# HTC unveils new, mid-range Desire 500

***HTC packs amazing camera with Video Highlights into quad-core-powered HTC Desire 500.***

**HELSINKI, 7th August 2013** – HTC, a global leader in mobile innovation and design, is launching the recently-announced HTC Desire 500 in Europe. Available in Finland before the end of Q3 2013, the Desire 500 is a powerful mid-range model featuring a 1.2GHz quad-core processor, HTC BlinkFeed and Video Highlights, which collates your images into a 30-second themed video reel, the HTC Desire 500 is designed for those who demand a superior mobile experience at an affordable price. The HTC Desire 500 will be available in Lacquer Black and Glacier Blue giving it a sleek and sophisticated look.

"The Desire range has become renowned for bringing a premium mobile experience to the mass market," commented Peter Frølund, Managing Director of HTC Nordic. "This particular model, the Desire 500, is no different. It is perfect for people who are always-on-the-go, it enables powerful multitasking and live-streaming of important and interesting information, and it boasts an excellent camera that brings your important moments to life."

**Your life through a mobile lens**
Shoot and share every moment with the Desire 500's 8MP camera, which combines with the dedicated HTC ImageChip processor to create spectacular stills and HD video. A 1.6MP front-facing camera also makes high-quality self-portraits easy. Capture the perfect smile automatically with face and smile recognition, transform your shots with a selection of creative filters, then share them immediately with friends, family and followers on your favourite social networks – all without needing to connect to a PC.

Changing the way we share special moments forever, Video Highlights also takes your stills and videos from one event or days' shooting and compiles them into a 30-second reel, set to music according to one of six themes. By working with professional music editors, the image transitions for each theme are specifically timed to the tempo to ensure a professional result with zero effort.

**Your favourite content live on your home screen**
The HTC Desire 500 brings HTC's acclaimed BlinkFeed to the Desire range. Transforming the home screen into a customisable stream of live information, HTC BlinkFeed is displayed on a stunning 4.3inch display and aggregates social streams and news, providing the freshest content at a glance.

Drawing on local and global content, BlinkFeed links to more than 10,000 articles per day from some of the world's leading media companies including AOL, ESPN, MTV, The Financial Times and Reuters.

**Smartphone performance that keeps up with the busiest lifestyle**
Sporting a 1.2 GHz quad-core processor, the HTC Desire 500 offers high-speed multitasking, super-fast web browsing and graphic-intense gaming on the move and, with support for microSD cards of up to 64GB, you need never run out of space for the photos, videos, apps and games that matter most.

**Availability**
The new HTC Desire 500 will be available in Finland before the end of Q3 2013. For more information visit www.htc.com.

Pictures can be downloaded from www.htcmedia.net

Username: htc

Password: htcmedianet

**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 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.

# HTC Desire 500 Specification

**SIZE:** 131.8 x 66.9 x 9.9mm
**WEIGHT:** 123 g
**DISPLAY:** 4.3 inch, WVGA

**CPU SPEED**

Qualcomm® Snapdragon™ 200, 1.2GHz, quad-core

**PLATFORM**

Android™ with HTC Sense™

**MEMORY**[i]

- Total storage: 4 GB, available capacity varies
- Expansion card slot supports microSD™ memory card for up to 64GB additional storage (card not included)
- **RAM:** 1GB DDR2

**NETWORK**[ii]

- 2G/ 2.5G - GSM/GPRS/EDGE:

900/1800/1900 MHz

- 3G/ 3.5G - UMTS/ HSPA:

900/2100 MHz with HSDPA up to 7.2 Mbps

**SIM**

- microSIM

**SENSORS**

- Accelerometer
- Proximity sensor
- Ambient light sensor

**CONNECTIVITY**

- 3.5 mm stereo audio jack
- Compliant with Bluetooth 4.0
- Bluetooth® 4.0 with aptX™ enabled
- Wi-Fi®: IEEE 802.11 b/g/n
- DLNA® for wirelessly streaming media from the phone to a compatible TV or computer

**SOUND ENHANCEMENT**

- Studio-quality sound with Beats Audio™

**CAMERA**

- 8 MP camera with auto focus, LED flash
- BSI sensor, Sensor size 1/3.2"
- Dedicated HTC ImageChip
- F2.0 aperture and 28 mm lens
- Smart Flash: Five levels of flash automatically set by distance to subject
- Front Camera: 1.6 MP with BSI sensor
- 720p video recording
- Gallery with Video Highlights and HTC Share
- Continuous shooting and VideoPic
- Slow motion video recording with variable speed playback

**MULTIMEDIA**

Audio supported formats:

- Playback: .aac, .amr, .ogg, .m4a, .mid, .mp3, .wav, .wma
- Recording: .aac

Video supported formats:

- Playback: .3gp, .3g2, .mp4, .wmv (Windows Media Video 9), .avi (MP4 ASP and MP3)
- Recording: .mp4

**LOCATION**

- GPS/AGPS

**BATTERY**[iii]

- Removable rechargeable Li-polymer battery
- Capacity: 1800 mAh
- Talk time:
  Up to 12.1 hours for WCDMA
  Up to 17.8 hours for GSM
- Standby time[iv]:
  Up to 435 hours for WCDMA
  Up to 401 hours for GSM

**AC ADAPTER**

- Voltage range/frequency: 100 ~ 240 V AC, 50/60 Hz
- DC output: 5 V and 1 A

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[i] Available storage is less due to phone software.

ii Network bands in regions may be different, depending on the mobile operator and your location. Upload and download speeds also depend on the mobile operator.

iii Battery times (talk time, standby time, and more) are subject to network and phone usage.

iv Standby time specification ("specification") is an industry standard that is only intended to allow comparison of different mobile devices under the same circumstances. Power consumption in a standby state is strongly dependent on factors including but not limited to network, settings, location, movement, signal strength and cell traffic . Comparisons of different mobile devices using such a specification can therefore only be done in a controlled laboratory environment. When using any mobile device in real life circumstances for which the mobile device is intended, the standby time could be considerably lower and will be strongly dependent on the factors as mentioned above.

Note: Specifications are subject to change without prior notice.