

Introducing the new

htc 10™



HTC 10 Reviewers Guide

WELCOME

Thank you for your interest in the HTC 10, our newest and most refined flagship smartphone in HTC's history.

For almost two decades, HTC has strived for perfection in its products: unparalleled design, cutting-edge performance, and industry-leading features in every way. From the world's first 3G smartphone to the world's first Android device to the world's first UltraPixel camera and dual stereo speakers on a phone, HTC has always aimed for a "Perfect 10" in the innovation in our products.

The HTC 10 is the culmination of these nearly two decades of obsessive innovation, design and engineering.

The result, we believe, is the most stunning design, the best performance and software experience, the most awesome audio, and the most amazing cameras in any smartphone on the market today. We hope you agree. Enjoy reviewing the HTC 10, and please don't hesitate to let your HTC PR representative know if you have any questions, comments, or additional needs. Thank you!

- HTC PR

Bold new design.

Unparalleled control and performance.

Studio-quality 24-bit Hi-Res audio.

The world's first dual OIS in HTC's best smartphone camera ever.

Meet HTC 10



DESIGN

One glance and you can see that HTC 10 represents a bold new concept in design. From the phone's prominent, perfectly chamfered contour to its made-to-last build quality, you'll find every element has been analyzed, refined and perfected, all the way down to getting the perfect click from the power button.



Front BoomSound
Speaker

Qualcomm®
Snapdragon™ 820

Extended memory
microSD™ up to 2 TB

5.2" display with
Curved edge Gorilla Glass

Size: 145.9 x 71 x 3.0
- 9.0 mm, 161g

Volume rocker

SIM card slot

5MP front camera
with OIS

Fingerprint Sensor,
Sensor Hub

Textured power button
differentiates it from others



BOLD NEW LOOK AND FEEL

Inspired by light, sculpted to perfection. HTC 10 brings a new approach to design with a bold contour carved out of solid metal. The result is a distinctive flagship phone that always seems to capture the light beautifully while looking even slimmer and more slender than it already is.



REFINED TO PERFECTION

It's a passion for the details that's made HTC 10 our most refined handset ever. You can see this in how the full glass front seamlessly merges into the metal body. How the speakers have been redesigned for a sleeker look without affecting sound quality. Even how the power button has been crafted to click just perfectly.

Built strong because life is tough

HTC 10 has been mercilessly engineered to handle everyday knocks, bumps and scratches. We subjected the phone to over 168 hours of extreme temperature tests, ranging from a freezing -20°C to a scorching 60°C , plus over 1000 grueling drop, scratching and corrosion tests. We didn't stop until we were sure that the HTC 10's build quality was perfect.

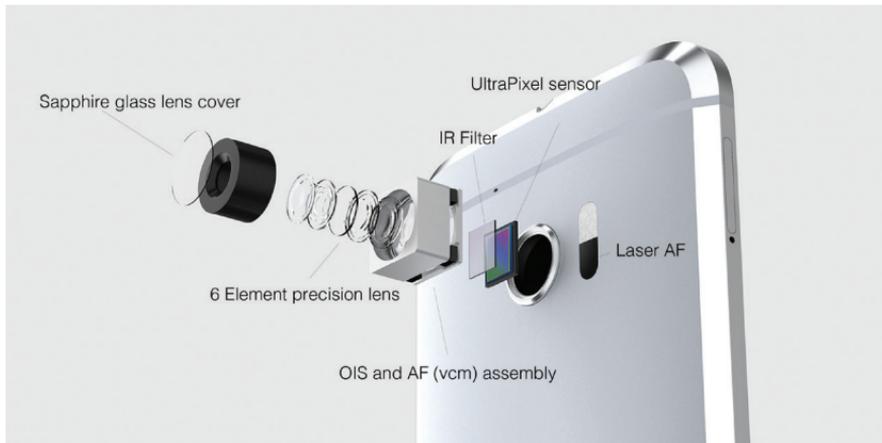


NEXT GENERATION CAMERA

With HTC 10 we've gone all out to deliver what may well be the best smartphone camera available today. With innovations like the world's first dual OIS, 12MP UltraPixel sensor, faster laser focus and more.

