

NU<sup>®</sup>  
Ans



GOOD DESIGN AWARD 2016

**BEST 100**



GOOD DESIGN  
SPECIAL AWARD 2016

DESIGN OF PRODUCTION DEVELOPMENT

Unlocked smartphone

🇯🇵 Designed in JAPAN

**NEO**  
**Reloaded**

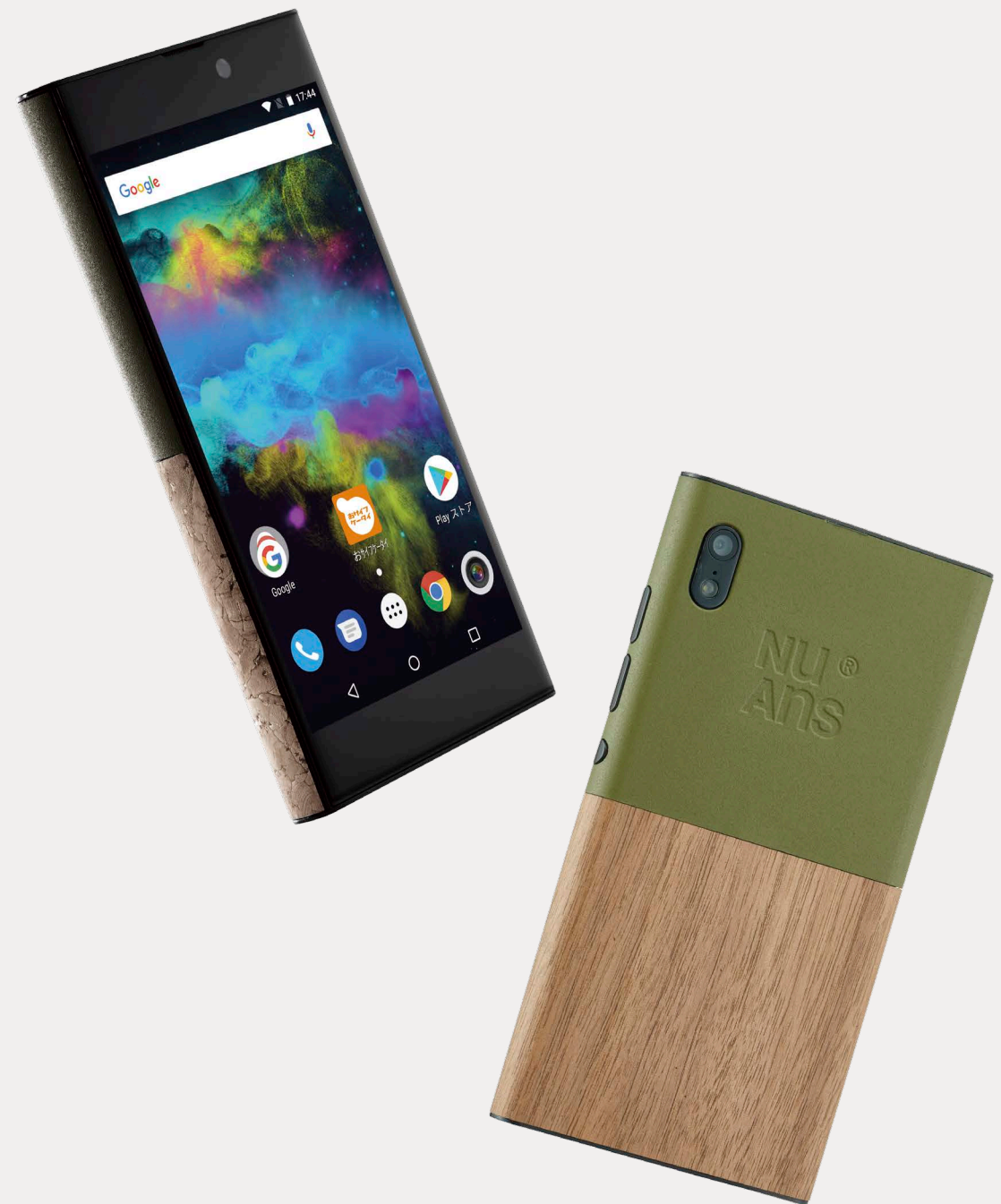


# NEO Reloaded



Brand new. All-in-one.

Live with NuAns NEO [Reloaded]  
that can manage all your daily needs,  
even payments.





## Pursuing what we really wanted, We finally reached here.

The smartphone has become an indispensable part of our daily lives. With technology that improves on a daily basis, "performance as a digital product" has advanced to a level that many users can be satisfied.

However, does the smartphone really blend into our everyday lives as a necessary tool? As a device that is in the palm of your hand every day and operated with your fingertip, do you feel comfortable in a natural sense?

We reviewed the functions of the device from many different perspectives. Thinking about what the smartphone "should be" and redesigned the core hardware from scratch without having the stereotypical concepts.

This marks the birth of a completely new  
"NuAns NEO [Reloaded]" smartphone.



**NEO**  
Reloaded



# A new perspective to "slimness", perfectly fiting into your palm

It's a fact that technology is getting more advanced over time. This leads to a smartphone design that is becoming thinner and thinner. However, does a super slim design enhance a smartphone's usability and functionality?

At first encounter, you will be surprised at its unexpected lightness. We didn't even dare join the endless pursuit to slimness. Instead, we focused on “product value enhancement” with new technology that makes it slim.

Finally, we discovered a unique, symmetrical and easy-to-hold round form, a high-capacity battery and a non-contact type IC card slot.



