

# Haier

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## Mobile Presentation

2017 Q2

Model	HL453
Selling Points	3G/4G, Multiple colour options,
OS:	Android 7.0
CPU:	MTK6737M/MTK6580M
LCD:	4.5" FWVGA TN 854*480
TP:	Capacitive two points, G+F
Storage:	1GB +8GB
cameraa(R/F):	0.3MP+2.0MP
Battery:	1600mAh
2G GSM :	850/900/1800/1900
3G WCDMA :	900/2100 or 850/1900
4G TDD-LTE/FDD-LTE	FDD-LTE:B1/B3/B7/B8/B20 or B2/B4/B5/B7/B17;TDD-LTE:B38 or B40
Size	133.5*67*10.2mm
Material	plastic (white, blue, black)
Price(FCA HK)	<b>US\$82(512+4G/MTK6580M/OS 6.0)</b> <b>US\$103(MTK6737M)</b>



Model	HM452
Selling Points	3G/4G,quick change
OS:	Android 7.0
CPU:	MTK6737 /MTK6580
LCD:	4.5" FWVGA TN 854*480
TP:	two-points,G+F
Storage:	1GB +8GB
cameraa(R/F):	0.3MP+5.0MP AF
Battery:	1500mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA :	900/2100;850/1900; 850/2100
4G TDD-LTE/FDD-LTE	FDD B1/B3/B7/B20 or FDD B2/B4/B5/B7/B17/B41
Size	143*72.5*8.5mm
Material	plastic
Price(FCA HK)	<b>US\$79(MTK6580)</b> <b>US\$110(MTK6737)</b>



Model	HA47
Selling Points	4G,Metal frame ,Multiple body color options
OS:	Android 7.0
CPU:	MTK6737
LCD:	4.7" HD IPS 1280*720
TP:	multi-points,G+F,
Storage:	1GB +8GB
cameraa(R/F):	2.0MP+5.0MP AF
Battery:	1800mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA :	900/2100;850/1900; 850/2100
4G TDD-LTE/FDD-LTE	FDD B1/B3/B7/B20 or FDD B2/B4/B5/B7/B17/B41
Size	137*68*8.3 mm
Material	plastic+metal (Black, White, Green, Blue)
Price(FCA HK)	<b>US\$99</b>



Model	HG504
Selling Points	3G, full plastic, luxury gold
OS:	Android 7.0
CPU:	MTK6580A
LCD:	5.0"FWVGA TN 854 x 480
TP:	Two-points , G+F
Storage:	1GB +8GB
cameraa(R/F):	2.0MP+5.0MP AF
Battery:	2000mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA:	B1/B2/B5/B8 (2100/1900/900/850 Choose two frequency)
4G TDD-LTE/FDD-LTE	N/A
Size	141.5*70.9*9.9MM
Material	metal( luxury gold)
Price(FCA HK)	<b>US\$88</b>



Model	HM505
Selling Points	4G, quick change,2.5D,
OS:	Android 7.0
CPU:	MTK6737 /MTK6580/SC7731
LCD:	5" FW IPS 854*480
TP:	multi-points,G+F,2.5D
Storage:	1GB +8GB
cameraa(R/F):	2.0MP+5.0MP AF
Battery:	2400mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA :	900/2100;850/1900; 850/2100
4G TDD-LTE/FDD-LTE	FDD B1/B3/B7/B20 or FDD B2/B4/B5/B7/B17/B41
Size	143*72.5*9.0mm
Material	metal+plastic
Price(FCA HK)	<b>US\$81.0 (512GB+4GB/FWVGA TN /0.3MP+2.0MP/SC7731)</b> <b>US\$87.5(1GB+8GB/FWVGA TN /0.3MP+5.0MP/MTK6580)</b> <b>US\$98.5( 1GB+8GB/FWVGA /0.3MP+5.0MP/MTK6737)</b>



Model	HL507
Selling Points	4G/3G,fingerprint,metal steel gray,2.5D,super slim
OS:	Android 7.0
CPU:	MTK6737/MTK6580
LCD:	5"HD IPS 1280*720
TP:	multi-points,G+F,2.5D
Storage:	2GB +16GB
cameraa(R/F):	5.0MP+13.0MP AF
Battery:	2400mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA:	B1/B2/B5/B8
4G TDD-LTE/FDD-LTE	FDD B1/B3/B7/B8/B20 or FDD B2/B4/B7/B17,TDD B40 Compatible TDD B38
Size	144*70.6*8.05mm
Material	full metal (steel gray)
Price(FCA HK)	<b>US\$130 (MTK637)</b> <b>US\$120 (2MP+8MP/MTK6580)</b>



