

Karbonn brings AI based offering to enhance your visual commerce experience-launches “Aura Note 2”

The first mobile handset player to introduce artificial intelligence in fashion with the Fashion Eye app

Key Features	Aura Note 2
Display	13.97 cm (5.5) HD IPS display
Processor	1.25 GHz quad-core processor
Camera	13 MP rear with LED Flash + 5MP selfie camera
RAM	2 GB
ROM	16 GB
Expandable memory	32 GB
Battery	2900 mAh Li-ion
Other Features	Bluetooth, GPS, FM Radio and G/P/L Sensors, MP3 Player, Hotspot, Photo/Video editor, OTG Support

New Delhi, June 22, 2017: In its pursuit to enhance technology for its consumers, leading homegrown brand, ‘Karbonn Mobiles’ had introduced AI enabled fashion search app in its Fashion eye range of smartphones last year. Taking forward the success of Fashion eye and its vision for bringing simplified telephony to its customers, Karbonn Mobiles today unveiled - **Aura Note 2** - a smart device for all

your fashion and styling needs.

This stylish new offering is a successor of the successful devices that were launched last year - **Fashion Eye** and **Fashion Eye 2.0**, which received an overwhelming response from the customers. Targeted at today’s style conscious youth, **Aura Note 2** comes integrated with a Fashion app which allows users to search for an outfit by simply clicking its picture. Moreover, you can also search and buy the same fashion as your favourite Bollywood star through its unique video search feature. The AI engine of the app automatically recognizes the print, pattern and colour of the outfit to give relevant results/choices aggregated. It also allows users to compare prices across various e-commerce portals and pick up the best deal available on outfits and accessories of their choice. *So you can now own what your favourite star wore in the dance number you like!*

Commenting on the launch, **Mr. Shashin Devsare, Executive Director, Karbonn Mobiles** said, “At Karbonn, we constantly work towards bringing in not just evolved technology but a range of unique services to enhance our consumers’ experience at competitive pricing. Looking at the growing population of fashion savvy youth and growing trends in online shopping, **Aura Note 2** - powered with upgraded features and technology had to be our next step. With this new offering, we aim to enrich the experience of our users making fashion as effortless as it can be. A balance of simplified technology and innovation, **Aura Note 2** will surely be a sought after smartphone in its category.”

Fashion has been one of the most popular search categories in e-commerce. Karbonn has yet again collaborated with the leading AI developer to create an intuitive app un-complicating fashion search and discovery while offering intelligent recommendations on latest fashion trends basis users’ past searches. The app uses a special compression technology to offer fast search results on varied data speeds amongst a wide option of brands. **Aura Note 2** not only helps you find exactly what you want but enhances your shopping experience by using smart intelligent filters. **Aura Note 2** compares similar products basis prices, deals, and brand all at the same place. In short, this 4G Volte smartphone is your personal stylist available to you at any hour of the day.

Aura Note 2 which is powered with Android 7.0 Nougat giving the device a right mix of performance, style and an ultra-premium rubber finish. With a built-in camera of 13 MP, the device has several options for panorama, continuous, smile shot and touch focus to make photography a splendid experience. It also has a 5 MP front camera with face beauty option for flawless selfies. Powered with 2900mAh battery, the device has been designed to last all day. For the budding artist in you, Aura Note 2 comes with an in-built app called Vistoso which uses Artificial Intelligence to transform your picture into an artwork that can be printed to products like mugs, t-shirts, etc.

Aura Note 2 is powered with 1.25 GHz quad-core processor with a 2 GB RAM, 16 GB ROM with 32 GB expandable memory to facilitate seamless multitasking. Other features of Aura Note 2 also include Bluetooth, GPS, FM Radio and G/P/L Sensors, OTG and an in-built photo and video editor. A complete stunner in its category, Aura Note 2 is a one-time investment for all your needs. Available in two elegant colours- Coffee-Champagne and Black-Champagne, the device is competitively priced at **INR 6490/-**

Link: <http://www.karbonnmobiles.com/Aura-Note-2-overview>

Karbonn Mobiles:

Karbonn Mobiles is one of the leading Indian smartphone brand that offers a range of user-centric smart devices to compliment the evolving communication needs of a modern consumer. Committed to simplifying technology, Karbonn has made inroads in the market with a combination of affordable yet innovative devices. Karbonn has over 85,000+ retail partners and 900+ service centres across India to ensure effective after sales support to its growing consumer base. As per CMR's India Annual Mobile Handset Market Review (2017), Karbonn has been positioned amongst the "Top 5 mobile phone brands in India". Karbonn has also been a winner of the 'Smartphone Brand with Focus on Local Languages' in a survey conducted by TeleAnalysis. Internationally, Karbonn is present in 40 countries across Africa, South and Southeast Asia, CIS, Eastern Europe and Middle East. Karbonn has been recognized among the "Top 5 Most Trusted mobile brands" in India by ET Brand Equity Trust Report 2015.

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