Xiaomi launches a budget-focused sub-brand dubbed Poco together with the F1-- a smartphone offering flagship specs, such as a Snapdragon 845 processor, with a mid-tier \$300 pricetag.



Initially aimed at the Indian market, the F1 is clearly designed as a OnePlus 6 rival. It features a 6.18-inch 1080p display with an 18:7:9 aspect ratio, Qualcomm Adreno 630 GPU, 6/8GB RAM, 64/128/256GB storage, 20MP front-facing camera, rear-facing 12/5MP dual-camera array and a big 4000mAh battery, making it more advanced than other mid-tier Xiaomi devices such as the RedMi 6A.

The OS is Android 8.1 Oreo with a MIUI skin, and connectivity comes via USB-C port as well as wifi and Bluetooth 5.0. The body features water cooling, and Xiaomi includes a full complement of security features with a fingerprint sensor and face unlock.

Interestingly, such specs come at the cost of other features-- for instance, the display is clad in Gorilla Glass 3 (wheras the material is already at a 6th iteration), the display has larger bezels compared to other devices and construction is in plastic, with the option for Kevlar backing in a special "Armoured" edition. However Xiaomi says this is the point of the device, since it was made for customers with a want for a non-fancy phone with top internals.

So far Xiaomi does not confirm whether the F1 will be available outside of India, where it is available now. However it does sound like a very decent device European customers will be interested in, and the company is pushing further in our part of the world, so an announcement might be upcoming.

Xiaomi Puts Flagship Specs in Mid-tier Poco F1

Written by Alice Marshall 22 August 2018

Go Poco