

Table of Contents –Zoey Plus

Safety Information.....	3
Charging the Battery	4
Key Functions	5
Getting Started.....	7
Installing the SIM Card, SD Card and Battery	7
Menu Guide.....	8
Messaging	8
Contacts	8
Call Center	9
Multimedia.....	9
BLU Club.....	10
Settings.....	10
Organizer.....	11
Audio Player	12
Troubleshooting	12

Phone Overview



- **Dimensions:** (H x W x D): 119.6 x 50 x 12.65mm
- **Camera:** VGA
- **Cable:** Micro USB
- **Battery:** Lithium-Ion
- **Rated Capacity:** 1900 mAh
- **Continuous Standby Duration:** (Relates to network status)
- **Please refer to the product labels for data related to the battery and the charger**

Safety Information

Please carefully read the terms below:

Use Safely

Do not use the phone in situations where it might cause danger.

Transportation Safety

Please observe all transportation laws and regulations.

Please drive with both hands on the wheel.

DRIVE RESPONSIBLY - DO NOT TEXT AND DRIVE

Hospital Safety

Please follow hospital rules and limitations.

Please turn off your mobile phone when near medical instruments.

Airport Safety

Remember to follow all airport and flight safety regulations.

Please do not use your phone during flight.

Chemical Warning

Do not use your mobile phone around fuels or chemicals.

Temperature Warning

Do not subject your phone to extreme temperature conditions.

Water Hazard

Your phone is not waterproof. Keep it away from water and liquids.

Emergency Calls

Make sure your mobile phone is switched on and in a service area. In home screen, tap the phone key and dial emergency.

Accessories and Batteries

Use only Blu authorized batteries and accessories.

Information Backup

Remember to keep a written record of all important information.

Charging the Battery

Please consider the following information when dealing with battery charging:

- Normally the battery indicator is located in the upper right corner portion of the display screen.
- When the battery energy is insufficient, the mobile phone will prompt low battery and an alert tone will notify the user of the battery level.
- A charging animation appears when the battery is being charged. When the charging is complete, the animation will stop.
- It is normal for the battery to warm up when the phone is being charged.
- Use only BLU authorized accessories and batteries. The use of other branded accessories may cause the phone to malfunction unexpectedly.
- Power off the mobile phone before removing the battery.
- The charging process may require a longer charge time for a new battery or a battery that may not have been used frequently. If the battery level is too low to power on the phone, please ensure that there is a longer charge time.

- During the charging, ensure the battery is placed in an environment at room temperature or in an environment close to room temperature.

Note: Immediately stop using the battery if the battery produces odor, overheats, cracks, distorts or has other damage, or if any of the electrolyte liquid leaks.

Key Functions

- **Dial key**

Press to place a call by entering a number or by selecting a contact from the phonebook; or press it to receive an incoming call; or press it in standby state to show the latest call records

- **End & Power On/Off key**

Press it to end a call being dialed or end an ongoing call; or press it to exit the menu and return to the home screen; or hold it for two or three seconds to power on or off the mobile phone.

- **Left and right soft key**

The bottom line on the screen displays the functions of the Left and Right soft keys which display menu and submenu options.

- **Direction key**

Press to scroll through the options when browsing the phone menu. When editing, press the direction key to navigate through the menu.

- **OK/Selection key**

Press key to confirm or make a selection.

- **Number and Letters**

Press number keys 1 through 9 to input numbers and characters. Press letter keys A through Z to input letters and characters. For added convenience, you may also press the * to select symbols. You may also press the # key to change between different input methods.

Phone Lock Code

The phone lock code is a security measure that may be set to prevent your mobile phone from unauthorized use. The initial phone lock code is set to 1122 and may be changed by the user. Once the lock code is set, it will need to be inputted when powering on the mobile phone.

PIN

The PIN (Personal identification number 4 to 8 digits) code prevents your SIM card from unauthorized use. Once a PIN lock is enabled, you will need to input the PIN any time the phone is powered on. The SIM card will lock if the PIN code is inputted incorrectly three consecutive times.

