HTC Official Admit the Failure of Bulky and Battery-Greedy LTE Phones by Harry Smith

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HTC has faced depressing short-term outlook in another disappointed quarter. The officials of HTC have now accepted that the company has the reason in launching its big and heavy LTE devices with sub-par battery life. HTC tried a new recipe in the year 2011, i.e., of trying battery greedy LTE phone. But, it didnâ€™t prove successful, which has been accepted by the chief financial officer of company, Winston Yung.

HTC, the Taiwanese firm, needs to turn back now and do some more work on improving the components as well as design of the phones. In the fourth quarter of 2011, the handsets of HTC were not selling well. Same trend can be seen at this moment also. This worse financial report of the company has been confirmed by CFO. The decline of 2.5% was witnessed in the revenue of the company. But, more worse is that the operating margins of the firm were reduced from 14.9% to 12.7%.

CFO said, â€œThe bulky handsets simply failed on a design and spec level â€“ especially when it came to battery life â€“ and were not selling nearly as well as expected.â€• There is no doubt, that this is a mid-way period of HTC and it expects some improvement in this quarter. The new devices from the house of HTC are in rumor. Quad-core kickers,htc sensation xe deals @ http://www.htcsensationxedeals.co.uk/ , HTC Ville and HTC Edge are some of the rumored gadgets which we may see in near future.

In the past HTC launched a lot of handsets with innovative features. The handsets of HTC come embedded with the features according to the demands of the users of the date. But, its idea of bulky device faced an utter failure. It is a well-known fact that sleek and slim handsets are liked by the users in the recent times. On the other hand, high-end specifications have also become the need to the users of today. Generally, HTC gadgets come embedded with sophisticated features such as good resolution camera, GPRS & Wi-Fi for connecting internet, mammoth storage space, navigation features, media player, and many more. Good battery life also plays a major role in section of handsets by the users, and the LTE devices which are facing the failure boast of low-battery life.

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