

The First Microsoft-Branded Lumia

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Following [the dropping of the Nokia name](#) Microsoft reveals the first own-brand Lumia smartphone-- the Lumia 535, an entry-level device featuring a 5-inch display and a 5MP front-facing camera.

It carries a 960 x 540 resolution display, 1.2GHz quad-core processor, 8GB storage (expandable via microSD slot) and 1GB RAM inside plastic casing complete with colourful removable back cover. The OS of choice is, obviously, Windows Phone 8.1, and Microsoft includes features such as the Action Center, Word Flow, Cortana, Skype and One Note.

Being aimed at lower-tier markets it comes in either single or dual 3G SIM flavours.

The Lumia 535 will be available in select markets (including Russia and the M. East) from November 2014 before expansion towards European territories sometime in a yet unspecified future.

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