



HTC AND BEATS INTRODUCE NEW HTC SENSATION XE™, THE FIRST PHONE WITH INTEGRATED BEATS AUDIO™ - AVAILABLE EXCLUSIVELY ON O2 IRELAND NETWORK FROM MID OCTOBER

New 1.5 GHz dual core processor and longer battery life extend the HTC Sensation XE's sophistication and overall experience.

Dublin September 27th – HTC Corporation, a global designer of mobile devices, today unveiled the new HTC Sensation XE in Ireland – the first in a new line of HTC smartphones to feature Beats Audio technology to deliver studio quality audio. Taking HTC's flagship handset to a new level of high fidelity audio, the HTC Sensation XE offers consumers the ultimate multimedia experience, setting a new standard for audio quality in the mobile market. In addition, the HTC Sensation XE boosts performance and battery life even further with the addition of a blazing fast 1.5GHz dual core processor and an extended battery that enables you to listen, watch, speak and browse for even longer.

“Audio is a crucial part of any consumer's mobile experience and we are continually pushing the audio boundaries to encompass not only improved voice but music, movies and games,” said Gavin Barrett, HTC Country Manager, Ireland. “The HTC Sensation XE offers a truly incredible experience that demonstrates our commitment to place consumers at the centre of their mobile worlds.”

Brendan Moran, Head of Consumer Operations at O2 said: “We are delighted to be launching the new HTC Sensation XE with Beats Audio, which is exclusive to O2. Smartphones have really become a way of life for people, we are using mobile phones for so much more than just calls and texts – recording videos, sharing content and listening to music. In O2 we want to ensure that our customers have access to the best and most innovative devices in the market and the HTC Sensation XE with Beats Audio delivers on that, providing customers with a unique music experience combined with a top class smartphone.”

The ultimate audio experience

The HTC Sensation XE is the first handset to offer a Beats Audio experience — a combination of software & hardware that allows you to hear music the way the artist intended. When used with the exclusive Beats by Dr. Dre in-ear headphones, the handset automatically switches to the bespoke Beats by Dr. Dre sound profile, delivering audio tracks tuned specifically for the headphones.

Whether you are using any of the many music services available in the Android market you will notice fuller bass and crisper vocals and a new level of clarity and range offering audio the way the artist intended it to be heard.

Beats Headphones

The HTC Sensation XE also ships with a microSD card (8GB/16GB) allowing you to carry thousands of songs. The exclusive Beats by Dr. Dre in-ear headphones feature a remote control, allowing you to pause, play or skip through tracks and answer/end calls while the phone is in your pocket.

Availability

The HTC Sensation XE with Beats Audio is available exclusively on O2 from the middle of October. It is priced from free on postpay and €479.99 on prepay.

About Beats Electronics LLC

Established in 2006, Beats Electronics is the brainchild of legendary artist and producer Dr. Dre and Chairman of Interscope Geffen A&M Records Jimmy Iovine, who set out to develop a new type of headphone with the capability to reproduce the full spectrum of sound that musical artists and producers hear in professional recording studios. For more information, please visit <http://beatsbydre.com>.

About HTC

HTC Corporation (HTC) is one of the fastest growing companies in the mobile phone industry. By putting people at the centre of everything it does, HTC creates innovative devices 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. Or find HTC Ireland on Facebook at www.facebook.com/htcie **HTC Sensation XE™ with Beats Audio™**

For media queries or image requests:, Ruairi Keogh, The Keogh Partnership
Ruairi@thekeoghs.com 016792029 or 086-2339760

Specifications

Please note: Specifications are subject to change without prior notice

Processor

- Qualcomm MSM 8260
- 1.5 GHz dual-core

Platform

- Android™ with HTC Sense™

Memory

- Total internal phone storage: 4 GB
- Available internal phone storage: 1 GB

- RAM: 768 MB

Dimensions (LxWxT)

- 126.1 x 65.4 x 11.3 mm (4.96 x 2.57 x 0.44 inches)

Weight

- 151 grams with battery

Display

- 4.3-inch touch LCD screen with 540 x 960 qHD resolution
- Gorilla glass

Network

- HSPA/WCDMA
Europe/Asia: 900/AWS/2100 MHz
- GSM/GPRS/EDGE
(850/900/1800/1900 MHz)
- Upload speed of up to 5.76 Mbps and download speed of up to 14.4 Mbps

GPS

- Internal GPS antenna

Sensors

- Gyro sensor
- G-Sensor
- Digital compass
- Proximity sensor
- Ambient light sensor

Camera

- 8 megapixel colour camera with auto focus and dual LED flash
- 1080p HD video recording
- VGA front camera

Connectivity

- 3.5 mm stereo audio jack
- Bluetooth® 3.0 with FTP/OPP for file transfer, A2DP for wireless stereo headsets, and PBAP for phonebook access from the car kit
- Wi-Fi®: IEEE 802.11b/g/n
- DLNA for wirelessly streaming media from the phone to your TV or computer.
- Micro-USB port with mobile high-definition video link (MHL) for USB or HDMI connection

Audio supported formats

- Playback: .aac, .amr, .mp3, .wav, .wma (Windows Media Audio 9), SP-MIDI
- Recording: .amr, .aac

Video supported formats

- Playback: H.263, H.264, MPEG-4, .wmv (Windows Media Video 9)
- Recording: MPEG-4, H.263
- Stereo sound video recording

Battery

- Rechargeable Lithium-ion battery
- Capacity: 1730 mAh
- Talk time: Up to 445 minutes for WCDMA and up to 550 minutes for GSM
- Standby time: Up to 450 hours for WCDMA and up to 350 hours for GSM
- Expansion slot
microSD™ memory card (SD 2.0 compatible)

AC adapter

- Voltage range/frequency: 100 ~ 240 V AC, 50/60 Hz
- DC output: 5 V and 1 A