



Press Release

Hong Kong

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HTC and CSL Unveils HTC Desire HD With New HTC Sense and HTC Sense.com

HTC Corporation, a global leader in mobile phone innovation and design, today launched the new flagship Android smartphone, the HTC Desire HD™, with CSL Limited being the exclusive operator partner of the model in the Hong Kong market.

"The support of our customer and partners inspires us to innovate and drive the user experience to a whole new level and HTC Sense.com is a great example of this," said Peter Chou, CEO of HTC Corporation. "HTC Sense.com, and the new HTC Sense user experience comprise a holistic approach we're taking to enhancing the experience our customers have on our phones."

"CSL has a long track record of working with HTC to bring irresistible offers for our mutual customers," said Mark Liversidge, Chief Marketing Officer, CSL Limited. "We are proud to be the exclusive launch partner of the HTC Desire HD in Hong Kong through our one2free and 1010 brands. This collaboration gives local customers access to a superb device, an outstanding Android experience, and the unrivalled network coverage of CSL."

HTC Desire HD

The first smartphone to be powered by the new 1GHz Qualcomm 8255 Snapdragon processor, its bright 4.3" super LCD display, coupled with Dolby Mobile and SRS virtual sound, 720p HD video recording and an 8-megapixel camera with dual-flash, means the HTC Desire HD is designed for optimal enjoyment of outstanding multimedia content. Building on the unibody heritage of the HTC Legend, the HTC Desire HD is sculpted from a single block of solid aluminium and embodies the quality and innovation that HTC is known for.

HTC Sense

The new HTC Sense experience offers a variety of enhancements that improve how people capture, create, share and access multimedia content. Shoot videos in HD, edit photos using a host of fun camera effects, and then share photos and videos directly to YouTube or to your big screen TV via DLNA. The new HTC Locations offers a differentiated online mapping experience that delivers instant, on-demand mapping without download delays.

HTC Sense also includes a new integrated online e-reading experience that comprises an e-book store powered by Kobo™ and a mobile-optimised e-reader which allows users to highlight, annotate and quickly search for definitions or translate unfamiliar terms.

HTC Sense.com

With the new HTC Sense.com service, people can simply manage their mobile phone experience from their HTC phone or personal computer. For example, people can easily locate a missing phone by triggering the handset to ring loudly, even if it is set to silent. If the phone has been lost or stolen, users can remotely lock the phone, forward calls and texts to another phone, send a message to the phone to arrange its return or even remotely wipe all personal

HTC Hong Kong
Marketing Department

808, AIA Tower,
183 Electric Road,
North Point.

Telephone:
+852 3155 0888
Fax:
+852 3155 0889

Website:
www.htc.com/hk-en

data from it. HTC Sense.com makes it easy to setup a new HTC phone or access archived mobile content such as contacts, text messages and call history from a PC browser. People can also customise their phones with exclusive HTC content like wallpapers, HTC scenes, sounds or plug-ins.

HTC Desire HD at one2free – Exclusive Promotional Offers

To mark the exclusive launch, one2free is offering exclusive on-site offer a JBL Creature III speaker –worth HK\$899 to each customer who signs up for the phone on November 22, starting from 6:30pm at one2free Flagship Store at Yee Wo Street, Causeway Bay.

Customers will also get the best from HTC Desire HD’s multimedia features with one2free’s packaged services, which include Studio on Demand with over 100 videos and the most current broadcasts, including TVB dramas, i-CABLE programs and concerts – and Today, a free of charge infotainment widget with free of charge real-time updates on entertainment, finance, news and climate information.

