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XOLO X900, First Smartphone With Intel Inside Launches in India Market

XOLO X900 Brings the Best of Intel Computing to Mobile Users in India

NEW DELHI--(BUSINESS WIRE)-- Intel Corporation and Lava International Ltd., one of India's fastest-growing mobile handset companies, today announced the general availability of the XOLO X900, the first smartphone with Intel inside. The device will be available to customers for purchase beginning 23rd April at a best-buy street price of approximately INR 22000.

Lava also announced its long-term partnership with Croma, a national chain of mega stores of consumer electronics and durables, for promotion and sale of the XOLO X900.

The partnership between Intel and Lava was announced at Mobile World Congress in Barcelona in February. The XOLO X900 is based on Intel's smartphone reference design featuring the Intel® Atom™ processor Z2460 with Intel® Hyper Threading Technology and supporting HSPA+ 3G connectivity.

The high-performance 1.6 GHz Atom™ processor with Hyper Threading Technology brings speed and multi-tasking performance to consumers' fingertips. The leading-edge 400 MHz graphics clock and the full 1080p HD video encoding and playback make this phone a perfect entertainment device, providing users with an immersive gaming and video experience. It also features an 8-megapixel camera delivering advanced imaging capabilities including burst mode that allows 10 pictures to be captured in under a second.

The XOLO X900 is housed in a sleek design with a 4.03-inch high-resolution LCD touch screen for crisp text and vibrant images. At launch, the X900 will run on Android Gingerbread*, with a planned over-the-air software upgrade to Android's Ice Cream Sandwich* platform shortly thereafter. Intel's technology enables a high-performance user experience, all while maintaining great battery life – up to 5 hours of 3G browsing, 45 hours of audio and 8 hours of talk time[1].

"Through XOLO X900, we are happy to bring to the Indian market a device that addresses the needs of those for whom speed and performance matters. After our success in feature phones with over 10 million happy customers in under 3 years, XOLO will be a differentiated player in the fast-growing smartphone segment. The initial reviews of XOLO X900 have been very positive and independent benchmarks clearly point to the fact that when it comes to speed and performance, XOLO X900 is the gold standard," said Vishal Sehgal, co-founder and director, Lava International.

"The first smartphone with Intel inside is now available to Indian consumers," said Mike Bell, Intel corporate vice president and general manager of the Mobile and Communications Group. "The boundaries of personal computing are expanding. As we enter the India market

with our first smartphone from Lava, the device not only showcases the rich capabilities and user benefits of Intel computing, but also highlights the exciting possibilities of what's still to come."

Commenting on the long-term strategic partnership with Lava, Ajit Joshi, MD and CEO, Infiniti Retail Limited, said "We at Croma are extremely pleased to collaborate with Intel and Lava to get this exciting new product into the market. We always endeavor to get the latest and best products first to our consumers and this is a step in that direction. We are very optimistic about the prospects of this exciting new product."

Starting 23rd April, the XOLO X900 will be available for purchase to customers from Croma and Xolo.in, followed by availability in other retail chains, general trade and online stores from early May.

About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com.

About Lava

Lava international is one of the fastest growing brands in Indian mobile market today. The organization started operations only 30 months back and is rapidly growing its market share. "Get the power in your hand" – with this motto as the guiding principle, Lava embarked on its journey to empower people with innovative products. Today the brand has a wide range of handsets in its portfolio. The company has already expanded its operations in all the states of India and has a network of 1,000 distributors and presence in ~50,000 retail counters.

[1] Performance and battery life estimates are based on internal Intel testing using the Intel Atom processor Z2460 Smartphone Reference Design and are provided for informational purposes only. Any difference in system hardware or software design or configuration may affect actual performance. Final figures may vary based on final OEM device implementation and usage.

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