# World Wide Best Design Award Winner

The Good Design Award is Japan's leading design award. NEO not only won the "Good Design Best 100" award but, it has also won the “Good Design Special Award, Design of Product Development” , which is recognized as particularly superior among the BEST 100 products.

In addition, we received the best design "iF Gold Award" in the category of smartphone for the first time in Japan. This is only given to 75 products worldwide. The iF Design Award is one of the international community's highest design awards.

These awards confirm that the customization concept of NuAns NEO, along with its shape, is something people desire and are not just pursuing the thinness phone on the market.



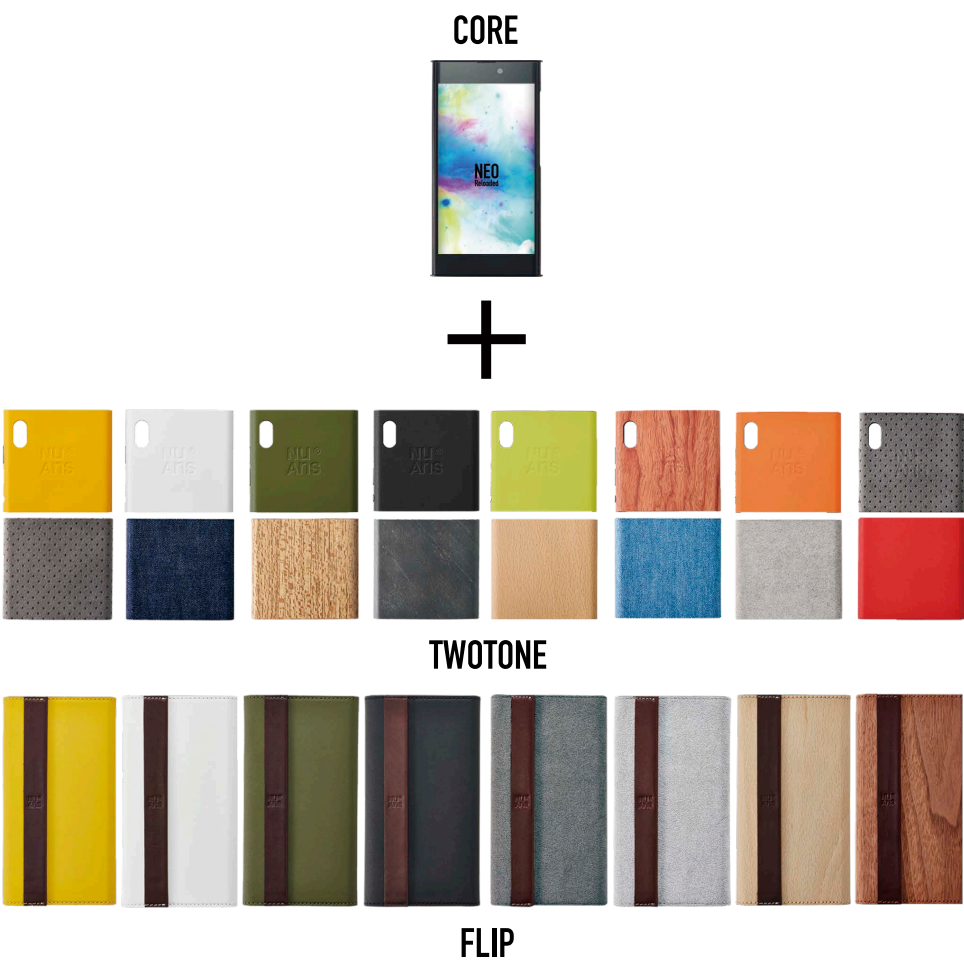
# Make your own “Favorite”

Just like a wallet or a notebook, you want the ability to personalize items that you carry with you everyday. Even with smartphones, people want the ability to personalize their devices. NuAns NEO [Reloaded] adopted this new way of thinking by separating the "CORE" which is the core functions of the phone and "cover" for protection and decoration. Bringing these together user's can assemble the device to their personal preference.

When we buy other smartphones, we have only a few color choices and end up with having the same phone as everyone else. To make the device different, we would have to add extra covers or accessories. So even if the manufacturer designs an ultra slim phone, in the long run, it will eventually become a thick smartphone with little sense of unity.

NuAns NEO [Reloaded] designed the covers from the beginning as part of the main body. We offer a new style that does not impair the design allowing you to enjoy the process of creating your own truly original design.

Simple TWOTONE lets you select the material and color for top and bottom cover while FLIP is a functional type notebook. It enables you to choose and exchange according to your preference and you can even make a single CORE with different designs.





# TWOTONE

## Express yourself with free TWOTONE combinations

With a simple back cover design called TWOTONE, we adopted an individualistic approach by letting you mix and match from a variety of colors and materials. You have the freedom to rearrange the color and material for the top and bottom covers, producing a unique two-tone design. Everyone will be able to tell it is a NuAns NEO [Reloaded] from its personalized design.

Each user has a personal preferences for their smartphone's color and texture. By freely rearranging the colors and materials on the top and the bottom, you can tailor the two-tone design to fit to your personal taste.

Furthermore, the IC card can be quickly inserted by simply removing the bottom cover. This design enables you to charge your prepaid IC payment card in an instant.

