

Ex-Apple CEO Presents Obi Worldphone

Written by Marco Attard
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Obi Worldphone, the latest venture of ex-Apple CEO (and Misfit co-founder) John Sculley, presents a pair of mid-tier Android smartphones aimed at younger customers in emerging MEA markets, the SF1 and SJ1.5.



The SF1 and SJ1.5 are not the first Obi Worldphone handsets-- 2014 saw the company release 5 smartphones made with off-the-shelf parts in the UAE. The SF1 and SJ1.5 differ by being Obi-designed, in collaboration with Ammunition, the San Francisco design firm behind the first Beats headphones.

As such, the two handset have look reminiscent of the OnePlus handsets, with slightly raised "extruded" displays supposedly offering a bit of protection from drops. Both devices have 5-inch displays and components from the likes of Qualcomm, MediaTek, Sony, Corning and Dolby.

The SF1 is the flagship model, having a 1920x1080 resolution display, 1.5GHz Qualcomm Snapdragon 615 CPU, 2/3GB RAM, 16/32GB storage and 4G/LTE connectivity inside a reinforced fibreglass body.

Meanwhile the lower-cost SJ1.5 features a 1280x720 resolution display, quad-core MediaTek CPU, 1GB RAM, 16GB and 3G connectivity and a polycarbonate chassis.

Both devices also include a 3000mAh battery and dual-SIM support.

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The SF1 ands SJ1.5 will be available in the near future in a number of MEA markets, including Turkey, S. Africa, Nigeria and the UAE.

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