



## **PHONES 4U SECURES LEAD TO MARKET ON THE HTC SENSATION XE™ AND WILL BE THE ONLY RETAILER TO EXCLUSIVELY RANGE THE HTC SENSATION AND RADAR IN 'WHITE'**

- *Phones 4u secures lead to market on HTC Sensation XE*
- *The only retailer to exclusively range the HTC Sensation in white*
- *Has also secured a significant lead to market on the HTC Windows Phone 7 smartphone, the HTC Radar, in white*

**14<sup>th</sup> September 2011:** Phones 4u has agreed a partnership with HTC that sees the leading mobile retailer for the youth secure a significant lead to market on the FIRST phone to feature integrated Beats Audio technology.

The new [HTC Sensation XE](#) is a result of the strategic partnership between HTC and Beats Electronics, which is set to create a new benchmark for mobile audio. Phones 4u is pleased to not only be able to offer its customers the HTC Sensation XE earlier than everyone else, but is thrilled to be able to offer HTC's original flagship multimedia device, the HTC Sensation exclusively in white from 1<sup>st</sup> October.

The HTC Sensation XE is HTC's first device to launch its Beats proposition since it announced its strategic partnership with Beats Electronics in August of this year. Available with bundled Beats headphones, the HTC Sensation XE is the only smartphone tuned for BeatsAudio, ensuring you can enjoy music or movies with studio-like sound quality.

Scott Hooton, Trading Director at Phones 4u said: “As HTC and Beats work together to create a more advanced mobile audio experience for consumers, Phones 4u are delighted to be partnering with HTC to provide our customers with innovative and groundbreaking new technology that will provide them with unbeatable sound quality on their smartphones, before anyone else. Beats by Dr. Dre is a youthful and exciting brand our core demographic can identify with. With a superior multimedia experience being on the top of our customers’ wish lists, we’re looking forward to a successful launch of the Sensation XE at Phones 4u!”

In addition to the HTC Sensation XE, Phones 4u will be bolstering its range of HTC smartphone offerings as it secures another HTC lead to market on the [HTC Radar™](#) with Windows® Phone in white. Phones 4u sees Windows OS as a huge opportunity for Q4 and beyond, and will be investing significantly in this category both in store and in training Phones 4u staff on the new operating system. As a result, the HTC Radar will be a hero product for Phones 4u in store from 1<sup>st</sup> October, where it will feature in hero POS across all stores and its own demo hub across 150 of Phones 4u’s top stores.

“Our customers want the very best and latest in mobile technology, and so its important that we’re able to offer them only the very best smartphone range, the very latest technology and value for money. Our ongoing and successful working relationship with HTC means we’ve been able to add even more great smartphone exclusives to our widest ever range of exclusive white devices we’ll be offering across contract and prepay this quarter, giving Phones 4u a real point of difference as we enter the Christmas period,” said Hooton.

The HTC Sensation XE will be available from [Phones 4u](#) stores and online from 1st October free from £36 a month on a choice of networks. The HTC Sensation in white will be available only at Phones 4u from 1<sup>st</sup> October also, free from £31 a month on a choice of networks. The HTC Radar in white will be available at [Phones 4u](#) from October, free from £26 a month on a choice of networks.

## **Key Features of the HTC Sensation XE**

- Based on the industry leading HTC Sensation
  - 4.3" qHD screen with contoured glass
  - 8MP rear-facing camera with dual LED flash and AF
  - HTC Watch service
  - HTC Sense 3.0
- Increased battery life with 1730mAh battery
- 1.5GHz dual core processor (vs 1.2 GHz dual core of HTC Sensation)
- Premium industrial design incorporating beats branding
- Pre-installed 16GB microSD card
- The exclusive Beats by Dr. Dre in-ear headphones feature a remote control, allowing you to pause, play or skip through tracks and answer/end calls while the phone is in your pocket

## **Key Features of the HTC Radar with Windows Phone**

- Windows Phone 7 OS
- 3.8-inch SLCD screen
- Multi-touch input method
- 5 MP built in VGA camera with face detection, geo-tagging and HTC Photo Enhancer
- 1Ghz Processor
- HTML5 support
- People Hub from Windows Phone
- HTC Watch
- Mobile gaming with Xbox LIVE®
- Social Network Integration
- MP3 player

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## **About Phones 4u**

Phones 4u is an independent mobile retailer, offering all networks and handset brands and market leading choice and value. It is part of the Staffordshire-based 4u Group, and the Group CEO is Tim Whiting. Leading the way in the mobile industry through its excellent customer service, award-winning advertising and differentiated in-store experience, Phones 4u has over 550 stores and is still growing. It has recently completed a refresh of its entire store estate, with the focus now on interactivity and making the product the hero. Phones 4u employs circa 6,000 people.

Phones 4u is a truly unique brand within the mobile sector, with a distinctive customer base. It is the leading independent mobile phone retailer among the youth market and is recognised for its success in engaging with this hard to reach audience through its stand-out marketing, social media and its market leading smartphone range.

Passionate about its customers and committed to delivering award winning customer excellence every time, Phones 4u has made its customers' needs the foundation of its business behaviour. Phones 4u was the first mobile retailer to implement NPS and led the industry in making staff accountable for the way they sell and is known for running the largest Ofsted accredited retail apprenticeship programme in the UK. Significant investment in the training and development of its people along with a 'unique to the high street' customer consultation process, delivers quality staff, unrivalled mobile expertise and advice tailored to individual customers' needs. As a result, 1 in 4 new contract smartphones sold on the high street are through Phones 4u.

For more information, visit Phones 4u online: [www.phones4u.co.uk](http://www.phones4u.co.uk)

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