



TCL 40_{SE}

EU LAUNCH PACK



BOOST YOUR BINGE WATCH
ULTIMATE AUDIOVISUAL
EXPERIENCE



6.75" HD+ NXTVISION Display

For cinema-like experience.

90% screen-to-body ratio¹

See more and feel more immersed.

Dedicated Dual Speakers

Solid quality output and immersive stereo sound.

¹ Screen-to-body ratio calculated with VA/TP method.

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SMOOTHER VIEWING EXPERIENCE

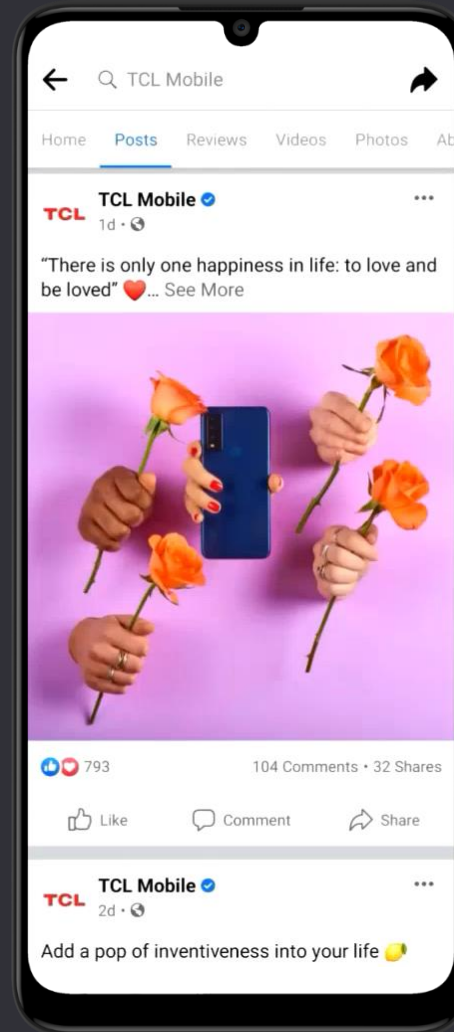
ADAPTIVE REFRESH RATE

90Hz Refresh Rate

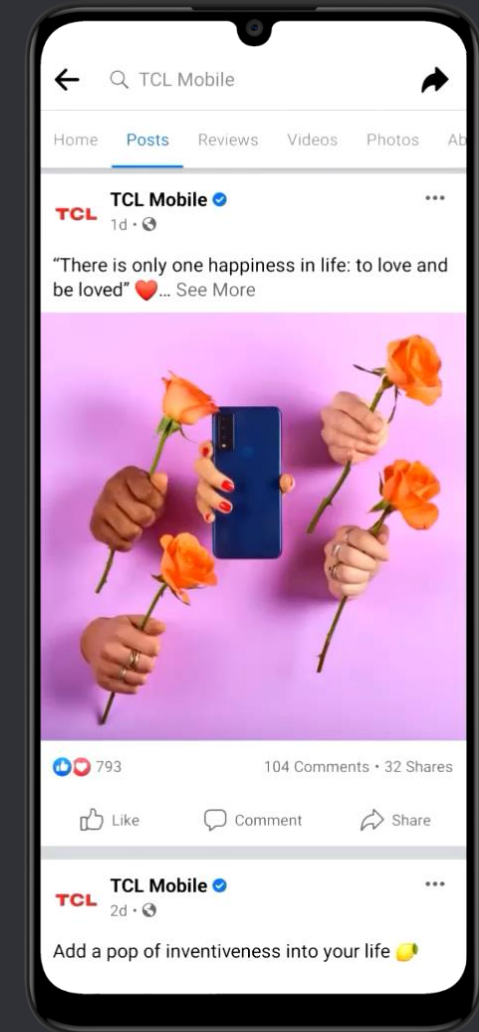
Delivers fluid and ultra-smooth viewing while scrolling, browsing online or playing action-packed games.

Adaptive and Smart

A self-adjusting screen refresh rate varies from 60Hz to 90Hz depending on gaming, streaming, or basic daily use to provide a sleek performance while saving power.



60Hz



90Hz

¹ Screen-to-body ratio calculated with VA/TP method.