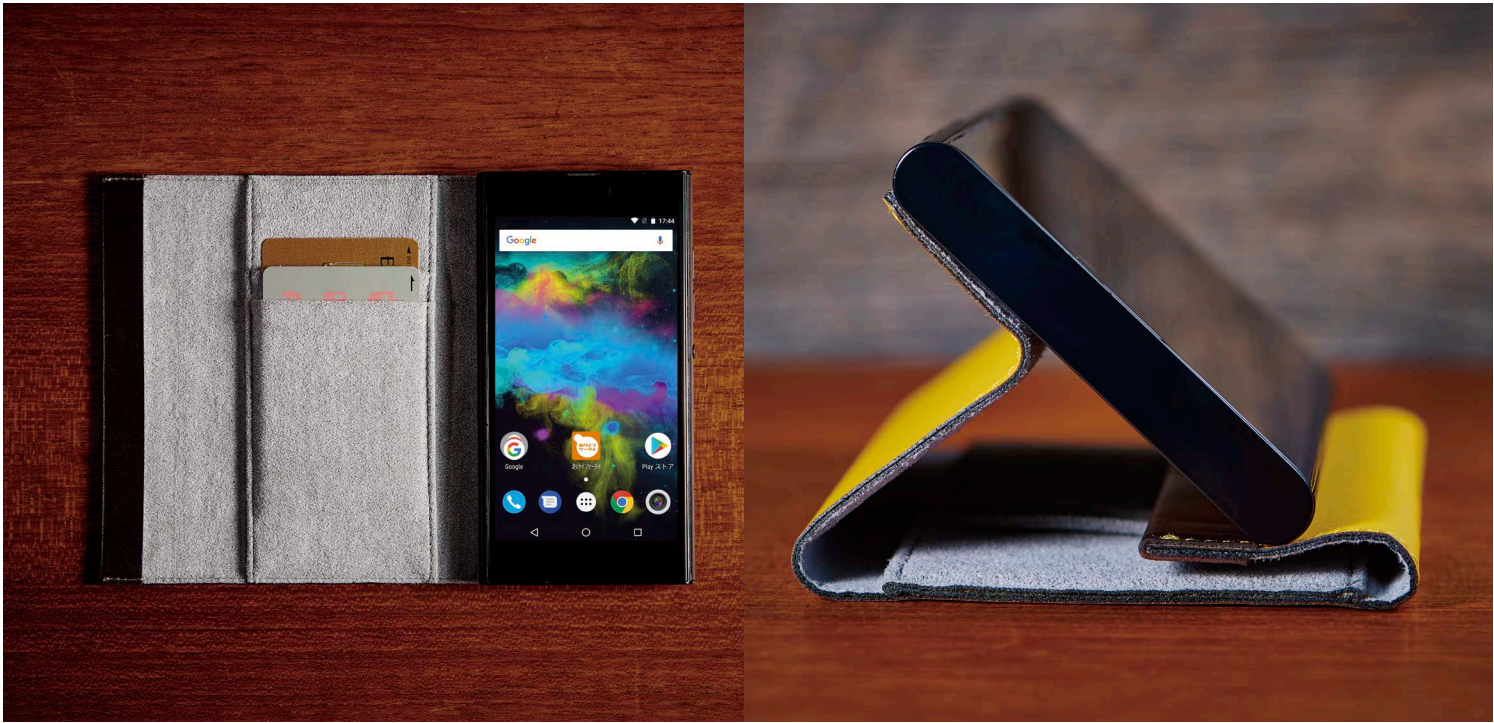


# FLIP

## FLIP design which breaks through the conventional “device” look

We know it's important to you to always bring your important cards and not to forget them. Based on our extensive experience in designing smartphone accessories, we noticed that most consumers prefer the flip-type case. So we came up with an unconventional exterior design called FLIP case has two card pockets and a large storage pocket, apart from the backside IC card storage space. It even doubles as a hands-free stand ideal for watching movies. Aside from that, the smartphone automatically turns on when the FLIP lid is opened and goes to sleep mode when closed.

FLIP can also cover the camera lens to keep it from becoming a boring and cold “device” , providing you a sense of individuality with its warm material and unique color. It deviates from looking like a conventional digital device, but rather looks more like a notebook.

