity.

I think I'm pretty fair when it comes to evaluating smartphone camera performance. While my go-to camera is my trusty [Sony DSC-RX100 II](#), it's not always with me, but my smartphone is. And while I don't expect my phone to go toe-to-toe with my point-and-shoot, it should be able to fill in when the opportunity presents itself. These smartphones pack some pretty impressive camera specs and features. The Axon 7 is endowed with an 8-megapixel front-facing camera and a real 20-megapixel camera with a 5-element f/1.8 sapphire lens. It also offers optical image stabilization (OIS), a feature commonly seen on flagship devices. While OIS isn't present on the Axon 7 Mini, it does pack an 8-megapixel front camera and a 16-megapixel rear camera with an f/1.9 sapphire lens of its own.



Upon launching the camera app on both devices, I was greeted by a graphic that showcased a few of the devices' onboard photo enhancements, such as Magic Exposure mode, Slow Motion, Manual mode for more control, and even Live Photo capabilities, which records a short video when capturing images. All in all, I found the camera performance to be very good on both phones, with photos being a touch sharper on the Axon 7. Both phones showed some limitations when shooting in low-light conditions, but photos taken outdoors and in rooms with adequate lighting yielded positive results. On the video recording side of things, you get 1080p with the Axon 7 Mini and up to 4K with the Axon 7.

Android OS and Software Enhancements

I'm sure if we took a poll, the majority of Android users would prefer a clean, untouched operating system, as supposed to a skinned or themed overlay. I understand why manufacturers do it, though, with the number of devices on that market, they almost *have* to differentiate themselves in some way. Hardware can only vary but so much, but software adds personality. In this case, both of these smartphones run ZTE's MiFavor UI on top of Android 6.0.1. I, for one, don't mind manufacturers adding a bit of special sauce, but I have a few rules. For starters, do no harm. These enhancements shouldn't be a drain on system resources; everything should remain fast and fluid. Second, they should make sense. Meaning, they have to genuinely enhance the OS. ZTE did a few things here that I like. For starters, while I didn't take advantage of all the software enhancements, such as motion gestures and button reassignment, having them enabled during testing didn't compromise usability.

I also spent a great deal of time listening to music and watching videos while toggling the Dolby Atmos and Headset HiFi modes. I'm a bit of an audio purist, so I usually choose to disable musical enhancements, but I found the Headset HiFi mode to be especially useful for poorly recorded tracks. Similarly, Dolby Atmos injected life into almost every video and movie I threw its way. I access movies from my home PC via my Plex account and, each time, I preferred listening with Dolby Atmos engaged. Even better, I could easily access Dolby Atmos mode from the customizable drop-down window.



Strong Contenders in a Crowded Arena

Is the smartphone market still a crowded one? You betcha, especially when you look at the number of Android devices available. There's no s **Press ↵ Enter for Accessibility menu n people**. In fact, it can be downright dizzying at times. This in itself can be a good thing, though competition fosters innovation and can even drive prices down. But price isn't everything and shouldn't be the only consideration when it comes to something as important as your smartphone. Anybody can race to the bottom, but can they produce a device that won't let you down in the process? I often say, I don't mind paying a little extra for tech if it delivers for me in the long run. Smartphones

Chat

longer luxury devices; they are daily necessities for many people. They're avenues for communicating, exploring, conducting business, and even entertaining—they had better work. Spending time with the Axon 7 and 7 Mini shows me just how far we've come.



I still remember my first smartphone, the Android 2.2 Froyo-powered Samsung Captivate, and being blown away by how fast and intuitive it was compared to the not-so-smartphone it replaced. Having been in the game a while, I've had a front-row seat to the hardware and software evolution taking place in the mobile device market, and I continue to be impressed that we keep pushing the envelope even farther. Things that we consider essential don't have to be expensive, nor should this be a mundane or arduous daily task. ZTE wants you to take pride in smartphone experience, enjoy yourself—live a little. With the Axon 7 and 7 Mini, you have two choices that offer some of the best tech that smartphones have to offer.

If you need help deciding which of these phones is best for your smartphone enjoyment, contact us or post in the Comments section, below. Your smartphone is important, and we're here to help.

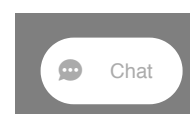


Exhibit 16



ZTE Blade V8 Pro Dual Camera Unlocked Smartphone (5.5" Black, 32GB Storage 3GB RAM) US Warranty

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ZTE Blade V8 Pro Dual Camera Unlocked Smartphone (5.5" Black, 32GB Storage 3GB RAM) US Warranty

(37) [Write a Review](#)

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- Qualcomm Snapdragon 625 processor Octa-core
- 3GB RAM, 32GB built-in storage, expandable up to 128GB
- 13 MP + 13 MP Dual Rear Camera with LED Flash, 8 MP Front-Facing Camera
- 4K video capture
- 5.5" FHD display, 1920 x 1080, Gorilla Glass 3
- 3140mAh battery for long battery lasting
- Android 6.0 Marshmallow
- Supports AT&T, T-Mobile, Tracfone & other GSM based network

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Model

Brand	ZTE
Model	Blade V8 Pro
Part Number	Z978

Network

Technology	4G LTE
------------	--------

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TOP FAVORABLE REVIEW

Excellent smartphone, but can't block numbers?

- Pros:**
- Powerful CPU
 - Lots of (expandable) storage
 - Good camera
 - Good battery life
 - Excellent value

Cons: -No option to block numbers from calling you

Overall Review: This phone is an absolute bargain at MSRP, and supports T-Mobile, which has some of the cheapest 28 GB plans on the market (I refuse to call them "unlimited" though). Phone responsive, powerful (runs Hearthstone)



ZTE Blade V8 Pro Dual Camera Unlocked Smartphone (5.5" Black, 32GB Storage 3GB RAM) US Warranty

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- Q & A
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UMTS: 42 Mbps
LTE: 150 Mbps

Design

Form Factor	Smart Phones
Color	Black
Dual SIM	Yes
SIM Card Type	Nano SIM
Secondary SIM Card Type	Nano SIM, which also supports microSD, expansion up to 128GB when not in use for additional SIM
Sensors	Compass, Proximity & Ambient Light, Gyro-sensor, Accelerometer, Hall sensor, Fingerprint recognition
Audio Connectors	3.5mm jack

Display

Touch Screen	Capacitive Touch Screen
Main Display Size	5.5"
Main Display Resolution	1920 x 1080
Pixel Density	401 ppi
Main Display Format	TFT

Camera

Rear Camera	13 MP + 13 MP Dual Camera
Flash	Dual LED
HD Video Capture	2160p
Auto Focus	Yes
Front-Facing Camera	8 MP

Configuration

Operating System	Android 6.0.1 (Marshmallow)
System Chip	Qualcomm MSM8953 Snapdragon 625

Camera is great, battery can last nearly a whole day with heavy use (as a GPS during road trips for example) or several days with lighter use, and charges to full in less than an hour on a Quick Charge 2.0 charger. Call clarity is good as well.

So are there any cons? No CDMA support, so Sprint and Verizon aren't an option, but phones that support CDMA AND GSM are rare, so I won't count off for that. The only major con I have is that the Android version in use here does not allow you to block callers, at least not without the use of 3rd party apps that don't always work right. Not a deal-breaker for me, but it's such an absurd oversight that I have to knock off an egg for it.

On the other hand, ZTE did patch out the music app issues you may see other reviews complain about, so that's a plus. All in all, the good heavily outweighs the bad here. This phone is a safe bet.

- Bratcher M. posted on 3/22/2017

TOP CRITICAL REVIEW

Good Midrange Phone But Already Obsolete

Pros: Dual rear 14 Megapixel cameras take excellent daylight photos w/bokeh special effects. 32Gigs of Onboard Storage & 3Gigs of RAM along with a zippy Snapdragon 620 easily outpaces my 2016 Honor 5X. Good MicroSD support of upto 128Gigs. Decent 1080p LCD display w/Gorilla Glass 3. Battery/Recharge is good w/USB-C & QuickCharge 2. The ZTE Mi-Favor skin is close to stock android w/little bloatware.

Cons: The main con is the poor/bad microphone pickups. I have to both talk loudly into the phone as well hold the bottom pickup close to my mouth to avoid people I'm talking to telling me I'm "dropping out" or that they can't hear me. This seems to be a ZTE proplem as I have a similar, but not as bad as the Blade, problem with my Axon 7. I never had this problem with the 5X. Low Light photos are poor with the built-in camera app. but are vastly improved with the Open Camera freeware app. The other problem is that the phone has already been replaced by ZTE. This clearly means no Nougat upgrade from the default 6.01 Marshmallow. This is a drag as I paid list price (\$235) for this 2017 phone!

Overall Review: At this price, it could be a good buy given the hardware specs. if you can deal with the voice issues.

- David L. posted on 11/21/2017

WRITE A REVIEW

**ZTE Blade V8 Pro Dual Camera Unlocked Smartphone (5.5" Black, 32GB Storage 3GB RAM) US Warranty****⚠️ OUT OF STOCK.****OUT OF STOCK**

Overview	Specs	Reviews	Q & A	Warranty & Returns
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Processor Core ⓘ Octa-core

Processor Speed ⓘ 2 GHz

RAM ⓘ 3GB, LPDDR3

Built-in Storage ⓘ 32GB, eMMC

Expansion Slot Type MicroSD (TF Card)

Max Storage Expansion Up to 128GB

Check out with PayPal.