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THE CAMERA FOR ANY
MOMENT

50MP AI TRIPLE CAM

Experience the allure of highly detailed shots, broad landscape, exquisite macro world and more artistic portraits with a 50MP Triple Camera.



scc.com

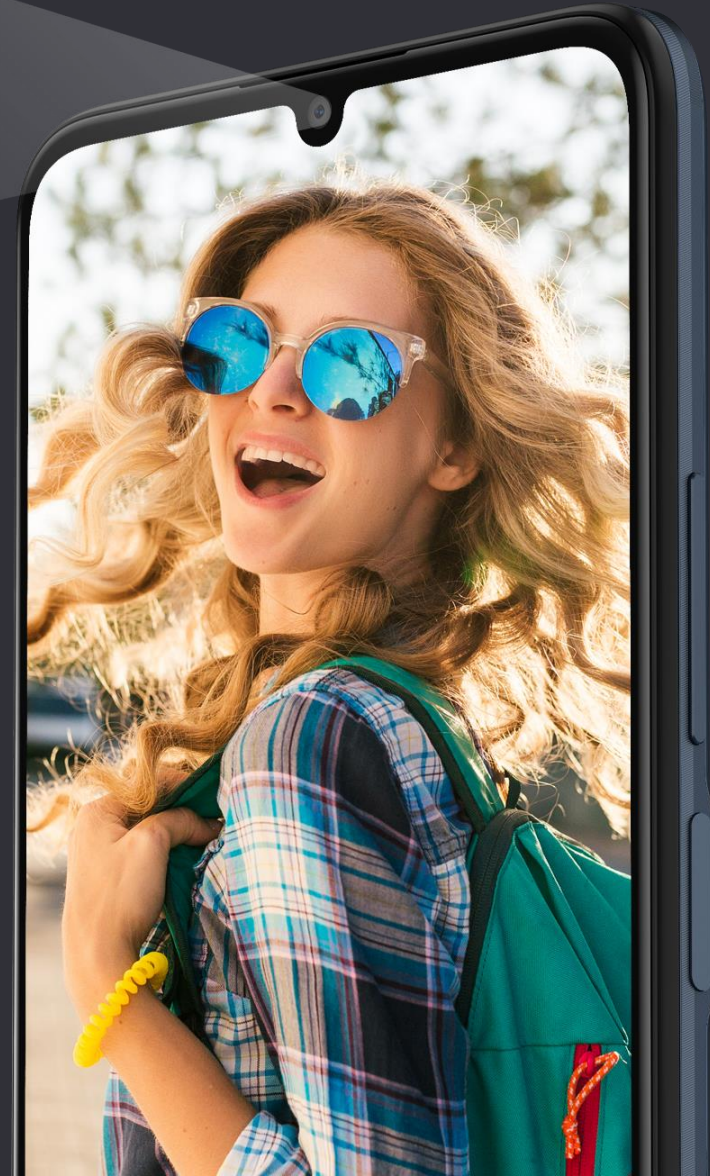
THE CAMERA FOR ANY MOMENT

8MP FRONT CAM

All your natural beauty won't be missed.

The 8MP front camera gives you high-quality selfies with natural-looking skin tone by AI face beauty.

Auto capture let you easily get your best shot by detecting your face, no manual click needed.



SMART SHOT AI TECHNOLOGY LOW LIGHT PERFORMANCE

Even just in auto mode, you will always get natural and solid picks, guaranteed by our Smart Shot AI technology.