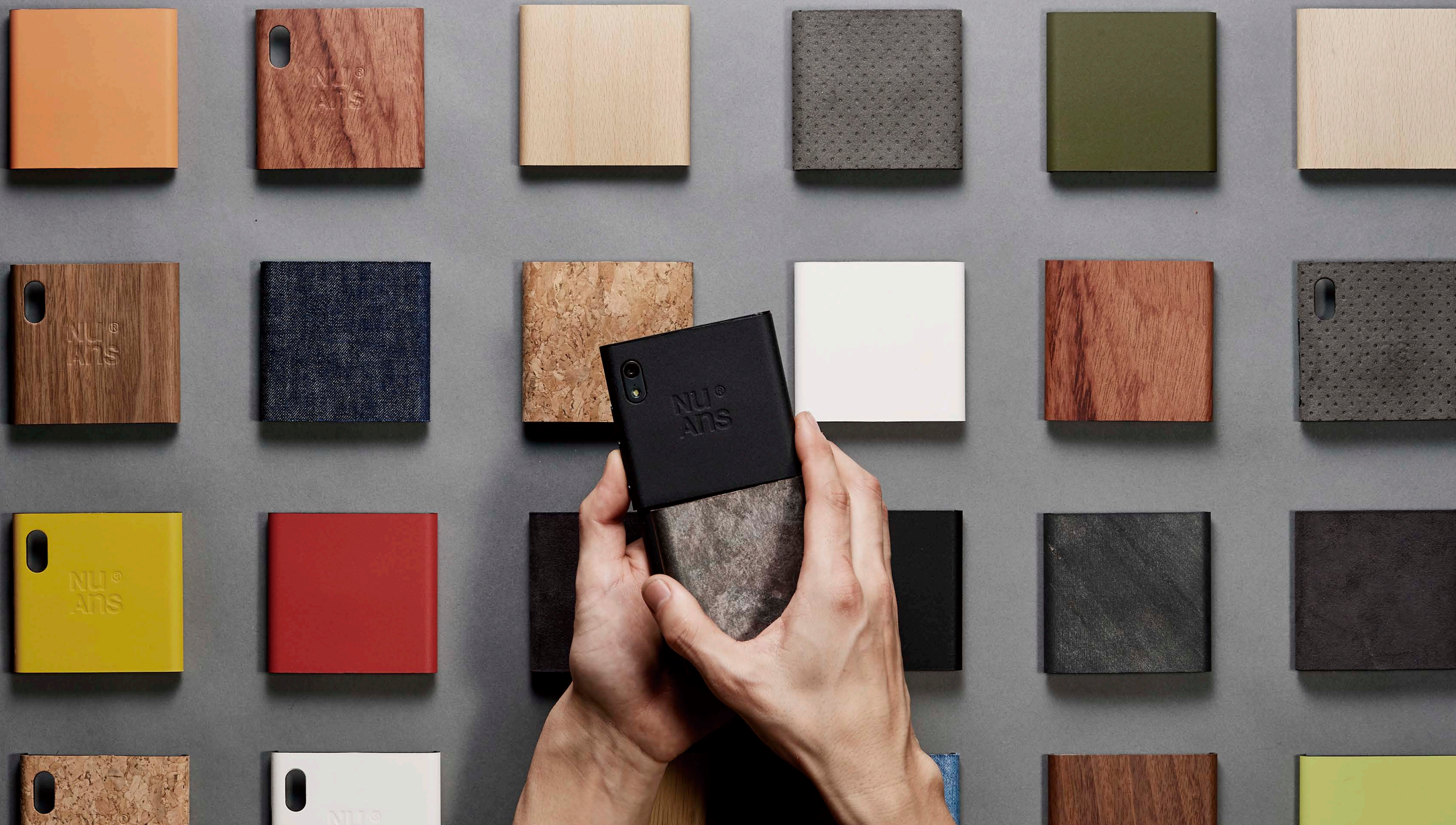




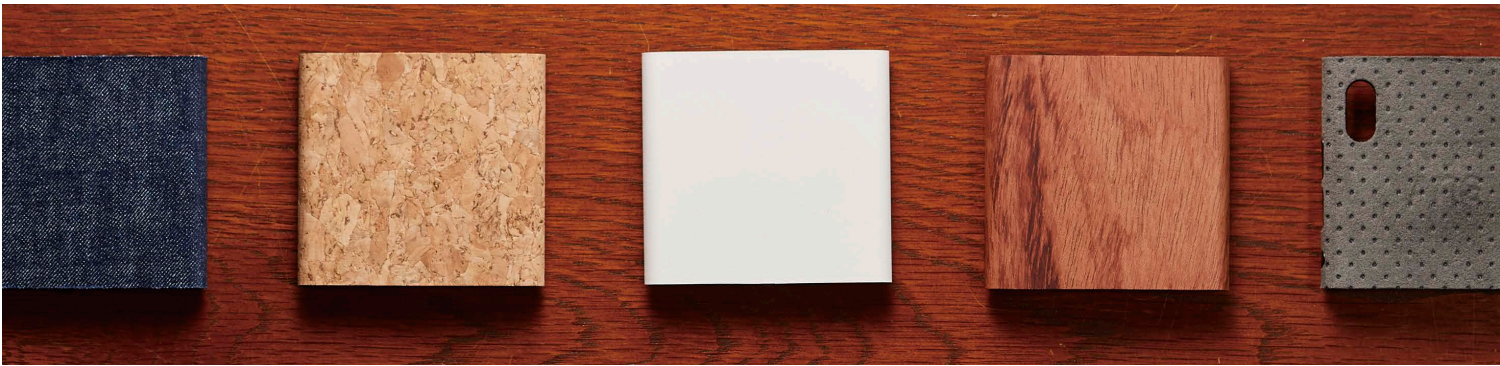
Made in Japan 

## Material selection and production technology that adheres to "Authenticity" and "Texture"

Since we frequently hold our smartphones all day, we wanted to make sure to use only "natural material". It is important that it just doesn't look good from the outside; we want its texture to feel good to the touch too. Aside from this, High durability, not just looks, is important to make sure it can withstand the strain of daily use. How can we deliver such a high-quality industrial phone while keeping its genuine texture and feel? We examined both natural and artificial materials that are known for their durability and texture, then we developed production technology that offers various options. Made in Japan materials and Japanese patented technology made it possible.







## DENIM

It's the one thing that never goes out of style and this fabric will definitely give your smartphone a cool vibe. We selected the very best pure indigo denim from Kojima in Okayama prefecture that is famous worldwide for producing durable denim with a wide variety of styles. Kojima has since been hailed as the denim capital of Japan since the Edo period.



## Cork

Cork has been known for a long time to be an ideal material for grips and handles of sporting goods. Surprisingly, its unique texture and incredibly softness can also be the perfect exterior for your smartphone. Our cork fabric is made by Villani Leonello, an Italian company that specializes in extremely flexible and durable cork fabric using their own technology. Your cork wrapped smartphone will fit naturally in your palm. This is the perfect choice for eco-minded consumers because cork fabric is environment-friendly and its raw materials are 100% natural.