Connectivity

Wi-Fi Support 802.11 a/b/g/n/ac, 2.4 GHz & 5 GHz

WiFi Yes

USB Micro USB 2.0 Type-C

Bluetooth Support ⓘ Bluetooth v4.2

Other Connection NFC

Battery

Battery Capacity 3140mAh

Battery Type ⓘ Non-removable Li-Po Battery

Talk Time Up to 24 hour(s)

Standby Time Up to 552 hour(s)

Software

GPS Integrated ⓘ GPS / A-GPS / SUPL

Audio MP3, AAC, AAC+v1, AAC+v2, IMY, MIDI, Ogg, AMR-WB, AMR-NB, APE, WAV

Additional Function Wi-Fi/GPS/NFC

Specification

Specifications Modem:
Qualcomm Snapdragon X9 LTE Modem

LTE FDD Cat 4
Rel9 DC-HSPA+ / DC-HSUPA





ZTE Blade V8 Pro Dual Camera Unlocked Smartphone (5.5" Black, 32GB Storage 3GB RAM) US Warranty

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Overview	Specs	Reviews	Q & A	Warranty & Returns
----------	-------	---------	-------	--------------------

Front Fingerprint Sensor

Front Camera:

8 MP

Auto mode / Selfie / Beautify / Smile detection

Main Camera:

13 MP + 13 MP

Auto mode / Filter / Continuous Shot / face detection / **Live photo / Auto HDR / Manual mode (include interval capture) /**

Panorama / Sport mode / Multi-exposure / Dual camera mode (Bokeh / MonoColor / MonoChrome mode / Ultra-HD mode) / PDAF

Video Recording:

Formats: H264

Resolution: back sensor (4k / 1080p / 720p / 640 x 480)

Record framrates: auto mode (30 fps in normal scene / 10 fps in night scene)

Adaptor: 9V / 1.5A

Fast Charging

Button:

Power, Volume Up / Down, Menu / Home / Back

HiFi 2.0 with AKM Chipset

Dimensions & Weight

Dimensions (H x W x D) 6.14" x 3.03" x 0.36"

Weight 6.53 oz.

Package Contents

- Cell Phone
- Power Adapter
- USB Type-C Data Cable
- Quick Start Guide
- Cell Phone Warranty Certificate
- Card Ejection Pin

Additional Information

Date First Available January 04, 2017

Question about the product info?



WARRANTY & RETURNS





ZTE Blade V8 Pro Dual Camera Unlocked Smartphone (5.5" Black, 32GB Storage 3GB RAM) US Warranty

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warranty		Return Policies		Manufacturer Contact Info
Limited Warranty period (parts): 1 year		Return for refund within: non-refundable		Manufacturer Product Page
Limited Warranty period (labor): 1 year		Return for replacement within: 30 days		Manufacturer Website
Read full details		This item is covered by Newegg.com's Non-Contract Cell Phone Return Policy .		Support Website
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CNET > Mobile > Phones > ZTE Blade V8 Pro > (Page 2)

ZTE Blade V8 Pro review:

Big battery for cheap

Lynn La | March 4, 2017 8:53 a.m. PT | Leer en español

Review Sections

Review

Specs



While solidly built, the phone is also notably heavy.

Josh Miller/CNET

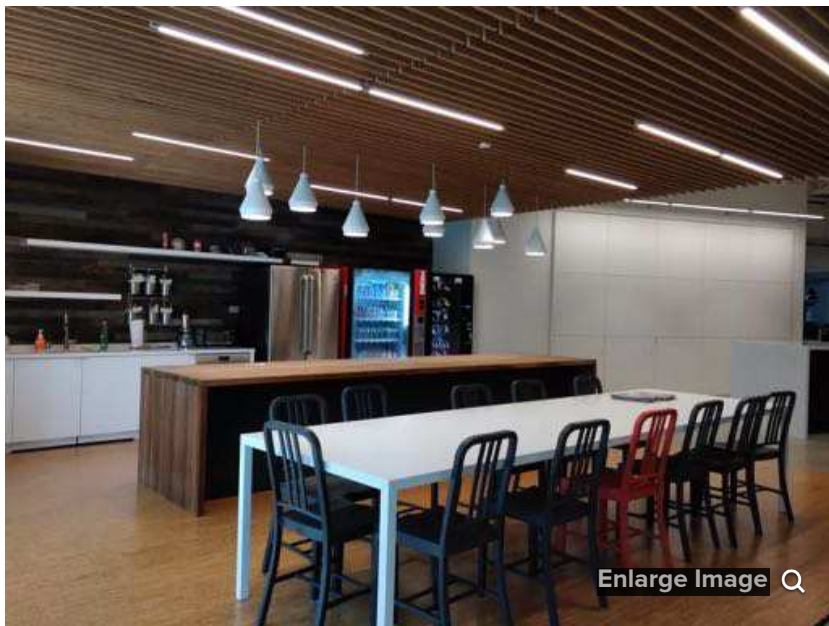
The phone runs Android Marshmallow 6.0, which isn't the most recent version of the OS (that would go to Android Nougat). Also, there were times when I noticed the Blade V8 Pro was a bit buggy. For example, the camera would quit suddenly, the fingerprint sensor wouldn't be able to read my fingerprint right away during setup or there'd be a little screen glitch when flipping the device from portrait to landscape. None of these incidents were particularly frustrating (except the fingerprint setup) at the time, but over time I imagine they'd get annoying.

Two camera, fun tricks

The handset's cameras (more on that later) worked quickly and took sharp photos. I was impressed by how it handled low-light environments too; when I took an image of an evening lake scene, the photo was relatively clear without too much graininess or digital artifacts. For more



This evening shot didn't have a lot of light, but the camera managed well enough.
Lynn La/CNET



In this indoor image, you can see a blue tint on the white hues in the table and soda machine.
Lynn La/CNET





A bokeh image taken with the camera.

Lynn La/CNET

Battery life and performance

The phone's Snapdragon 625 processor (a common processor in mid-range phones) keeps the device ticking along smoothly in terms of speed. Though some tasks weren't executed as spontaneously as with higher-end handsets (firing up the camera took a slight beat, for example), there wasn't any significant lag with other common commands like swiping through home page screens, scrolling down websites and launching apps.

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On paper, the handset performed comparably to its alternatives and beat out the Moto G4 Plus by a wide margin in 3DMark's Ice Storm Unlimited test. However, since both the Le S3 and ZenFone 3 outpaced the Blade V8 Pro on the same test, it's clear that the Blade V8 Pro isn't any sort of speed behemoth.

ZTE Blade V8 Pro benchmark scores

ZTE Blade V8 Pro	831
	3102
	13814
Asus ZenFone 3	917
	5043
	14002
Motorola Moto G4 Plus	N/A
	N/A
	9866
LeEco Le S3	1452
	3333

 3DMark Ice Storm Unlimited

NOTE: Longer bars indicate better performance

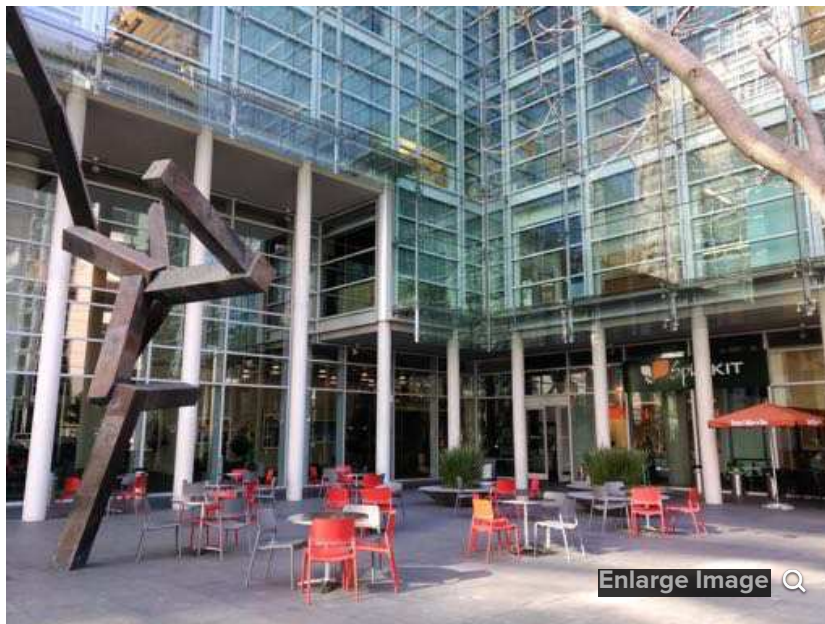
Where the phone does make an impression, though, is battery life. During our lab tests for continuous local video playback on Airplane Mode, the device clocked in an average of 14 hours, beating out its competitors save for the ZenFone 3 (that had a time of 16 and a half hours). Still though, 14 hours is an excellent time and it can easily last through a workday without a charge. Also, the handset has fast charging capabilities. It took about 30 minutes to replete itself to 50 percent as well as an hour and 25 minutes to get fully juiced (which is on par with other phones that have Quick Charge technology).

ZTE Blade V8 Pro spec comparison

	ZTE Blade V8 Pro	Asus ZenFone 3	Motorola Moto G4 Plus	LeEco Le S3
Display size, resolution	5.5-inch; 1,920x1,080 pixels	5.5-inch; 1,920x1,080 pixels	5.5-inch; 1,920x1,080 pixels	5.5-inch; 1,920x1,080 pixels
Pixel density	401 ppi	401ppi	401ppi	403 ppi
Dimensions (Inches)	6.14x3.03x0.36 inches	6.01x3.05x0.3 inches	6x3x0.39 inches	5.95x2.92x0.30 inches
Dimensions (Millimeters)	156x77x9.14 mm	152.6x77.4x7.7mm	153x76.6x9.8 mm	151.1x74.2x7.5 mm
Weight (Ounces, Grams)	6.53 oz; 185g	5.47 oz; 155g	5.47 oz; 155g	5.4 oz; 153g
Mobile software	Android 6.0 Marshmallow	Android 6.0.1 Marshmallow	Android 6.0 Marshmallow	Android 6.0 Marshmallow
Camera	Two 13-megapixel cameras	16-megapixel	16-megapixel	16-megapixel
Front-facing camera	8-megapixel	8-megapixel	5-megapixel	8-megapixel
Video capture	4K	8-megapixel	1,080p HD	4K
Processor	2.0 octa-core Qualcomm Snapdragon 625	2Ghz octa-core Qualcomm Snapdragon 625	1.5GHz octa-core Qualcomm Snapdragon 617	Qualcomm Snapdragon 652
Storage	32GB	32/64GB	32GB	32GB
RAM	3GB	3/4GB	4GB	3GB
Expandable storage	Up to 128GB	Up to 256GB	Up to 128GB	None
	3,140mAh	3,000mAh	3,000mAh	3,000mAh

The phone has two 13-megapixel cameras (one of which is a monochrome camera) that let's you do a bunch of artsy effects to your photos. One setting gives your images a bokeh effect, similar to the one on the [Apple iPhone 7 Plus](#). It doesn't work as smoothly or quickly, but it lets you blur the background or foreground (and the level of blurriness) after you take an image for a dramatic look.

