

First Dual-Full Display Phone

Written by Bob Snyder
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A new archetype in smartphones with two displays, YotaPhone is an Android-based phone. It is the first time a smartphone integrates a full-color LCD on one side and an electronic paper display (EPD) on the other side. The two displays are linked together to open a new world of unlimited user experiences.

The EPD is the user's personal space for receiving notifications, linking to social media, reading news as it happens or simply displaying favorite pictures. The LCD and EPD are both 4.3 inches.

"This will be the first time that people will be able to personalize the information they want to receive on their phones in an effortless way," says Yota Devices CEO Vlad Martynov. "You tell YotaPhone what information you want and when you want it. It becomes your personal assistant reminding you of what's important to you."

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"Today if you want to check your email, calendar or social media page, you have to pick up your phone, turn it on, open the application and only then can you receive the information. With YotaPhone, this information will appear on the electronic paper display effortlessly, continuously and updated in real time," Martynov explains.

The two displays have different functions and different purposes. YotaPhone lets users watch videos, play games and perform other functions best suited on the LCD, but adds an electronic paper display for content that requires longer reading time, like reading a book or magazine. It also keeps important information visible without draining the battery. Boarding passes, maps, tickets and other important information are displayed even if the battery dies.

YotaPhone uses the Qualcomm Snapdragon MSM 8960 platform, one of the most advanced processors, and the latest release of the Google Android operating system. The API developed by Yota Devices will allow the developer community to create innovative ways to use and benefit from the phone's two displays. Yota Devices has created a number of applications for YotaPhone to allow users to take full advantage of the EPD.

YotaPhone will be available for sale worldwide in the second half of 2013. It is a multi-band, LTE phone that will work anywhere in the world.

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