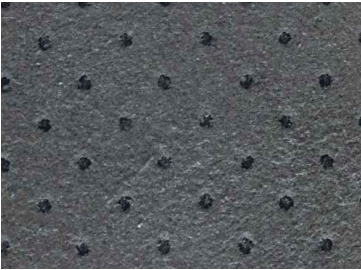
## STONE

Stone is a new material developed in Italy by Villani Leonello in 2009. This material is derived from an extremely hard and sturdy stone that can be formed into an unbelievably soft and durable textile. Since it is made from original layers of rocks, you will love the unique beauty, feel and texture of natural stone. The design and texture variations cannot be replicated even when the same material is used. Its amazing texture will wrap around every curve of your NuAns NEO, leaving you with a cool and distinctive feel.



## ultrasuede® (Punched Ultrasuede)

Ultrasuede by Toray Industries is water- resistant and washable. This popular fabric can be "needle punched" to further enhance its gripping capability. The unique texture of punched ultrasuede presents a cool image that is durable, long-lasting, and scratch-resistant. Its texture is like touching an exquisite furniture and its appearance emits a feeling of casualness and lightness.



\* Ultrasuede is a registered trademark of Toray Industries, Inc.

## Tennâge®

At first glance, NuAns NEO blends perfectly well on a desk or background where it was placed. The backdrop of natural wood creates such an illusion. However, it's a common fact that The natural wood is not really the ideal exterior for digital devices as it may cause problems with heat dissipation, weight, processing accuracy, etc. This brings us to our next question: Is there a way to make use of the texture of natural wood without affecting the device's functionality? Our answer to this problem is "tennâge" , a durable wood veneer sheet from Japan. By combining tennâge and Japan's outstanding production technology, we were able to create a wooden texture exterior with superior strength and durability. We prepared two color tones that will suit any backdrop.



\* Tennâge is a registered trademark of ZeroOne Products Ltd.

## Clarino

Not to use the cheap plastics, After thorough research to find a material with a natural texture and something that would be I for natural wood, NuAns adopted a material called Clarino. This synthetic leather-like material started way back in the 1960's and has since then delivered superior quality material to its customers. It can retain its good condition for a long period of time as it is waterproof, tear and scratch resistant, and can keep its softness even when washed. Another great reason for choosing Clarino is that it has a broad range of tones and colors to choose from. Four tones - black, white, khaki, and saffron are made exclusively for NuAns NEO.



\* Clarino is a registered trademark of Kuraray Co., Ltd.

## ultrasuede®

"Ultrasuede", also known as "Ecsaine", is a microfiber fabric that resembles natural suede. Its texture, durability, and stain resistance are just some of the factors why its quality is even much better than natural leather suede. The smooth finish and brushed feel of Ultrasuede will not only feel luxurious in your hands but will enhance your sense of touch when holding your digital device. Ultrasuede is usually monochromatic with a matte finish that can evoke different sense of touch depending on the fabric's napped surface. NuAns NEO in Ultrasuede achieves its feathery touch by applying special processing to the fabric. To make it all the more interesting, its colors are randomly mixed white and black.

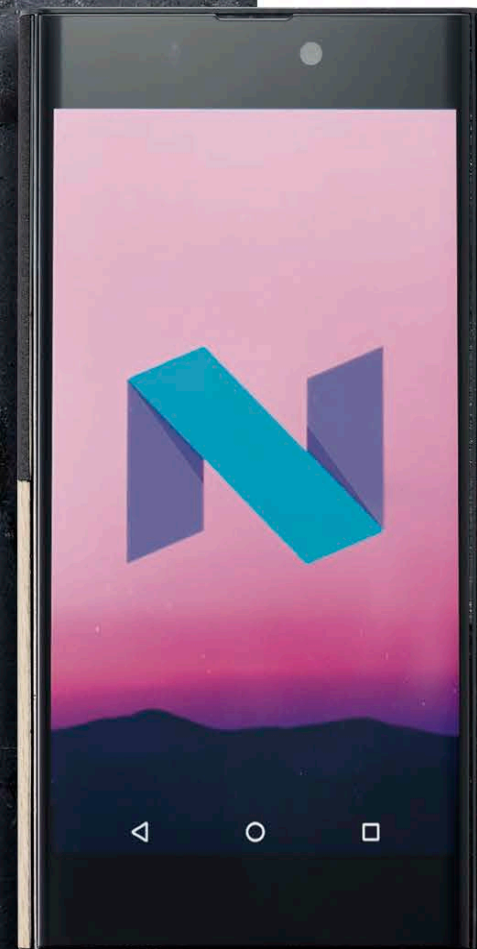


\* Ultrasuede is a registered trademark of Toray Industries, Inc.





## Only the best and the latest for NuAns NEO



NuAns NEO [Reloaded] changed its software platform to the latest Android 7 (Nougat). The latest Android version has greatly improved not only functionality-wise (multi-window, new notification area, setting function) but also in its display layout in various areas. We believe that Android 7 is the perfect match for our design concept.

The "Data Saver" feature in Android 7 optimizes your data usage and block background data which will consequently extend your battery life, allowing you to use your phone for a longer time.

It supports Google Play, giving you access to countless Android applications for your every need – from business to personal and entertainment. With Android leading the global market share, you have the freedom to use it in so many different ways.

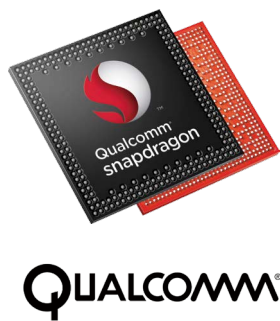


Powerful and latest specs behind every design

At the heart of NuAns NEO is Qualcomm's latest chipset "Snapdragon 625". The maximum operating frequency is upgraded from 1.5 GHz to 2.0 GHz. That's not all, the new graphics core (GPU) Adreno 506 has more than doubled its computing power compared to Adreno 405 on the original NuAns NEO.