You can take fancy black and white shots too, or pictures with just one pop of color. I don't recommend taking your next vacation photos using all these effects, but they're fun to tinker around with (especially the black and white sketch effect, which turns everything into [A-ha's "Take On Me."](#)) There's a Live Photo option (again, we've seen this on iPhone) as well, where you can take short, GIF-like photos that have movement. Keep in mind though, that these pictures take about twice as much memory as a regular photo.



In this sunny outdoor scene, you can see the glass panes and chairs look clear and sharp.


Lynn La/CNET

Connector	USB-C	USB-C	Micro-USB	USB-C
Special features	One monochrome camera; Dolby Audio support	Laser/phase detection autofocus, OIS (4-axis), fingerprint doubles as shutter button	Water-resistant	Access to LeEco's streaming platform with Live button
Price off-contract (USD)	\$230	\$249	\$249	\$250
Price (GBP)	Roughly converts to £190	Converts to converts to £170	£229	Converts to £200
Price (AUD)	Roughly converts to AU\$300	Converts to AU\$350	16GB: AU\$399; 32GB: AU\$449	Converts to AU\$340

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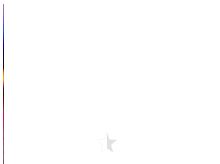
01 | 02

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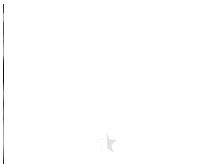
Galaxy A51
\$400 at Amazon

It's the perfect iPhone SE rival in every way but one.



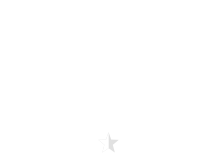
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ZTE Blade V8 Pro review

An excellent budget smartphone has tough competition

★★★★★ By Lewis Leong

April 21, 2017



OUR VERDICT

The ZTE Blade V8 Pro is an excellent smartphone for the price. It's bargain bin price gets you good battery life, decent dual-rear cameras and a near-stock Android experience. If you're okay with having an older version of Android, the Blade V8 Pro is an excellent budget smartphone.

ZTE Blade V8 Pro deals

★★★★★ 26 Amazon customer reviews



amazon.ca

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The flagship [ZTE Axon 7](#) may get all the press and praise but the company's budget phones shouldn't be overlooked. ZTE proved just how much phone you can get for \$129 with the [ZMax Pro](#) and now for \$100 more, you can get the excellent ZTE Blade V8 Pro.

The ZTE Blade V8 proves just how much phone you can get for \$229, just like the [ZMax Pro](#) did at the \$129 level. So while [ZTE Axon 7](#) may get all the press and praise, the company's budget phones shouldn't be overlooked.

[Best cheap smartphone in the US](#)

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budget handsets like the Blade V8 Pro

pushing the boundaries, which is good news for consumers.



While you won't get the latest tech or fastest performance to stand up to the Samsung Galaxy S8 and Galaxy S8 Plus, budget phones like the ZTE Blade V8 Pro give you so much for so little money that it's hard to fault them for well thought out compromises. But this also poses a problem for smartphone makers, as it's becoming increasingly difficult to differentiate their respective phones.

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PLAY SOUND

ZTE Blade V8 Pro price and release date

- Costs \$229 and is US-exclusive
- Compatible with AT&T, T-Mobile and all GSM carriers
- But won't work on CDMA: Sprint, Verizon and US Cellular

The ZTE Blade V8 Pro is a straightforward phone because you can only get it in one configuration. The phone is a US exclusive and it comes unlocked so it'll work with networks like AT&T, T-Mobile and others, but won't work with CDMA carriers like Sprint, Verizon or US Cellular.

The phone costs \$229 and features a 5.5-inch full HD display which is powered by a Snapdragon 625. This is the same processor that powers the Motorola Moto G5 Plus, the Blade V8 Pro's main rival.

ZTE has no plans to launch the Blade V8 Pro outside of the US.

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Design

- Features a metal frame and rubberized back
- Rounded back and screen edges feel good in the hand
- Dual rear cameras and fingerprint sensor built in

The design of the ZTE Blade V8 Pro is understated to the point where it's almost generic. That's not a bad thing though, especially if you want a phone that doesn't draw too much attention. The Blade's body consists of an aluminum frame with chamfered edges with a rubberized black back with a diamond pattern.



The ZTE Blade V8 Pro measures 156 x 77 x 9.1mm (6.14 x 3.03 x 0.36in), which makes it a relatively compact phone with such a big screen. It's not the thinnest phone in the world, but it feels good in the hand thanks to its rubber back and slight curves. It's also not the

aperture before or after you shoot, adding a bit of flexibility to your shots.

as allow you to adjust your focus and



On the front of the device is the earpiece, 8MP selfie camera, capacitive buttons and a physical home/fingerprint reader button. The display is a 5.5-inch Full HD 1080p IPS LCD that features approximately 400 pixels per inch.

On the bottom of the phone are the mic, a down-firing speaker that's easy to accidentally cover up and USB-C charging port. Thankfully, ZTE included a 3.5mm headphone jack on the top of the phone, so no dongles are needed to use wired headphones.

The phone's power and volume keys are located all on the right side, making it a bit confusing to use blindly, as there's no textured home button. However, muscle memory will kick in after using the phone for a few days.

Screen

- Full HD resolution IPS LCD display looks good, but slightly dim outdoors
- 5.5-inch with 400 pixels per inch means you can't see individual pixels
- Gorilla Glass 3 protects the display

The ZTE Blade V8 Pro's display isn't going to win any awards but it's perfectly adequate for a mid-range phone. At 5.5-inches, it's a big display that doesn't feel too big thanks to the phone's slim bezels.

ZTE chose to use a IPS LCD display, which gets the job done, but isn't as nice as the AMOLED displays used by more expensive phones. The one advantage to AMOLED displays are that they get brighter for outdoor use and are better equipped to handle always displays that show the time and notifications when the screen is off. That's something the Blade can't do.





Full HD resolution is more than adequate for its 5.5-inch display with a pixel density of around 400 pixels per inch. The naked eye will not be able to see individual pixels so text and video look crisp. The traditional aspect ratio also means you won't have unsightly black bars when watching video. Since ZTE chose to use capacitive buttons instead of on-screen buttons, screen real estate is dedicated for your content.

While the Blade V8 Pro's display is perfectly fine, it is slightly dimmer than we would have liked for outdoor use. Even with the brightness all the way up, the IPS LCD display just can't match the brightness of better AMOLED panels.

Specs and performance

- Qualcomm Snapdragon 625 is good for single-tasking
- 3GB of RAM is good enough for multitasking but processor isn't
- 32GB of onboard storage with microSD expansion up to 256GB
- Dual-SIM great for travelers

The ZTE Blade V8 Pro is a mid-range phone and its specs reflect that. The phone sports a Qualcomm Snapdragon 625 chip, which is noticeably slower than the flagship 821 found in more expensive phones like the Google Pixel and [OnePlus 3T](#), but is par for the course for mid-range phones.

The 3GB of RAM is good for keeping apps in memory, but don't expect to be able to properly use dual-window multitasking. The processor is a bottleneck and this phone runs the rather dated [Android 6.0.1 Marshmallow](#) version of Google's operating system.



In real world use, the Blade V8 Pro performed well for everyday tasks like web browsing, messaging and watching video. The phone does stutter from time to time when moving quickly throughout the interface, but it's not a deal breaker.

Benchmarks show no surprised from a mid-range phone like this. The Geekbench 4 benchmark gave the Blade V8 Pro a single-core score of 835 and a multi-core score of 3,004.

However, the Blade's main rival, the Moto G5 Plus, put out an impressive multi-core score of 3,824. While both phones feature the same processor, the Moto G5 Plus' extra GB of RAM may have boosted its score higher. It should also be noted that the G5 Plus runs [Android 7.0 Nougat](#) versus the Blade's Android 6.0 Marshmallow, which may have helped the G5 score better thanks to optimizations in the operating system.

Interface and reliability

- Outdated Android 6.0 Marshmallow is stable
- Very few included apps and no carrier bloatware
- ZTE Android skin is inoffensive and adds some nice features

Fans of pure stock Android will be disappointed that ZTE's choice to skin the operating system. However, ZTE's skin is light and adds some neat features that stock Android doesn't have. While not as unblemished as Motorola's take on Android, ZTE's skin is inoffensive and most users will enjoy some of the added features.



ZTE added gesture controls for the Blade V8 Pro, which are quite handy. You can use a three-finger pinch to take a screenshot, activate the flashlight from the lockscreen with a shake, flip the phone to mute and much more. However we would have liked to see a camera shortcut gesture to make snapping shots quicker.

There's a ton of customization that ZTE added to make the Blade feel the way you want. You can reverse the back and multitasking buttons, rotate lock screen wallpapers every time you turn on the display and can theme the entire operating system.

ZTE did a great job of keeping Android feeling like stock while adding its own unique features. While some Android skins have us running to install a different launcher like Nova Launcher, ZTE's stock software did a good enough job mimicking stock Android that we didn't feel the need to use another launcher app.

Music, movies and games

- The phone includes normal 3.5mm headphone jack
- Full HD resolution and good looking screen is good for video

If you want the best multimedia experience ZTE offers, you'll have to look at the [ZTE Axon 7](#) as the Blade V8 Pro is just okay. That's not surprising as the phone costs half the price of ZTE's flagship Axon.

With music, ZTE did a good job of making the Blade sound as good as it does thanks to Dolby's digital sound processing (DSP). Users can pick from a number of preset equalizers and enhancements or can go full manual with custom EQs. Dolby's DSP helps to make music sound more lively and immersive right out of the box.



The down-firing speaker of the Blade V8 Pro is just mediocre. It's easy to cover up while watching video or playing games, which is annoying, and sounds anemic. You'll want to use headphones for listening to music or watching video.

Gaming is acceptable for a budget phone but expect to see some frame drops and lower quality textures. For example, Super Mario Run had to downgrade textures to run but the game played smoothly and without stutters.

