

TCL K70_{5G}



TCL K70 5G TARGET AUDIENCE

K70 5G Target Audience



- 25-45 years old;
- 60% are male (GL);
- Medium and low income;
- low education level ;
- Single or unmarried;
- Most of them live in first-line or second-line city.
- Waiters or waitresses in restaurants, supermarkets, and hotels.

Waiters or waitresses in big city.

1. Core Usage Scenarios:
 - During the busy work, they browse social media and TikTok, chatting with friends and playing games, taking a quick and short break.
 - After finishing the whole day's busy work, when they go back home, they lie on the sofa and play games, watch movies, and browse social media to relax. (Prefer casual mobile games.)
 - Their working environment makes their mobile phones more likely to come into contact with various types of liquid and solid stains and unexpected falls.
2. Core purchasing factors: price, chip/processor, display, speakers, durability
3. Hobbies: Fitness, playing casual mobile games, climbing and hiking

Snapdragon 4 Gen 2 Chipset
with Supercharged LPDDR5



Offers a faster and smoother usage experience when they quickly switch between multiple apps and play mobile games.

TÜV SÜD 48-Month Lag-free Performance



It can meet their requirements for durability and bring 4 years of lag free performance.

Military-grade Shock Resistance
IP64 Dust & Splash Resistance



The all-around protected device can better face the various accidents in their daily life, and obtain a longer lifespan.

6.8" HD+ 120Hz Display
Dual Speakers with DTS



Larger and clearer display brings a more immersive gaming and entertainment experience.

TÜV SÜD 48-month Fluency Certification

5G Snapdragon 4 Gen 2 Chipset



Military-grade Shock Resistance



6.8" HD+ 120Hz Display DTS Sound Effect



1000+ Times of Charging Cycles

5200mAh Massive Battery



50MP Dual AI Camera



IP64 Dust & Splash Resistance



Embrace four years of smooth multitasking capabilities

- Unleash unstoppable multitasking power and experience next-level smoothness. Powered by a 5G Snapdragon 4 Gen 2 processor, LPDDR5, and UFS 2.2, it's built to handle all your daily essentials with ease. Enjoy up to 48 months of seamless performance – smooth, fast, and ready for anything.

Military-grade durability, built to endure

- Enjoy an all-around protection whenever and wherever. The military-grade shock resistance helps you to resist accidental drops and scratches. The improved IP64 dust and splash resistance make the phone more durable than ever. Typing and swiping remain precise even when exposed to rain or used with wet fingers.

Expansive view, smooth swipes, and immersive sound

- Immers yourself in your favorite content. The expansive 6.8” display with 120Hz high refresh rate brings everything to life with extra clarity and stunning detail. Combine with dual speakers powered by DTS, and it delivers an awesome audiovisual experience all the time.

Instant power for unstoppable fun

- Always ready for fun, anytime, anywhere. With a 5200mAh long-lasting battery and 18W fast charging, you're powered all day for endless enjoyment. Stay charged, stay entertained, and stay in the moment – no interruptions, no limits.



DISPLAY

6.8” 120Hz
HD+ display

CHIPSET

Snapdragon 4
Gen 2

REAR CAMERA

50MP Dual Camera

FRONT CAMERA

8MP

MEMORY

128GB ROM+12GB RAM*
*4GB+8GB RAM Expansion

BATTERY

5200mAh

CHARGING

18W fast charging

OTHERS

Dual speakers
NFC

48-MONTH FLUENCY CERTIFICATE FOUR YEARS ENDURING SMOOTHNESS

Enjoy consistently fast and smooth performance from the first day of use to the fourth year after purchase. Certified by TÜV SÜD, the excellent fluency performance will ensure you never interrupted by the lag during your immersive entertainment.



*TÜV SÜD certified. May vary by memory configurations.

POWERFUL 4NM SNAPDRAGON 4 GEN 2 5G PROCESSOR

ENJOY FAST AND STABLE 5G CONNECTION

The reliable and classical 4nm 5G processor with 8-core CPU architecture delivers cutting-edge data speeds, excellent energy efficiency and lower latency. It is easily to handle all your daily essentials.