The octa core specification with eight 2.0 GHz CPU cores provides absolutely stress-free performance, and the new graphics score (GPU) Adreno 506 demonstrates its power in applications such as games.

Power consumption is also greatly reduced to up to 35% despite its higher performance, With the combination of the built-in battery of NuAns NEO [Reloaded] which has about twice the capacity of an iPhone, safe long-term operation time is made possible. High-speed communication is enabled by supporting USB 3.0-compatible USB Type-C terminal. This technology is pioneered by NuAns NEO to prevent you from incorrectly plugging your USB cable.

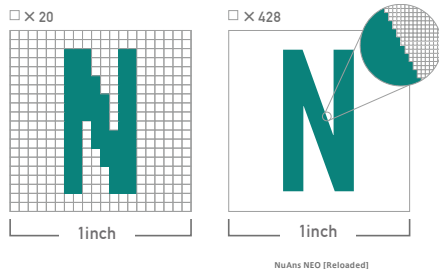


The 5.2-inch full HD LCD display boasts high definition, a narrow frame, and amazing image resolution



We wondered whether we could take NuAns NEO, with its 5-inch display design, and give it an even greater display area. This was one of the key concerns when designing NuAns NEO. The result was the Sharp ultra-thin 5.2-inch full HD display. With the display area expanded right to the very edges and the width of the cover glass enlarged, we have achieved an almost frameless design and succeeded in expanding the screen size without any changes to the industrial design.

We adopted the Japan's well-known Sharp 5.2 inch full HD LCD screen. It is suitable for viewing photographs or videos with its wide viewing angle. A high definition display that reaches 428 ppi (pixels per inch) corresponding to wide range of colors smoothly displays every content. Along with expanding the screen size, we also strive for improved screen resolution. At 428ppi (pixels per inch), the high-resolution, beautiful display is suitable for displaying a wide range of colors, and elevates the screen you look at every day to the highest quality.



Combination of a large capacity battery and quick charge technology allows for longer use with less down time

NuAns NEO [Reloaded] is equipped with a large capacity battery of 3,450mAh, around double that of the iPhone. No matter how great the smartphone, it's no good when the battery runs flat. NuAns NEO [Reloaded] is the result of the demand for a phone that can be used without having to worry about the remaining battery, and that pursues convenience over slimness.

Generally, while large capacity batteries can be used for a long time, they also take a long time to charge. NuAns NEO [Reloaded] answers this problem with Quick Charge 3.0, Qualcomm's latest high-speed charging technology. By combining a USB charger (sold separately) with Quick Charge 2.0 or 3.0, batteries can be charged quickly and efficiently.

Have you ever woken up in the morning and realized you've forgotten to charge your smartphone overnight? NuAns NEO [Reloaded] can reach up to 70% battery in only one hour, meaning it can be charged sufficiently even when time is short.

Battery Capacity

NEO [Reloaded]  
3,450mAh

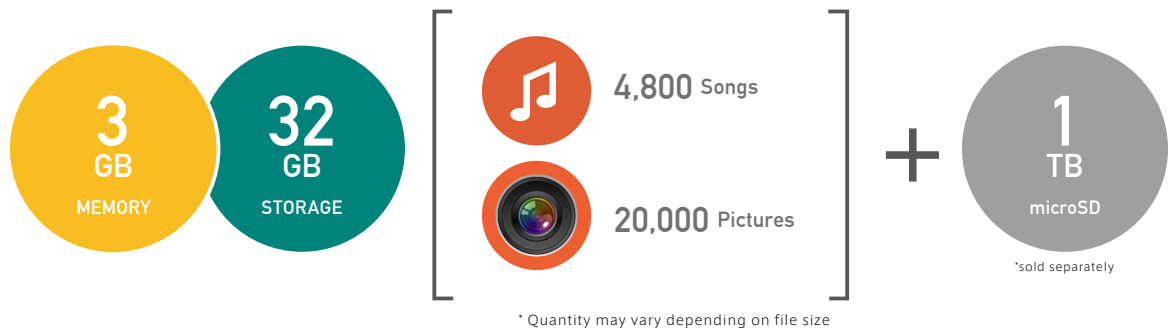


iPhone 7  
1,960m Ah



Powerful performance for your long-term satisfaction

A smartphone that is as functional as your personal computer. For you to maximize its full potential, we decided to equip it with a powerful hardware specification. Its 3GB main memory is competitive with the leading smartphone models. The internal storage is loaded with 32 GB. In case you used up your internal storage, the external microSD storage can hold up to 1TB so you can save more applications, photos, and videos.





## The durable curved screen uses special toughened glass unique to Japan, "Dragontrail Pro"

In order to tackle the issue of strength while still retaining NuAns NEO [Reloaded]'s characteristic rounded shape, we became the first in the world to use "Dragontrail Pro<sup>®</sup>," the latest model of special toughened glass from AGC Asahi Glass. Dragontrail Pro<sup>®</sup> achieves the highest level of surface compressive stress in the world, and the edges, finished with curved surfaces, are far stronger than its predecessor Dragontrail.

What's more, the cover glass has been made smooth to the touch and fingerprint prevention treatment applied, meaning fingerprints don't stand out, realizing an image quality that has a sense of translucence while also preventing light reflection.