More demanding games like CSR2 made the Blade drop frames when moving throughout the menus. Texture quality was also noticeably worse than when compared to playing on more powerful phones.

While the ZTE Blade V8 Pro comes with 32GB of built-in storage, you can expand it via microSD for up to 256GB of added storage. Alternatively, you can choose to add second nano SIM card.

Battery life

- 3,140mAh battery lasts all day
- Excellent standby battery life
- Outdated Qualcomm Quick Charge 2.0

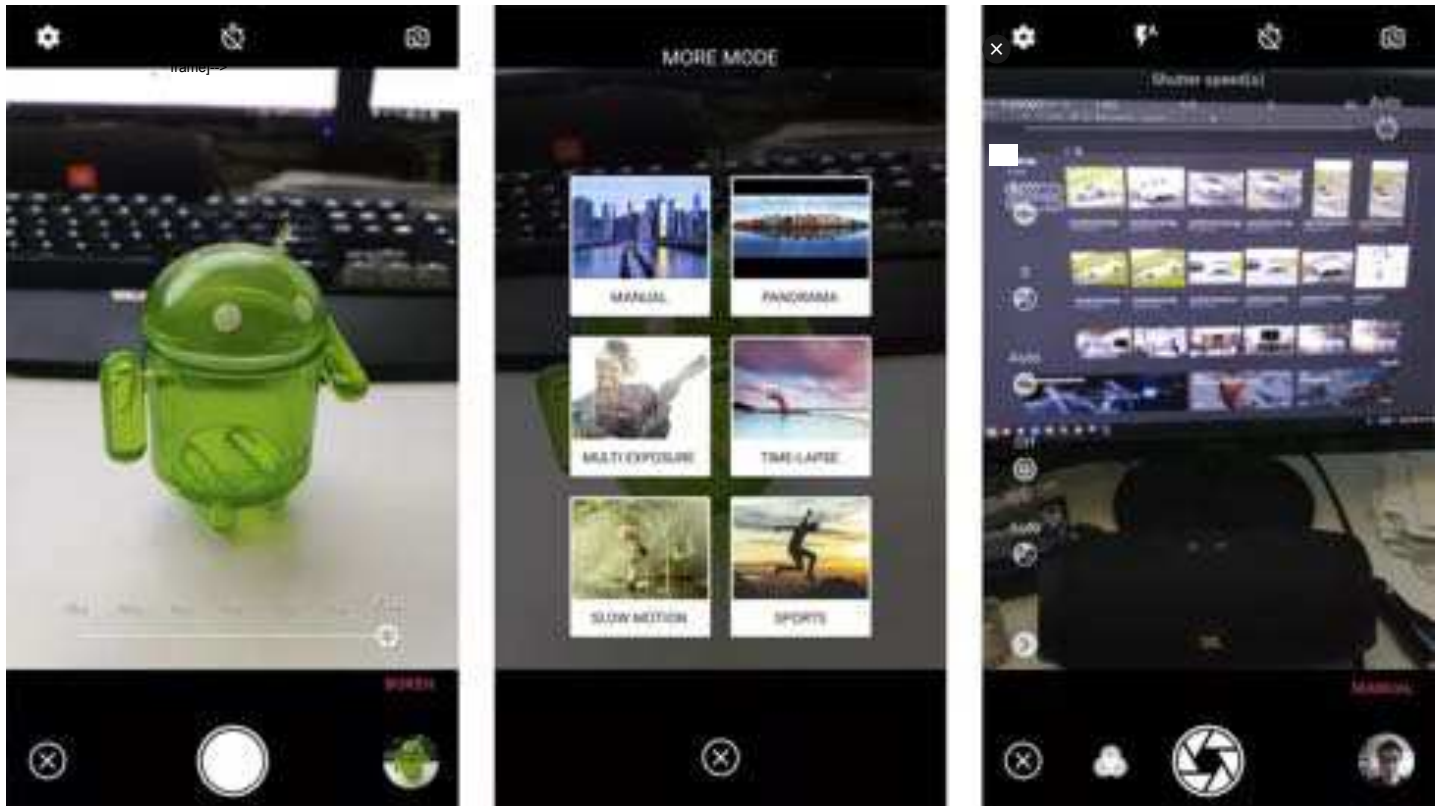
While the ZTE Blade V8 Pro doesn't come with Android 7.0 Nougat's battery life optimizations, we were still impressed by the longevity of the phone in day to day use. We observed all-day performance from the 3,140mAh battery under normal use, though we had to top off if we had extended gaming or video watching sessions.

Standby time is very good with the phone losing just 3% of its charge over night. ZTE did a great job of optimizing battery life with Android 6.0's Doze feature.

Camera

- Dual-rear 13MP cameras with phase detection autofocus, dual-LED flash
- Good looking photos but lacks dynamic range and low light performance
- Fun camera modes like multi exposure, time-lapse and slow-mo

Like many flagship phones, the ZTE Blade V8 Pro features dual-rear cameras for capturing more data to do fancy things like adjust aperture in post or to capture more vivid monochrome images. Each camera is a 13MP affair and there's a dual-LED flash when needed.



Photos are a bit soft but look good overall. Compared to better cameras on flagship phones, you'll notice the lack of dynamic range and the camera's struggles in low light. Images look a bit soft overall, especially in low light and there's some noticeable barrel distortion when shooting wide. You'll notice that the far edges of photos will look a little stretched and squashed.

What the Blade V8 Pro's camera lack in performance it makes up for in the sheer amount of features in the camera software. The dual-lens camera allows you to adjust bokeh before or after you take a shot, isolate a specific color and take some great monochrome images.



Image 1 of 8

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Photo shows good colors and detail but lacks dynamic range. Objects in shadows are hard to see and there's noticeable barrel distortion as the cars look squashed.

The Blade does a good job of capturing details of the white flowers.

Monochrome images look very good using the dual-camera opportunity to make the otherwise mediocre camera look

There's also a **LIVE photo** mode that lets you create a short animated GIF, similar to Apple's **Live Photos**. Other photo modes include full manual shooting, panorama, multi exposure, time-lapse, slow motion and sports.

The ZTE Blade V8 Pro is capable of capturing 4K video at 30 frames per second (fps) but 1080p at 30fps is the default mode. Video looks soft and struggles with dynamic range like with photos. The ZTE Blade V8 Pro also continually hunts for focus which is quite noticeable and jarring.

Overall, the camera of the ZTE Blade V8 Pro won't impress, but you wouldn't expect it to for a phone in this price range. In bright lighting, the camera does an admirable job of being sharp and capturing accurate colors but struggles in every other lighting situation.

Verdict

The ZTE Blade V8 Pro is proof that cheap phones don't have to suck. It's increasingly difficult to find a bad phone, even for mid-range phones that cost a quarter of what a flagship phone does. ZTE has a history of making great budget phones and the Blade is no exception.





At its core, the Blade V8 Pro offers a lot for the money. It doesn't wow when compared to flagship but if all you want is a phone to do the basics, you'll be happy with the Blade. ZTE did a great job balancing price, performance and features. It's nice to see NFC included in a mid-range phone for easy speaker pairing and mobile payments, something a lot of mid-range phones skimp on.

After using the ZTE Blade V8 Pro for a month, we were impressed at just how little we missed from a flagship phone. Sure, you don't get the multitasking performance of more powerful smartphones but for a majority of tasks, the Blade V8 Pro is perfectly adequate.

The biggest knocks we have against the Blade are its mediocre camera and outdated Android 6.0.1 software. It's unlikely ZTE will dedicate many resources for its mid and low range smartphones so don't expect the V8 Pro to get the latest software in a timely fashion. To its credit, ZTE has committed to releasing security updates to keep its phones secure.



Who is this for?

If you don't have \$800 to spend on a flagship phone or even \$400 for a budget flagship like the [ZTE Axon 7](#) or [OnePlus 3T](#), the ZTE Blade V8 Pro is a great choice. It ticks so many of the right boxes that you'll be surprised how little it compromises to get to its \$230 price point.

The ZTE Blade V8 Pro is for the buyer who just wants a phone that works and is good enough to do the basics like web browsing, watching video and listening to music. For basic tasks, it's hard to do better than the Blade V8 Pro for the money.



Should I buy it?

The ZTE Blade V8 is a great value at its \$230 starting point. Its main rival, the [Moto G5 Plus](#) starts at \$230 and can be had for slightly less money from Amazon if you opt into lockscreen ads. You're not saving much money so we recommend getting the ad-free versions.

The Motorola bested the Blade V8 Pro in benchmarks but that could be due to the extra GB of RAM and updated Android 7.0 Nougat software. However, the G5 Plus doesn't have NFC for mobile payments like the Blade V8 Pro.

It's a tight race between the Blade V8 Pro and the Moto G5 Plus. Both phones offer so much for the money that you'll be happy with either phone. Pick the Blade V8 Pro if you want to use Android Pay and live in the US (it's a US exclusive). Pick the Moto G5 Plus if you want to get the latest Android updates faster and live outside the US.

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You're laughing at the Apple AirPods Max now, but Apple will have the last laugh

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iOS 14.3 will be on your iPhone next week - here's how we know

Rumors have suggested iOS 14.3 will be landing on iPhones around the world in the coming days, but now Apple has confirmed the software will be here by the start of next week. According to the Apple Fitness Plus announcement made by the company earlier today, the new ...

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Exhibit 19




The Best ZTE Phone In 2020



By **Mariceline Q** - August 3, 2020



Best Zte Phones In 2020

ZTE phones and tablets are known for being less expensive than the competition. They usually manufacture devices with low- to mid-range specs but they currently have gaming phones in the 8GB memory mark.

Preview	Product	Memory (RAM)	Price
	ZTE Nubia RedMagic 5G	8GB	» Check Price
	ZTE Blade Max 2S	2GB	» Check Price
	ZTE Axon 7	4GB	» Check Price

Preview	Product	Memory (RAM)	Price
	ZTE Nubia Red Magic Mars	6GB	» Check Price
	ZTE Axon 7 Mini	3GB	» Check Price
	ZTE Blade V8 Pro	3GB	» Check Price
	ZTE Warp 7	2GB	» Check Price
	ZTE Blade Z Max Z982	2GB	» Check Price

If you're looking for reasonably-priced mobile devices, then you're in the right place. This article will focus on the [best ZTE phones available](#) in the market. We won't keep you waiting with long intros. So, read our guide below to learn the top smartphones by ZTE.