4nm
Cutting-edge

8-core
CPU-Architecture

430000+
Antutu comprehensive
performance benchmark score



SUPERCHARGED LPDDR5 WITH UP TO 12GB RAM

SPEED UP AND LAG FREE

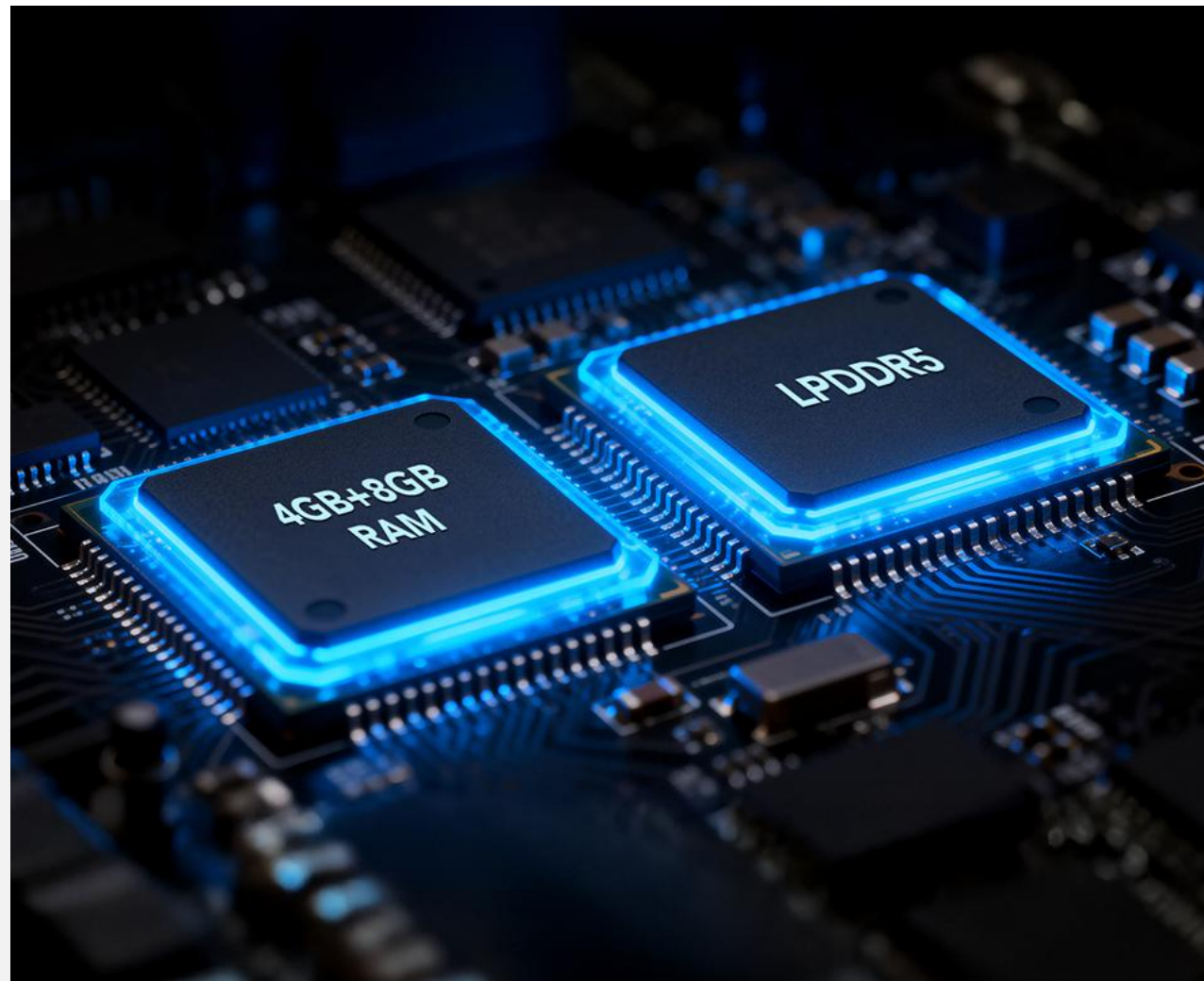
Upgraded LPDDR5, 28.8% Speed up

Offering faster data transfer speeds, lower power consumption, and lower latency, the LPDDR5 is significantly more powerful than LPDDR4X and can provide the most reliable support when dealing with multiple tasks.