Note: *The SIM card will be locked if you input wrong PIN code for three times. To unlock the SIM card, you need to input the PUK. The PUK code can be obtained directly from the network service operator.*

PUK Code

The PUK code (Personal Unlocking Number) is a security feature that locks the phone in the event of unauthorized use and will be needed in the event of the PIN code being entered incorrectly. Please contact your service provider for the PUK code. If code is entered incorrectly ten successive times, the SIM card will not be able to be used again. Please contact your service provider for a new SIM card.

To Unlock:

- Input the correct PUK to unlock the SIM card.
- Input the new PIN and press the Selection key.
- Input the new PIN again to verify and then press the Selection key.
- If the inputted PUK is correct, the SIM card will be unlocked and the PIN will be reset.

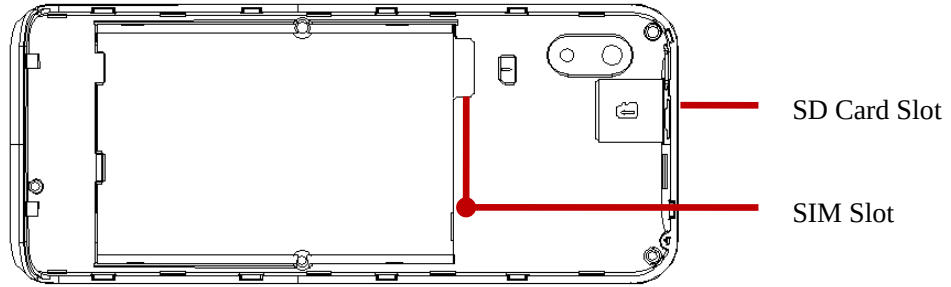
Getting Started

Installing the SIM Card, SD Card and Battery

A SIM card carries useful information, including your mobile phone number, PIN (Personal Identification Number), PUK (PIN Unlocking Key), IMSI (International Mobile Subscriber Identity), network information, phonebook data, and short messaging data.

Installation

- Hold the End Key and power off the mobile phone if the phone is powered on.
- Pull the back cover and remove it.
- Pull the battery outward and remove the battery.
- Insert the SIM card into the SIM card slot ensuring that the card is properly aligned.
- Insert the SD card into the SD card slot for additional storage capacity.
- Once the SIM and SD card are fixed in, insert the battery and press the battery down until it locks into place.



Menu Guide

Messaging

Through this feature you can create, read, or send a new message.

- **Write Message:** Access this menu to create a text message.
- **Inbox:** Received messages are listed in this location.
- **Drafts:** Drafts messages are listed in this location.
- **Outbox:** The messages which failed delivery or are temporarily stored in the Outbox.
- **Sent Messages:** Sent messages are listed in this location.
- **SMS Settings:** This function enables default settings for SMS.

Contacts

The phonebook feature allows you to store, browse, edit, and delete 100 phone numbers in the phone. Numbers can also be stored in the SIM card and the storage capacity varies depending on the SIM card.

Adding a new contact: (1) Click on the Contacts icon (2) Select then click on ADD NEW CONTACT on the top

portion of the screen **(3)** Select whether you would like to store the contact on the phone or the SIM card **(4)** Add contact name and phone number and press the OK/Selection key to save contact to the phonebook.

Call Center

The call center keeps record of call timers, all calls, missed calls, dialed calls and received calls.

- **Call Settings:** The call settings menu includes Caller ID settings, Call waiting, Call divert, Call Barring, and Line Switching.
- **Advanced Settings:** Advanced Settings include: Auto Redial, IP Dial, Call time reminder, and Answer mode.