World's first dual OIS

In a world first, HTC 10 introduces OIS in both its front and back camera. So no matter which camera you use, the result is bright, sharp and steady photos you'll love. Fitting OIS in both cameras was a challenge, one that no other smartphone maker has overcome, but the results are totally worth it.



Low light champion

Great photos can't always wait for perfect lighting. HTC 10's main camera combines our new larger 1.55µm UltraPixel sensor with OIS and a bright $f/1.8$ lens to give you up to 135% more light in every shot. And, we've packed 12 million UltraPixels into our camera to give you the best of both worlds - brilliant low light photos at higher resolutions



More brilliant selfies

We've made HTC 10's front camera as impressive as its main camera. It features large pixel sensors, an $f/1.8$ lens and built-in screen flash, so that your shots come out brighter and clearer. It has a wide-angle lens to let you fit more friends and fun into every shot. And, in a world first, it's the only selfie camera with OIS for sharper, clearer selfies every time.

High-speed photos

Don't miss a moment. HTC 10's camera is designed to launch in a flash, as little as 0.6 seconds. Just point, click and smile. And talking of speed, our 2nd generation laser focus gives you focused shots faster. It's so fast that it even works in burst mode, perfect for epic action shots on the beach.

Bring 4K video to life

True to life video meets true to life sound. HTC 10 combines breathtakingly vivid 4K video with the world's first stereo 24-bit Hi-Res audio recording in a smartphone. Enabling you to capture 256 times more information across twice the frequency range. It's great for reliving last night's concert with sound and video that are just as good as being there.





Photography made easy

Focus on the shot, not the settings. HTC 10's camera has been redesigned from the ground up to be more intuitive to use. Taking a great photo is as simple as pressing a button no matter what the situation. And if you want to fine tune things, you'll find the settings all conveniently at your fingertips. Easy to use doesn't mean less capable. Pro Mode still offers all the advanced options that power users want to include the ability to take photos in RAW format.

NEW STANDARDS IN SOUND

When it comes to sound quality, HTC has always set the gold standard. Now we're taking things to the next level with our brand new HTC BoomSound™ Hi-Fi edition speakers, Personal Audio Profile and a high performance headset that's specially made for 24-bit Hi-Res audio. Music has never sounded this good on a smartphone.



Built for audiophiles

Brilliant sound is at the very heart of HTC 10. In fact it's one of the few phones with 100% certified Hi-Res audio. Just press play and you'll hear how 24-bit sound processing, built-in DAC and our new high performance headset amplifier are all carefully tuned to work together to deliver a true symphony of sound.



Superior smartphone speakers

24-bit Hi-Res audio sounds so good that we re-engineered our already renowned speakers to do it justice. The new HTC BoomSound™ Hi-Fi edition speakers now feature the same separated tweeter and woofer design as leading acoustic systems around the world. With each component getting its own dedicated amplifier to deliver the highest quality sound that you can get from a smartphone.

Audio perfection

Great audio deserves a high performance headset. It's the final step between your smartphone and your ears. So we're including our best

inbox* headset yet with every HTC 10. Ergonomically designed, these headsets feature a diaphragm made from aerospace polymer, 70% oversized drivers and can pump out double the frequency range to bring your movies, music and games to life.



*Headphones sold separately in certain markets.

Tuned to your ear

Everyone hears things differently. That's why HTC 10 introduces the Personal Audio Profile system, which can measure your individual hearing and dynamically adjust specific sound frequencies to each of your ears, freeing you to enjoy music the way the musicians intended.



PEAK PERFORMANCE

HTC 10 focuses on getting the fundamentals right instead of piling on gimmicks and bloatware. Apps launch and run faster, the screen reacts immediately to your every touch, and things just work brilliantly. It's the kind of performance you'd expect from best in class hardware that's tuned to near perfection.

