



## ***Projecting the right image: Micromax introduces It's projector phone 'The X40'***

- *Packed with an embedded Projector for larger viewing of images, videos with a  
Projector Tripod*
  - *Multi format document reader for better user experience*

**New Delhi, 12<sup>TH</sup> August, 2011: Micromax Informatics Limited** ("Micromax"), the third largest mobile brand in India, has announced the launch of their latest product: the X40 today. It's the first mobile phone offering from the company which comes loaded with an in-built projector and a multi format document reader for an ultimate user experience.

The X40 comes with a 2.4" QVGA screen, and a resolution of 240x320 pixels. The phone hosts many features which helps it to carve a niche for itself. The X40 projector is an adjustable lens which helps you to adjust your viewing screen projection size. You can also mount your phone on the tripod which comes along with the phone, to make sure that you enjoy your favorite movies and give official presentations without any disturbance.

### **Key features of X40**

- ✓ In-built projector
- ✓ Phone Tripod
- ✓ Multi format document reader
- ✓ 240\*320, QVGA screen
- ✓ Dual SIM GSM Support
- ✓ 2 MP Camera
- ✓ Bluetooth
- ✓ FM Radio
- ✓ Pre-loaded apps
- ✓ Memory expandable up to 4GB
- ✓ Battery 1000mAh

With the X40, you can now carry work along with you. The phone boasts a multi format document reader for you to read and view multiple formats documents like file on Word, Excel, PDF, Power

points etc. It also comes with a multi format video player giving you an ultimate cinematic experience with the projector.

The X40 projector phone is a dual SIM phone with GSM support and with features like a 2 mega pixel camera, FM radio, Bluetooth, an internal memory of 80 MB, expandable up to 4GB. The phone also comes with some preloaded applications like Facebook, Nimbuzz, Opera Mini, Snaptu, Mundu radio etc.

X40 is available at an attractive price of 4999/- The model will be available across India. For more information, please visit **[www.micromaxinfo.com](http://www.micromaxinfo.com)**

#### **About Micromax:**

**Micromax**, is the largest Indian mobile handset company, in terms of units shipped during the quarter ended March 31, 2010 and the third largest mobile handset seller as at March 31, 2010 (*Source: IDC's India Quarterly Mobile Handsets Tracker, 1Q 2010, June 2010 release*). **Micromax** has domestic offices across India and global presence in Hong Kong, Bangladesh, Nepal, Sri-Lanka and UAE.

\* Micromax holds the 3<sup>rd</sup> position amongst the handset manufacturers in India as per revenue with a market share of 6.9% for the FY 2011. (Source: V&D report)

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