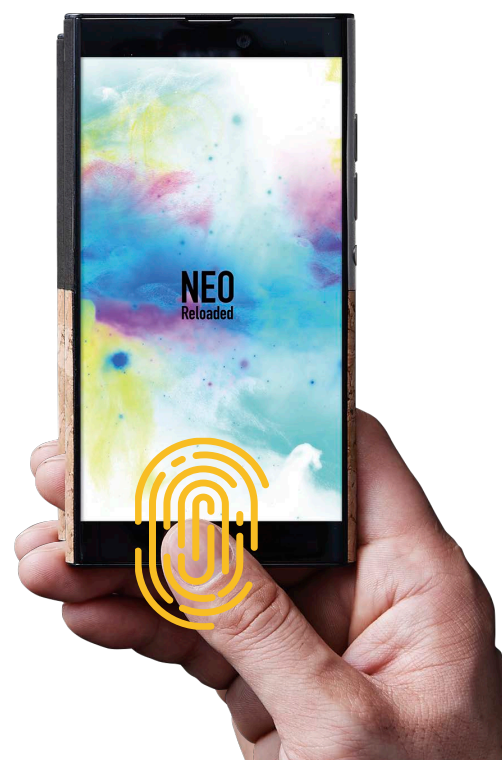


\* Dragontrail Pro is a registered trademark of Asahi Glass Co., Ltd.

## Equipped with fingerprint recognition for high security

In modern society, all sorts of information is stored on smartphones and small, handy information access devices are used to input private and business data. To keep your information secure, and to ensure security convenience when using your information access device, an unlock function with a biosensor is essential.

NuAns NEO [Reloaded] uses a fingerprint sensor, eliminating the need to enter fiddly security details and passwords every time and allowing ease of use. Accurate authentication process at the fastest speed of 0.3 seconds does not make you stressed in everyday use.

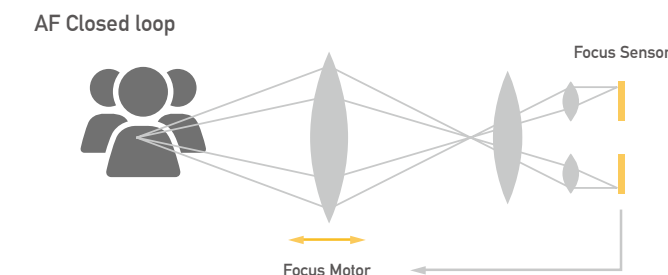


## Equipped with a high performance camera with Sony sensors, for high image quality and focus speed

A camera is one of the most important features looked for in a smartphone. High image quality should be a given, but a quick and accurate autofocus function is also a must if you don't want to miss your perfect shot. NuAns NEO [Reloaded] uses the highly acclaimed Sony backside illuminated CMOS sensors for the front and main camera.

We've improved the image quality of the main camera by combining the bright and easy-to-handle F2.0 with 28mm field of view, and the highly sensitive backside illuminated CMOS sensors 13 megapixel sensor. By using both the Phase Detection Autofocus distance measurement and a contrast sensor function for high-precision focus, we've achieved autofocus that is quick and accurate.

Meanwhile, for the front camera we've combined an 8 megapixel sensor with a super wide-angle 24mm/F2.2 lens, making it optimum for selfies. It's perfect for taking photos of yourself with the background included, or for group selfies with family and friends.



## Use the camera silently when necessary

But with most Japanese cell phones and smartphones, the sound on the camera function can't be switched off. This still applies to situations where you might want to be considerate with the noise, for example when you're trying to take photos of your babies or pets, or snap a picture in a quiet tourist spot like a temple. With NuAns NEO [Reloaded], however, the shutter sound can be switched off when the phone is on silent mode, and you can enjoy using your camera with peace of mind.





## Dust and Water resistant, so you can continue to use whenever, wherever

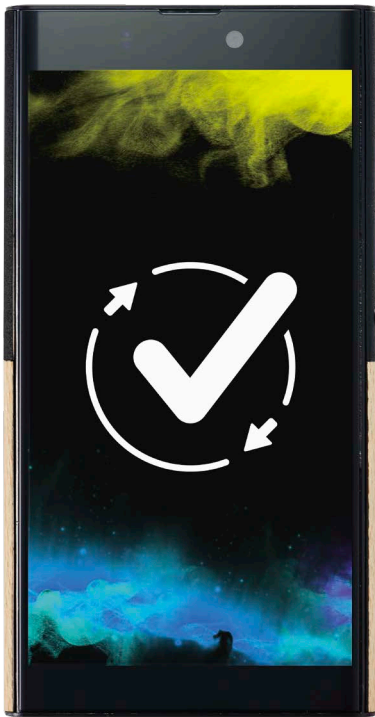
You'll want to use NuAns NEO for all sorts of situations in your daily life—whether you're outside when it's raining, following a recipe in the kitchen, playing with your children in the sandpit, or taking pictures by the water. In order to meet those demands, we've reviewed the CORE design and various parts, including the speaker, headphone port, and USB Type-C port, and created a phone that meets IP54 standards for Dust and Water resistant Drip-proof.



## Firmware and security updates for peace of mind

With the Android OS, problem-solving updates are constantly being carried out. These include not only bug fixes, but also a large number of security measures. However, it is necessary to consider how to apply and develop these updates for each information access device, and providing the updates can take time depending on the device manufacturer. There are also times when full updates are not carried out.

But with NuAns NEO [Reloaded], we're coordinating efforts with well performing vendors who provide updates for Android devices aimed at businesses, and we're providing updates via the internet after release so that you can continue to use your phone with peace of mind.



\* Depending on hardware and service limits, there may be times when OS updates are not available.

\* Security updates are provided by Google.