Contents of this Page



The Top ZTE Phones In 2020

[ZTE Nubia RedMagic 5G](#)

[ZTE Blade Max 2S](#)

[ZTE Axon 7](#)

[ZTE Nubia Red Magic Mars](#)

[ZTE Axon 7 Mini](#)

[ZTE Blade V8 Pro](#)

[ZTE Warp 7](#)

[ZTE Blade Z Max Z982](#)

Recap: [The Best ZTE Phones In 2020](#)

The Top ZTE Phones In 2020

ZTE Nubia RedMagic 5G



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Pros

- ✓ Large screen size.
- ✓ Powerful 8GB memory.
- ✓ Large storage capacity.

Cons

- ✗ Divisive design.

Specifications:

Screen Size: 6.65 inches

Memory: 8GB RAM

Storage: 128GB

If you're searching for the best zte phone for gaming that can deliver, ZTE Nubia RedMagic 5G is up for the challenge. It has powerful specs coupled with a [144Hz refresh rate](#) for an immersive mobile gaming experience. Although it lacks great camera performance, this device is a great option for gamers but not so much for everyone else.

This smartphone sports a modern gaming-style aesthetic and we're fond of its red, red/teal, and black color options. It measures 6.63 x 3.08 x 0.40 inches with a 6.65-inch AMOLED display of a 144Hz refresh rate. This means super smooth performance combined with a resolution of 2340 x 1080. The display's average density is 338 pixels per inch and boasts of stunning color accuracy.

The body is made of Gorilla Glass making it able to withstand not-so-major drops. However, dust protection and water resistance aren't present in this gaming smartphone.

Noise cancellation and call quality are great where you can hear the person on the other side of the line clearly. Audio quality is excellent as well with a rich timbre, amazing mids, and a touch of bass. Connectivity is made possible by NFC, Bluetooth 5.1, and Wi-Fi 6.

With regards to gaming, the big highlight of ZTE Nubia RedMagic 5G is the AMOLED display and 144Hz refresh rate. The capacitive buttons have a 300Hz touch sample rate, are placed

properly, and are very responsive when playing games.

4D vibration makes up for a better gameplay similar to that of using console controllers. Plus, because of its vents and other cooling features, the device doesn't get too hot when used for hours.

This mobile device is a beast with 8GB RAM and 128GB of storage. Its upgraded version has 12GB of memory and 256GB of space. Plus, the phone supports 55W charging to avoid long waiting times.

For what you're shelling out, ZTE Nubia RedMagic 5G packs a punch in terms of power. Its memory, storage space, and 2.84GHz processor all work together to provide an optimal mobile solution for gamers.

ZTE Blade Max 2S

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Pros	Cons
<ul style="list-style-type: none">✓ Display size is enough for most consumers.✓ Sports a fingerprint reader.	<ul style="list-style-type: none">✗ Camera performance is simply "okay."

Specifications:

Screen Size: 6.0 inches

Memory: 2GB RAM

Storage: 32GB ROM

The ZTE Blade Max 2S sports a 6-inch display with an aspect ratio of 18:9 and a resolution of 2160 x 1080 pixels. The smartphone is narrow and tall giving you a big screen to look at. It isn't the best in terms of appearance and easily prints and smudges but can be wiped off.

The fingerprint reader can be found at the back with the 13 megapixel rear camera. Its flash is located just below the camera lens. Plus, the display produces vibrant colors and has an

excellent brightness range which looks amazing both indoors and outdoors.

The battery is generous at a capacity of 4000 mAh which is good for a whole day's use. Sometimes, if you don't use power-hungry apps, it could last for a few hours on the second day. The ZTE Blade Max 2S is great for consumers who don't care much about appearance and high performance. It works when necessary and that's probably the phone's selling point.

This device runs on Android 8.1 Oreo once you open it out of the package. It includes Google's suite of apps as well. A fair share of customization and personalization is possible. For instance, you can swap configurations of buttons, you can change fonts, you can adjust font sizes, and you can implement a few other tiny tweaks. These aren't difficult to do and will make you feel like you "own" the device personally (which may be the actual case).

With regards to camera performance, we can say that it is "okay" and "acceptable." various shooting modes are available including video, photo, mono, panorama, manual, timelapse, and collage. However, focus controls and shutter speed aren't available.

The performance of the ZTE Blade Max 2S is powered by a processor Qualcomm Snapdragon 435. This is coupled with 2GB of RAM and 32GB of storage space. These specs are great for "basic" tasks but not enough for heavy usage.

This phone is definitely on the lower end of the range in terms of specifications. It's one of the best zte phone and an excellent option for those who simply want a device for text messaging and calling, especially for emergency situations.

ZTE Axon 7

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Pros

Cons

- ◊ Slippery.
- ◊ Below par camera performance.

- ✓ Well-designed.
- ✓ 64GB internal storage.
- ✓ Excellent speaker audio quality.

Specifications:

Screen Size: 5.50 inches

Memory: 4GB RAM

Storage: 64GB

The ZTE Axon 7 is an Android Nougat device designed with a polished metal and a Quad HD display. It sports excellent front-facing speakers and allows a lot of customizations for software. This is the first phone that's compatible with Google Daydream VR making it a great option for buyers. However, it doesn't beat top-quality cameras by famous brands such as Samsung and Apple. Still, it comes close with the value you get from this smartphone.

The mobile device has a Qualcomm Snapdragon 820 processor with 2.2GHz combined with 4GB of RAM. This is fast enough to run most [games and applications](#) available in the Google Play Store. Default internal storage is 64GB, half of today's usual 128GB space. If 64GB is not enough for you, it has expandable storage with a microSD card slot that can be turned into a second slot for your SIM card.

In terms of performance, the ZTE Axon 7 is very snappy and has no signs of major slowdown or crashes. It doesn't overheat after hours of use unlike other mobile devices. All in all, this ZTE smartphone is in the mid-range tier that performs well under pressure.

ZTE Nubia Red Magic Mars

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Pros**Cons**

- ✗ Memory not expandable.

- ✓ Great gaming features.
- ✓ Powerful specifications.
- ✓ Big display.

Specifications:

Screen Size: 6.0 inches

Memory: 6GB

Storage: 64GB

ZTE Nubia Red Magic Mars may be one of the best solutions for extensive mobile gaming. It has a Qualcomm Snapdragon 845 chipset and a memory of 6GB — we're referring to the base model of the device. If you wish to go full force, 10GB RAM is the highest specs you can opt for this device model.

Storage space is generous with different options including 64GB, 128G, and 256GB. This is not expandable as the device lacks a microSD card slot. It measures 158.2 x 75 x 9.9 mm and weighs in at 185g.

The body is made up of aluminum alloy providing a top-notch feel to users. Of course, it isn't a gaming phone if it doesn't have RGB lighting. In this matter, the smartphone doesn't disappoint. Located at the rear is an RGB strip that can display 16.8 million colors and some lighting effects giving a cool look to your device while playing. In addition, this RGB lighting is used to alert you to notifications.

At the upper right section of ZTE Nubia Red Magic Mars, you'll find a GameBoost switch. Once toggled, it will take you to a space dedicated to gaming where you can browse through a collection of Android games you installed. Since the phone is made for gaming, you can enjoy Game Acceleration (for better visuals), touch-sensitive triggers, and 4D vibration — all of these work together to provide a top-notch gaming experience.

The highlight of the device are the touch-sensitive triggers that provide a more convenient and familiar way to play games. The 4D vibration feature prides itself in having more than a thousand vibration patterns which exemplify footsteps, gunfire, etc.

The display is vibrant and crisp on a 6-inch, 18:9 screen with a resolution of 1080 x 2160. This equates to 403 pixels per inch which is a standard at this point in time. The visuals are not only ideal for gaming but for watching Netflix and YouTube as well.

The hybrid cooling system of ZTE Nubia Red Magic Mars provides passive airflow and a vapor heatsink. In addition, the chassis will dissipate heat properly. These features will help keep the device's processor cool during intense gaming sessions. This mobile device is sure to provide a smooth performance when playing games, surfing the web, and doing other basic (or even power-hungry) tasks on it.

One drawback we can see is it only has a refresh rate of 60Hz which is lower compared to the competition. In addition, the performance of the camera falls short. But overall, it's a great gaming phone with powerful specs and an acceptable screen display.

ZTE Axon 7 Mini

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Pros	Cons
<ul style="list-style-type: none">✓ Rich, colorful display.✓ Excellent audio quality.	<ul style="list-style-type: none">✗ Poor battery life.

Specifications:

Screen Size: 5.2 inches

Memory: 3GB RAM

Storage: 32GB ROM

The ZTE Axon 7 Mini is a dialled down version of the Axon 7. But, you will be impressed by the device' sound quality, excellent display, and acceptable camera performance — all in one small package.

The device measures 5.81 x 2.8 x 0.31 inches at 5.4 ounces. Its aluminum body sports curved edges making it easy to grip. Plus, the Axon 7 Mini boasts of a fingerprint sensor at the back located under the camera lens and flash. It also has sensors to unlock the phone, to snap photos, and to answer phone calls.

Display is at 5.2 inches with a minimal bezel size so you can watch Netflix or YouTube decently. Unfortunately, this device has a dim screen BUT it fares well in terms of colors. The highlight of this phone is the sound quality emitted by a dual speaker setup. It goes with the Dolby Atmos digital surround sound that's great for watching movies and listening to music.

The ZTE Axon 7 Mini is powered by a modest Snapdragon 617 and 3GB of RAM. This is enough to perform standard mobile tasks and it can run a power-hungry app (as long as it launches solo). Lags aren't noticeable with the gadget and apps will open quickly without delay.

A 16-megapixel rear camera won't compete with high-end phones. Still, it produces sharp photos as long as you get the lighting right. Action shots are handled well too. However, it struggles a bit at night. You can use the flash if you wish, but we notice that individual features will blue (or blend) together.

Controls for adjusting white balance, focus, shutter speed, and ISO are present allowing you to tweak your shots before snapping them. The front camera is eight megapixels and opens Beautify mode by default. This smooths out the skin much like a filter does.