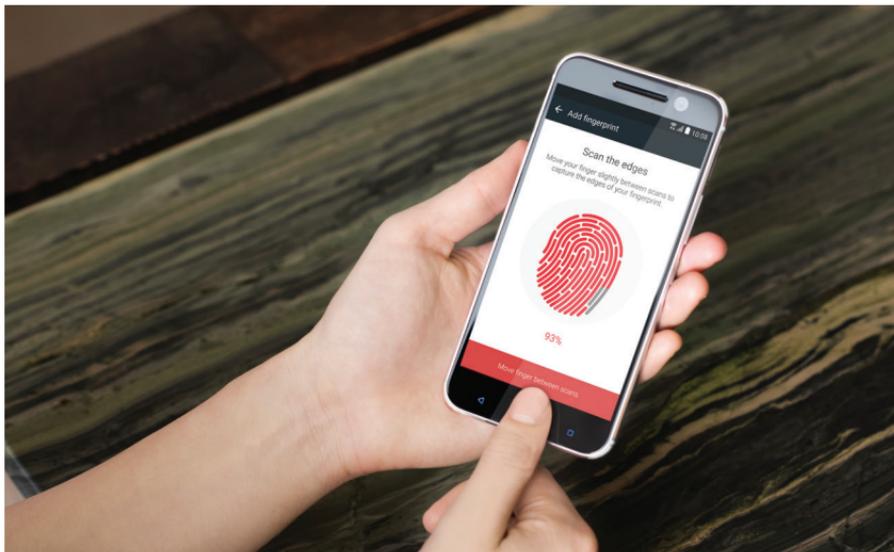
The perfect touch

The moment you touch HTC 10, everything comes together beautifully. The screen is 50% more responsive, so even the smallest and fastest movements of your finger are tracked perfectly and smoothly. And apps launch twice as fast, thanks to our intelligent auto-optimization algorithm, which adapts to the kind of apps you use most for maximum speed improvements.



Security in a snap

HTC 10's fingerprint security keeps prying eyes out but unlocks at just the touch of your finger - in a lightning fast 0.2 seconds. This new fingerprint sensor recognizes your finger from any angle, and can even verify partial prints. And its smart algorithm learns to recognize you faster and more accurately over time.





Performance boost

Keep your phone in tiptop condition with HTC Boost+. The new app that monitors app use and dynamically allocates CPU and memory as required, while maximizing battery life by reducing the power usage of apps in the background. It can even give your games a boost of performance without increasing battery consumption.

Best in class inside

HTC 10 brings you the best in class technology available today. You get the latest Qualcomm Snapdragon processors for the best performance. Enhanced 4G LTE support for faster network speeds and hassle free roaming anywhere in the world. And HTC 10's screen features a next generation 2K LCD display that displays 30% more color. And it's specially tuned to cinema studio standards, you get to watch movies in colors that are true to the director's vision.



UNPRECEDENTED CONTROL



One of the greatest things about Android is how it empowers you to personalize your smartphone. HTC 10 magnifies the level of control you have and lets you personalize your phone in ways you've never thought possible, and more easily than you'd dared hope.

More space to make yours

HTC 10 gives you space to make the phone your own. The new HTC Freestyle Layout frees you from an on-screen grid and lets you get creative. Drag icons, stickers, widgets and shortcuts anywhere on your screen. Layer them, overlap them, group them and more. You can even link stickers to shortcuts, so you can quickly launch apps without cluttering your screen with icons. This space is yours, use it your way.

Themed 100% you

HTC 10 comes with the latest version of HTC Themes, giving you access to thousands of professional looking themes online, each with its own icons, background, sounds and more. You can even mix and match the individual elements from different themes to create a custom version that you can truly call your own.



Runs leaner

HTC 10 has been engineered from the ground up to run faster, lighter and use less memory. We've also reduced duplicate apps and bloatware. HTC 10 comes with only a few preloaded applications, just the best from HTC and Google, so you get more memory and more space to use your way.