Low Light HDR

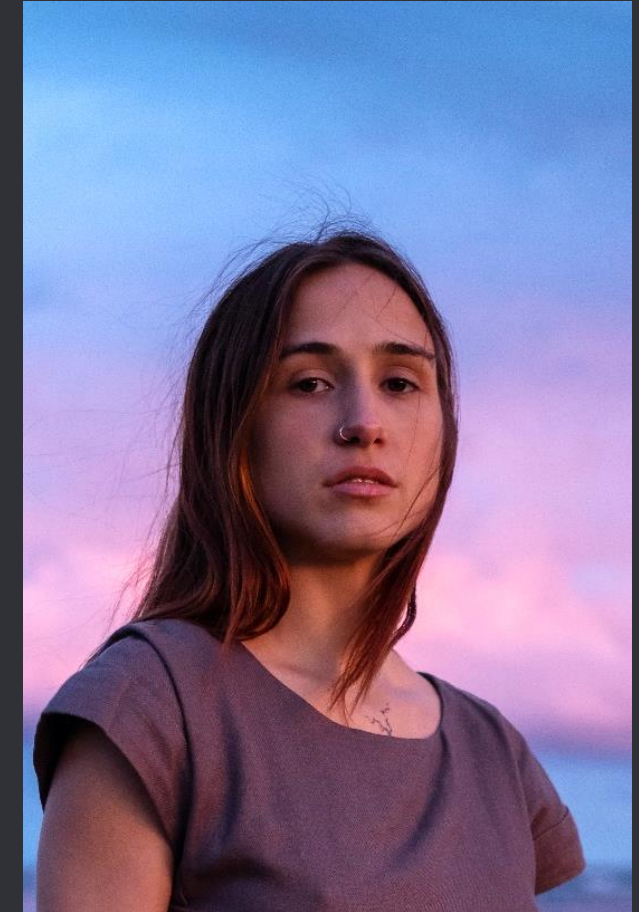
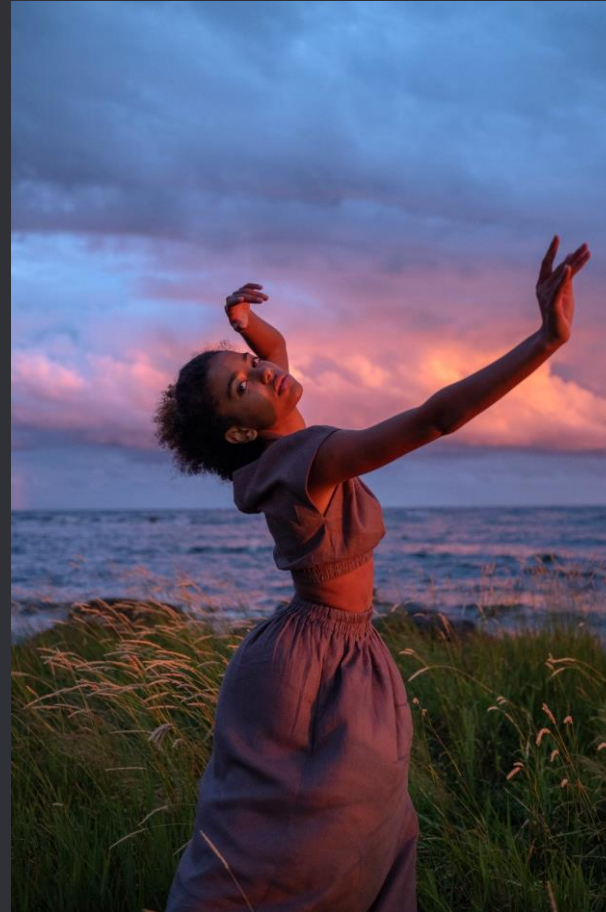
Improved light sensitivity and color fidelity by 16%. Ensures vivid colors in dim light.

Low light Portrait

Capture more light, improve brightness and reduce noise in low light conditions.

Double Super PD

Delivers faster, more accurate autofocus, even in dark surroundings. Always ready for action.



