

Kogan Changes the Android Smartphone Market

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Kogan Agora 4G, the best value 4G Android smartphone in the world, was today [launched in the UK for just £149](#).

Available exclusively from Kogan.com, the Kogan Agora 4G combines a top class feature set with solid build quality. The features and feel of this smartphone are normally found in models costing at least twice as much.

Running on the latest Android 4.4 KitKat OS, it sports a crisp 5" HD display, Lightning 4G LTE Connectivity, full day battery life, and a snappy Quad Core processor. All this in a beautiful package.

The Kogan Agora 4G even beats the Moto G in every benchmark measure.*

In a first, Kogan and BenQ have partnered to create the device, which will make the combined power of 4G and Quad Core available to more people than ever before.

Ruslan Kogan, CEO and founder of Kogan.com, said the launch of such an affordable device gives everyone the power to enjoy the high speeds of a 4G network.

"Full feature smartphones with 4G connectivity are still out of reach for many Brits.

"I applaud companies like Google releasing devices such as the Nexus 5, which at about £300 is priced better than Samsung's Galaxy S5 or Apple's iPhone. But all these phones are still too expensive for many people -- especially when they're also being asked to upgrade every year.

"We're releasing a quality device that smashes the competition on the price, yet packs all the features consumers expect from a high end smartphone.

"This is a truly beautiful phone. It feels great in your hands, has a big high definition screen, and offers 4G connectivity at an incredible price point. I can't wait for people to get to enjoy it," Kogan said.

Key Features of the Kogan Agora 4G:

- OS: KitKat (Android 4.4.2)
- Network:
 - 4G LTE Cat 4 - 700 / 900 / 1800
 - 3G - 850 / 900 / 2100
 - 2G - 850 / 900 / 1800 / 1900
- Processor: 1.2Ghz Quad Core
- Display: 5" HD
- Battery: 2500mAh
- Memory: 1GB RAM, 8GB internal memory (expandable to 64 GB via Micro SD card)
- Cameras:
 - 8MP rear facing
 - 1.3MP front facing
- Weight: 135 g
- Dimensions: 142.95 x 72.8 x 8.5mm
- Connectivity: WLAN 802.11 b/g/n, Bluetooth 4.0, USB 2.0
- Built-in FM
- 3.5mm audio jack

- Micro SIM

The Kogan Agora 4G is available now for a market shattering £149 from Kogan.com:

<http://www.kogan.com/uk/buy/kogan-agora-4g-smartphone/>

Notes to Editors:

*Kogan Agora 4G vs Moto G benchmark conducted using AnTuTu benchmark tool on 10/07/2014. The Kogan Agora 4G won out on every measure: Total Score, Multitask, Runtime, CPU Integer, CPU Float-point, RAM Operation, RAM Speed, 2D Graphics, 3D Graphics, Storage I/O, Database I/O

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