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HTC unveils Q4 2007 device line-up

Demonstrates breadth of capability and innovation with launch of three new smart devices

LONDON — October 1, 2007 — HTC Corp. (TAIEX: 2498; "HTC"), the world's leading provider of Windows Mobile®-based smart devices and computers, today launched three new devices from its Q4 2007 product portfolio.

This trio of devices further cements HTC's position as an innovator, driving forward the development of devices that meet the needs of business and enterprise users. Each new handset showcases a tailored range of capabilities to support different types of users including those focused on cutting edge mobile computing to users that want powerful, feature-rich mobile messaging.

- **HTC Shift** – the HTC Shift ushers in a new era in mobile computing as one of the first mobile computers globally to offer Microsoft Windows Vista and push email. Combining the power of Windows Vista with always-connected 3G/HSDPA connectivity, the HTC Shift delivers unparalleled functionality in a sleek, compact design. The HTC Shift is the first device to feature HTC's innovative new SnapVUE™ technology. SnapVUE provides instant access to emails, calendar, SMS messages and contacts, without the need to fully boot up the device which helps conserve power and extend battery life. Weighing just 800g and equipped with a 7" touch sensitive 'slide-n-tilt' screen, the HTC Shift is the new way to work effectively on the move.
- **HTC S730** – An enhanced version of the successful HTC S710 handset that launched earlier this year, the HTC S730 adds 3G/HSDPA and a 400MHz processor for those consumers and business professionals who want high speed connectivity. It's a stylish and compact phone which features an auto-sliding QWERTY keyboard making it an ideal choice for the mobile professional who needs easy access to email, messaging and the internet while out of the office. The HTC S730 comes equipped with Windows Mobile 6 and 256MB Flash memory wrapped in a sleek gun-metal grey casing.

News Release



- **HTC P6500** – Designed for the enterprise market, the HTC P6500 is ideal for use in a range of vertical sectors, from logistics companies to hospitals and police forces. Incorporating a 3.5" screen, 3 mega pixel camera with auto focus and barcode and fingerprint scanning capabilities, it offers the ideal features to be overlaid with programmes tailored to meet the specific needs of each enterprise. The HTC P6500 is equipped with 256MB internal memory with the option to add up to 1GB in addition to two external SD card slots. This powerful specification set is supported by 3G/HSDPA connectivity as well as a GPS ensuring that the P6500 is a fully future-proofed and versatile mobile platform.

In addition to its new devices, HTC has developed a range of accessories that are compatible across all HTC devices for consumer's ease of use. These include the BH M200 (Bluetooth headset), HS U110 (3.5 mm audio adapter and headset), and the HS S200 (HTC standard stereo wired headset) to enable effective communications on the move.

Florian Seiche, Vice President of HTC Europe, commented:

"We are extremely proud of HTC's reputation as a leading innovator in the mobility space, providing high-quality products to exceed the needs of our diverse end-users," said Florian Seiche, vice president, HTC Europe. "This Q4 line up exemplifies the breadth of HTC's portfolio – setting new standards with the ground-breaking HTC Shift and extending the choice of devices that we offer to our business user audience."

"We want customers to be able to do more with their phone. As a leading supplier of Windows Mobile phones, HTC delivers a wide choice of devices with familiar Microsoft applications and services," said Scott Horn, general manager, Microsoft Mobile Communications Business. "We're excited about these latest additions to HTC's expanding portfolio because customers have the flexibility of finding the right Windows Mobile phone to suit their style at work, at home or on the go".

The HTC Shift will be available across Europe from November this year, the HTC S730 from October and the HTC P6500 from November. All devices will be available through

News Release



HTC's channel and specific operator partners.

More about the products

HTC Shift

- Receive instant updates with always-on push email
- Incredible 2 days standby battery life ensures the HTC Shift won't let you down while you're on the move
- Instant access to key information at the touch of a button with HTC SnapVUE™
- Revolutionary small form factor gives you portability without compromising mobility
- Powerful enough to provide you with the full Windows Vista® experience

HTC S730

- Instant access to Outlook® email, calendar, contacts and more with Windows Mobile® 6
- Take your office with you - download, view and edit your documents
- Compact phone with auto-slide QWERTY full keyboard for easy typing
- See key information at a glance with Live HTC Home™
- Enjoy super-fast always-on connectivity with worldwide 3G and Wi-Fi access

HTC P6500

- Open Windows Mobile 6 Professional platform facilitates the simple installation of industry applications
- Offers high speed Internet connectivity which is up to nine times faster than 3G
- Auto-focus 3 mega-pixel camera captures images and enables applications such as 2D barcode and business card reader
- Fingerprint ID sensor secures device and critical data
- Remote wipe capability enables the remote clearing of all data from device and storage cards if lost or stolen
- Dual SDIO interface provides two SDIO ports for memory card storage or accessory connection

News Release



About HTC

Founded in 1997, HTC Corp. (HTC) designs, manufactures and markets innovative, feature rich smartphone and PDA Phone devices.

Since its establishment, HTC has developed strong R&D capabilities, pioneered many new designs and product innovations and launched state-of-the-art PDA Phones and smartphones for mobile operators and distributors in Europe, the US, and Asia. These machines are available as HTC devices and as products individually customized for operator and device partners.

HTC is one of the fastest growing companies in the mobile device market. The company is listed on the Taiwan Stock Exchange under ticker 2498. For more information about HTC, please visit www.htc.com.

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Media contact:

Emma Turner/Richard George
Nelson Bostock Communications
+44 (0)20 7229 4400
htc@nelsonbostock.com