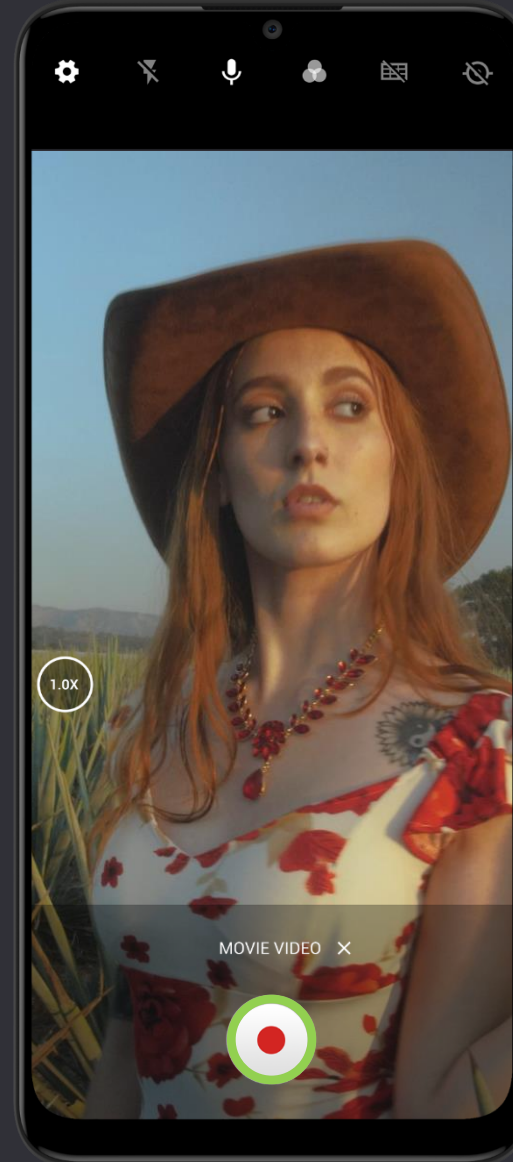
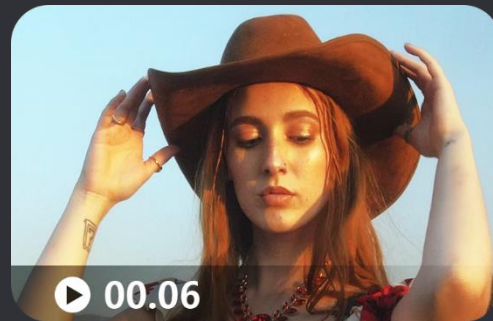
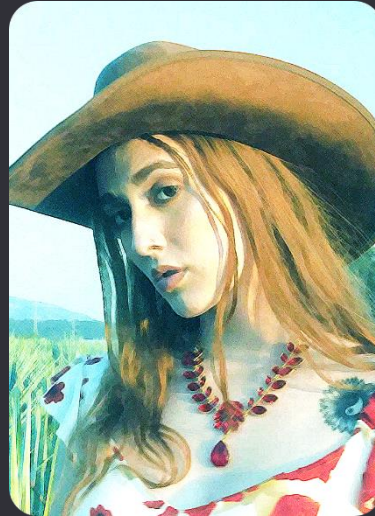
SMART SHOT AI TECHNOLOGY STEADY SNAP

Our auto mode provide you simple point-and-shoot vibe, no need to worry about a shaking hand or a moving subject, you will always get a clear shot enhance by Steady Snap.



SMART SHOT AI TECHNOLOGY ONE SHOT

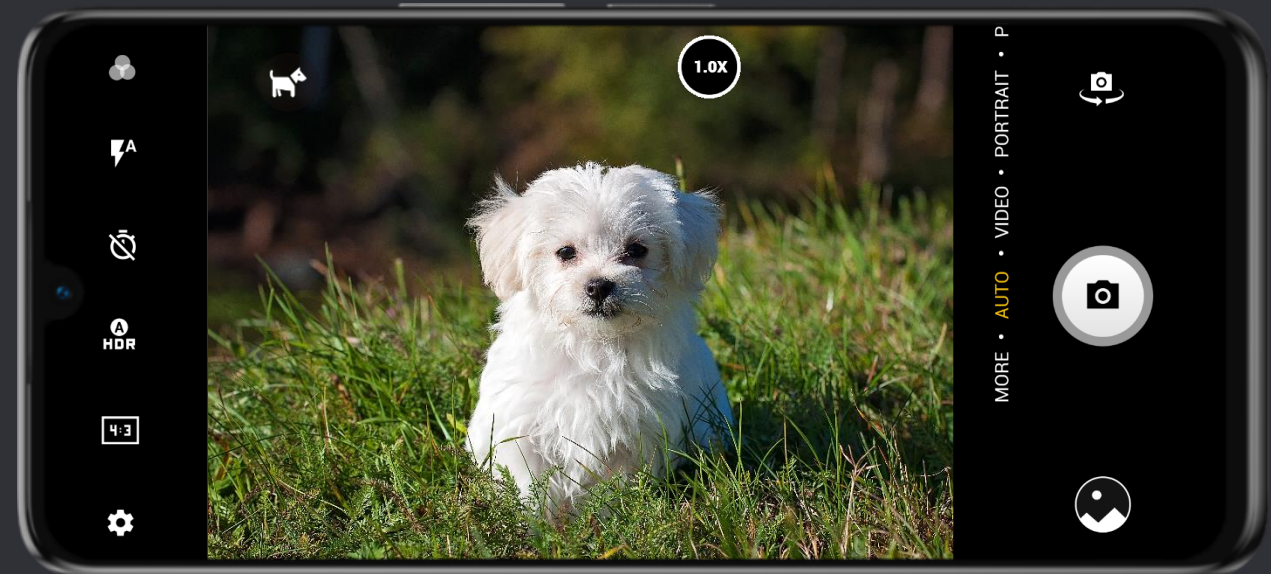
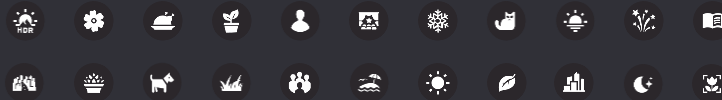
When shooting with One Shot, AI will process in a short time to capture various photos and video clips automatically that are suitable for the scene. One shot, enjoy more.