The ZTE Axon 7 MIni comes in Android Marshmallow and is coupled with extra features such as using a three-finger tap to take screenshots. Battery life is short compared to its competition, the biggest disadvantage we can see when you purchase the phone.

There's a lot of things we can recommend about this ZTE smartphone. It offers acceptable performance and a rear camera that's nearly-excellent. Plus, watching videos and listening to songs is great with the vibrant display and dual surround sound speakers.

ZTE Blade V8 Pro

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Pros	Cons
<ul style="list-style-type: none">✓ Long battery life.✓ Fun tricks with the camera.✓ Decent performance.	<ul style="list-style-type: none">✗ The phone is heavy.✗ Camera app crashes.

Specifications:

Screen Size: 5.5 inches

Memory: 3GB RAM

Storage: 32GB

The ZTE Blade V8 Pro turns out to be capable for daily use as it's a mid-range tier device. A smooth user interface enables you to access quick settings in a responsive manner. Beneath all the facade, you will experience the benefits of its Qualcomm Snapdragon 625 processor

combined with 3GB of memory. Storage is "okay" at 32GB and is expandable with a microSD card slot.

The modest LCD display is at 5.5 inches and offers a resolution of 1920 x 1080 pixels. Screen density is respectable at 401 pixels-per-inch. This device lights up with plenty of brightness so you can see the display even under direct sunlight.

In terms of performance, stuttering occurs when you use power-intensive gaming apps. But, it's more than enough for basic mobile activities. It does run warm when you play graphics-heavy games, but doesn't disappoint us only for a few minor hitches.

The rear has a dual 13-megapixel camera which allows monochrome and bokeh effects. Of course, there are way [better-performing cameras](#) out there but the value you get is reasonable. The camera doesn't perform well on dim lighting but is hefty in features. The ZTE Blade V8 Pro's camera app offers adjustments for the blur effect that happens after taking the shot. Plus, colors can be isolated in photos and an inbuilt Live Photo mode helps you create short GIF images.

Software is somewhat like a "plain" Android operating system which may be advantageous for some users. We noticed that it is somewhat outdated as it only comes in Android 6.0.1 Marshmallow.

Fortunately, the battery is loaded at 3140 mAh and this will last a little longer than a day. The charging port is USB Type-C which is significantly better than the microUSB. This port type charges faster and is reversible. We don't want to go into much detail about aesthetics but we can say that this smartphone is not that stylish.

Our take? The ZTE Blade V8 Pro shows that you can still have a capable device even if you're tight in the budget. It performs well and battery life lasts long. Although it doesn't offer Android's latest version, you still get the full functionality of a smartphone for a great deal.

ZTE Warp 7

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Pros	Cons
<ul style="list-style-type: none">✓ Excellent call quality.✓ Good battery life.✓ Good grip.	<ul style="list-style-type: none">✗ Conservative style.

Specifications:

Screen Size: 5.5 inches

Memory: 2GB RAM

Storage: 16GB

The ZTE Warp 7 boasts of a large display, a camera that's decent in performance, and a removable battery. This phone is worth considering if you prefer prepaid cellular network services as opposed to postpaid plans.

The design of this smartphone is somewhat conservative and uninspired. It looks like a soap bar made of a plastic slab with rounded corners. The good thing about the design is it's easy to grip and handle. Using it with one hand is not a problem and it fits into most pockets without issues.

Quality of materials and overall build is fine. This smartphone is solid enough and can handle minor drops as well. It still has a 3.55mm headset jack (which is missing in most current top-tier phones) and a USB-C port for charging. Battery is removable and is quite huge. It is necessary to remove the battery to gain access to the SIM card slot.

The ZTE Warp 7's display is at 5.5 inches with a resolution of 720p. The screen is decent and images, icons, and other elements on display look sharp and clean. Brightness is enough for use indoors. However, the LCD display struggles outdoors while under the sun.

In terms of call quality, we're surprised that it is excellent. Listening to audio is clean and produces consistent quality. You also sound great at the other end of the line during calls. Rear-mounted speakers also have excellent clarity and emit minor distortions only. Volume is acceptable as well.

Vibrations and alerts are excellent which are enough to get your attention when necessary. Battery is at 3080 mAh, enough to power the entire smartphone for 24 hours or more. At the end of the day, about 20% to 30% of your charge may be left after used for basic tasks.

Overall, the ZTE Warp 7 is a decent phone for standard activities with an excellent battery life and a decent performance. It is best for prepaid phone users who need a device for basic mobile tasks.

ZTE Blade Z Max Z982

» [Check Lowest Price](#)

Pros	Cons
<ul style="list-style-type: none">✓ Face detection in the front camera.✓ Excellent fingerprint scanner performance.✓ Great battery life.	<ul style="list-style-type: none">✗ Microphone performs poorly.✗ 2GB RAM only.

Specifications:

Screen Size: 6.0 inches

Memory: 2GB RAM

Storage: 32GB

The ZTE Blade Z Max Z982 is a large smartphone with thick upper and lower bezels great for holding the smartphone in landscape orientation. Aesthetics-wise, the phone looks “fine” but doesn’t feel inexpensive. The body can be gripped well given its large size. Plastic makes up the entire grams but has a metallic finish providing it a premium appearance.

The ZTE Blade Z Max Z982 rocks a USB type-C port and a headphone jack with a microSD card and SIM card tray on the left side. The single-speaker setup can be found at the rear of the device.

Display is at 6.0 inches and boasts of an IPS LCD with a Full HD resolution. Pixel density is at 367 pixels-per-inch — not the sharpest display but still enough for non-meticulous users. Visual colors are very accurate and you don’t have to worry about viewing angles. The phone’s front display is covered with a 2.5D scratch-resistant glass panel for added protection.

In terms of performance, this smartphone comes with the Qualcomm Snapdragon 435 processor combined with 2GB of RAM. Apps may take longer to load and overall performance is decent. Storage is at 32GB which can be expanded using a microSD card up to 128GB. Battery is at 4080 mAh which can be pushed to 2 days when used with basic apps and tasks.

The highlight of the ZTE Blade Z Max Z982 is its camera — 8 megapixels at the front and 16 megapixels at the back. It is capable of snapping excellent shots in well-lit conditions. Shutter speed is not that fast so a steady hand is necessary. Shooting modes available include time lapse, panorama, multi-exposure, and manual.

This smartphone definitely offers a lot of features for its value. It provides a dual-camera setup, large display, excellent battery performance, and fingerprint scanner. It may not provide a top-tier processor but introduced high-end features not found in similar competing products.

Recap: The Best ZTE Phones In 2020

1. [ZTE Nubia RedMagic 5G](#)
2. [ZTE Blade Max 2S](#)
3. [ZTE Axon 7](#)
4. [ZTE Nubia Red Magic Mars](#)
5. [ZTE Axon 7 Mini](#)
6. [ZTE Blade V8 Pro](#)
7. [ZTE Warp 7](#)
8. [ZTE Blade Z Max Z982](#)

Though consumers are hungry for high-end specs, the low- to mid-range smartphone tiers won't come to an end. ZTE is pretty good at putting out these types of mobile devices. And it seems like they also want to compete in the gaming device arena where their smartphones also stand out.

The best ZTE phones we've come up in this list are sure to fit almost every type of need ranging from standard mobile tasks to power-intensive ones. They all bring value to what they're worth and offer features you may be looking for.

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Mariceline Q

Mariceline has 10 years (and counting) of experience in writing for a variety of websites in different niches.

She loves playing computer games such as Prince of Persia, the first title she loved. Her favorites include Assassin's Creed and classic strategy games such as Red Alert 2. When she's bored she typically scrolls the web for new laptop and desktop computers.

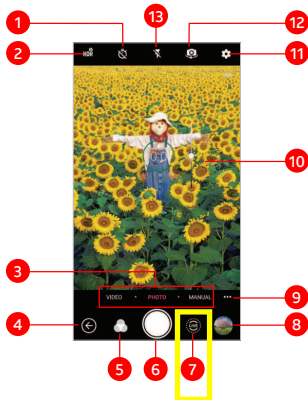
Exhibit 20

User Guide



ZTE | AXON M







Number	Function
1	Set a time delay before the camera takes a picture after you tap the shutter icon.
2	Change the High-Dynamic Range (HDR) setting (back camera only).
3	Switch mode: VIDEO (front or back camera), PHOTO (back camera) / SELFIE (front camera), or MANUAL (back camera) / BEAUTIFY (front camera)
4	Exit the camera.
5	Select a color effect or other special effect.
6	Capture a photo.

7	Capture a LIVE photo.
8	View pictures and videos you have taken.
9	Use special photo or video camera modes: PANORAMA, MULTI EXPOSURE, TIMELAPSE, SUPER NIGHT, MAGIC SHUTTER, and SLOW MOTION.
10	Adjust the focus point and exposure.
11	Change the camera settings.
12	Switch between back and front camera.
13	Change the flash setting (back camera only).

Warning! Keep a safe distance when using the flash. Do not point the flash toward the eyes of people or animals.

Notes:

- You can pinch or spread with two fingers on the screen to zoom in or out before taking a picture.
- In PHOTO mode, when you tap the camera to focus, the exposure bar appears beside the focus point. You can drag  up or down to adjust the exposure.
- When you flip the device over to use the front camera, you can tap  to use smile detection.

Using Manual Camera Mode

You can use MANUAL camera mode to adjust more camera options for your photo, such as ISO, white balance, and exposure.

1. From the home screen, tap .

Exhibit 21

ZTE ***BLADE™*** **10**
User Guide

5	Capture a photo.
6	Switch between the front and back cameras.
7	Switch among the default PHOTO mode, VIDEO mode, PORTRAIT mode, and more.
8	Enable or disable LIVE photo.
9	Select a filter.
10	Use smart-beauty mode or customize the personal options to beautify faces in the picture.

4. Lightly touch  to take the picture.

 **WARNING!**

Keep a safe distance when using the flash. Do not point the flash toward the eyes of people or animals.

 **NOTES:**


- You can pinch or spread your fingers on the screen to zoom in or zoom out before taking a picture.
- In PHOTO (auto camera) mode, when you touch the screen to focus, the exposure bar appears beside the focus point. You can drag  up or down to adjust the exposure.

