

Micromax launches Canvas Hue – Now colors CAN come alive!

- Equipped with a 5-inch AMOLED HD display with Corning Gorilla Glass 3 for a captivating User experience
 - HD screen resolution and color depth of 16.7 million
- The smartphone comes with a super power saving mode delivering a 1 month* battery backup at a Price of Rs. 10,999/-

New Delhi, January 12, 2015: Continuing its efforts to democratize technology, Micromax Informatics Limited, India's leading handset player, today announced the launch of **Canvas Hue** in India. Designed for the astute new age consumer, the new smartphone equipped with an AMOLED HD display with Corning Gorilla Glass 3 and a super power saving mode offers a perfect amalgamation of innovation, style and efficiency promising a superior uninterrupted mobile experience.

Commenting on the launch, **Mr. Vineet Taneja, Chief Executive Officer, Micromax** said, "At Micromax, customer centricity has always been at the core of developing products. With an AMOLED HD screen, users are guaranteed of a life-like viewing experience through more vivid colors and a crystal clear display. The Canvas Hue is a perfect blend of premium design, seamless efficiency and superior technology that supports the needs of the ever evolving consumers." **He further added**, "With the launch of the Canvas Hue, we have again looked at addressing one of the most important needs of the Indian consumers, which is of an extended battery life. We will continue to enrich the consumer experience by delivering state-of-the-art products & services, reinforcing our commitment to raise the bar of affordable innovation in the country."

Equipped with a 5-inch AMOLED HD display which is more touch sensitive and fortified with Corning Gorilla Glass 3, the smartphone offers a captivating and immersive experience with an HD resolution of 1280*720 pixels. Because of the self-emitting diodes which allow for faster reaction speeds and higher contrast level, the AMOLED HD display reproduces clearer and more vibrant images, better viewing angles, is more touch sensitive, saves power, providing an ultimate viewing experience.

Power-packed with a 3000 mAh battery, the Canvas Hue delivers a 30-day battery back-up with the super power saving mode promising continuous connectivity on the marathon battery. Users can be guaranteed of seamless multitasking and experience with the powerful 1.3 GHz quad core processor promising faster accomplishments for all work on-the-go. You can capture high quality images with the 8MP Auto Focus rear camera with Sony Sensor and click spectacular selfies with the 2MP front camera

Key features of Canvas Hue

- 5-inch AMOLED HD display with Corning Gorilla Glass 3
- HD (1280*720 pixels) screen resolution
- Color depth of 16.7 million
- 3000 mAh battery
- Super power saving mode with 1 month* battery backup
- 1.3 GHz quad core processor
- Android KitKat 4.4.2, upgradable to Android Lollipop 5.0
- 8MP AF rear camera with Sony Sensor; 2MP FF front camera
- Dual SIM
- 1GB RAM; 8GB ROM
- Expandable memory of up to 32GB
- Pre-loaded apps like M!live, Swiftkey, Amazon, Hike, Dr. Safety, Opera, MAd, Truecaller, Saavn, Clean Master, Trending apps, pre-loaded games.

and share them instantly with your social networks. The smartphone comes with a 1GB RAM and 8GB ROM.

Currently running on Android KitKat 4.4.2, the phone will be upgraded to Android Lollipop 5.0 through FOTA soon. The dual SIM based Canvas Hue gives users the access to a number of features including voice search, Google Drive, Hangouts for video calls, smart contact prioritization etc. One can also personalize the Canvas Hue with plethora of special themes that let you choose the one that suits your personality. Available in white and gold color, the smartphone comes with an expandable memory of up to 32GB relieving users of all the storage woes.

The Canvas Hue will be available in online and offline stores starting **16th January 2015** at a Price of **Rs. 10,999/-**

For more information, please visit www.micromaxinfo.com

You can also connect with us at – f - [Micromax](#) or @[Micromax Mobile](#)

About Micromax

Micromax Informatics Limited is one of the leading consumer electronics company in India and the 10th largest mobile phone player in the world ([Counterpoint Research](#)). Over the past 5 years, Micromax has pioneered the democratization of technology for masses by offering affordable innovations through their product offerings and removing barriers for large scale adoption of advanced technologies. Micromax* is currently the largest mobile vendor in India with a market share of 16.6 percent in Q2 of 2014 ([Counterpoint Research](#)). The brand's product portfolio embraces more than 60 models today, ranging from feature rich, dual – SIM phones, 3G Android smartphones, tablets, LED televisions and data cards. The company also has many firsts to its credit when it comes to the mobile handset market including the 30-day battery backup, dual SIM phones, QWERTY keypads, universal remote control mobile phones, first quad-core budget smart phone etc. The company has its operations across Russia and SAARC markets. Micromax* sells more than 3 million Mobility Devices every month, with a presence in more than 560 districts through 1, 30,000 retail outlets in India. With presence across India and global presence in Russia and SAARC markets, the Indian brand is reaching out to the global frontier with innovative products that challenge the status quo that Innovation comes with a price.

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**Talk and Standby times are affected by network preferences, type of SIM cards, connected accessories and individual*