Multimedia

- **Camera:** In the camera interface, press the Selection key to take a picture and may press up or down Direction key to zoom in and zoom out. You may also press left and right to adjust exposure rate (brightness).
- **Image Viewer:** Use the image viewer function to view captured pictures or images.
- **Video Recorder:** This function enables you to record video. **Note:** Please ensure that the SD card is installed on the phone to increase storage space.
- **Video Player:** Use the video player feature to play recorded video files.
- **Sound Recorder:** This feature allows you to record sound. The sound recorder supports .WAV and .AMR file extensions.
- **FM Radio:** You can use the phone as a traditional FM radio. In the radio interface, you may press left or right direction key to search channels automatically, press the down key to power on/off, and press * and # key to tune volume.

BLU Club

- **Blu Store:** You can enter Blu store through this function.
- **Blu Club:** This function enables you to view the internet and set the default features about the network. You can log on WhatsApp, Facebook, Yahoo!, Twitter and Games etc. through a portal.

Settings

- **Profiles:** The mobile phone provides multiple user profiles that may be customized to specific events and environments. Customize the user profiles according to your preference and then activate the user profiles. The user profiles fall into four selections: **General, Silent, Meeting and Outdoor.** When you insert an earpiece to the mobile phone, the mobile phone automatically enters the Headset mode. There is no option for activating the Headset mode on the screen under the User Profiles menu option.
- **Phone Settings:** The phone settings function allows the adjustment of time, date, language, display, flight mode, shortcuts, and other changes. **Note:** *Flight mode will suspend signal-transmitting functions – thereby disabling the device's capacity to place or receive calls or text messages. Other functions that do not require signal transmission (e.g., games, built-in camera, and MP3 player) are still available.*
- **Network Settings:** Access this interface to set SIM 1 and GPRS parameters.
- **Security Settings:** The security settings ensure the device is protected from unauthorized use.
- **Connectivity:** Manage Data Account information.
- **Restore Settings:** Use this function to restore factory settings. The pre-set password is 1122.

Organizer

- **Bluetooth:** Bluetooth can make a wireless connection to other compatible devices such as mobile phones, headsets and some mobile car kits. You can also use Bluetooth to send images, clips, notes, and transfer files. **(1)** Power on Bluetooth **(2)** Search and then pair to a second Bluetooth device **Note:** Some Bluetooth devices may require a default password to pair or may lack compatibility.
- **File Manager:** You may use the file manager to conveniently manage various directories and files on the phone and the SD card.
- **Games:** The game F1 race is installed in the phone. For specific instructions and operation on how to play the game, please refer to 'Help' menu option. You may also customize game play through the settings menu.
- **Alarm:** Five alarm clocks are available by default. You can activate one or multiple alarm clocks as needed. For each alarm, different settings can be adjusted.
- **Calendar:** This feature provides a monthly-view calendar to keep track of appointments and daily events. Note: Search and click the OK/Selection key on a specific date, once on the date click on options and add a new calendar event.
- **Calculator:** To use the calculator: Press the up, down, left, right and middle key to select $+$, $-$, $\times$, $\div$, $=$ respectively to make standard arithmetic calculations.
- **Torch:** You can turn on/off the flashlight through this function.
- **STK:** The STK SIM application toolkit is a service provider application portal. Availability and services depend on the SIM card service provider.

Audio Player

Use this feature to play music and audio files. You may control the audio player by pressing the direction keys: Play/Pause (Up key), Previous Song/Next Song (Left and Right Direction key), Fast Forward (Long Press Right Direction key) and Rewind (Long Press Left Direction key). You may also adjust volume, repetition, and randomize.

Note: Please ensure that the SD card is inserted and that audio files are stored in the system created “My Music” folder to maintain continuity and organization. For new files, please enter the menu option in the audio player and ensure that you refresh the music list.

Troubleshooting

Below is a list of common problems that may occur when using your mobile phone. Try these easy troubleshooting steps to resolve any type of issues you may encounter.

The phone does not power on

- Press and hold the power key until the startup sequence appears on the display.
- Check the battery level and ensure there is sufficient charge.

The phone does not respond after several minutes

- Remove and insert the battery.

The phone powers off by itself

- Check if the screen lock of the phone is enabled.
- Check if the phone needs to be charged.