Exhibit 22



ZTE AXON 10^{PRO}

User Manual



Number	Function
1	Use the filter or add a watermark.
2	Use auto-beauty mode or customise the personal options to beautify faces in the picture.
3	Enable LIVE photo mode. You can shoot LIVE photos, which include a still image and a short video clip.
4	Change the flash setting.
5	Change the HDR setting.
6	Change the camera settings.
7	Zoom control: Touch to switch to 1x zoom, 3x zoom or the wide-angle camera; touch and hold the zoom control and then slide left or right to zoom in or out.
8	View pictures and videos you have taken.
9	Capture a picture.
10	Switch between the front and back cameras.
11	Swipe left or right to switch among the default PHOTO mode, BOKEH mode, NIGHT mode, PORTRAIT mode, VIDEO mode, and WIDE (wide-angle camera) mode. Touch MORE to use other special photo or video camera modes: SPORT, MANUAL, PANORAMA, MONO, MAGIC SHUTTER, TIMELAPSE, and SLOW MOTION.

Exhibit 23

How To Take The Best Skiing Photos Using Just Your Smartphone

Lucy Ferneyhough | September 12, 2020

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Amazing skiing photos aren't just for the pros, you can get some epic shots just from your smartphone! — Credit: MEC, Reuben Krabbe (<https://www.mec.ca/en/article/10-tips-for-great-ski-photos>)

Sure, ski days are the greatest, but what makes them even better is getting some amazing photos on your smartphone to impress your friends with later. However, all too often you know that you hit an epic jump, but when you pull out your phone later it just looks like a blurry mess. Thankfully, smartphone cameras have gotten better and better, and people have quickly learned all the best ways to make them work, even in cold and snowy conditions, so you never blow the moment and miss out on a great shot. You don't need an expensive photographer or a heavy camera to lug around the hill with you, just keep your phone in your pocket and these great tips and tricks up your sleeve.



All you need is your phone! — Credit: Momentum Ski (<https://momentumski.com/7-tips-for-taking-great-ski-holiday-photos-on-your-phone/>)

- **Preparing Your Friends:** Make sure that you coordinate your shots so that your skier/snowboarder knows where you want them to turn and look; throwing snowballs is a great way to indicate exactly where you want them to go! Wearing bright, solid colors will also help your subject pop out against the white background. If possible, also try to get your friend to slightly overemphasize their movements by making extra deep turns and tucking during jumps to really show off their skills.
- **Still Images:** If you're taking a close up photo when the subject is not moving, the best way to make sure that they are clearly visible is to switch on your phone's flash so the subject doesn't turn out too dark against the bright snow. Try not to use your phone's zoom when taking photos since smartphone cameras use digital zoom instead of optical zoom, meaning that a lot of resolution and detail is lost if you zoom in. Instead, move as close to your subject as possible. Sprinkling a little snow in front of your phone can also add some fun detail to an image.
- **Landscape Images:** One great way to get a stunning shot of the view is to put your phone in panorama mode so you can capture the entire scene. Be careful not to accidentally disturb any fresh snow that you want to photograph.



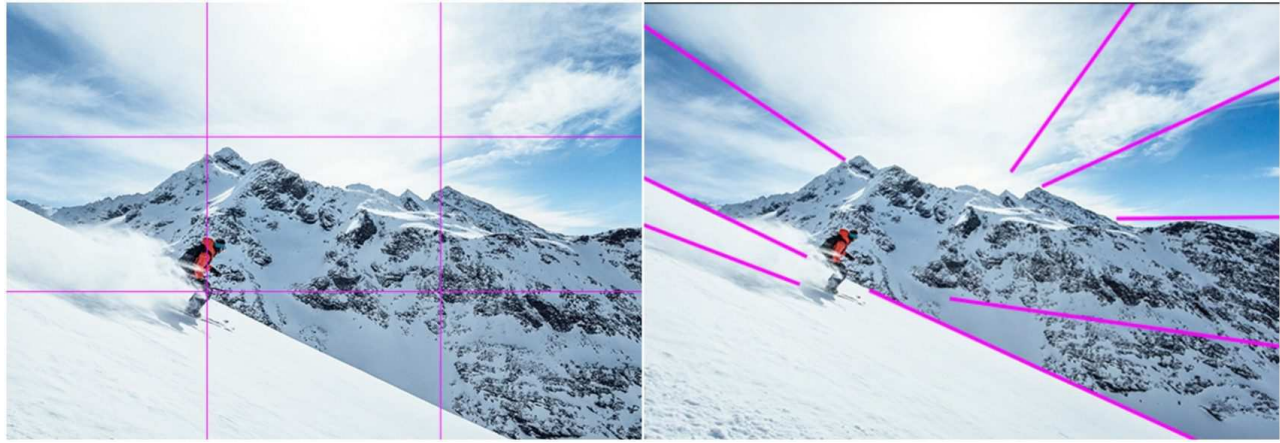
Make sure to use live or burst photos to capture sharp movement like this. — Credit: Fstoppers (<https://fstoppers.com/bts/tips-get-best-shots-your-ski-trip-330471>)

- **Actions Shots:** To ensure that your photos don't come out blurry, using either the live photo mode or the burst mode (on most phones you hold down the camera button and a burst of photos will be taken) will make sure that at least one of the shots comes out clearly. More practice with your phone will also help you get used to how fast it takes the photo and what its autofocus tends to pick up. Since there are often trees and other objects in your shot, it is also a good idea to manually set your focus just by tapping on your screen so that your phone knows where the subject of the photo should be. Leaning against something solid or pressing your elbows into your sides will also help you stabilize your shot.
- **Camera Settings:** Since smartphones aren't specifically designed to be used in snowy conditions, their automatic focus and exposure settings often need a little adjustment to get a good image. The best way to do this is by first setting where to focus (tap on the screen) and then adjusting the exposure (swipe up or down on the screen to increase or decrease exposure). Automatic exposure settings tend to under-expose snow photos because the brightness of the snow makes the phone want to make the whole image darker, but this can often result in the subject being very dark and hard to see, so it is actually better to swipe your exposure up to make the photo slightly brighter because then even if you reduce the exposure in post-editing, you will be able to retain the detail in the shot.



Wide-open shots are best for sunny days. — Credit: Corey Rich, Nikon (<https://www.nikonusa.com/en/learn-and-explore/a/tips-and-techniques/ski-photography-101.html>)

- **Lighting:** Generally, shooting in either the early morning or late afternoon is much easier because the sunlight will be softer and not as unforgiving. However, if you can't convince yourself to roll out of bed at 5 am then great shots can also be found during the rest of the day. On a sunny day, head for open spaces and steep lines as the sun, sky, and shadows will provide good contrast and your subject's bright clothes will really pop out. If it's cloudier, then trees are your best bet because their darkness will break up the sky and the snow. As brutal as it'll feel, a super cold day will also make for some fun shots as the snow will glitter and blow in the wind.
- **Setting Up The Shot:** Good photos tell a story, so try to include the past, present, and future of the subject's path; for example, if they are hitting a jump then don't crop out the landing and approach. Providing depth in the image also makes it more interesting; this means placing objects (think trees, shrubs, rocks, and other natural features) in the background, foreground, and midground, but try to have your subject be the only focus in their layer of the photo. Directly behind and around the skier should be as clear as possible so that they stand out; wearing bright colors will also help with this.



*Both Leading Lines and Rule of Thirds work in this image to direct the eye. — Credit: How-To Geek
(<https://www.howtogeek.com/397870/is-the-rule-of-thirds-really-a-photography-rule/>)*

- **Simple Composition Rules:** My go-to photo compositions are two of the basics, but they're the basics because they just work. First is the Rule of Thirds (<https://digital-photography-school.com/rule-of-thirds/>), which most smartphones can actually display on your screen for you (check your camera app settings). The idea is to divide the image into horizontal and vertical thirds, and then place focus points where the lines intersect. Aligning the horizon or slope edge with one of the thirds lines can also provide good balance in your photo. The other technique that is easy to recognize is Leading Lines (<https://www.photoblog.com/learn/leading-lines/>). Try to find any type of line in your image -tree branches, light, or dark spots that form lines, shadows, rocks, the mountain shape, or anything else- and then align as many of them as possible to be pointing towards your subject. It sounds hard, but there are more lines in nature than you would expect, and changing your angle or position to make lines point towards your subject will really pay off because it helps guide the viewer's eye right to what you want them to see.
- **Angles:** To show off the steepness of a line, shoot from below the skier at around a 45° angle. Always take more than one shot and try out lots of different angles, you can always delete photos later. Playing around with your position, angle, and focus can lead to some great shots, so try getting really close to a tree branch or shooting from the ground for jumps.



*Try out creative angles to find some amazing shots! — Credit: MEC, Reuben Krabbe
(<https://www.mec.ca/en/article/10-tips-for-great-ski-photos>)*


- **Safety:** Don't shoot in a busy area of the hill or somewhere where people can't see you from above, getting plowed down by a stranger will definitely ruin your photo. Dress warmer than you would if you were just going out for a normal day; the standing around and prep involved in getting a great photo will quickly make you freeze. Be careful not to allow condensation to form in your phone when you go inside to a warmer space. Keeping it in an inner pocket will help it not get too cold (and conserve battery) when you are outside and then trying to warm it up slowly if possible will also reduce the risk of water damage. If you are really concerned about water damage or if you have an older phone that is more sensitive to water than the newer, water-resistant smartphones, then putting your phone in a large plastic bag when you go inside will also help it warm up more gradually.
- **Extra Gear:** A portable battery (<https://www.tomsguide.com/best-picks/best-portable-chargers>) can be a great help if you're going to be taking a lot of photos, especially because cold weather will drain your smartphone's battery significantly faster. Inner gloves (<https://newtoski.com/best-ski-glove-liners/>) that are touch-screen sensitive are also a must so that your hands won't freeze when you have to take off your mitts to take the shot. Finally, an accessory that isn't as necessary but can be a fun tool is a portable, 'bendy' phone tripod (<https://joby.com/global/gorillapod/>). These are great to attach to tree branches and anything else so you can take group photos or film yourself, especially if you have a remote clicker that you can press to have your phone take a photo.
 - **Related: Why Your Phone Battery Dies in the Cold** (<https://snowbrains.com/why-your-phone-battery-dies-in-the-cold/>)

Hopefully, with these tips and tricks, you'll be ready to head out to the slopes and get some great photos this season. If you have any other advice that we missed in this article then share it in the comments below to help out everyone else.

