Budget-Busting TECNO Mobile Debuts POP 2 In Thailand





TECNO Mobile has launched the latest in its series of high-tech, budget-beating smartphones in Thailand in the shape of its POP 2 Android device.

Building on the success of the POP 1 Pro and POP 1S Pro which were launched in October this year and have gained acclaim for combining state-of-the-art technology with mid-market pricing, the POP 2 model is the latest in the POP series from leading Chinese smartphone brand TECNO Mobile, and is set to win over price-conscious fans who expect more from a smartphone.

TECNO Mobile's POP 2 is packed with features and technology typical of a much higher priced smartphone and boasts high quality front and rear cameras that surpass any in its price segment, making the POP 2 exceptional value-for-money.

Some of the outstanding features of the POP 2 include a 5.5" full display as well as a 5 MB rear camera with dual flash and an 8 MB front camera which is perfect for stunning low-light selfies, plus AI Beauty mode which is tailored for the Thai market.

"The POP 2 is the fifth model we've launched into Thailand and it will be a sector-leading model. The specification and superior technology, combined with its modern design, make it an outstanding smartphone for the price that outperforms all others at this price point," said Mr. David Chan, Country Manager of TECNO Thailand, adding "The POP 2 targets tech-savvy buyers who want an affordable smartphone, yet still expect high performance and a quality camera phone."

Innovation is at the heart of TECNO Mobile and the company provides cutting edge smartphones that use the latest technologies, at affordable price points. Known to be best-in-class and of superior quality, TECNO Mobile create tailor-made localised smartphones under the philosophy of "Think Globally, Act Locally". Part of TRANSSION HOLDINGS, in 2017 TECNO Mobile averaged global sales of 120,000 TECNO devices per day.

The POP 2 retails for 1,990THB, comes with a 12+1 months warranty, and is available at multi-brand stores nationwide as well as through Lazada, Shoppee, and JD central.

Specifications of the POP 2:
Dimensions: 149.8mm x 72.8mm x 9.35mm.
Processor: MT6580M, Quad-Core, 1.3GHz.
Display: 5.5" inch + (960 x 480).
Connectivity: WIFI / BT4.0.
Network: 2G (GSM/EDGE): 850/900/1800/1900MHz. 3G (WCDMA): Band 1/5/8.
Memory: 8GB ROM + 1GB RAM.
TF Card: Support up to 128GB.
Battery: 2400mAh, Removable.
OS: HiOSLite 3.3, based on Android 8.1 (Go edition).
SIM Card: Dual Micro SIM, Single Pass.
Rear Camera: 5 MP AF, with Dual Flash.
Front Camera: 8 MP FF, with Flash.

Sensor: G-sensor
Interface: Micro USB, 3.5mm Earphone Jack.
Colours: Champagne Gold, City Blue, Midnight Black.