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HTC announced to present new phone “ HTC One series at Mobile World Congress 2012 by [Harry Smith](#)

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With the loss at the end of last year sales, Taiwan’s HTC Corp has announced to launch a new Android smartphone at Mobile World Congress 2012 held at Barcelona. To keep their brand on the company needs to focus on their quality and advance technology. The new range of device has been focused on audio and video functions. To cover its downfall from the electronic market a new set of phone HTC One series has been specially designed with fast graphic chips. Taking on the challenge to beat its competitors with their new launch of Samsung Galaxy SIII and Apple iPhone 5 seems to be tough.

The principal Analyst at Informa Telecoms & Media, Malik Saadi said that HTC has understood their mistakes which were made last year. He also included that the company will now focus on giving their best and innovative product rather than on marketing strategy all around the world. The company is promising to give and do their best to improve their electronic. A quick action taken to improve their new series is an excellent step taken to prove their branding on in market.

According to the analyst expectation there are chances of fall in revenue in first quarter of the year by 36 percent. It is likely to be much more than expected. The management is promising to work on the technical part of the set and is confident enough to get their popularity soon with this handset. The HTC One series is presenting three models, One X, One S and One V with the latest Google’s Android software version. Giving 8 MP rear cameras power by ImageSense technology with fast auto focus and lowlight shooting. Ideal features of the set include display of 4.7 inch with fast graphic processors, integrating Internet radio, Beat Electronics’ audio technique for game as well as music.

With the better and differentiated device the HTC is expecting that it would crawl up its image. As per the Principal analyst at Ovum, Tony Cripps, the work on enhancing the model will be the ideal strategy to bring back the use of HTC handset. HTC was won the Device Manufacturer award in 2011 the One of the UK Mobile phone manufacturer carriers Orange is planning to add this new Android smartphone of HTC One X and HTC One S in its index. Launch is in April this but the price has not yet been anticipated. Let’s see how this streamline of strategy works with upcoming series models. The new set is featured with quality audio and video function and quad-core chip and hoping to regain the popularity.

For more info of top seller handset “ htc sensation xe @ www.htcsensationxedeals.co.uk

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Harry Smith is expert telecom adviser and he writes articles on mobile. Get the right information for mobile technology and we provides the best deals offers with a [htc sensation xe deals](#) and a [htc sensation xe contract](#)

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