Model	HL507A
Selling Points	4G, fingerprint,metal,2.5D,super slim
OS:	Android 7.0
CPU:	MTK6737
LCD:	5"HD IPS 1280*720
TP:	multi-points,G+F,2.5D
Storage:	2GB +16GB
cameraa(R/F):	5.0MP+13.0MP AF
Battery:	2400mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA:	B1/B2/B5/B8
4G TDD-LTE/FDD-LTE	FDD B1/B3/B7/B8/B20 or FDD B2/B4/B7/B17,TDD B40 Compatible TDD B38
Size	144*70.6*8.05mm
Material	full metal (black)
Price(FCA HK)	<b>US\$ 132</b>





Model	HL509
Selling Points	OTG,quick charge and NFC for 4G , 2.5D
OS:	Android 7.0
CPU:	MTK6737/MTK6580
LCD:	5.0" HD IPS 1280*720
TP:	Capacitive two points,G+F,2.5D
Storage:	1GB +8GB
cameraa(R/F):	2.0MP+5.0MP AF
Battery:	2100mAh
2G GSM :	850/900/1800/1900
3G WCDMA:	900/2100 or 850/1900
4G TDD-LTE/FDD-LTE	FDD-LTE:B1/B3/B7/B8/B20 or B2/B4/B5/B7/B17;TDD-LTE:B38 or B40
Size	142*72*9.35mm
Material	plastic (white, golden, black)
Price(FCA HK)	<b>US\$92 ( MTK6580)</b> <b>US\$99.5( MTK6737)</b>



Model	HL50C
Selling Points	4G,OTG,quick change,FHD,2.5D,fingerprint
OS:	Android 7.0
CPU:	MTK6737
LCD:	5" HD IPS 1280*720
TP:	multi-points,G+F,2.5D
Storage:	2GB +16GB
cameraa(R/F):	5.0MP+13.0MP AF
Battery:	2400mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA:	900/2100;850/1900; 850/2100
4G TDD-LTE/FDD-LTE	LTE-FDD B1/B3/B7/B8/B20 TDD-LTE B40
Size	154.4*75.8*8.0mmmm
Material	metal
Price(FCA HK)	<b>US\$125(MTK6737)</b>



Model	HL50E
Selling Points	4G, fingerprint,metal+plastic,2.5D
OS:	Android 7.0
CPU:	MTK6737
LCD:	5"HD IPS 1280*720
TP:	multi-points,G+F,2.5D
Storage:	1GB +8GB
cameraa(R/F):	2.0MP+8.0MP AF
Battery:	2500mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA:	B1/B2/B5/B8 (2100/1900/900/850 Choose two frequency)
4G TDD-LTE/FDD-LTE	FDD-LTE B1/B3/B7/B8/B20 TDD-LTE N/A
Size	143*70.8*8.9mm
Material	metal+plastic
Price(FCA HK)	<b>US\$ 108</b>



Launch in May. 2017

Model	HV355
Selling Points	3G/4G,Fingerprint,NFC,quick charger, 2.5D,Multipe colour options
OS:	Android 7.0
CPU:	MTK6737A/MTK6580A
LCD:	5.5" HD IPS 1280*720
TP:	Multi-points , G+G 2.5D full lamination
Storage:	1GB +8GB
cameraa(R/F):	2.0MP+5.0MP AF
Battery:	2500mAh
2G GSM :	850/900/1800/1900
3G WCDMA:	900/2100 or 850/1900
4G TDD-LTE/FDD-LTE	FDD-LTE:B1/B3/B7/B8/B20 or B2/B4/B5/B7/B17;TDD-LTE:B38 or B40
Size	155.6*76.5*9.3mm
Material	metal+plastic (white, rose gold, luxury gold,black)
Price(FCA HK)	<b>US\$ 102(MTK6580A)</b> <b>US\$ 115(MTK6737A)</b>



Model	HL550
Selling Points	4G, metal+plastic,FHD,2.5D,type-c,fingerprint
OS:	Android 7.0
CPU:	MTK6737
LCD:	5.5" FHD IPS 1920*1080
TP:	multi-points,G+F,2.5D
Storage:	2GB +16GB
cameraa(R/F):	8.0MP+13.0MP AF
Battery:	3000mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA:	900/2100;850/1900; 850/2100
4G TDD-LTE/FDD-LTE	LTE-FDD B1/B3/B7/B8/B20 TDD-LTE B40
Size	157*77.7*8.45mm
Material	metal+plastic
Price(FCA HK)	<b>US\$ 112</b>



