

HMD Global Brings Back Nokia 2720 at IFA 2019

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HMD Global continues to tap further into the nostalgia for the Nokia phones of old(ish) with the IFA 2019 announcement of the Nokia 2720 Flip, a comeback of the Nokia 2720 flip-phone released around a decade ago.



With the Nokia 2720 Flip, HMD promises a simple and reliable device within the much loved flip form factor. Built out of tough polycarbonate, it features big hardware buttons paired with a 2.8-inch internal display and a 1.3-inch external display. Operation is just like it used to be. The external display shows call details and various notifications, and one can answer calls by opening the phone. Once ready, the user simply snaps the phone shut.

Like the Nokia 3310 and 8110 revamps, the 2720 Flip offers some modern capabilities. For instance it runs on KaiOS, a feature phone OS with custom versions of Google Maps, WhatsApp, YouTube and Facebook. It also includes voice control and text dictation via Google Assistant integration, while connectivity comes with dual-SIM slots complete with LTE support. The phone can even share the 4G connection and double as a wifi hotspot, and battery life totals 27 days on standby.

The Nokia 2720 Flip reaches European retails by end September 2019.

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