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Nokia's Lumia 1520 is the latest massive 'phablet'

With a 6in HD screen, the Lumia 1520 breaks the Windows Phone mould as it takes on the Samsung Galaxy Note 3

Samuel Gibbstheguardian.com, Tuesday 22 October 2013 09.16 BST



Nokia Lumia 1520 phablet takes Windows Phone 8 to 6in.

Nokia announced its largest Windows Phone to date on Tuesday, revealing a 6in full HD-screen Lumia 1520 phablet with a 20-megapixel PureView Camera.

The Lumia 1520 comes less than one month after the release of Samsung's latest in its popular phablet series, the Galaxy Note 3, which garnered much attention for its 5.7in screen and S-Pen stylus, and takes Windows Phone to new screen sizes and into a new category.

Nokia's solidly built and colourful phablet - an oversized smartphone, or small tablet - resembles the slim profile and colourful polycarbonate design of its smaller Lumia 1020 and 925 Windows Phone brothers, but features a 6in full HD screen that makes watching movies and Office productivity easier.

High-end specifications

The Lumia 1520 packs high-end internal parts, with a top-of-the-line 2.2GHz quad-core Snapdragon 800 and 2GB of RAM, which should easily be able to handle multi-tasking and demanding apps and games. A built-in 3,400 mAh battery with wireless charging provides up to nine hours video playback or 29 days standby time.

To store music, movies, apps and games, Nokia equipped the 1520 with 32GB of storage as standard, plus a micro SD card slot for adding up to 64GB of extra storage. Microsoft is also bundling 7GB of SkyDrive cloud storage with each 1520.



Nokia Lumia 1520 phablet stretches Windows Phone 8 to a 6in screen with more real estate for watching movies and Office duties.

Nokia also brings some technology from its top camera phone, the [Lumia 1020](#), to the 1520. Eschewing the 41-megapixel sensor for a smaller 20-megapixel camera, the 1520 has optical stabilisation and oversampling technology for a two-times lossless digital zoom and shake-free pictures, which should make indoor low-light photos better with less blur and noise.

Using the 20-megapixel camera, Nokia has also added the ability to refocus a picture after taking it, using some clever Nokia-developed software algorithms, while the new Story Teller app allows you to browse your photos in a timeline and across map locations provided by Nokia's HERE maps.

Stiff competition

The Lumia 1520 joins a raft of new [phablets](#) that have launched this year, including stiff competition from the 5.7in [Samsung Galaxy Note 3](#), the 5.9in [HTC One Max](#) and 6.44in Sony Xperia Z Ultra.

"There are two markets for the phablet – the multimedia market, where the cheapest, largest screen wins, and the professional market, where the phablet with the most value-added features triumphs," said Francisco Jeronimo, research director of European

mobile devices for research firm IDC, [talking to the Guardian](#).

Samsung's Galaxy Note line of devices differentiate themselves from the phablet competition, including Nokia's new Lumia 1520, by employing a feature-packed stylus that allows both drawing on the screen and provides multiple multi-tasking modes such as Samsung's multi-window.

According to Jeronimo, it is these value-added features that attract the highly lucrative professional market

"The stylus tips the buyer in the Note's favour at the point of sale because, despite whether or not they will ever use the features, the more features available the more attractive the proposition when the price is equal," he said.

Lumia 1320 the more budget phablet

To partner the 1520, Nokia is also launching a more budget phablet, the 1320, which has a lower resolution 720p 6in screen, a slower 1.7GHz dual-core Snapdragon S4 processor, 1GB of RAM and 8GB of storage with a micro SD slot.

The 1320 mirrors the design language of Nokia's more affordable Lumia 625, with rounded corners and sports a traditional 5-megapixel camera without Nokia's PureView imaging technology.

Phablets outpacing PCs

Market watchers predicted that 2013 would be "the year of the phablet" in January, after analysing the rapid rise of the large-screened phones in 2012.

Phablet shipments outpaced tablets and portable PCs in the last year in the Asia-Pacific region (excluding Japan), with a total of 25.2m phablets shipped compared to 12.6m tablets (over 7in) and 12.7m portable PCs, according data from IDC.

While phablet shipments are still a small proportion of overall global smartphone shipments, they are seeing a marked increase in sales according to IDC's data.

"Most vendors need a device in the phablet sector to compete, however, their sales figures are unlikely to be high given the strong competition from Samsung," concluded Jeronimo.

• **In October, Samsung released the [Galaxy Note 3](#) with a high-resolution 5.7in screen and enhanced S-Pen stylus functionality**



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