

HTC unveils new smartphone, the Rhyme

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Taiwan's HTC unveiled a smartphone called the Rhyme on Tuesday which features a blinking "charm" that attaches to a bag to let a user know if they have received a call or a message.

The Android-powered Rhyme will go on sale in the United States on

September 29. It will cost \$199 and will be available through [Verizon Wireless](#).

The Rhyme, which runs the latest version of Google's Android software known as Gingerbread, will go on sale in Europe and Asia in October.

Taiwan's leading [smartphone](#) maker stressed the "style" and accessories for the plum-colored device at a launch event in Manhattan on Tuesday.



"Like your glasses, your wallet, your belt or that special bag, the smartphone or the phone expresses who you are as an individual," said HTC's vice president of design, Scott Croyle.

"You want a phone that's handcrafted with style, you want it to be intuitive, you want it to be less than a device and more of a companion,"

Croyle said.

The Rhyme comes with a tethered accessory called a "charm" that blinks when a user receives a message or a call. "It's more respectful than a ring and more noticeable than vibrate," [HTC](#) said.

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