**BE BRILLIANT WITH THE NEW HTC ONE**

*HTC delivers a bold new choice for people who want stunning design without compromising on style, performance or personalization: the HTC One A9*

**Stockholm, Sweden** – **October 20, 2015** – HTC today unveiled the latest addition to the award-winning HTC One family, the HTC One A9. Melding the best of HTC’s acclaimed design and innovation with the latest from Google’s Android, this is a stunning, no-compromise smartphone that stands out from the crowd. Built for people who want a better choice, the HTC One A9 is a smartphone that combines striking design on the outside with the newest features of Android 6.0 Marshmallow with HTC Sense on the inside to create an unrivaled smartphone experience.

“HTC is a smartphone pioneer, having delivered the first Android smartphone, the first Windows smartphone, the first 4G smartphone, and the first all-metal smartphone,” said Cher Wang, chairwoman and CEO, HTC. “Today we’re taking that heritage of innovation to the next level, unveiling a phone that stands apart in a market increasingly dominated by a company which controls every aspect of your phone. The HTC One A9 breaks from this trend by offering an incredible design, fantastic performance, cutting-edge software features and the freedom to take full control of your smartphone experience.“

**Metalmorphics: A new standard of all-metal design excellence**

An evolution of the iconic HTC One family design, the HTC One A9 draws on the natural beauty around us, by using rich, striking colors and unique finishes – an approach called “metalmorphics.” New curves, refined edges, and precision-cut ridges on the power button flawlessly combine with the super-thin metal frame giving the phone a natural and lightweight feel. The elegant dual finish, available in a Carbon Gray, Opal Silver, Topaz Gold and Deep Garnet1, is painstakingly brushed with hairline detail and bead-blasted before the sides are polished, giving additional depth and richness that is unique to the smartphone market. Finally, in a stunning fusion of metal and glass, a 5-inch, edge-to-edge, 2.5D Corning® Gorilla® Glass 4, Full HD AMOLED screen cascades into the metal frame, giving you brighter and more vivid colors for brilliant graphics and gaming, even in direct sunlight.

**Unleash your inner photographer**

Your best camera is the one you use whenever the moment strikes, so it should be able to capture stunning shots in any situation. The HTC One A9’s front and rear cameras, coupled with powerful yet simple editing tools, mean epic photos and videos are only a tap away. Its main 13MP rear camera features Optical Image Stabilization (OIS), which automatically minimises hand shake and corrects vibrations to give you a crystal-clear picture every time. Meanwhile, the front UltraPixel camera delivers the best self-portraits in any lighting condition, using HTC’s UltraPixel sensor to capture 300% more light than conventional smartphone cameras.

With the HTC One A9, no detail is too small. Offering an optional Pro mode to capture the perfect photo without being a photography expert, you can also save photos using RAW capture – a tool used by professional photographers – for an unmatched level of detail and post-shot editing flexibility. Or you can keep things simple with Photo Editor’s one-button enhancement feature, which automatically brightens colors and sharpens edges for unbelievably clear and crisp photos2.

Sometimes a still photo just isn’t enough. With the HTC One A9’s Hyperlapse editing tool you can speed up your videos to 12 times as fast for a dramatic time-lapse effect, creating an immersive video that perfectly captures the moments that matter. Speed through your video or use capture mode to edit in slow motion, highlighting those unforgettable memories. Or use HTC Zoe to easily and automatically mix your best shots and videos into one professional-looking highlight reel that can be shared with friends and family to tell the story of any moment from every angle.

**Awesome audio: music the way it’s supposed to sound**

Game changing audio has always been core to the HTC One family - the HTC One A9 delivers amazing sound quality, with HTC BoomSound™ integrated into the headset combined with Dolby Audio™ surround technology3, delivering immersive, vibrant sound that matches a live experience in your headphones by taking high-resolution audio to the next level4. With a built-in DAC that delivers audio at 24-bit, 192KHz quality – better than CD quality – it provides a richness and depth like you’ve never before heard from your music collection. A powerful high-output headphone amplifier, with double the output of other handsets, provides more power and dynamic range so you can hear every nuance of your favorite music, videos and games. Optional high-resolution audio certified HTC Pro Studio Earphones deliver both noise isolation and truly immersive sound.

**Cutting-edge software: Android 6.0 Marshmallow**

The first non-Nexus smartphone powered by Android 6.0 Marshmallow, the HTC One A9 brings Google’s latest innovations and the simplicity of HTC Sense right out of the box. Combined with a multi-directional fingerprint scanner, Android Pay makes purchasing items as secure and as easy as “tap, pay, done.”5 Google’s Now on Tap feature also intuitively provides contextual information about whatever is on your screen – look up reviews for a movie from a text, hear a song mentioned in a blog post, or book seats at a restaurant from an email, all at the press of the home button.

With so many new features, the HTC One A9 has also been designed with all new power-saving capabilities to maximize battery life. Doze automatically turns off power hungry applications when your phone is left idle, such as when charging overnight, while App Standby knows when an app open in the background isn’t being used and shuts it down until you need it again. In addition, the phone’s new processor, AMOLED screen and support for the optional HTC Rapid Charger 2.0, for up to 75% faster charging6 are all optimized to maximize battery life throughout the day7. In real terms this means, for example, that you can play 12 hours of HD video on one charge.

**Performance designed for the way YOU use your phone**

Featuring the newest Qualcomm® Snapdragon™ 617 processor with integrated X8 LTE and 64-bit octa-core CPUs, the HTC One A9 is designed to deliver a perfect balance of powerful performance, fast connectivity and better battery life. With support for epic LTE wireless speeds through next-generation carrier aggregation technology, it delivers more high-definition streaming videos, more pulse-pounding high-resolution audio and more storage in the cloud to hold everything your heart desires. The phone is available in 16 GB configuration, in the Nordics, and features expandable memory, supporting up to 2TB in SD card storage, perfect for storing all your apps, games, photos, music and videos.

To protect your smartphone, pair it with the HTC Dot View™ II case, available in Obsidian, Deep Garnet, Sea Coral and Turquoise Blue. Its retro-inspired dot matrix cover reveals instant notifications, weather updates, caller ID and more, even while closed, and simple gesture controls bring music, flashlight, radio and voice recording tools closer than ever.

The HTC One A9 and accessories will be available worldwide, both at retailers and at [htc.com](http://www.htc.com), beginning November 2015.

**Launch**

HTC One A9 will be available in Sweden from the 30th of October in Carbon Grey. During the first quarter 2016 the additional color of Deep Garnet Red will be added. The recommended retail price is 5990 SEK.

- Ends -

**Notes to Editors**

¹ Available colors vary by market. All references are to color, not actual metals.

2 The one-button enhance feature is only for images that use RAW capture.

3 Manufactured under license from Dolby Laboratories. Dolby and Dolby Audio are trademarks of

 Dolby Laboratories.

4 Headphones required.

5 Android Pay is currently only available in the US.

6 Compared to conventional 1A chargers.

7 Qualcomm Quick Charge™ 3.0 support will be available in the coming months.

**About HTC**

HTC Corporation aims to bring brilliance to life. As a global innovator in smart mobile devices and technology, HTC has produced award-winning products and industry firsts since its inception in 1997, including the critically acclaimed HTC One and HTC Desire lines of smartphones. The pursuit of brilliance is at the heart of everything we do, inspiring best-in-class design and game-changing mobile and virtual reality experiences for consumers around the world. HTC is listed on the Taiwan Stock Exchange (TWSE: 2498). [www.htc.com](http://www.htc.com)

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