Reducing duplication, simplifying the user experience

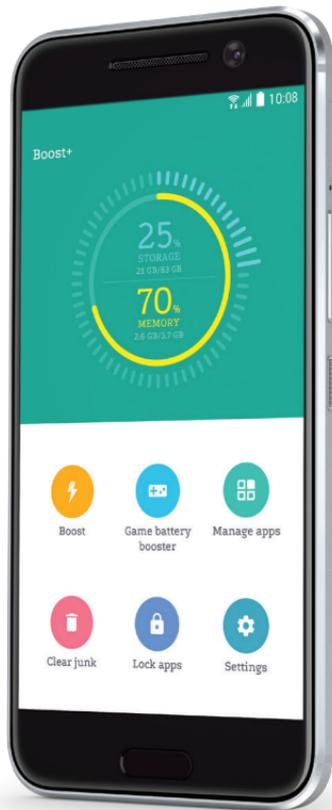
htc

Google

Dialer Message Clock/Weather Sense Home	Google-Dialer Messenger News & Weather Google-Launch
HTC-Internet Fun-Fit Scribble Polaris-Office	Chrome Browser Google Fit Google Keep Google Doc/Slide/Sheet

Fine grain app control

Boost+ in the HTC 10 also gives you a new level of control over your phone with features like App Lock, which makes it easy to lock an app so it can't be opened without the right security pattern or fingerprint, and App Manager, which lets you see what apps are using resources and allows you to control every app. Boost+ even lets you know when an app isn't behaving and lets you decide what to do next.



BETTER BATTERY LIFE

You don't need a big bulky battery to keep things running longer. Every part of HTC 10 has been optimized from the ground up to run more efficiently and use less power while still delivering blazing fast performance.

Up to 2 days battery life

At last there's a phone that can keep pace with you. We've engineered HTC 10 from the inside out to stay running longer – up to 2 days of normal use*. That's enough to watch the full Star Wars series back to back. Each component has been selected and tuned to use less power. It's all part of an innovative new system we call PowerBotics - which enhances efficiency across every element of the phone and delivers up to 30% longer battery life.

Rapid Charger 3.0 included

Recharge faster. Every HTC 10 comes with a Quick Charge 3.0 compatible charger, that's made to stay cool while charging the battery quicker than ever - up to 50% in just 30 minutes. Enough for a day on the go!



Rapid Charger 3.0

*The battery claims herein may vary based on cellular network, location, signal strength, feature configurations, app and phone usage, and many other factors. Actual results may vary



ACCESSORIES

HTC High-Res audio earphones

Feel your music like never before. Dedicated ceramic diaphragm tweeter delivers a huge range of high-pitch audio, and oversized dynamic driver projects extended bass. Noise-isolating earbuds feature an in-line microphone and one-press Google voice search capabilities. Choose HTC Pro Studio from the pop-up menu when you plug in the HTC High-Res audio earphones for a truly immersive HTC BoomSound audio profile.



The HTC Ice View case

See and interact with your phone, even when the cover is closed. HTC Ice View is our most versatile case yet, and combines protection for your phone with instant accessibility.

Because HTC Ice View is see-through, it lets you do more with your phone without having to lift the cover. You can take photos in a snap, read text, adjust the volume, switch between songs, turn on the flashlight and much more. HTC Ice View also supports 3rd party notifications like Instagram, Tumblr, Google+, QQ and more – so you can follow your favourite social media at a glance.





htc 10™

Key Specifications

SIZE

145.9 X 71.9 X 3.0 - 9.0MM†

WEIGHT

161g†

DISPLAY

5.2 inch, Quad HD (2560 x 1440 pixels, 564 pixels per inch) Super LCD 5 with curved-edge Gorilla Glass

PLATFORM*

Android™ 6 with HTC Sense™

PROCESSOR

Qualcomm® Snapdragon™ 820
Quad-core, 64-bit, up to 2.2Ghz

MEMORY

Total storage: 32GB or 64GB (available capacity varies⁴)