SMART SHOT AI TECHNOLOGY AI SCENE DETECTION 2.0

AI Scene Detection 2.0 can easily identify 22 types of themes by detecting the elements on the scene, and smartly optimizes the scenes in a flash before you finally see the picture. What you capture is always a masterpiece.

*22 types of supported scenes:



EASY TO USE GESTURE CONTROL

The Gesture control allows you to take a photo with a simple palm gesture. Whether it's a group selfie or a party snap, ditch the traditional way and just make it easier.



POWER UP YOUR DAY
ROBUST BATTERY & FAST
CHARGING

5010mAh

5010mAh¹ Battery

All-day power for active outdoor lifestyles and social media hungry users.

18W Fast Charging

18W fast charging gets you refilled and back on your feed quickly.



¹ Estimated data only. Actual results might differ.

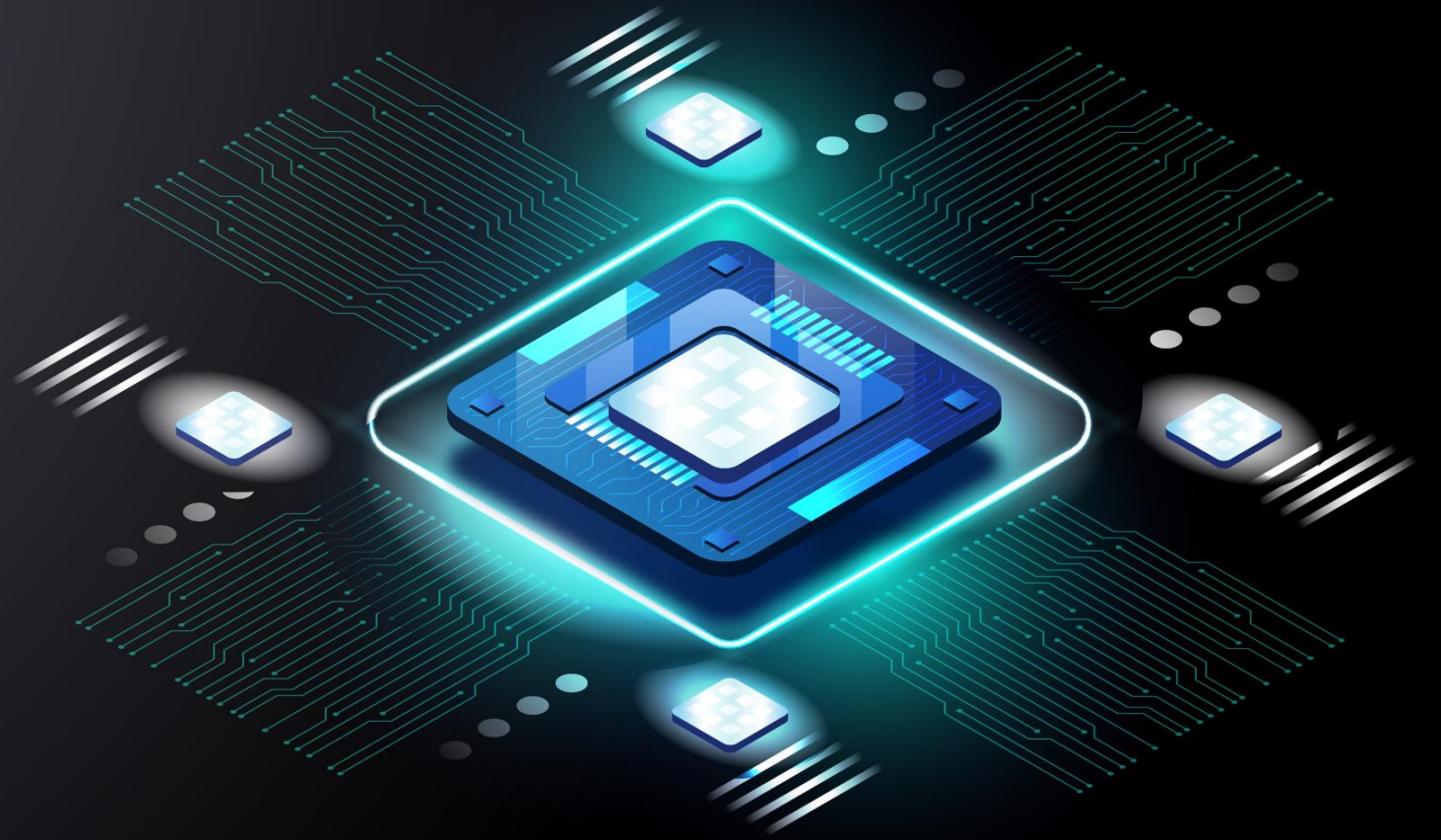
WE'VE GOT YOUR BACK POWERFUL AND STABLE

Helio G37 chipset

Optimize your app experience with the G37 chipset and powerful Hyper Engine technology.

Octa-core Processor

Improves power efficiency and extends battery life to making your phone more capable and efficient.

