



Successful company

htc

quietly brilliant

SARM1K

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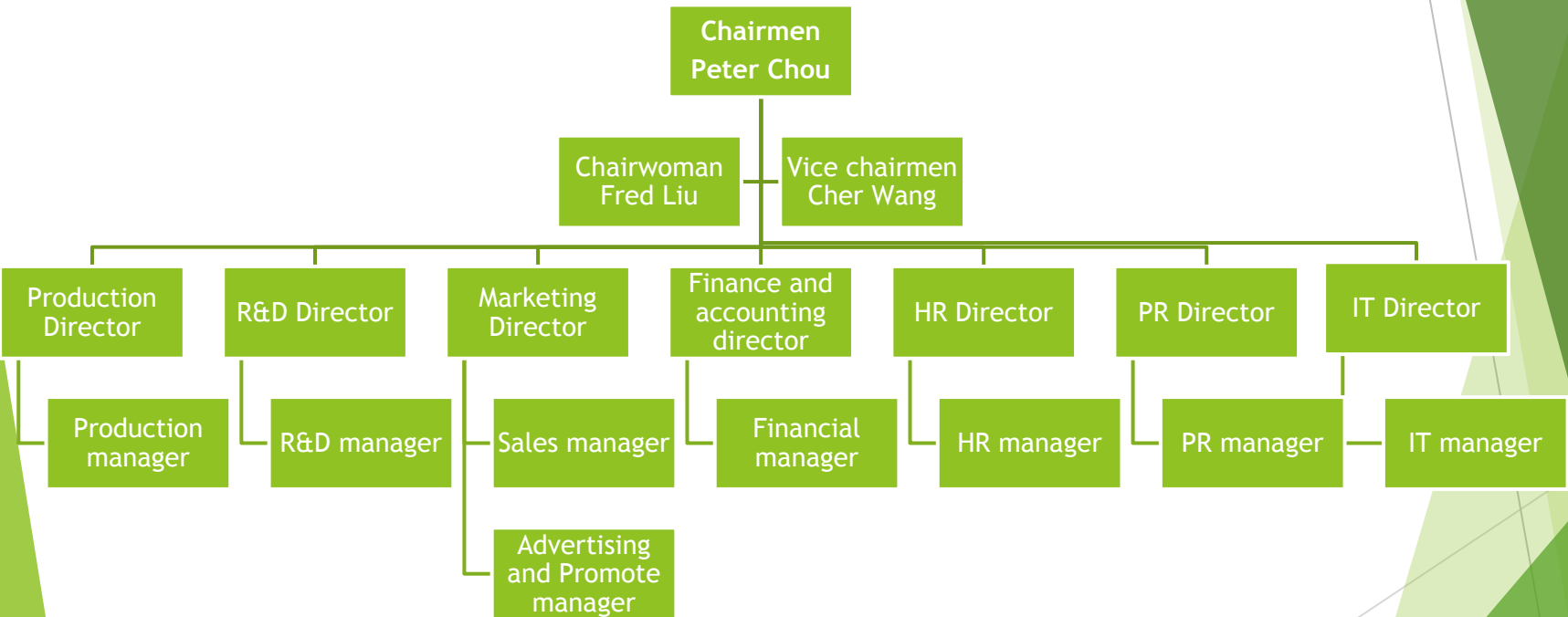
Structure

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Vocabulary

- ▶ Manufacturer - производитель
- ▶ Tagline - слоган
- ▶ PDA - КПК (карманный персональный компуктер)
- ▶ Primarily - в первую очередь
- ▶ Equipment - оборудование
- ▶ Initially - первоначальный

