

FOR IMMEDIATE RELEASE

17 July 2015

## Pinnacle Africa announces Proline XM-502 Dual-SIM LTE Smartphone

***Pinnacle Africa, one of Southern Africa's largest ICT distributors, recently unveiled their first LTE smartphone, the Proline XM-502, available to the market from 7 August at a recommended retail price of R1,699.00.***

The Proline XM-502 is a breakthrough product offering new levels of performance at an affordable price. The XM-502 delivers lightning-fast LTE connectivity up to 10 times faster than a typical 3G smartphone. Downloads that took minutes now only take seconds. Real-world testing shows download speeds exceeding 25Mbps, making the XM-502 even faster than the majority of broadband ADSL connections.

"LTE is fast becoming the standard on mobile phones," says Max Stone, Brand Director at Pinnacle Africa. "We partnered with MediaTek to launch the first commercially available smartphone based on their new 64-bit LTE platform, delivering performance that has never been seen before in a sub-R2,000 smartphone."

With four 64-bit ARM Cortex-A53 processors, the XM-502 delivers supercharged performance right out the box. Applications load faster and respond faster. Games run better with smoother graphics. The XM-502 will always be able to keep up with today's fast-paced lifestyle.

With an overall thickness less than 8mm and an edge that narrows down to 4mm, the XM-502 defines a new style that is both modern and functional. The non-slip rubberised back wraps elegantly around the XM-502, framing the large 5" display in an eye-catching red or white. The flush-mounted camera, colour-coded side buttons and hidden navigation buttons contribute further to a timeless design that is instantly recognisable.

Running Android 5.1, the XM-502 benefits from the very latest version of Lollipop. With major design improvements over KitKat (Android 4.4), Lollipop is better at managing RAM and storage and has an improved user interface with a vastly enhanced notification system. Security and connectivity is improved and new features, such as Smart Lock, Quick Settings, and on-screen navigation buttons are utilised.

The XM-502 can capture stunning pictures with the 13-megapixel rear camera, or snap better 'selfies' with the 5-megapixel front camera. With a sub-second launch time; users are never more than a heartbeat away from capturing their special moments. Be more creative with Live Photo,

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your potential

Panoramic and Multi-angle View modes. Anti-shake, motion tracking and face detection make it even easier to take better shots. The XM-502 also lets users press the volume button for the shutter, giving back the pleasure of using a real button to take pictures.

“We’re giving our customers an affordable phone that delivers real performance,” says Max Stone. “With the runaway pricing of many brands, the Proline XM-502 offers an alternative that delivers the highest performance-to-price ratio on the market.”

#### Key Specifications:

- Display: 5.0” IPS qHD (960 x 540), 220ppi
- Operating System: Android 5.1 Lollipop
- CPU: MT6735M (64-bit quad-core Cortex-A53 processor, 1.0 GHz)
- RAM/Storage: 1GB RAM, 8GB storage, expandable via MicroSD card slot (max. 32GB)
- Cameras: 13MP primary (5MP hardware) with LED flash, 5MP secondary (2MP hardware)
- Network: Dual SIM, Cat 4 LTE (up to 150Mbps)
- Battery: 2,000mAh battery (user replaceable)
- Dimensions: 144.4 x 72.6 x 7.9 mm
- Accessories (included): Charger, USB cable, earphones, screen protector, silicone cover
- Available colours: [Boston Red](#) or [Snow White](#)

The Proline XM-502 is available on pre-order at [takealot.com](http://takealot.com). Pre-order promotion includes the Proline XM-502 LTE smartphone bundled with a free 4200mAh ADATA PV100 power bank worth R376! [Pre-order the striking Boston Red Proline XM-502 here](#) or the [Snow White Proline XM-502 here](#).

#### Hyperlinks for reference:

Boston Red Proline XM-502 with Free ADATA Power Bank:

<http://www.takealot.com/proline-xm502-red-smartphone-ADATA-pv100-black-powerbank/PLID38531651>

Snow White Proline XM-502 with Free ADATA Power Bank:

<http://www.takealot.com/proline-xm-502-white-smartphone-ADATA-pv100-black-powerbank/PLID38531653>

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

**ENDS**





## ABOUT PROLINE

For more information about Proline and Proline products, visit our website <http://www.proline.co.za> or contact us via email [proline@pinnacle.co.za](mailto:proline@pinnacle.co.za)

*Proline offers an extensive, truly South African range of products including PCs, Notebooks, Monitors, Smartphones and more – all designed to meet the specific needs of an African market.*

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## ABOUT PINNACLE AFRICA

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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, 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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[www.pinnacle.co.za](http://www.pinnacle.co.za)



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