Model	HL554
Selling Points	4G,fingerprint,2.5D, type-c,super slim, quick charger, Rear Dual camera
OS:	Android 7.0
CPU:	MTK6750T
LCD:	5.5"FHD,1920*1080
TP:	multi-points,G+F,2.5D
Storage:	2GB +16GB
cameraa(R/F):	5.0MP+5.0MP/13.0MP AF(Rear Dual camera)
Battery:	3000mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA:	B1/B2/B5/B8
4G TDD-LTE/FDD-LTE	FDD B1/B3/B7/B8/B20 or FDD B2/B4/B7/B17,TDD B40 Compatible TDD B38
Size	154*76.5*8.2mm
Material	full metal (Champagne gold)
Price(FCA HK)	<b>US\$ 163</b>



Model	HL554A
Selling Points	4G,fingerprint,2.5D, type-c,super slim, quick charger, Rear Dual camera
OS:	Android 7.0
CPU:	MTK6750T
LCD:	5.5"FHD,1920*1080
TP:	multi-points,G+F,2.5D
Storage:	2GB +16GB
cameraa(R/F):	5.0MP+5MP/13.0MP AF(Rear Dual camera)
Battery:	3000mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA:	B1/B2/B5/B8
4G TDD-LTE/FDD-LTE	FDD B1/B3/B7/B8/B20 or FDD B2/B4/B7/B17,TDD B40 Compatible TDD B38
Size	154*76.5*8.2mm
Material	full metal (black)
Price(FCA HK)	<b>US\$ 163</b>



Model	HL556
Selling Points	4G, fingerprint,NFC,2.5D
OS:	Android 7.0
CPU:	MTK6737
LCD:	5.5" HD IPS 1280*720
TP:	multi-points,G+F,2.5D
Storage:	1GB +8GB
cameraa(R/F):	2.0MP+5.0MP AF
Battery:	3000mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA:	900/2100;850/1900; 850/2100
4G TDD-LTE/FDD-LTE	FDD B1/B3/B7/B20 or FDD B2/B4/B5/B7/B17/B41
Size	135.70*76.90*8.3 mm
Material	plastic+metal (Black, White, Green, Blue)
Price(FCA HK)	<b>US\$ 108</b>





Model	HL557
Selling Points	4G, OTG,quick change,2.5D,fingerprint
OS:	Android 7.0
CPU:	MTK6737 /MTK6753
LCD:	5.5" HD IPS 1280*720
TP:	multi-points,G+F,2.5D
Storage:	2GB +16GB
cameraa(R/F):	5.0MP+13.0MP AF
Battery:	2800mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA:	900/2100;850/1900; 850/2100
4G TDD-LTE/FDD-LTE	FDD B1/B3/B7/B20 or FDD B2/B4/B5/B7/B17/B41
Size	154.4*75.8*8.0mm
Material	plastic+metal
Price(FCA HK)	<b>US\$ 127 (MTK6737)</b>



Model	HL559
Selling Points	4G,fingerprint,metal,2.5D
OS:	Android 7.0
CPU:	MTK6737/MTK6750
LCD:	5.5"HD IPS 1280*720
TP:	multi-points,G+F,2.5D
Storage:	1GB +8GB
cameraa(R/F):	2.0MP+8.0MP AF
Battery:	3000mAh
2G GSM :	B5/B8/B3/B2 (850/900/1800/1900)
3G WCDMA:	B1/B2/B5/B8 (2100/1900/900/850 Choose two frequency)
4G TDD-LTE/FDD-LTE	FDD-LTE B1/B3/B7/B20 TDD-LTE N/A
Size	155.8*76.86*8.9mm
Material	metal
Price(FCA HK)	<b>US\$ 126.5(MTK6737)</b> <b>US\$ 135.5(2GB+16GB/MTK6750)</b>



Launch in May. 2017

Model	HL600
Selling Points	3G/4G,Fingerprint,NFC,quick charger, 2.5D,Multiple colour options
OS:	Android 7.0
CPU:	MTK6737A/MTK6580A
LCD:	6" HD IPS 1280*720
TP:	Multi-points , G+G 2.5D full lamination
Storage:	1GB +8GB
cameraa(R/F):	2.0MP+5.0MP AF
Battery:	3000mAh
2G GSM :	850/900/1800/1900
3G WCDMA:	900/2100 or 850/1900
4G TDD-LTE/FDD-LTE	FDD-LTE:B1/B3/B7/B8/B20 or B2/B4/B5/B7/B17;TDD-LTE:B38 or B40
Size	163.8*83*9.2mm
Material	metal+plastic (white, rose gold, luxury gold,black)
Price(FCA HK)	<b>US\$ 106.5 (MTK6580A)</b> <b>US\$ 115 ( MTK6737A)</b>



# Haier

## Thank you!

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