The speed of multiple APPs switching is 28.8% faster than LPDDR4X.

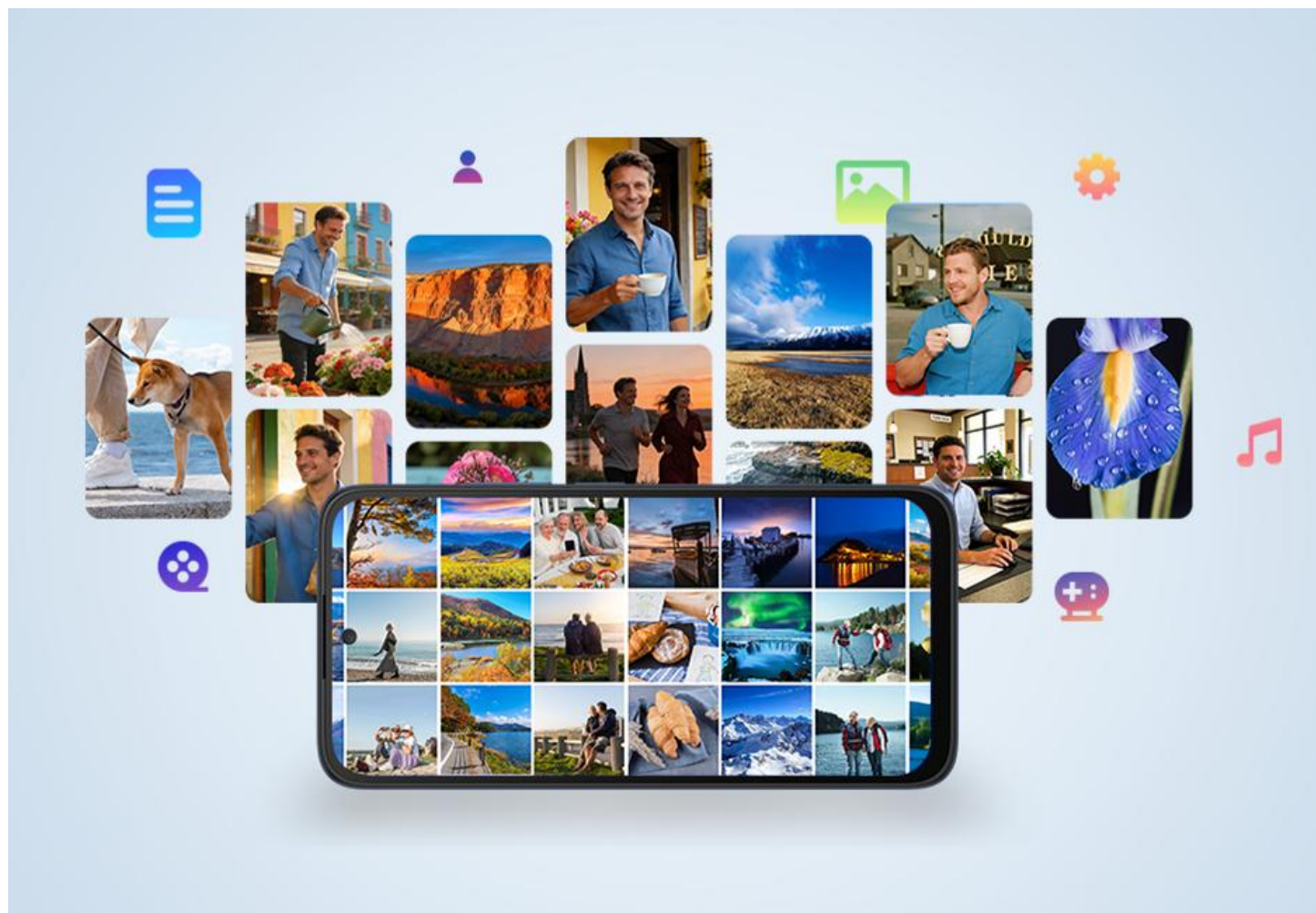
4GB+8GB Ram Expansion

4GB RAM space can be extended to up to 12GB for a smoother user experience. Enables seamless switching between apps and lag-free social media browsing and gaming.



