



The Aquaris U, BQ's new line of smartphones.

With the Aquaris U, Aquaris U Plus and Aquaris U Lite, BQ continues to democratise technology.

Madrid, 28 September 2016 – BQ, the Spanish technology company, has presented its new line of smartphones today in Madrid. It comprises three models: The Aquaris U, Aquaris U Plus and Aquaris U Lite. The three new models, five inches each, share the same company spirit, that of making technology accessible to the world.

Rodrigo del Prado, Deputy Director General of BQ, explains that “our aim is to make technology a tool that is accessible to all. Our work on the Aquaris U line reflects this focus, and it is our hope that anyone be able to acquire a smartphone without having to compromise on design or features.”

Aquaris U Plus

The Aquaris U Plus is the first BQ smartphone with a metallic rear, which includes an ultra-sensitive fingerprint scanner. It comes equipped with a Qualcomm® Snapdragon™ 430 Octa Core processor up to 1.4 GHz and a LiPo 3080 mAh battery, which come together to provide impressive battery life without compromising the device's size. This has been achieved through exhaustive mechanical-design work and careful selection of energy efficient components.

The Aquaris U Plus includes a 16 MP rear camera with five lenses and a focal aperture of f/2.0, as well as a 5 MP front camera.

This model will be available in anthracite Black-Grey and in White-Gold for the 2+16 GB and 3+32 GB configurations, with prices starting from 209.90€.

Aquaris U and Aquaris U Lite

As with the Aquaris U Plus, the Aquaris U and Aquaris Lite share a design replete with detail. For example, their rounded edges are pleasing to the eye and comfortable to grip, and the slightly curved rear cover reduces the distortion and improves acoustic perception. Such detail is also patent on



the display, where the NEG Dinorex glass affords it outstanding resistance to impact and scratches while maintaining a pleasant feel.

The Aquaris U comes equipped with NFC technology and sports a Qualcomm® Snapdragon™ 430 Octa Core processor up to 1.4 GHz combined with a LiPo 3080 mAh battery. A 13 MP rear camera with five lenses and a focal aperture of f/2.2, as well as a 5 MP front camera, are included. The Aquaris U Lite has a Qualcomm® Snapdragon™ 425 Quad Core processor up to 1.4 GHz, a LiPo 3080 mAh battery, an 8 MP camera on the rear and a 5 MP one on the front.

Both models will be available in a graphite Black-Grey colour with the Aquaris U priced at 179.90€ and the Aquaris U Lite at 149.90€.

The camera application

BQ is still committed to photography. Its renewed camera app gets the best out of every shot, including photographs with moving objects (thanks to phase detection auto focus technology, or PDAF) or high levels of contrast (the High Dynamic Range function, or HDR, produces more realistic photographs). It also allows exceptional manual adjustment of parameters such as exposure time, focus and ISO. Photographs can be saved in the RAW format enabling them to be manually edited.

BQ's camera app records video in FHD resolution. Furthermore, wonderful clips can be created using the Time lapse feature, and photographs can also be taken while recording.

About BQ

BQ is a leading European technology company. Its aim is to help people understand technology, encourage them to use it and inspire them to create it. To this end, it is committed to technology education, the DIY philosophy and Open Source. BQ applies this philosophy to its products (smartphones, 3D printers and robotics, among others) and software solutions. It strives to turn technology into a tool for improving the world.