

smart phone
GOW10
User Manual

Dear Customer,

Thank you for purchasing GOW10 Full Touch Screen Mobile Phone. Kindly read this user manual carefully to learn about key functional characteristics and operational methods of this mobile phone.

GOW10 is a smart phone based on Windows Phone 8.1 operating system. With applications pre-installed and others that you can download from internet such as Store which will take you to an excellent experience of communication and entertainment.

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1. Points of attention on safety

1.1 Safety Alert and Cautions



IMPORTANT! Please read these instructions carefully and follow

them implicitly in case of any dangerous or illicit situations.



Note driving safety

It is strongly recommended that you do not use a mobile phone when driving. Please use the personal hand free package when a call is inevitable.

Please put your mobile phone in the mobile phone holder safely, and don't put it at a passenger's seat or any other place that may risk a drop of your mobile phone in the case of collision or emergency brake.



Switch off your mobile phone on the airplane

Interference caused by mobile phones affects aviation safety, and thus it is illegal to use it on the airplane. Please make sure your mobile phone is switched off when you are on a plane.



Switch off your mobile phone in blasting operation area

You should strictly obey relevant laws and regulations and switch off your mobile phone in or near blasting operation area.



Switch off your mobile phone near dangerous area

Your cell phone is not allowed to switch on when the refueling and chemical substance area is nearby.



In a hospital

When using it in a hospital, you should be subject to the relevant rules specified by the hospital. Make sure your mobile phone is switched off when medical equipment is nearby. Any wireless transmission equipment, mobile phones included, will affect its performance. Other electronic equipment may be affected as well. If you have any question in this regard, please consult relevant doctor or equipment supplier directly.



Interference

Any interference caused by wireless equipment can do damage to its performance.



Qualified services

Only qualified services are allowed to install or repair mobile phones. If you install or repair it by yourself, you may break the guarantee rules.



Accessories and batteries

Only manufacturer recognized accessories and batteries can be used.



Reasonable use

It should be used normally. It is absolutely forbidden to put it on the condition that with an extremely high temperature (over 60 Celsius degrees), for example, do not put it under the window where it can be exposed to the sunshine directly. Remember to use wet or antistatic cloth, instead of using any cloth with static electricity to clean it.



Emergency call

Make sure your mobile phone is powered on and is in the service, if you would like to make an emergency call number such as 911, pressing the dial key and confirm your location, simply explain what has happened, and don't terminate the call without any permission.

Note: Like any mobile phone, it may not be supported due to the network coverage and wireless signal transmission. What's more, some networks even don't support the 112 emergency call services. Therefore, the communication under emergent situations (such as first aid) should not be completely depended on mobile phones. You can consult and check with you local network suppliers.

Notes:

- All screen shots in this guide are simulated, Actual displays may vary.
- Instructions to perform tasks in this guide may change depending on the software version on your phone.
- Unless specified otherwise, all instructions to perform tasks in this guide assume that you are starting from the home screen.

1.2 Protecting Your Battery

Warn reminders about battery:

Please don't store your mobile phone battery at an extremely high or low temperature, for it will affect the service life of the battery, and shorten the standby time. The service life of the mobile phone

battery is subject to a certain limit. It is recommended that you would better change a battery from the original supplier if the performance of the battery has declined after using it for a period of time.

Points of attention on use of battery:

- Be sure to switch off the mobile phone before you remove the battery.
- Please use it carefully. A short circuit will occur if the positive pole (+) and the negative pole (-) of the battery is connected with a metal object (for example, a coin or clip), it may do damage to both the battery and the metal object. Make sure that no metal object will be connected simultaneously with the positive pole and the negative pole of the battery after it is removed and put in a bag.
- Don't throw the battery into the fire, or use it under an extremely high temperature condition.
- Don't dismantle or modify the battery.
- Don't put battery in an occasion with strong mechanical impact, or use a hard object to penetrate the battery.
- Battery should be put in a cool and dry place to avoid direct sunlight. It should not be placed with a high temperature (over 60 Celsius degrees) environment.
- If battery gives out any peculiar smell or getting overheated, you should stop using it.
- If the battery is found to have any crack, deformation, damage of other type, or electrolyte leakage, it should be stopped using immediately.
- Please clean your skin or clothes immediately with soap and clear water if they contact leaking electrolyte, and wash your eyes completely with clear water if any electrolyte splashes into.
- In case of any injury caused by incorrect charge, only original battery is allowed to be charged.
- Don't use the li-polymer battery when the temperature is extremely low, for the maximum standby/call time is not available at a low temperature.
- Don't clean the battery with water or organic solvent, or immerse the battery in water.
- Make sure the battery is fully charged if it has been out of use

for a long period.

