

PLEASE READ: IMPORTANT ADAPTATION INFORMATION FOR REGIONS

This datasheet is a WW version and several parts may not be relevant to some markets. It is the responsibility of the local teams to ensure it is thoroughly checked and updated with locally relevant content before it can be used in market. Some areas you need to check are listed below.

PLEASE REMEMBER TO REMOVE THIS PAGE BEFORE YOU RELEASE
THE DATASHEET IN MARKET

PART 1: CONTENT LOCALIZATION IN 4 STEPS

STEP 1: Features and specifications

- Please check the following content on both pages and make sure they are available in your market, else please localize:
 1. Features
 2. Specifications
 3. Accessories and corresponding images
 4. Services
- Please update the last section on the second page on which other relevant product categories the customer should look at if they feel the current product does not suit their requirement

STEP 2: Call-to-action changes

- The toll-free number included on each page is a dummy number. Please customize it to your market.
- Please ensure that all the hyperlinks are appropriately working

STEP 3: Localize legal footnotes

- We try our best to provide guidance on legal footnotes in the WW version especially on standard footnotes and any product claims being made. But it is not practically possible at a WW level to cover all the guidance that can work across multiple geos. It is the responsibility of the local team to check the legal footnotes on both pages and add/remove footnotes per their local legal requirements.
- If you are making any additional product/feature/customer claims, please make sure you support it with the right legal footnotes within the datasheet.

STEP 4: Alliance compliance

- MANDATORY:** Local MDA approvals: The WW version has been made MDA compliant. However, it is the responsibility of the geo/region/country team adapting the datasheet to ensure it's uploaded again for MDA compliance after localization.
- ALLIANCE FUNDING:** If the datasheet is funded by an alliance partner, please adapt the datasheet to those guidelines. You may choose to remove the Intel logo from both pages if the tactic is not being funded by Intel.

PART 2: SEO COMPLIANCE IN 5 STEPS

Pdfs can get indexed by search engines just like a normal webpage. It's important that we optimize them for search, else they may not rank very high in search results. Or may not get indexed and found at all.

Once you have localized the datasheet content (from PART 1 above) and have the pdf ready, we recommend you follow these simple steps to make this datasheet more SEO-friendly, before you upload the datasheet online. It should take you all of 5 minutes.

You need the full version of Adobe Acrobat (NOT Adobe Reader) to be able to do this. Please request your agency to take care of this.

STEP 1: Is the file name clear and self-explanatory?

If you're changing the file name from what is used for the WW file, then make sure it is not too long and gives an easy indication to the reader what the file is about, eg: **Lenovo_P70_Smartphone_Ds.pdf** is fine, but "Lenovo_Vietnam_Hires_53627_convertible.pdf" is not clear.

STEP 2: Has your file metadata been updated?

Go to File>Document properties>Description and update the fields as below:

File – automatically takes the file name you have chosen

Title – Please use **Lenovo_P70_Smartphone_DS**

Author – Lenovo

Subject – Please use - **Your life is always on, so should be the one device that goes with you everywhere.**

Keywords – **Lenovo Smartphone, Power-saving, 4G, True8Core.**

Under Additional metadata (if available in your Adobe Acrobat version), update as follows:

Copyright Status: Choose 'Copyrighted'

Copyright Notice: Copyright (c) 2014 by Lenovo Corporation

Copyright Info URL: <http://www.lenovo.com/legal/copytrade.html>

Under Advanced metadata(if available in your Adobe Acrobat version), update as follows:

Language – choose the appropriate language from dropdown list

STEP 3: Is the reading order correct?

- Select Advanced>Accessibility>Add Tags to Document
- Then, select Advanced>Accessibility>Touch Up Reading Order
- The "reading order" of the PDF is displayed. This shows you what content will be displayed first in a search result. If this is not fixed, sometimes even the legal line can get picked up to display in a search result.
- You can use the same 'Touch Up Reading Order' tool to change the reader order.
- Reading order can be fixed as below – Headline followed by Body copy followed by Why buy section followed by Who buys section.

STEP 4: Have your pdf elements been tagged correctly?

- Go to File>Document properties>Description
- Run an Accessibility Full Check to look for non-compliance.
- Is the body copy on page 1 tagged as text?
- Is the main product image on page 1 tagged as Image/Figure?
- Add the product name as Alt Text to the main product image.