HTC Desire HD Key Specifications:

CPU Processing Speed	Qualcomm 8255 1GHz
Operating Platform	Android™ 2.2 (Froyo) with HTC Sense™
Storage	Internal phone storage: 1.5 GB & RAM : 768 MB microSD™ memory card (SD 2.0 compatible)
Dimension	123 X 68 X 11.8 mm
Weight	164g (with battery)
Display	4.3"WVGA 480 X 800 Capacitive touch screen with pinch-to-zoom capability
Network Bands	Asia Pacific : HSPA/WCDMA : 900/2100 MHz GSM : 850/900/1800/1900 MHz
Sensors	G-Sensor, Digital compass, Proximity sensor, Ambient light sensor
Location	Internal GPS antenna, HTC Locations (explore maps with zero wait), Google Maps, HTC Footprints™
Internet	3G: Up to 14.4 Mbps download speed, Up to 5.76 Mbps upload speed Wi-Fi®: IEEE 802.11 b/g/n
Tethering	Internet sharing through USB or Wi-Fi®
Bluetooth	Bluetooth® 2.1 with EDR (Enhanced Data Rate), A2DP, FTP and OPP (object push) Other supported profiles: AVRCP, GAP, GOEP, HFP, HSP, PBAP, SPP, Service Discovery Application Profile
Multimedia	Dolby® Mobile, SRS virtual surround sound, Share videos, photos, music from your phone to your TV via DLNA®, FM Radio Audio playback supported formats : .aac, .amr, .ogg, .m4a, .mid, .mp3, .wav, .wma Audio recording supported format: .amr Video playback supported formats : .3gp, .3g2, .mp4, .wmv, avi (MP4, ASP and MP3), xvid (MP4 ASP and MP3) Video recording supported format : .3gp
Camera	8 megapixel color camera, Auto focus and dual LED flash, 720p HD video recording, Face detection and Self-portrait capability, Built-in

	photo effects and Geotagging
Battery	1230mAh Rechargeable Lithium-ion battery
Standby / Talk Time	WCDMA: up to 490 hours / up to 320 minutes GSM : up to 420 hours(WCDMA) / 550 minutes
Special Features	Register at HTCSense.com to manage your phone remotely and protect your phone in case of loss, Read eBooks on your phone, Watch Adobe® Flash® on websites, Easily transfer contacts, calendar events, and text messages from popular brand phones via Bluetooth Check email from all your email accounts in one unified inbox

*Specifications are subject to change without prior notice.

Availability and Suggested Retail Price

The new HTC Desire HD will be available today at CSL and all authorized resellers at a suggested retail price of HK\$5,198.

About HTC

HTC Corporation (HTC) is one of the fastest growing companies in the mobile phone industry. By putting people at the center of everything it does, HTC creates innovative smartphones that better serve the lives and needs of individuals. The company is listed on the Taiwan Stock Exchange under ticker 2498. For more information about HTC, please visit www.htc.com.

About CSL

CSL is Hong Kong's first and leading mobile network operator. It is also the first mobile company in Hong Kong to employ a distinctive market segmentation strategy and it uses leading-edge technologies to provide customer-focused services through segmented brands: [1010](#), [one2free](#) and [New World Mobility](#).

It operates a world-class GSM / WCDMA and unique UMTS 900 network in Hong Kong through which it offers comprehensive post and pre-paid mobile services to both local and international customers. CSL is also the leading roaming operator in Hong Kong to provide unmatched international multi-media connectivity with over 520 mobile operators around the world. For more information, please visit www.hkcs.com.

CSL is a subsidiary of Telstra Corporation Limited, Australia's leading telecommunications and information services company (www.telstra.com).

Media Contact:

Creative Consulting Group Inc. Ltd.

Ms Penn Leung / Ms Belinda Chan

Tel: +852 2372 0090 Mobile : +852 6077 7342 / +852 9379 3045

Email : penn@creativegp.com / belinda@creativegp.com

For enquiry, please contact:

HTC Corporation

Ms Winnie Kung / Mr Toma Chan Tel: 3155 0807 / 3155 0803

Email: winnie_kung@htc.com / toma_chan@htc.com

Customer Service Hotline: 3520 1234 Website: www.htc.com

CSL

Ms Lavin Chan

Tel: +852 2883 2742

Email: lavin.ch.chan@hkcsl.com