- It is recommended that the rejected battery be returned to the mobile phone manufacturer or placed in a designated public area for rejected battery recycling. Don't mix it with other garbage or throw it freely.

1.3 Cleaning and Maintenance

- Please don't leave the phone, the battery and the charger in the bathroom and other high humidity places, and prevent them from rain.
- Please clean the phone, the battery and the charger using soft and dry cloth.
- Please don't wipe the phone using alcohol, thinner or benzene and other chemical reagents.
- The socket with dirt may cause poor contact and power-off. Please clean it regularly.

2. Getting Started

2.1 Phone Overview



2.2 Open the battery cover

Push the battery cover upwards.



2.3 Install SIM Card

This phone supports double SIM/USIM cards, before you power on the phone, make sure there is at least one SIM/USIM card is inserted in either USIM/SIM card slot.



Note:

Please insert or remove the cards when the phone is power off, or the phone may be damaged.

2.4 Install Memory Card

Aim at the memory card slot and push the memory card gently, and the card will be inserted correctly.



Note:

- *If the memory card is failed, please check whether it is correctly placed at good contact of metal point.*
- *Please insert or remove the memory card when the phone is power off, otherwise the memory card or the phone might get damaged and the data on the memory card could be lost.*

2.5 Power on/off

In power off status, long press the power key on right side for about 2 seconds to power on your phone. In power on status, long press power key for about 2 seconds, then drag the lock screen down to power off your phone.

2.6 Battery Charging

You can charge the battery by connecting the phone either to a pc USB port or to the provided standard charger use the provided standard USB cable.

Note: In order to ensure normal operation of the phone, please make sure to use the designated charger.

3. Basic operation & knowledge

3.1 Using Touch Screen

Tap To act on items on the screen, such as application, settings icons and options, to type letters and symbols using the onscreen keyboard, or to press onscreen buttons, you simply touch down your finger on them and then lift your finger without change the touch down position in a short time.

Tap & hold Touch down your finger on the screen without lifting up or moving for about 2 seconds. This action will pop-up an special options list or active some special actions.

Drag Touch down your finger on screen and move without lifting up to scroll options, switch screens and other contents displayed on screen.

Flick Drag quickly and release, To scroll through a list or move quickly, flick across the touch screen, When you flick a long list, tap the screen to stop it from scrolling.

Pinch In some applications (such as Maps, Browser, and Gallery), you can zoom in and out by placing two fingers on the screen at once and pinching them together (to zoom out) or spreading them apart (to zoom in).

3.2 Using Keys

Power key: Press the power key to lock/unlock your screen. Press and hold Power key to power on/off the phone.

Volume key: Press the volume keys to change the ring volume (on the home screen) or the earpiece volume (during a call). Press the volume button will cancel ringtones when incoming calls.

Search key: Press search key to open bing search or Cortana.

Win key: Press Win key to close any menu or app and return to the start screen. On the start screen, tap an app to open it. Press and hold Win key to enter to tools feedback hub.

Back key: Opens the previous screen you were working in. If the onscreen keyboard is open, closes the keyboard.

3.3 Power on/off

Power on the phone

Press and hold the power key until the phone vibrates.

Power off the phone

Press and hold the power key, and drag the lock screen down.

3.4 Microsoft account

With a Microsoft account, you can access all Microsoft services with a single username and password on your computer or phone.

To create a Microsoft account later, open a Microsoft app or service on your phone. Or on the start screen, swipe left, and tap **Settings > email+accounts > add an account**.

3.5 Enter start screen

When you sign in, you will enter the start screen. Then you can pin your favorite apps, websites, and much more to the start screen, and move or resize tiles as you like.

To switch between the start screen and the apps menu, simply swipe left or right.

3.6 Screen Lock & Display off

On the start screen, swipe left, tap **Settings > lock screen > Screen times out after**, and select the length of time after which the keys and screen are locked automatically.

To protect your phone against unauthorized use, you can define a security code, and set your phone to lock itself automatically when you're not using it.

1. On the start screen, swipe left, and tap **Settings > lock screen**.

2. Switch **password** to **On**, and type in a security code (at least 4 digits).

3. Tap **Require a password after**, and define the length of time after which the phone is locked automatically.

Press the power key, drag the lock screen up, and type in your security code to unlock your phone.