128GB LARGE STORAGE WITH 2TB EXPANSION

SAVE ALL YOU WANT WITH MASSIVE STORAGE



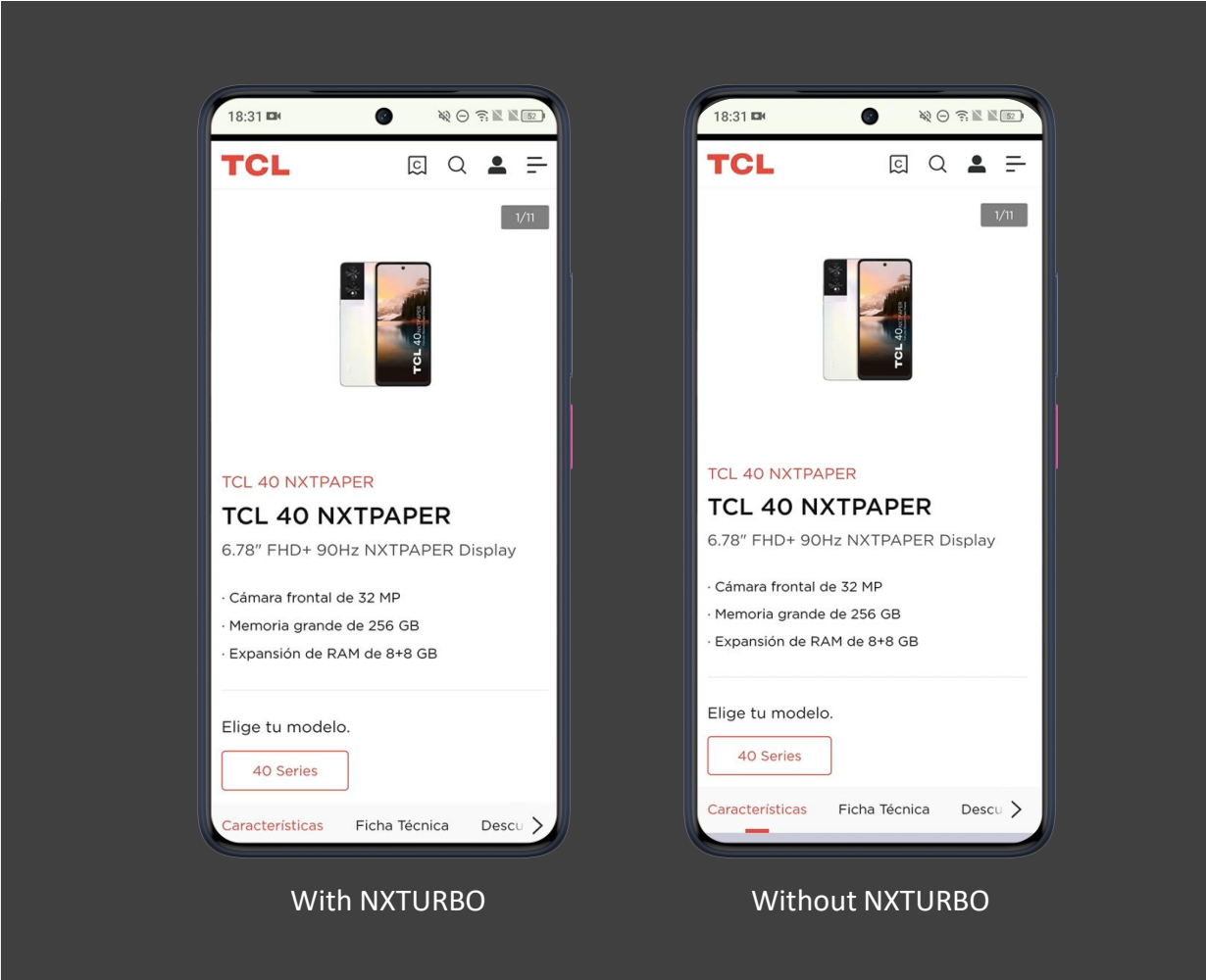
No longer worry for the lack of memory, the 128GB with up to 2TB expansion storage provide an infinite possibility to download and save all the files, images, and videos that you want.