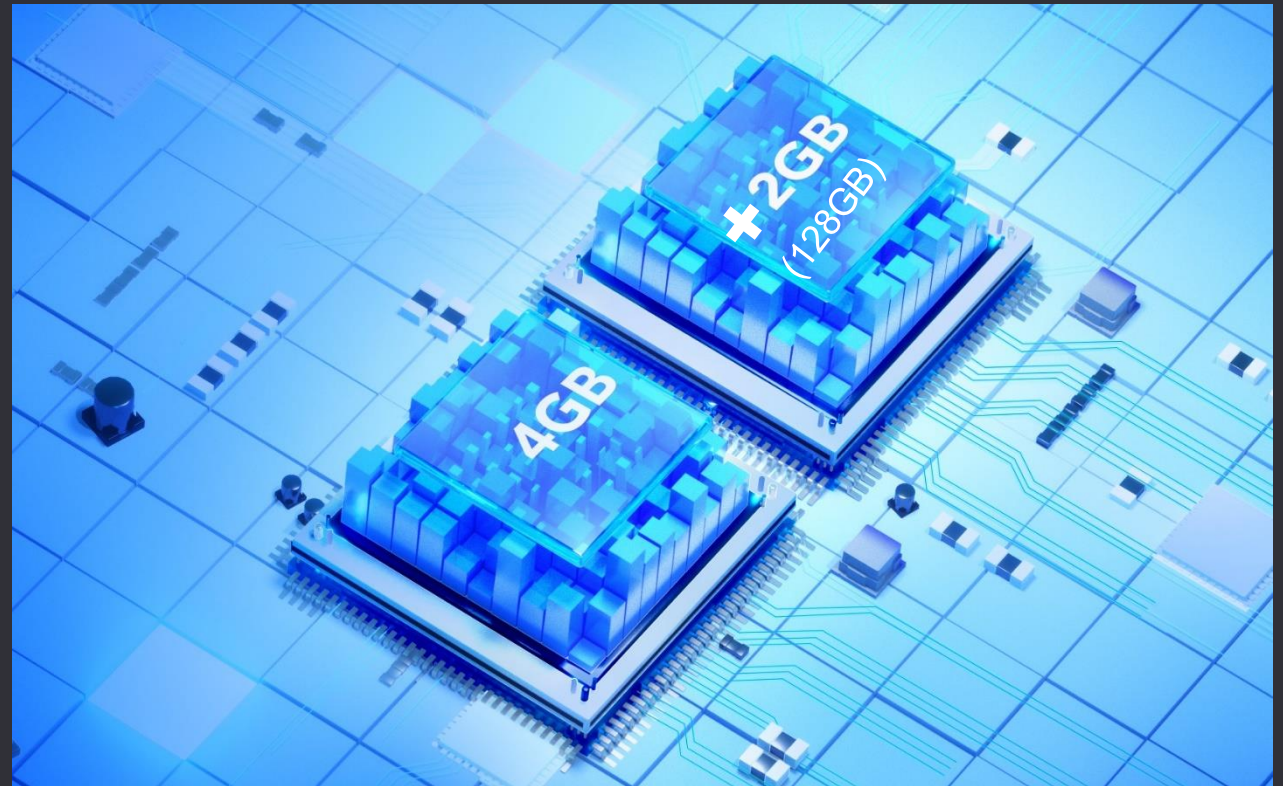


RELIABLE AND INTELLIGENT RAM EXPANSION

4GB+2GB*

With RAM Expansion feature, 2GB internal storage could be used as virtual memory to improve app performance.

Keep around 8-11 apps open in the background, so you can easily back to the news or chat window without waiting them to reopen.



* The data for 6GB variant is not confirmed yet

RELIABLE AND CAPABLE GPU TURBO*

