

Chapter 1: introduction



CHAPTER 1: INTRODUCTION 1. 1 Company Background of High Tech

Company (HTC) High Tech Company (HTC) Corporation is a communication and internet type industry which is headquartered in Taiwan. This corporation established in 1997-05-15. There are 16,746 employees in the company. HTC successfully became a listed company in Taiwan on 2002-03-26. HTC was also honoured as one of the world's best 100 brands by Interbrand, in 2011. HTC is a leader in Android and Windows Mobile platforms. HTC is also a global leader in smartphone innovation and design. This company built its reputation as the behind-the-scenes designer and manufacturer of many of the most popular OEM-branded mobile devices on the market. Since 2006, HTC has regularly introduced many critically acclaimed mobile devices under their own brand, and their portfolio includes smartphones and tablets powered by the Android or Windows Phone operating systems. Their longstanding working relationships with fellow technology leaders such as Google, Microsoft and Qualcomm are more than strategic partnerships: They serve as active labs of research and development and product evolution. At HTC, collaboration is a means to a very important end: creating a holistic experience for the customer. The partners ensure that hardware, software, and content management and delivery systems are united in seamless and intuitive ways that give consumers control. Their passion always discovers the best ways to integrate state-of-the-art technologies with effortless user experiences. New products simply enable and enhance these experiences. And when their customers share their personal experiences with HTC products, they speak with passion and conviction. They encourage, embrace and celebrate users sharing their perspectives. The strength of the HTC community lies in its authenticity; it's

<https://assignbuster.com/chapter-1-introduction/>

the most accurate and honest voice of real-world understanding available. They insist on seeing through the eyes of this community, because doing so teaches, challenges and prods them to get better at what they do - empowering their customers through personal experience.

The Different Brands of Product Marketed by the Company

There are many different brand marketed by HTC. For example, Windows Phone 8X, HTC Butterfly, HTC One X+, HTC One S and others.

Type of Smartphones	HTC Desire SV	HTCOne X+	HTC Butterfly	HTCOne S
Dimension(length/width/height)	129. 74 x 67. 9 x 10. 7 mm	134. 36 x 69. 9 x 8. 9mm	143 x 70. 5 x 9. 08 mm	130. 9 x 65 x 7. 8 mm
Weight (with battery)	131 grams	135 grams	140 grams	119. 5 grams
Display	4. 3-inch super LCD2 touch screen	4. 7-inch super LCD 2 touch screen with Gorilla® Glass 2	5-inch super LCD 3 with Corning® Gorilla® Glass 2	4. 3-inch AMOLED
Screen resolution	480 x 800 resolution	HD 720p	* Full HD 1920 x 1080 resolution	* 960 x 540 * (qHD)
Price (RM)	RM1099 . 00	RM2099. 00	RM2299. 00	RM2199. 00

Product background

Established/Introduced in the market

The Windows Phone 8X was being established in the market in November 2012. It has four types of colour, which is violet, black, red and yellow respectively. The Window Phone 8X is carved from a single shell of polycarbonate (a synthetic resin) with a matt finish. It takes a lot to dent or scratch this curved-cornered case. The phone size is 132. 35 x 66. 2 x 10. 12 mm and is light at 130g, and cushion-shaped, with a fattish 10. 1mm bulge at the back housing the battery, tapering to thinner edges. Nevertheless, Window Phone 8X also contain 1. 5 GHz dual-core processor, a 4. 3-inch, 1280 x 720 Super LCD 2 display (341 ppi), a built-in audio amplifier, and NFC capability. It will also be equipped with an 8 megapixel rear-facing camera, a 2. 1 megapixel front-

<https://assignbuster.com/chapter-1-introduction/>

facing camera. As far as memory is concerned, the 8X will have 1 GB of RAM and 16 GB storage. Brand identity for the selected brand To become a globally recognized brand, HTC broke away from its roots as the ODM smartphone maker known as High Tech Computer Corp. to become the new face of high-end Android and Windows Mobile smartphones. " HTC Innovation" was their slogan, hammering home the idea that HTC smartphones are some of the most innovative options on market. But, as many growing/changing companies choose to do, HTC has changed their slogan. A quick visit to the HTC homepage confirms the new tagline — HTC now wants to be known as " Quietly Brilliant. " To make it as official as possible, HTC has filed for a USPTO trademark protecting the " Quietly Brilliant" tagline. The new slogan echo HTC's position as a formidable smartphone maker that doesn't necessarily need to make the marketing and publicity grabs that we're used to seeing from Apple and Motorola. HTC really does seem to keep quiet about their brilliant products.