3.7 Personalize the start screen

You can set your most-used apps on the start screen. You can pin your favorite apps to the start screen, and move or resize tiles as you like.

To pin an app, swipe left to go to the apps menu. Tap and hold the app, and tap **pin to start**.

To move an icon, tap and hold the icon, drag and drop it to the new location, and tap the screen.

To resize, tap and hold the icon, and tap the arrow icon. You can change the size of the icon, the bigger the icon is, the more info it can show.

To unpin the icon, tap and hold the icon, and tap .

3.8 Kids corner

Switch the kid's start screen on

On the start screen, swipe left, and tap **Settings > kid's corner**, then switch **Kids Corner** to **On**. Choose which content your kids can use.

Go to your own start screen

Press the power key twice, and swipe up on your own lock screen. If you've set a password, type it in.

Go back to the kid's start screen

On your own lock screen, swipe left, and on the kid's lock screen, swipe up.

3.9 Change your theme

You can change the display colors to match your taste and mood.

1. On the start screen, swipe left, and tap **Settings > start + theme**.


2. Tap **Background** or **Accent color**.







3.10 Take a screenshot

You can capture your screen by pressing the power key and Volume up key at the same time.

3.11 Status bar

The Status bar appears at the top of every screen. It displays icons indicating your phone's status and notifications.

Icon	Description
	Signal strength

	Battery power level
	The battery is charging.
	Your phone is roaming and not on your home mobile network.
	Vibrate mode is switched on.
	Silent mode is switched on.
	Airplane mode is switched on.

To open the Notifications panel:

- Drag the Status bar down from the top of the screen.

3.12 Using sensors

Proximity Sensor detects how close an object is to the surface of the screen. This is typically used to detect when your face is pressed up against the screen, such as during a phone call. (While talking on the phone, the sensor detects talk activity and locks the keypad to prevent accidental key presses).

Light Sensor lets you use the ambient light level to adjust the screen brightness/contrast.

Gravity sensor detects your phone's acceleration direction and takes responding actions according to the running application.

- Rotate the screen display when you rotate the device while using some features. To set the interface to keep the orientation when you rotate the device, select **Settings** -> **Screen rotation**, Switch **Rotation lock** to **On**.
- Take actions according to the gravity's real time orientation angle, typically used in games.
- Responding to your actions such swing the device in some applications.

3.13 OneDrive

OneDrive is cloud storage for all your documents and photos, so you can access, share, or restore them if needed. You can also set it to back up your stuff automatically, so when you take a photo or a video, it's copied to your cloud album.

With OneDrive, you can easily access your photos, documents, and other stuff you have uploaded from any of your devices.

Before you update or download content, you need connect to the internet and then sign in to you Microsoft account.

There are several places where you can access your stuff on OneDrive. You can save photos to OneDrive in the Photos hub, or manage your office documents in the Office hub.

3.14 Contact

You can save and organize your friends' phone numbers, addresses, and other contact information in the People hub. You can also get in touch with your friends through social networking services.



Contacts gives you quick and easy access to the people you want to reach. When you first turn on your phone and sign into your account, any contacts existing in account are downloaded to your phone. After that, your contacts are synchronized: any changes you make to your contacts on the phone or the web are made in both places, the next time you sync. Contacts from accounts are also synced in this way.



Information about your contacts is shared with other applications, such as Gmail, Messaging, and so on.

If you have more than one account with contact information, Contacts joins duplicates into a single entry. You can also manage that process manually.

3.15 Call

Make a call:



Tap  on start screen or  on the apps menu.

- Tap  to enter dial board screen, enter the phone number and tap **call** button to make a call.
- Tap  to enter **contact** list, tap the contact and then tap **mobile phone** after entering another screen.

Answer/Reject a call:

When a call comes in, tap **answer** to answer a call, tap **ignore** to reject an incoming call, tap **text reply** to send a text message and then reject the call.

During a call conversation, press the side volume key to



adjust volume, tap  at bottom to hold the call, tap  to open the loudspeaker, etc.

3.16 Messaging

You can use Messaging to exchange text messages (SMS) and multimedia messages (MMS) with your friends on their mobile phones.

You can send text (SMS) messages of up to 160 characters to another mobile phone. If you keep typing after the limit, your message will exchange to two message automatically.

Multimedia (MMS) messages can contain text and a picture, a recorded voice, an audio file, a video, or a picture slideshow.

Tap  on start screen or  on the apps menu to access message.