STEP 5: Pdf size and version

1. Total web page weight should not be much more than 1-2MB. If it is more, then go to Advanced>PDF Optimizer and 'right-size' the document.
2. Then select Preferences>General Settings>Optimize for Fast Web View (this allows the PDF to be "loaded" a page at a time, rather than waiting for the whole PDF to download to be able to read)
3. For datasheets which don't have an animated product image on page 1, save your PDF as version 1.6 (Acrobat 7) or lower

LENOVO® P70 SMARTPHONE
ROUND-THE-CLOCK PERFORMER.
A BIG-BATTERY PHONE FOR AN ALWAYS-ON LIFESTYLE.

Your life is always on, so should be the one device that goes with you everywhere. The Lenovo® P70 features a huge 4000mAh battery with Quick Charge, advanced power-saving software and OTG charging to power your other devices. Featuring 13MP & 5MP dual cameras that keep you snapping and sharing, multimedia excellence with MediaTek's 4G LTE True8Core™ processor and 2GB RAM, this is one phone that won't slow you down.



WHY BUY
 A LENOVO® P70
 SMARTPHONE?


1 GOES AS LONG AS YOU DO

The huge 4000mAh battery keeps you going 24/7 with Quick Charge and advanced power-saving software.


2 MULTIMEDIA FUN

Have fun streaming videos, music and games with MediaTek's True8Core™ processor and 4G LTE speeds.


3 PICTURE PERFECT

Snap & share brilliant 13MP shots and 5MP selfies with gesture controls and beautification features.


4 OTG CHARGING

In case of emergency, share some of your big battery to keep yours or your friend's other device going.

WHO NEEDS
 A LENOVO® P70
 SMARTPHONE?

1 People on-the-go who need a phone that will last the whole day without recharging.

2 People who need solid all-round smartphone performance.

3 People who like a glitch-free multimedia performance.

SPECIFICATIONS

DESIGN



Operating System

Android™ 4.4 KitKat



Graphics

ARM MaliT760-MP2 700MHz

PERFORMANCE

Processor

MT6752 4G LTE 1.7GHz 64-bit True8Core™

Sound

1x Speaker, 3.5mm Jack

Memory

RAM: 2GB

ROM: 16GB

Card Slot: Up to 32GB microSD

Battery¹

Type² : 4000mAh (Li-polymer), embedded

Talk Time : Up to 46 hours (2G), 18 hours (3G), (Note: 4G voice not supported)

Standby Time: Up to 34 days (2G), 29 days (3G), 30.5 days (4G)



Display

Size: 5.0" (1280 x 720) HD IPS display

Type: Capacitive touchscreen, 16M colors, 5-point multitouch



Color

Midnight Blue



SIM

Dual, Micro SIM



Integrated Camera

Rear:

13MP auto-focus + LED flash

Front:

5MP fixed-focus



Sensors

Gravitation, Proximity, Light

CONNECTIVITY

Connectivity/Radios



Band:

LTE (4G)

Data:

GPRS, EDGE, HSPA+, LTE

Speed:

LTE 150Mbps (DL) / 50Mbps (UL)

WLAN:

WiFi 802.11 b/g/n, WiFi hotspot

2G Network:

GSM 850MHz / 900MHz / 1800MHz / 1900MHz

3G Network:

900MHz / 2100MHz

4G Network:

LTE FDD 800MHz / 1800MHz / 2100MHz / 2600MHz

Bluetooth:

Bluetooth® 4.0

Radio:

Yes

GPS:

Yes, with A-GPS support

SOFTWARE³

Applications Included

Social Networking:

Facebook®, Skype™, Twitter, WeChat

Utilities / Cloud / Navigation / Security:

SHAREit, Security, SYNCit, Evernote®, Complete family of Google apps, Guvera Music, CamCard, CamScanner, Kingsoft Office, Route 66 Navi + Maps, Txtr eBooks, UC Browser

Games:

Gamestore, Asphalt 8, Tap the Frog, Green Farm 3, Real Football 2015, Spiderman Ultimate Power

¹ Battery life is an estimated maximum. Actual battery life may vary based on many factors.

² 3900mAh in Taiwan & Indonesia only.

³ Preloaded software may be subject to regional availability.

BUILT-IN LENOVO DOIT APPS



SHAREit

Rapid sharing of photos, apps and more across devices, without network charges.



Security

Speed up your device and protect against viruses, spam and malware.



SYNCit

Back up and restore all your contacts, SMS messages and call logs.

What's in the box?*

Handset, Travel Adaptor, USB Cable, Warranty Card, User Guide, Earphones, Back Cover, Screen Film and OTG Cable.

* Back cover and Screen film not included in Ukraine and Hong Kong.



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