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Pinnacle Africa announces Proline SP4 Windows Phone

Pinnacle Africa, one of Southern Africa's largest ICT distributors, recently took the wraps off their first branded phone, the Proline SP4, available to the market from 30 January at a recommended retail price of R999.00.

The Proline SP4 breaks out of the mould of getting no more than entry-level performance at an entry-level price. With a vibrant 4" display, quad-core Snapdragon processor and super smooth Windows Phone 8.1 user interface, the Proline SP4 runs rings around many smartphones that cost a good deal more.

What really sets the Proline SP4 apart from its competitors is its dual SIM feature. Users are now free to choose how they use voice and data on their phone with the ability of having two SIMs active simultaneously and specifying which SIM is dedicated for cellular data usage. It's like having two phones in your pocket!

"People today want more value for their hard-earned Rands," says Max Stone, Brand Executive at Pinnacle Africa. "Our research shows that the market is ready for an affordable smartphone that still delivers excellent performance in a package that will appeal to both the cash buyer and corporate executive."

The Proline SP4 is a highly customisable phone offering users the ability to personalise the Start screen to a far greater extent than phones using other operating systems. There are even three covers included with each phone (white, orange and green) allowing users to match the phone to their personal preferences.

"Proline is a well-known computer and tablet brand in South Africa and we were not prepared to compromise on quality or performance in our first smartphone", added Stone. "The quad-core processor, four inch display, front and rear cameras, and lack of pre-loaded bloatware address all the common concerns users have within this market."

Poor battery life is a regular problem with smartphones, especially heavy users of voice, data and GPS. At 1,950 mAh the Proline SP4 has the largest battery in its class, 30-35% more than competing products.

"Battery life is probably the biggest criticism people have with smartphones, so we wanted to give

Pinnacle Micro (Pty) Ltd, co. reg 1993/000917/07

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your potential
people an extended battery as standard,” says Stone.

Consumers looking for something fun and fresh will not be disappointed with the Proline SP4, especially with the bright cover options and funky user interface. Whether it's playing your favourite games, sharing selfies on social media using the front-facing camera or capturing high resolution images with the 5MP rear camera, the Proline SP4 will quickly become your most trusted digital companion.

Microsoft works best with Microsoft, so the Proline SP4 is also the obvious choice for companies looking to standardise on a corporate-issued phone for integrating with their business applications. Pinnacle even offers a customisation service for companies wanting to deploy unique colours, logos and applications on their phones.

“The Proline SP4 is the first Windows Phone partner device specifically developed to target both the consumer and business market in South Africa,” says Melanie Botha, Consumer Channels Group Executive at Microsoft South Africa.

“We understand that each market is different and our partner device programme has been specifically designed to help original equipment manufacturers and original device manufacturer partners build Windows devices that meet local demand as well as develop local brands. The focus caters to the needs of our consumers by encouraging device manufacturers and other partners to deliver low-cost devices with an uncompromised Windows and Microsoft Services experience,” concludes Botha.

For more information, contact Max Stone via email maxs@pinnacle.co.za or phone (011) 265 3336

ENDS

ABOUT PINNACLE AFRICA

For more information about Pinnacle Africa, visit our website <http://www.pinnacle.co.za> or contact our offices on +27 (0)21 550-0100. Pinnacle Africa offers a full portfolio of IT hardware.

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Pinnacle Africa is South Africa's premier distributor of advanced ICT equipment. The service provided to our value added resellers, mass retailers and the government sector has built our reputation in the IT industry as a successful organization that prides itself on People, Product and Passion. Pinnacle Africa is a proud member of the JSE listed Pinnacle Technology Holdings Ltd. Group.

Pinnacle Africa is proud to be a partner of 49M, South Africa's Energy Efficiency Initiative,

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your potential
ensuring a sustainable future for SA.

We have signed the 49M pledge to continue our efforts to implement energy efficient technologies to reduce our energy usage.

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