When new message received, a popup message will be shown on the notification bar, drag down the bar and tap on the message to read.

3.17 Multimedia

Camera is a combination camera and camcorder that you use to shoot and share pictures and videos. Pictures and videos are stored on the phone's SD card or phone.

Photos is used to view pictures and play videos that you've taken with Camera, downloaded, or copied onto your SD card or phone. You can perform basic editing tasks on pictures and set them as your wallpaper or contact picture.

Music collects all audio files from your SD card or phone to play.

Video collects all video files from your SD card or phone to play.

3.18 Download from Store

To download from Store, you need to be signed in to your Microsoft account on your phone. When you're signed in, you are offered content compatible with your phone.

You can search for and download content directly to your phone, or browse Store content on your computer and send links from there to your phone by text message.

Using services or downloading content may cause the transfer of large amounts of data, which may result in data costs.

Download an app, game, or other item

You can download free apps, games, or other stuff, or buy more content for your phone.

1. Tap **Store**.
2. Tap an item to view its details.
3. If the item has a price, tap **buy**, or to try the item for free for a limited time, tap **try**. If the item is free, tap **install**.
4. If you're not signed in to your Microsoft account, sign in now.
5. Follow the instructions shown on your phone.

When the download is complete, you can open or view the item, or continue browsing for more content. The content type determines where the item is stored in your phone: music can be found in the Music hub, videos can be found in the Video hub, games can be found in the Games hub, and apps can be found in the apps menu.

3.19 Office

Microsoft Office Mobile

You can work through Microsoft Office Mobile when you away from your office.

Go to the Office hub to create and edit Word documents and Excel workbooks.

In the office hub, tap **Office**, you can create, view or edit Microsoft Office documents.

Continue with a document on another device

When working on an Office document, tap **...> save as.... > Save to > OneDrive**. You can save your Office document on OneDrive and continue your work on another device.

You can now open the document from OneDrive on another device and continue where you left off.

1.FCC Statement

1. This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions:

- (1) This device may not cause harmful interference.
- (2) This device must accept any interference received, including interference that may cause undesired operation.

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

NOTE:

This equipment 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 radiate 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.

SAR Information Statement

Your wireless phone is a radio transmitter and receiver. It is designed and manufactured not to exceed the emission limits for exposure to radiofrequency (RF) energy set by the Federal Communications Commission of the U.S. Government. These limits are part of comprehensive guidelines and establish permitted levels of RF energy for the general population. The guidelines are based on standards that were developed by independent scientific organizations through periodic and thorough evaluation of scientific studies. The standards include a substantial safety margin designed to assure the safety of all persons, regardless of age and health. The exposure standard for wireless mobile phones employs a unit of measurement known as the Specific Absorption Rate, or SAR. The SAR limit set by the FCC is 1.6 W/kg. * Tests for SAR are conducted with the phone transmitting at its highest certified power level in all tested frequency bands. Although the SAR is determined at the highest certified power level, the actual SAR level of the phone 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. Before a phone model is available for sale to the public, it must be tested and certified to the FCC that it does not exceed the limit established by the government adopted requirement for safe exposure. The tests are performed in positions and locations (e.g., at the ear and worn on the body) as required by the FCC for each model. The highest SAR value for this model phone when tested for use at the ear is 1.178W/Kg and when worn on the body, as described in this user guide, is 0.755W/Kg(Body-worn measurements differ among phone models, depending upon available accessories and FCC requirements). The maximum scaled SAR in hotspot mode is 1.118W/Kg. While there may be differences between the SAR levels of various phones and at various positions, they all meet the government requirement for safe exposure. 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 <http://www.fcc.gov/oet/fccid> after searching on

FCC ID: YSEGOW10 Additional information on Specific Absorption Rates (SAR) can be found on the Cellular Telecommunications Industry Association (CTIA) web-site at <http://www.wow-com.com>. * In the United States and Canada, the SAR limit for mobile phones used by the public is 1.6 watts/kg (W/kg) averaged over one gram of tissue. The standard incorporates a substantial margin of safety to give additional protection for the public and to account for any variations in measurements.

Body-worn Operation

This device was tested for typical body-worn operations. To comply with RF exposure requirements, a minimum separation distance of 10mm must be maintained between the user's body and the handset, including the antenna. Third-party belt-clips, holsters, and similar accessories used by this device should not contain any metallic components. Body-worn accessories that do not meet these requirements may not comply with RF exposure requirements and should be avoided. Use only the supplied or an approved antenna.