Company structure



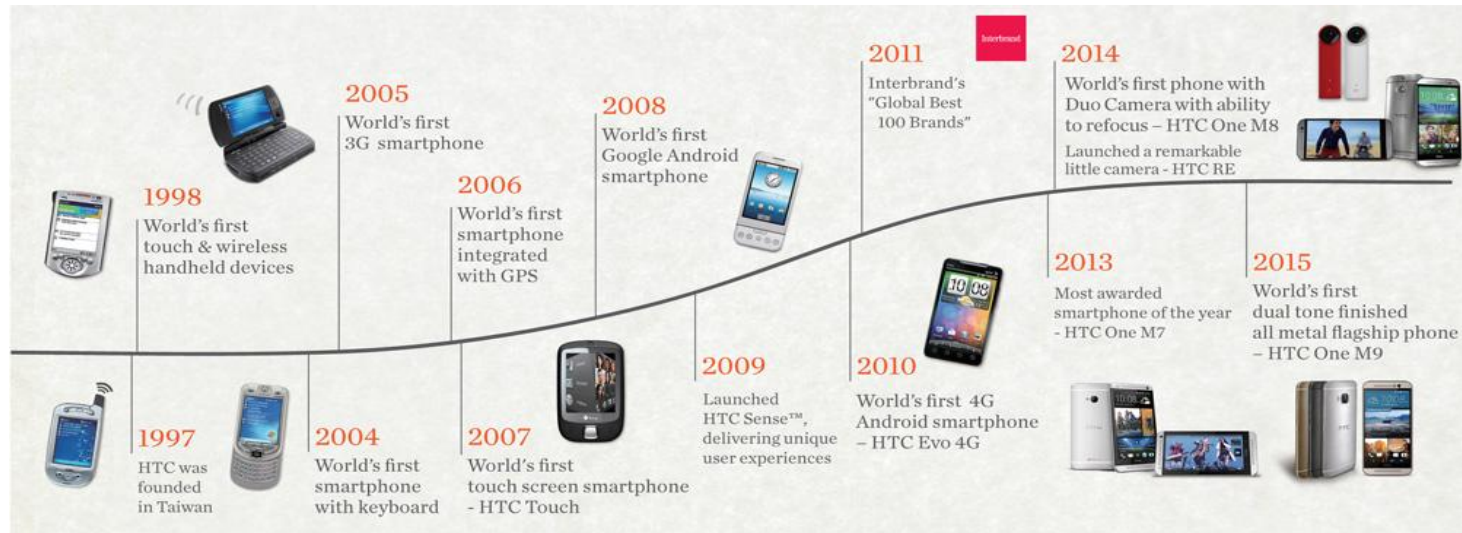
- ▶ Initially a manufacturer of notebook computers, HTC began designing some of the world's first touch and wireless hand-held devices in 1998.
- ▶ Their first major product, one of the world's first touch-screen android smartphones, appeared in 2007
- ▶ In October 2009, HTC launched the brand tagline *"quietly brilliant"*

Foundation

- ▶ Cher Wang, and Peter Chou founded HTC in 1997



History



- ▶ HTC began as an original design manufacturer and original equipment manufacturer, designing and manufacturing devices such as mobile phones, touchscreen phones, and PDAs. After initially making smartphones based mostly on Windows Mobile, HTC expanded its focus in 2009 to devices based on Android, and in 2010 to Windows Phone. As of 2011, HTC primarily releases and markets its smartphones under the HTC brand, ranking as the 98th top brand on Interbrand's Best Global Brands 2011

Product

- ▶ Taiwanese multinational manufacturer of smartphones and tablets



Company location

- ▶ The headquarter of the company is located in Taiwan New Taipei City
- ▶ Worldwide



Number of employees

- ▶ Number of Employees 13,332 (August 13, 2015)



Interesting facts

- ▶ HTC Corporation's full name is High-Tech Computer Corporation
- ▶ HTC began as an ODM (Original Design Manufacturer) and OEM (Original Equipment Manufacturer)
- ▶ World's first Android-powered smartphone (HTC Dream) was launched by HTC
- ▶ After partnering with China Mobile in 2010, HTC sold more than 24.6 million smartphones in China