RAM: 4GB

Expandable: microSD™ expansion supports additional memory cards up to 2TB with Flex Storage (optional cards not included)

MAIN CAMERA

12MP HTC UltraPixel™ 2 (1.55µm pixel size)

Laser autofocus

BSI sensor

Optical Image Stabilization (OIS)

f/1.8 aperture, 26mm focal length

Dual tone LED flash

4K video recording with Hi-Res AUDIO

Slow motion video recording at 720p, 120fps

Modes include Auto-HDR, Panorama, Pro mode with manual control and 12-bit RAW format support, Hyperlapse, Zoe capture, Video Pic, and continuous shooting up to 8fps

FRONT CAMERA

5MP (1.34µm pixel size)

Autofocus

BSI sensor

Optical Image Stabilization (OIS)

f/1.8 aperture, 23mm focal length

Full HD 1080p video recording

Modes include Auto-HDR, Auto Selfie, Voice Selfie, and Live Make-Up

SOUND

HTC BoomSound™ Hi-Fi Edition

Dolby Audio™ 4

Personal Audio Profile

Hi-Res Audio certified

Hi-Res Audio earphones

Hi-Res Audio stereo recording

Three microphones with noise cancelation

NETWORK*

2G/2.5G GSM/GPRS/EDGE:

850/900/1800/1900 MHz

800/850/1800/1900 MHz (Japan)

3G UMTS

Varies by region

850/900/1900/2100 MHz
850/AWS/900/2100 MHz (America)

CDMA

800/1900 with EvDO Rev. A (America)

4G LTE™ *(up to 450Mbps)

Varies by region

Asia/Europe: FDD B1, 3, 5, 7, 8, 12, 20, 28, 32; TDD B38, 40, 41
America: FDD B1, 2, 3, 4, 5, 7, 12, 13, 17, 20, 28, 29, 30
Japan: FDD: B1, 3, 5, 7, 13, 17, 19, 21, 26; TDD B38, 41
Support Cat 9 LTE: downloads up to 450Mbps, uploads up to 50Mbps

SIM

Nano SIM

SENSORS

Ambient light sensor
Proximity sensor
Motion G-sensor
Compass sensor
Gyro sensor
Magnetic sensor
Fingerprint sensor
Sensor Hub for activity tracking

LOCATION

Varies by region

GPS + GLONASS + Beidou (*Europe and Asia*)
GPS + GLONASS + (America and Japan)

CONNECTIVITY

USB 3.1 Gen1, Type-C
3.5mm stereo audio jack
Bluetooth® 4.2
Wi-Fi®: 802.11 a/b/g/n/ac (2.4 & 5GHz)
NFC
DisplayPort
DNLA™
Miracast™

Google Cast™

AirPlay™

HTC Connect™ for wirelessly streaming media from the phone to compatible multi-room audio systems, TVs, portable speakers and home entertainment systems

BATTERY®

Capacity: 3000mAh
Talk time on 3G/4G: up to 27 hours
Standby time on 3G/4G: up to 19 days
Power saving mode
Extreme power saving mode
Quick Charge 3.0 with cool charge: up to 50% charge in 30 minutes

ADDITIONAL FEATURES

Display color personalization
Ice View case
Motion Launch
Quiet ring on pick-up
Pocket mode

Notes:

1. All units of measurement may vary slightly according to manufacturing tolerance.
2. Platform version may be different after software updates.
3. Network bands in regions may be different, depending on the mobile operator and your location. 4G LTE™ only available in select countries. Upload and download speeds also depend on the mobile operator.
4. Manufactured under license from Dolby Laboratories. Dolby, Dolby Audio, and the double-D symbol are trademarks of Dolby Laboratories
5. The battery claims herein may vary based on cellular network, location, signal strength, feature configurations, app and phone usage, and many other factors. Actual results may vary.

Specifications may be different after software update and are subject to change without prior notice.

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For questions or additional needs, please contact your local HTC PR representative.

Thank you

