

## Huawei launches IDEOS X1 smartphone in Australia

*Australia's newest smartphone under \$100 powered by Android 2.2*

**Australia, 28 June, 2011:** Leading telecom solutions provider Huawei has today launched the latest model in its line of affordable Android powered smartphones. The all-new IDEOS X1 runs on Google's Android 2.2 operating system, combining advanced technical capabilities with an updated user interface and a sleeker handset than its predecessor. The innovative IDEOS X1 is available for under \$100 with Optus.

Boasting a 2.8 inch TFT capacitive touchscreen and 3.2MP camera, the IDEOS X1 also features integrated access to Google Maps, Google Search, Gmail and the Android Market.

"The IDEOS X1 is the perfect choice for consumers wanting a smartphone that gives them quick and easy access to all the apps they love, without draining their wallets," said Huawei Devices Head of Marketing, Mark Treadwell. "Running Android 2.2 and weighing only 100 grams, the IDEOS X1 offers a better experience than other entry-level smartphones – both practically and aesthetically."

The IDEOS X1 will be available only through Optus from 1 July for RRP\$99 on pre-paid. Gavin Williams, Marketing Director, Optus Consumer says, "We're very pleased to be offering our customers an affordable and highly impressive Android Smartphone. Devices such as the X1 from Huawei really demonstrate the range of smartphone options which are available on the Android platform, as well as the quality handsets which are available across a range of price points for both pre-paid and post-paid customers."

"With some of the great value offers available from Optus pre-paid, the Android smartphone experience is now something that a huge range of customers can experience," he said.

For less than \$100, the Huawei IDEOS X1 is packed with features, including:

- Android 2.2 operating system
- HSDPA 7.2Mbps (optimal hardware speed)
- 2.8" QVGA (320x240) TFT Capacitive Touch Screen
- 3.2 Megapixel Camera
- MicroUSB (High Speed USB)
- 512M (ROM) and 256M (RAM) Internal Memory
- Proximity and Ambient Light Sensor
- Google Maps / Google Search / Gmail / Android Market
- Integrated Social Media Clients including Facebook and Twitter

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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.huawei.com.au](http://www.huawei.com.au), follow us on Twitter @HuaweiOZ and [www.youtube.com/HuaweiOZ](http://www.youtube.com/HuaweiOZ)

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