Higher Performance, Less Battery Consumption

GPU Turbo enhance software and hardware coordination in both GPU and CPU side, resulting in a 30% increase in image rendering performance and a 5%-15% reduction in battery consumption.

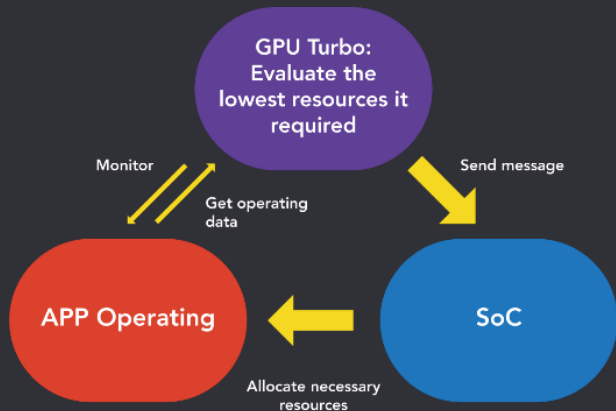


* The name is not final

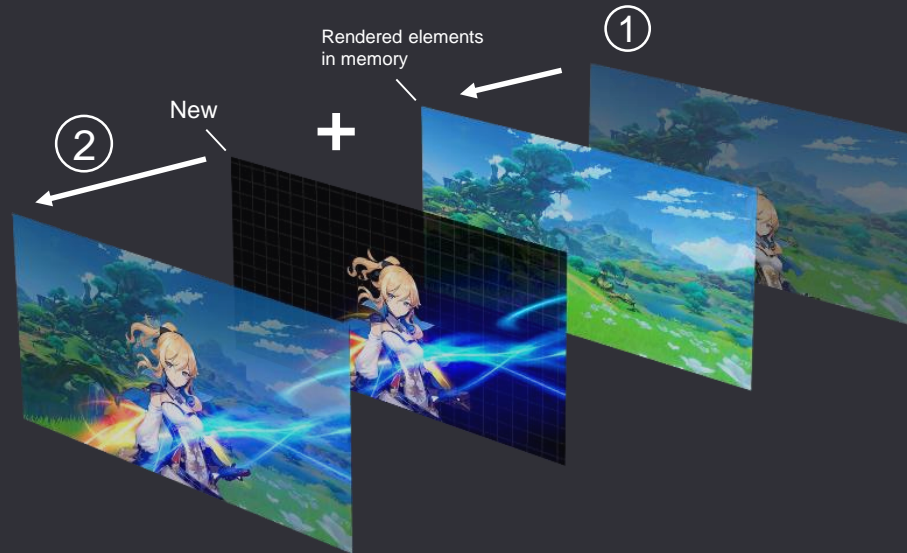
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HOW TO ACHIEVE IT

