

Huawei Unveils its Next Generation of Consumer Devices

Huawei announces plan to be a Top 5 handset vendor worldwide in less than two years

Australia, 29 June, 2011: Huawei today announced plans to become a global Top 5 handset vendor in the next two years as it unveiled its latest range of affordable, innovative consumer devices in Australia.

Showcasing a number of products that are currently available through a range of operators and retailers such as Optus and Dick Smith Electronics, Huawei also provided an exclusive preview of its newest Android-powered smartphones and the highly anticipated MediaPad.

Alex Huang, Director - Devices Division, Huawei Technologies, was enthusiastic about Huawei's growth since the recent transformation of its business model.

"Globally, we have shipped 120 million units since the creation of the Huawei Devices business. With our distribution and branding strategies evolving over the last six to twelve months, our goal for 2011 is to reach US\$6 billion in sales revenue," said Mr Huang. "The telecommunications industry is rapidly changing and in response, Huawei Devices is undergoing a transformation of its own. Over the next two years, we will expand the sale of successful products to 23 markets across the globe. By 2015, we can expect to see over 45 per cent of total sales revenue through the channel."

Mark Treadwell, Head of Marketing, Huawei Devices Australia, is looking forward to what the future holds for the company in the Australasian market.

"Huawei has been a major player in this market since 2007, but it was only in December last year that we saw Huawei launch itself as a consumer brand," Mr Treadwell said. "From just six months ago we have already seen phenomenal growth. We are truly championing affordable innovation and, moving forward, we will be doing even more to make Huawei a household name."

Almost 40 smartphones, mobile broadband products and home devices were displayed at today's showcase, including the world's first 7-inch Android 3.2 Honeycomb Dual-Core Tablet, the Huawei MediaPad.

Also unveiled today was the Huawei Sonic smartphone. Running on Google's Android 2.3 operating system, the Huawei Sonic also features a 3.5-inch HVGA capacitive touch screen, HSDP (7.2Mbps), 3.2 megapixel camera, GPS, Google Maps™, Google Search™ and Gmail™.

"2011 is shaping up to be a very exciting year with a full range of smart devices on offer, all of which demonstrate our ongoing commitment of delivering affordable innovation without compromising on style, features or specs," Mr. Treadwell said. "The products showcased today are a testament to Huawei's continued commitment to providing consumers with innovative yet affordable devices. We are currently in discussion with our customers and partners on ranging and timing, and look forward to seeing these new products being made available to Australians who want cutting edge mobile technology that won't drain your wallet."

Huawei also used the event to officially launch its new hi-tech yet easy-to-use website, huaweimobile.com.au, produced using parallax background animation, HTML5 and CSS3 animation. A one-stop-shop for information about all of Huawei's mobile devices, the website also features download capabilities for the latest Android apps, directing users straight to the Android Market. The website will also be integrated with the Huawei Australia Facebook page, www.facebook.com/HuaweiMobile, allowing users to see real-time social media updates, comments and posts.

"Just as we at Huawei are passionate about innovation, we challenged the web developers to create a site that was befitting of our brand ethos in a site that was unlike any other mobile manufacturers. Huaweimobile.com.au delivers a rich product and brand experience along with access to the Android market for app downloads and, upon login, Facebook integration," Mr Treadwell said.

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About Huawei

Huawei is a leading telecoms solutions provider serving 45 of the world's top 50 telecom operators. In Australia, Huawei employs more than 300 staff and works with all major Australian operators – 50% of Australians already use some sort of Huawei product for their telecommunications needs. Huawei's products and solutions have been deployed in over 100 countries and support the communications needs of one third of the world's population.

For more information, please visit: www.huaweimobile.com.au or www.huawei.com.au, like us on Facebook <http://www.facebook.com/HuaweiMobile> follow us on Twitter @HuaweiOZ and www.youtube.com/HuaweiOZ.

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