Enjoy your newfound smartphone photography skills and be sure to tag [@snowbrains](https://www.instagram.com/snowbrains/) (<https://www.instagram.com/snowbrains/>) on Instagram with your best shots.

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Posted by  Lucy Ferneyhough (<https://snowbrains.com/author/lucy-ferneyhough/>) |
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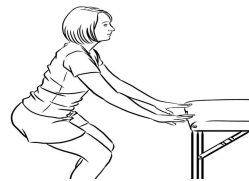
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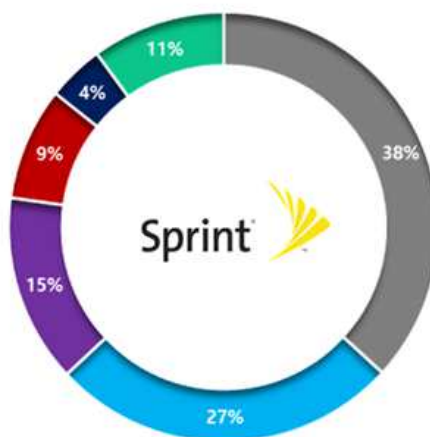
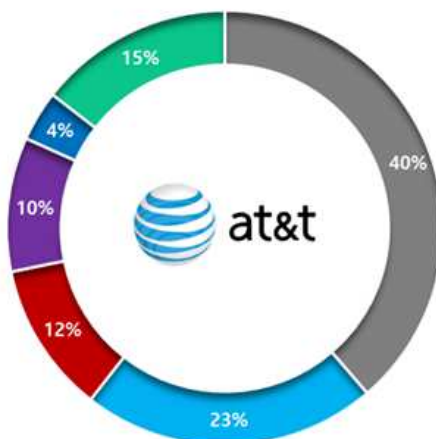
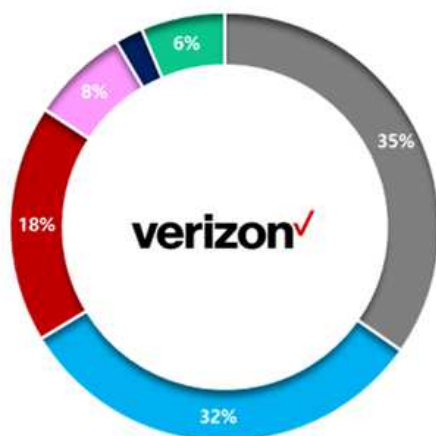
Exhibit 24



Home / Press Releases / ZTE & Blu Were The Fastest Growing Smartphone Brands In USA In Q3 2015

Q3 2015 – USA Smartphone Share By Carrier

■ Apple ■ Samsung ■ LG ■ ZTE ■ Alcatel ■ Microsoft ■ Kyocera ■ Motorola ■ Others



ZTE & Blu Were The Fastest Growing Smartphone Brands In USA In Q3 2015

DECEMBER 9, 2015 | IN PRESS RELEASES | BY JEFF FIELDHACK

ZTE Smartphone volumes grew 45% Y/Y capturing 8% share. TCL-Alcatel was the fastest growing overall mobile phone brand up 123% Y/Y. LG recorded its highest ever smartphone market share 15%

According to the latest research from Counterpoint Research's **Market Monitor service for Q3 2015 (July-Sept)** the US smartphones market grew a healthy 9% Y/Y, though slightly slower than the Q2 2015 uptick. The majority of growth was driven by challenger brands such as ZTE, LG, Blu, Asus and other smaller players, all registering double digit volume growth.

ZTE is the fastest growing major smartphone OEM as its volumes grew 45% YoY, capturing an 8% share and the fourth spot, behind LG. The Chinese vendor had particular success within AT&T and Sprint channels. This may pave the way for other Chinese OEMs to both increase volumes and climb to higher price points. Xiaomi's recent licensing agreement with Qualcomm may help with sell-in attempts with US carriers.

LG recorded its highest ever market share in smartphones to 15% from 9% some eight quarters ago. The demand for LG's smartphones have increased across all carriers cementing its position in important US market.

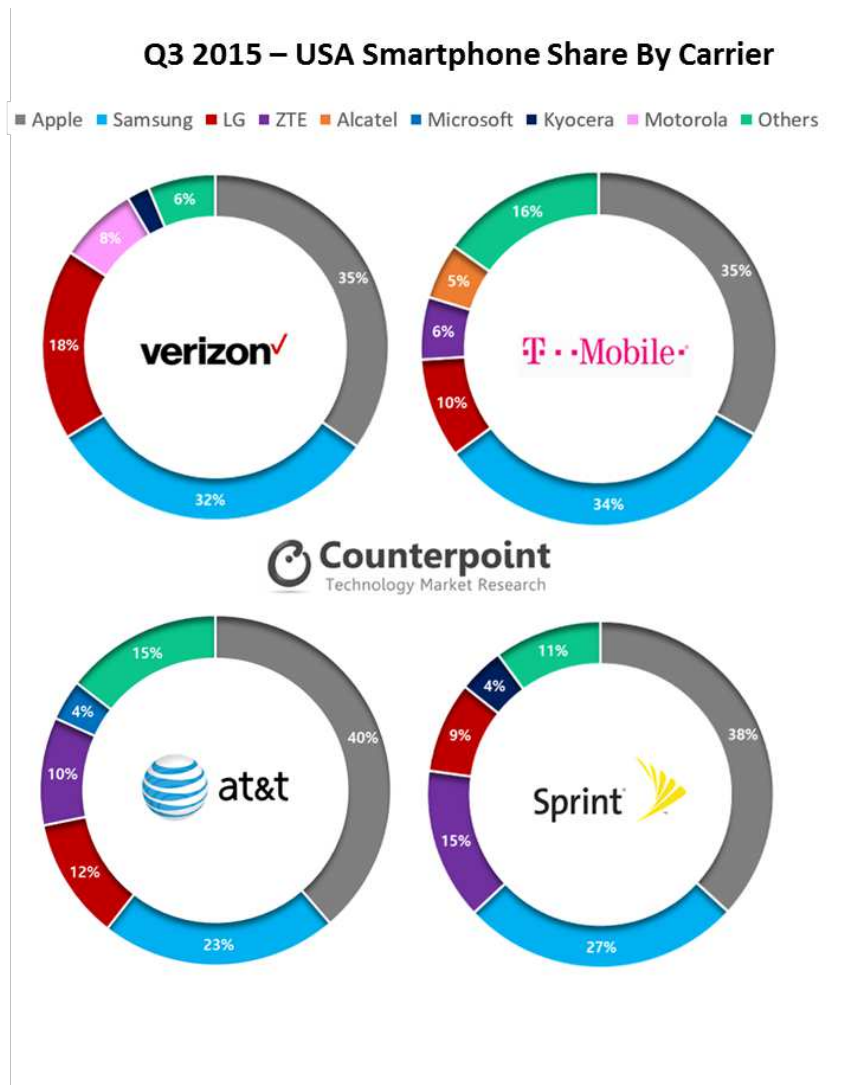
With the rise of equipment installment plans (EIP) and leasing programs, we are seeing dramatic shifts in how consumers are perceiving the unbundled device costs aided by carriers now welcoming Bring-Your-Own-Device (BYOD) type consumers. This is an important trend that is driving the demand for open, SIM-free, or unlocked devices. As a result we are seeing the rise of players such as Blu, Asus and other microvendors such as OnePlus and Oppo.

In the overall mobile phones market, Alcatel One Touch more than doubled its volumes and share Y/Y as it continued to fill the gaps left by Samsung, LG and others' shift away from feature phones. Alcatel was the fifth largest mobile phone brand during the quarter. However, Alcatel needs to ramp up its smartphone efforts with multiple design wins in the upcoming quarter to surpass ZTE as the fourth largest brand overall.

Apple remains the top selling vendor in all four of the top tier US carriers. Apple, and to a lesser extent, other smartphone flagships, have benefited from equipment installment plans and leasing programs. Apple has seen larger year-over-year growth in T-Mobile & Sprint—carriers who have been very aggressive with EIP & leasing programs. These programs may help increase upgrade rates which have been trending lower in recent quarters.

Samsung’s performance remains strong at Verizon & T-Mobile where the Galaxy S6 series has been a good but not exceptional performer. A lot hinges on Samsung’s Note 5 and broadening of its mid-tier portfolio with the Galaxy A & J series, to win back some share from Apple, ZTE, LG and Alcatel.

T-Mobile continues to sell more smartphones than AT&T or Sprint and is the second largest smartphone channel, thanks to its aggressive offerings and pricing under its “Uncarrier” initiatives. T-Mobile is now one of the key channels for new brands looking to enter the US market through a carrier partnership route.



The comprehensive and in-depth [Q3 2015 Market Monitor](#) for USA and [other countries globally](#) is available for subscribing clients. Please feel free to reach out to us at analyst@counterpointresearch.com for further questions regarding our in-depth latest research, insights or press enquiries.

The Market Monitor research is based on sell-in (shipments) estimates based on vendor's quarterly results, vendor-polling triangulated with sell-through (sales), supply chain checks and secondary research.

[APPLE SHARE IN US CARRIERS](#)

[BLU SHARE IN USA](#)

[US CARRIER SHARE](#)



Jeff Fieldhack

Research Director

Jeff has 25+ years experience in technology research, business development, competitive intelligence, and business management. Prior to joining Counterpoint Research, Jeff held various research & product development roles at Microsoft, Nokia, Roth Capital Partners, and Gartner. Jeff is a member of many telecom industry organizations including Colorado Wireless Association, repair.org, CommNexus, and is a regular speaker at major telecom industry events. He was a 4x NCAA all-American in tennis and is a 12-time finisher of the Hawaii Ironman World Championships.

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Please touch base for any queries or insights on tech industry. Our growing team of industry analysts and thought leaders should address all your needs.

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