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Latest HTC One Line Drowned Expectations by Mark Boucher

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The HTC gained its popularity back in 2012 with launch of its several new products especially, the One Series but despite of increase in popularity, the users are showing less interest in recently launched One Series of One X, One V and One S. Recent market reviews and quarterly sale collections are in, and all of these are indicating that there has been a decline in the sales and thus, in popularity of the One Series handsets. This has become a troublesome issue for the Taiwanese company.

Amalgamated revenue of HTC for the month of April has arrived with the estimation of around $1bn, despite of this growth and improvement in revenue sales of the company are still down by 20% within same period. HTC will definitely cover all the losses in time and this loss might not be a big deal for such esteemed company. However, one thing which is clear out of sale record is that the launch of One Series has not been as impactful as it was predicted.

The smartphone is continuously evolving itself and making progress in it plus, with the introduction of Android enabled handsets the definitions of all sales have been changed. Once, HTC was the leader in Android OEM but now this position has been replaced by other Android product and also by iOS, Blackberry OS and Symbian products. Major reason for such a change of throne from HTC is Samsungâ€™s Galaxy SII that emerged out as an Android power leaving the HTC brand behind. One more fad which affected HTC is the launch of iPhone 4S in the second half of last year. The latter created a diversion in attention towards HTC products.

As Samsung has just announced the launch of Galaxy S III and, on the other side, the Apple is also preparing for the launch of next iPhone as iPhone 5, other products like Nokiaâ€™s windows enable Smartphone, Blackberry 10, Sonyâ€™s new products will go to provide HTC a very good competition in coming future. So, the HTC Company is advised to buckle up for this coming competition and need to review its marketing policies and product line to achieve the place from where they had started.

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Mark Boucher - About Author:
Mark boucher 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 xl deals and a htc sensation xl contract
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