## We take care over the details

With NuAns NEO [Reloaded], we've paid meticulous attention to the finest details. We've poured our carefully thought out ideas into everything from the product itself, to the accessories and packaging.

The included USB Type-C cable (specified for USB 2.0) is clad in a high-quality fabric material, and the USB Type-A cable for connecting to the charger or computer is the patented reversible type. This way either end can be inserted with no differentiation, allowing stress-free use.



With the spread of smartphones and their tendency to be made thinner and thinner, malfunctions and cracked cover screens due to dropped phones have become a big problem. The cell phone strap hole located on the underside of the phone quietly takes care of this problem when your phone isn't in use.



NEO's special feature is a card pocket, where users can store credit cards or IC cards. The product comes with a dummy card in the pocket that can be used to clean the screen.




Packaging is also one important aspect of a product. While most smartphone packaging is conventionally square, the NuAns NEO [Reloaded] packaging has an oval design that matches the device's characteristic shape. The cardboard tube, made of recycled paper, becomes a savings bank when the hook is taken out, so you can continue to make use of the box even after the product has been removed.








Firmly equipped with functionality  
as a smartphone  
High spec specification as basic performance


NuAns NEO [Reloaded] is superior in design and concept, but it also won't be outdone for its functionality and performance as a smartphone.


- 


Equipped with dual microphone for noise canceling function
- 


Next generation standard specification USB Type-C (USB 3.0) port
- 

APN settings list compatible with major domestic carriers and MVNOs
- 

Wireless LAN compatible with IEEE802.11ac/5GHz band for high-speed communication
- 

Bluetooth 4.1 compatible for connection with a large number of devices
- 

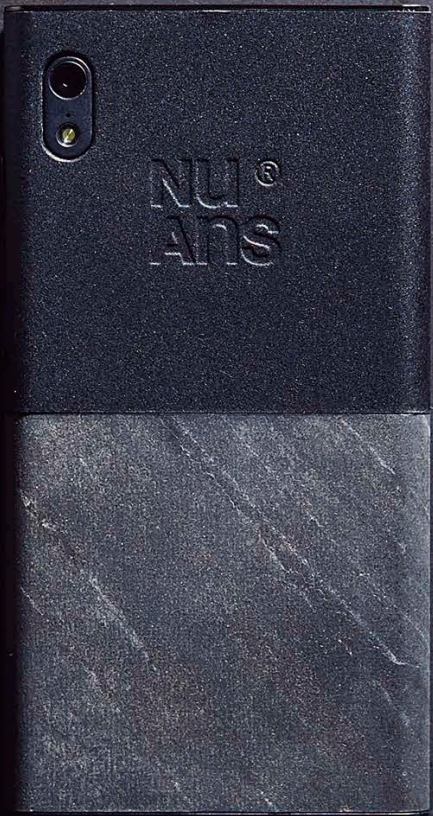
High sound quality aptX provides good sound even with wireless connection
- 

Compatible with NFC Type A/B/F antenna
- 

Fire resistant material is used for the body



NEO  
Reloaded





## SPECIFICATIONS

Size (L × W × H)		Approx. 141 x 74 x 11 (mm) / Approx. 5.5 x 2.9 x 0.4 (Inch)
Unit Weight		Approx. 150g
OS		Android 7.1
CPU		Snapdragon 625 (MSM8953) 8 x A53 / 2.0GHz Octa-core
Memory / Storage	Internal	3GB RAM / 32GB flash
	External	microSD (Max. 1TB (UHS-I 3.0) )
SIM Card		Compatible with micro-SIM (nano-SIM adapter included)
Bands		2G (Quad band) 3G (W-CDMA) : 1/3/5/6/8/9/19 42Mbps/5.76Mbps 4G LTE: 1/3/4/5/7/8/9/12/17/18/19/26/28 Cat.4, Max 150Mbps
Display	Manufacturer	Made by SHARP
	Size	5.2 inches
	Pixels	1920 x 1080
	Pixel Density	428ppi
Cover Glass		Asahi Glass Dragontrail Pro ® Anti-fingerprint fluorine coating
Camera	Manufacturer	Made by SONY
	Main Camera	13 Megapixels, F2.0, CMOS (Back-illuminated sensor), Auto-focus, 28mm wide-angle lens.
	In-camera	8 Megapixels, F2.2, CMOS (Back-illuminated sensor), Auto-focus, 24mm wide-angle lens.
Dust / Water-proof		Dust-proof and Drip-proof standard : IP54 (Dust-proof (IP5X), Drip-proof (IPX4) )
Fingerprint Sensor		Compatible
Card Pocket		For one card
Strap Hole		Compatible
Battery Capacity		3,450mAh
Talk Time*		30 hours
Standby Time*		565 hours
Bluetooth		Compatible with version 4.1 BLE
Wireless LAN		IEEE 802.11 a/b/g/n/ac 2.4GHz, 5GHz / compatible with tethering
Tethering		Capable (USB, Wi-Fi, Bluetooth)
Speaker/Microphone		Speaker x 1, Microphone x 2 (Including the noise cancelling microphone)
Sensors		Acceleration, Gyro, Geomagnetic, Proximity, Ambient Light, Hall, GPS, and SMOS (Back-illuminated sensor) sensors.
Ports		USB Type-C (USB 3.0 / OTG, Quick Charge 3.0) , 4 Pin Headset Jack (CTIA)
Body Material		Burn-resistant PC
Accessories		USB 2.0 A-C cable 1m, nano-SIM adapter, Cleaning Card, Users' Guide

\* Time may vary depending on actual use conditions

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