



# HTC unveils HTC HD2—the first Windows Phone with *HTC Sense*

- TATA DOCOMO bundles 6 months free data usage of 500 MB per month
- Handset is powered by Qualcomm's new 1-Ghz *Snapdragon* processor

New Delhi, XX December 2009: HTC Corporation (TAIEX: 2498; "HTC") today launched the HTC HD2™, the first Windows phone with *HTC Sense*, in India. With its industry leading, high-resolution 4.3-inch 'capacitive touch' display, the ultra-thin HTC HD2 delivers more visible content in a sharper, brighter and richer way.

The HD2 uses the first 'capacitive touch' display on a Windows phone to make viewing, zooming and resizing websites, Microsoft® Office files, PDF documents and pictures easier, with just a pinch of the user's finger. The large display also enables faster, more efficient and accurate typing using the onscreen keyboard. Utilizing Qualcomm's new 1 Ghz Snapdragon mobile processor, the HTC HD2 offers enhanced performance that improves the speed of applications, videos, games and more.

As part of its initiative to encourage Internet access through mobile devices, TATA DOCOMO has announced an exclusive offer with this launch. TATA DOCOMO customers who purchase an HTC HD2 phone will get an exclusive offer to browse the Internet and download 500MB of data per month free for a period of 6 months.

"HTC HD2 is the first Windows phone to embody the HTC Sense user interface, which makes the phone much more intuitive, engaging and a pleasure to use. Powered by Windows Mobile 6.5, the HD2 blends cutting-edge technology and stylish looks to deliver a smooth and superior experience to the customers", said Mr Ajay Sharma, Country Head, HTC India.

Announcing the launch of the HTC HD2 for TATA DOCOMO customers, Mr Gurinder Singh Sandhu, Chief Marketing Officer, TATA DOCOMO, said: "TATA DOCOMO is a young brand that recently rolled out GSM services across 15 Circles within a span of five months and has received an enthusiastic response. When we launched our GSM services, we had promised our

subscribers that we would bring to them the best products and services. Living up to that brand promise, we are launching the HTC HD2 phones for our customers. Infact we will be premiering the HTC HD2 exclusively at TATA DOCOMO Dive-In stores so that customers may have a first hand experience of the world's biggest touch screen phone."

"The HTC HD2 phones, together with TATA DOCOMO offerings, will appeal to a broad spectrum of retail and business customers who want an exceptional mobile experience with e-mail, messaging, social networking, mobile Internet, music and entertainment," Mr Sandhu added.

The HTC HD2 showcases the powerful messaging, browsing and productivity capabilities delivered by Windows Mobile® 6.5. Offering the best in e-mail experience complete with the ability to synchronize with Microsoft Exchange, users have the ability to check and manage multiple e-mail accounts. Microsoft's new My Phone service enables users to automatically back up and synch photos, music, contacts and text messages for free from the HD2 to the web.

The HTC HD2 will be available at a market operating price of Rs 39,990 in Maharashtra and Madhya Pradesh, and Rs 36,990 in the other parts of the country at all leading authorised HTC resellers across the country. To avail the TATA DOCOMO offer, customers can SMS 'WINDOWS' to 54321 from their HTC HD2 Handset.

#### **About TATA DOCOMO**

TATA DOCOMO is Tata Teleservices Limited's telecom service on the GSM platform—arising out of the Tata Group's strategic alliance with Japanese telecom major NTT DOCOMO in November 2008. Tata Teleservices Limited has received a license to operate GSM telecom services in 19 telecom Circles and has also been allotted spectrum in 18 of these Circles. It has rolled out its GSM services in Tamil Nadu, Kerala, Orrisa, Karnataka, Andhra Pradesh, Madhya Pradesh-Chhattisgarh, Haryana, Kolkata, Jharkhand, Punjab, Bihar, UP East and UP West, while Tata Teleservices (Maharashtra) Limited has launched GSM services under the TATA DOCOMO brand in the Mumbai and Rest of Maharashtra Circles. TATA DOCOMO marks a significant milestone in the Indian telecom landscape, as it stands to redefine the very face of telecoms in India. Tokyo-based NTT DOCOMO is one of the world's leading mobile operators—in the Japanese market, the company is the clear market leader, used by over 50 per cent of the country's mobile phone users. DOCOMO, the world's leading mobile operator, will work closely with the Tata Teleservices Limited management and provide know-how to help the company develop its GSM business.

#### **About HTC**

Founded in 1997, HTC Corporation (HTC) is a global leader in mobile phone innovation and design. Since its establishment, HTC has developed strong R&D capabilities, pioneered many new designs and product innovations and launched state-of-the-art mobile phones for mobile operators and distributors in Europe, the US, Asia and around the world. 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](http://www.htc.com)

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