

Huawei Launches World's First Affordable Smartphone with Google™ Called IDEOS™

Shenzhen, China, 2 September, 2010: Huawei, a leader in providing next-generation telecommunications network solutions for operators around the world, today announced the launch of IDEOS™, an affordable smartphone powered by the latest iteration of Android™ 2.2 (also known as 'Froyo'). The smartphone is priced between US\$100 and US\$200, depending on the market. IDEOS redefines the "entry-level" concept by combining high-quality hardware and software with a high price-to-performance ratio. IDEOS will be released in a number of countries across Europe, Asia-Pacific, North America and Latin America.

The ergonomically designed IDEOS provides a variety of ways to access the Internet, as it boasts downlink speeds of more than 7.2Mb/s, offers WCDMA + WiFi dual network support, and offers ubiquitous mobile broadband services. The device also doubles as a WiFi router for up to eight devices at a time, making IDEOS an all-in-one solution for a range of wireless connectivity options.

Available in black, yellow, blue, and purple, the IDEOS, with Android 2.2 pre-installed, not only runs fast, but also supports functions such as voice dialing, voice navigation, and the ability to run applications off the SD card. With more than 70,000 applications available in the Android Market, IDEOS provides a wide range of communication, entertainment, office, and financial management applications.

Kevin Tao, CEO of Huawei Devices, said, "The popularity of the smartphone is one of the key tools to bringing people into the 'Golden Age of Mobile Broadband,' which is linked to Google's mobile Internet strategy."

"We are proud to have already achieved our goal from early 2010 of developing a US\$150 smartphone with an excellent user experience. The IDEOS is an affordable option, designed to lower barriers to entry to allow easy mobile Internet access."

The name "IDEOS" embodies creativity and inspiration: the "ID" represents the industrial design-centric hardware platform, the "OS" represents the operating system as the core software platform, and the "E" symbolizes the evolution to mobile Internet.

Today, Huawei also announced three additional Android-powered devices.

U8800

The U8800 is powered by Android 2.2 and integrates HSPA+ capabilities to support downlink speeds of up to 14Mb/s. This speed allows users to download a 400Mb feature-length movie in under thirty seconds. The U8800 can also be used as a 3G modem and as a WiFi router for up to eight devices. The smartphone features a 3.8-inch wide screen, providing users with a broader field of vision and allowing them to take full advantage of a multitude of features and Internet applications.

U8500

The U8500 combines a sleek, futuristic design with extensive connectivity options, perfect for users on the go. The 3.2-inch touch screen and the optical track-pad are intuitively designed and the Android 2.1 platform provides access to tens of thousands of applications. Equipped with HSDPA and WiFi capabilities, this phone

can also function as a 3G modem.

U8300

This entry-level smartphone was designed with the needs of young, mobile users in mind. This smartphone combines a QWERTY keyboard and a touch-screen in a small, chocolate-bar inspired package. Powered by Android 2.1, it comes with the most popular social networking applications pre-installed, so users can stay in touch anytime, anywhere.

For more information, please visit: www.huaweidevice.com/ideos.

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About Huawei

Huawei is a leader in providing next generation telecommunications networks, and now serves 45 of the world's top 50 operators, along with over one billion users worldwide. The company is committed to providing innovative and customized products, services and solutions to create long-term value and growth potential for its customers. For more information, please visit: www.huawei.com.au.

Media Contacts:

Luke Coleman

Media Relations Manager

Tel: +61 414 728 720

Email: Luke_Coleman@huawei.com