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HTC INTRODUCES SLCD DISPLAY TECHNOLOGY TO ITS PORTFOLIO

New Displays to be integrated into HTC Desire and Nexus One

Taoyuan, TAIWAN – July 26, 2010 – HTC Corporation, a global designer of smartphones, today introduced Super LCD display (SLCD) technology into a variety of HTC phones including the HTC Desire and global Nexus One later this summer. The SLCD display offers an exceptional natural balanced colour, clear contrast, broad viewing angles and improved power efficiency.

“HTC is experiencing high-demand for many of our phones, specifically our phones with 3.7 inch displays. The new SLCD display technology enables us to ramp up our production capabilities quickly to meet the high-demand,” said Peter Chou, CEO of HTC Corporation. “The SLCD displays provide consumers with a comparable visual experience to HTC’s current 3.7 inch displays with some additional benefits including battery performance.”

SLCD is the latest generation of LCD technology that offers improved performance from earlier LCD panels including approximately five times better power management. SLCDs also offer an enhanced viewing experience with wider viewing angles that are enabled by Sony’s new VSPEC III™ technology.

About HTC

HTC Corporation (HTC) is one of the fastest growing companies in the mobile phone industry. By putting people at the center of everything it does, HTC creates innovative smartphones that better serve the lives and needs of individuals. The company is listed on the Taiwan Stock Exchange under ticker 2498. For more information about HTC, please visit www.htc.com.

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