

StarTimes to launch low-cost smartphone, tablet in Nigeria

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Pay TV provider StarTimes has announced plans to launch two low cost mobile devices for the Nigerian market, a NGN12,000 (\$74) smartphone and a tablet priced at NGN27,000 (\$166).



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StarTimes said the P40 mobile phone and the P80 tablet are intended to combine quality and affordability, and will complement the company's efforts to make digital television accessible to all Nigerians, [reports Nigeria Communications Week](#).

The P40 smartphone features a four inch touch screen, runs on Android's 4.2 Jelly Bean operating system, and has a dual-core central processing unit (CPU), internal memory of four gigabytes (GB), and offers dual cameras among other features.

The P80 is a hybrid device with a touch screen measuring eight inches; also running on Android's 4.2 Jelly Bean, has a quad-core CPU, internal memory of up to eight GB, has dual cameras and a range of other features.

High quality content at an affordable price

"As this year marked our fourth year anniversary; more than ever before, we are committed to ensuring that our customers enjoy the best of digital television with the provision of high quality content at an affordable price," said Anetor Irete, Public Relations Manager at StarTimes Nigeria.

"As such, we would not relent in ensuring that we meet the demands of our customers by providing them with quality content and access to digital television as we launch StarSat to complement our DTT pay-tv services," Irete said.

"Besides we, as a platform for digital migration, are ever committed to helping Nigerians actualise the 2015 deadline by

ensuring that they get the best of digital television at an affordable price."

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