TCL NXTURBO PERFORMANCE ENHANCEMENT

STAY SMOOTH AND FLUID AFTER YEARS OF USE

TCL NXTURBO 4.0

Experience enhanced smooth and fast performance with TCL NXTURBO, offering instant app launches, **effortless APP switching,** rapid image loading, and seamless scrolling. Your device remain responsive and smooth even after years of use.



MILITARY-GRADE SHOCK RESISTANCE

FORGED FOR THE TOUGHEST

This device has successfully passed the MIL-STD-810H tests and remains highly reliable from accidental drops to harsh conditions. Combine with Corning Gorilla Glass screen, it is built to withstand the toughest environments, giving you peace of mind anytime, anywhere, enabling you to focus on critical tasks.

Multi-surface shockproof

Designed with 6 sides, 8 corners, and 12 edges of all round protection

Military grade protection

Military Standard 810H Test

Up to 1.22M

Drop resistance height



IP64 DUST AND SPLASH RESISTANCE

ENHANCED PROTECTION, USE AS WILL

With enhanced dust and water resistance, the device is more durable and reliable than ever before. Users can use the phone freely and confidently even in dusty or wet areas. Typing with wet fingers is also supported, ensuring uninterrupted connectivity and effortless interaction.

IP6X Dustproof capability

The highest solid protection, which means no dust can enter the enclosure.

IPX4 Waterproof capability

It can safely against water splashing from any direction.



**Durability data based on results from internal lab tests. The device is not resistant to water submersion. Splash, water, and dust resistance are not permanent and may decrease due to daily wear and tear. Please avoid charging the device in damp conditions. Warranty does not cover water damage.*

6.8" HD+ 120Hz DISPLAY

LARGER AND VIVID VIEWING EXPERIENCE

Watching movies in a more immersive and vivid viewing experience with the larger 6.8" high-definition display. The 120Hz high refresh rate ensures a smoother and fluid appearance. You can easily capture every details and will not miss any awesome moment.



6.8-INCH DISPLAY
Larger display, better view

120Hz
High refresh rate

HD + RESOLUTION
Crystal clear, stunning detail

DUAL STEREO SPEAKERS

DIVE INTO IMMERSIVE SOUND

Powered by DTS, the enhanced 3D surround sound delivers a deeper, stronger and more immersive audio experience.



THOUSAND TIMES OF CHARGING CYCLE

OUTSTANDING BATTERY HEALTH SUPPORTS LONGER LIFESPAN

Over four years battery health

With 1000+ times of charging cycles, the better battery health ensures longer usage. Users can enjoy a powerful battery for over four years.

1000+

Times Charging Cycle



MASSIVE BATTERY AND FAST CHARGING

BUILT FOR LONG-LASTING POWER

The 5200mAh large battery can easily support whole day fun! With single charge, it can support up to two days energy, so you will never interrupt by the low power. With its 18W fast charging, only 30min fast charging can achieve 50% battery power, the phone is always full of energy.

More than

50H

Of Music Playback

More than

16H

Of video playback

More than

10H

On Tiktok

More than

7H

of Gaming



50MP DUAL AI CAMERA

CAPTURE WITH CONFIDENCE

Unleash photographic brilliance with dual-camera system. 50MP hybrid lens and 0.08MP depth camera captures scenes in stunning clarity. With 8MP front camera, capture all the best of you effortlessly.



50MP

0.08MP Depth

8MP



ECO-FRIENDLY DESIGN

COMFORTABLE TO HOLD, DURABLE TO USE

Crafted with eco-friendly organosilicon material, this device offers a premium soft touch that mimics real leather, while reducing environmental impact. Treated with a special process, this material also boasts excellent durability and is resistant to fingerprints, oil stains, and other smudges during use.

- Soft touch
- Easy to Clean
- Shatter-Resistant
- Anti-Skidding
- Eco-friendly