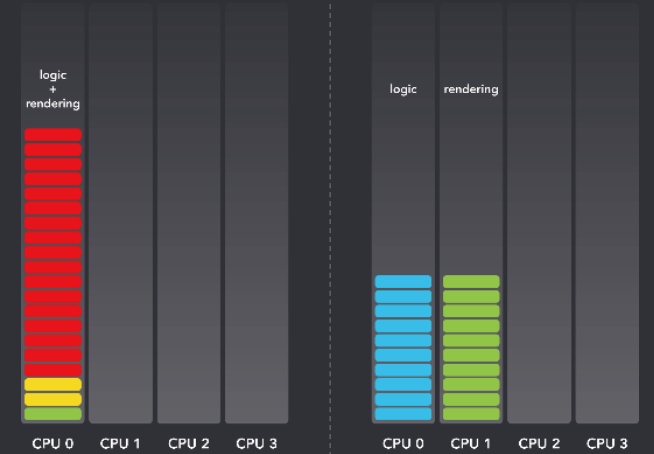
1. Based on AI algorithm, appropriate resources will be allocated to different using scenario



2. Intelligently communicates to GPU, avoiding rendering the same content in the images that have been rendered already in memory, reusing them in new frames to reduce rendering volume.



3. Separate logic and rendering benefits from multithreaded rendering.



SPEED & STORAGE ALL FINE LARGE MEMORY

256GB + 6GB¹

256GB large internal storage suits your photo-taking habits.

6GB memory provides you with faster system speed and smoother experience.



3-Card Slot²

Make the most of your phone. With its 3-card slot, not only can you enjoy the benefits of dual SIM, but you can expand up to 1TB of additional memory to pack in everything you like.

¹ The RAM and ROM may vary in different models. 128GB+4GB version is compatible

² Vary by countries

Cinematic Display, Stereo Sound

Experience the allure of maximized viewing on a large 6.75" HD+ display. Scrolling and navigating across all applications with smooth and fluid thanks to 90Hz refresh rate. Movies are more immersive with stereo sound boosted by dual Speakers and visuals enhanced by NXTVISION technology.

Reassuring Performance, hassle-free experience

No more deciding which photos to keep or delete with up to 256GB massive storage. Relieves you from battery anxiety with a robust 5000mAh battery and 18W fast charging gets you refilled and back on your feed quickly. Enjoy all your entertainment effortlessly with up to 6GB RAM and Octa-core processor.

Capture It All with 50MP AI Triple Camera

Inspired your creativity in highly detailed shots, broad landscape, exquisite macro world with 50MP AI Triple Camera. In any light conditions, the 8MP front camera will let your natural beauty shine through. Smart shot features ensures that every snap is just perfect.



DISPLAY

6.75" HD+ Display
90HZ Refresh rate

CHIPSET

Helio G37
Octa-core

REAR CAMERAS

50MP
+ 2MP (depth)
+ 2MP (macro)

FRONT CAMERA

8MP

MEMORY

4GB+ 128GB

BATTERY

5010mAh
No charger inbox by default
Support 18W fast charging

OS

Android™ 13

OTHERS

Dual speaker
Face unlock
Side Fingerprint
NFC
USB Type C

Cinematic Display, Stereo Sound

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DISPLAY

6.75" HD+ Display
90HZ Refresh rate

CHIPSET

Helio G37
Octa-core

REAR CAMERAS

50MP
+ 2MP (depth)
+ 2MP (macro)

FRONT CAMERA

8MP

MEMORY

6GB+ 256GB

BATTERY

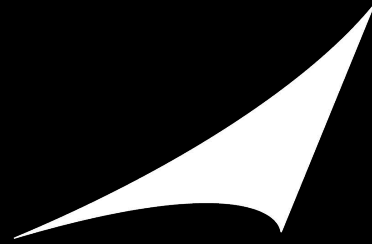
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simplify the complex.

All enquiries online@scc.com
Contact our team 0121 766 7000
Visit scc.com