The battery won't charge

- Check if the battery is already fully charged.
- Make sure that the battery is inserted correctly.
- Ensure that the battery being used is a BLU approved battery.
- Double check if the charger connector is properly connected to the phone and to the wall outlet.

Note: Connect charger only after the battery has been inserted.

The standby time is too short

- Please keep in mind that standby time relates directly to phone usage (Text, Voice Calls, etc.).
- Batteries typically have to be replaced after a year of use (Replace with BLU batteries only).

The phone cannot connect to the network

- Verify if you have active service with your service provider.
- Contact your local network service provider and verify if you are within its network coverage area.

The phone displays a SIM Error

- Make sure the SIM is properly inserted and in its intended slot.
- Make sure that the SIM card is not damaged or scratched.

The PIN code was entered incorrectly three times

- The SIM card will lock and you will need to enter the PUK code (PIN Unlock Code). Please contact your local service provider to obtain the PUK.

I cannot make calls

- Make sure that the number you dialed is correct and the dial key has been pressed.

- Use the full national area code when dialing out of your area or when abroad, use country-specific international access codes.

I cannot receive calls

- Make sure that your phone is connected to a network.
- Check the phones Call Divert and Call barring settings (Check with your service provider for these settings and codes)

The caller cannot leave a voicemail message

- Contact your local network service provider and verify if the voicemail service is active on your account or check if the network is busy.

Text Messages cannot be Sent / Received

- Ensure text messaging is enabled with your service provider.

The information provided in this user manual is subject to change without notice and BLU Products reserves the right to modify the manual at any given time. BLU Products has made every effort to ensure that this user manual is accurate and disclaims responsibility and liability for any inaccuracies or omissions. **Note:** Some software, user interface, or internal elements may vary depending on final version.

FCC Regulations:

This mobile phone complies with part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) This device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.

This mobile phone has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiated radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

FCC Note:

Caution: Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

RF Exposure Information (SAR)

This phone is designed and manufactured not to exceed the emission limits for exposure to radio frequency (RF) energy set by the Federal Communications Commission of the United States.

During SAR testing, this device was set to transmit at its highest certified power level in all tested frequency bands, and placed in positions that simulate RF exposure in usage against the head with no separation, and near the body with the separation of 15 mm. Although the SAR is determined at the highest certified power level, the actual SAR level of the device while operating can be well below the maximum value. This is because the phone is designed to operate at multiple power levels so as to use only the power required to reach the network. In general, the closer you are to a wireless base station antenna, the lower the power output.

The exposure standard for wireless devices employing a unit of measurement is known as the Specific Absorption Rate, or SAR.

The SAR limit set by the FCC is 1.6W/kg.

This device is complied with SAR for general population /uncontrolled exposure limits in ANSI/IEEE C95.1-1992 and had been tested in accordance with the measurement methods and procedures specified in IEEE1528. This device has been tested and meets the FCC RF exposure guidelines when tested with the device directly contacted to the body.

The FCC has granted an Equipment Authorization for this model phone with all reported SAR levels evaluated as in compliance with the FCC RF exposure guidelines. SAR information on this model phone is on file with the FCC and can be found under the Display Grant section of www.fcc.gov/oet/ea/fccid after searching on FCC ID: YHLBLUZOEYPLUS.

For this device, the highest reported SAR value for usage against the head is 0.75 W/kg, for usage near the body is 1.17 W/kg.

While there may be differences between the SAR levels of various phones and at various positions, they all meet the government requirements.

SAR compliance for body-worn operation is based on a separation distance of 15 mm between the unit and the human body. Carry this device at least 15 mm away from your body to ensure RF exposure level compliant or lower to the reported level. To support body-worn operation, choose the belt clips or holsters, which do not contain metallic components, to maintain a separation of 15 mm between this device and your body.

RF exposure compliance with any body-worn accessory, which contains metal, was not tested and certified, and use such body-worn accessory should be avoided.