**HTC DESIRE 510 BRINGS SUPER-FAST 4G TO EVERYONE**

***HTC’s lowest cost LTE device delivers blazing speed at an affordable price***

**Helsinki, 27th August 2014 -** HTC, a global leader in mobile innovation and design, has unveiled its most affordable LTE smartphone to-date, the HTC Desire 510. Combining quad-core LTE performance with a spacious display, the HTC Desire 510 is an all-round multimedia powerhouse. For people yet to experience LTE performance, the HTC Desire 510 is the perfect introduction to a world of high-quality, on-the-go video streaming and super-fast downloads.

**Great value**

The HTC Desire 510 is the perfect smartphone for budget minded consumers who want the latest multimedia on the go without buffering or lag. Supporting the latest category 4 LTE connectivity, the HTC Desire 510 means that your favourite content is always just a tap away with superfast download and streaming speeds.

**Blazing speed**

Running Qualcomm’s latest quad-core 1.2 GHz Snapdragon™ 410 processor, the Desire 510 ensures silky-smooth graphics and browsing, enabling quick and effortless multi-tasking. Whether browsing, watching films or gaming, the smooth, responsive graphics make the HTC Desire 510 the ultimate multimedia device.

**Plenty of storage**

Thanks to 8GB of on-board memory and an expandable microSD™ card slot[[1]](#footnote-1), you’ll be able to store all of your favourite apps, games, music or movies on your HTC Desire 510 without worrying about running out of space. Also it offers 50GB free Google Drive online storage.

**The ultimate mobile media experience**

The HTC Desire 510 phone’s 4.7” display is perfect for watching videos and gaming and makes even browsing the internet visually stunning, with its striking screen, signature design and HTC Sense features combining perfectly for an unparalleled, all-round performance that sets a new standard in the category.

**HTC BlinkFeedTM**

Complete with HTC BlinkFeed™, the HTC Desire 510 will quickly and simply aggregate the latest digital updates from your social networks and popular RSS feeds, keeping you up to date at all times. Move away from traditional, static home screens and get the news that matters to you the most, wherever and whenever you need it.

**Premium style, affordable cost**

Because everyone deserves a phone that delivers high performance with a beautiful design, the HTC Desire 510 brings quality and style together in an affordable package. Available in Terra White and Meridian Grey, the device’s polycarbonate chassis looks and feels great, sitting comfortably in your hand or pocket.

**HTC Dot View caseTM**

Customisably cool, the HTC Desire 510 can also be fitted with its own HTC Dot View™ case[[2]](#footnote-2). Answer calls in retro style even when the case is closed and make the HTC Desire 510 uniquely yours by selecting from 18 different themes or from your gallery photos, to create your own matrix wallpaper that reflects your mood, personality and style.

Supporting Android 4.4 with HTC Sense, the HTC Desire 510 represents a truly premium mobile experience at a highly affordable price.

**Availability**

The HTC Desire 510 launches in Terra White and Meridian Grey and will be available in Finland during Q3 2014.

**- Ends -**

**About HTC**

Founded in 1997, HTC Corp. (HTC) is the creator of many award-winning mobile devices and industry firsts. By putting people at the center of everything it does, HTC pushes the boundaries of design and technology to create innovative and personal experiences for consumers around the globe. HTC's portfolio includes smartphones and tablets powered by the HTC Sense® user experience. HTC is listed on the Taiwan Stock Exchange (TWSE: 2498). For more information, please visit [www.htc.com](http://www.htc.com).

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1. memory card for up to 128GB additional storage (card not included) [↑](#footnote-ref-1)
2. The HTC Desire 510 does not feature the smart sensor hub of the HTC One (M8). The HTC Desire 510’s Dot View experience enables basic features and levels of customisation compared with the full version. [↑](#footnote-ref-2)