

# Taiwan's HTC unveils smartphone with powerful camera

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A model displays the new "One" series smartphone by Taiwan's HTC during a press conference in Taipei on March 26, 2012. Taiwan's HTC on Monday unveiled the smartphones that it said would allow users to "retire" their digital cameras, as it sought to fight back against rivals Apple and Samsung.

Taiwan's HTC on Monday unveiled the smartphones that it said would allow users to "retire" their digital cameras, as it sought to fight back against rivals Apple and Samsung.

The "One" series of phones, which will hit Asian markets on April 2, have cameras that can autofocus in just 0.2 seconds, making them the equal of many modern digital cameras, the company said.

"From now on, you won't miss any fabulous moments in your life," said president of [HTC](http://www.htc.com) North Asia Jack Tong, who also noted that

photography is the second most popular function of a smartphone.

"With the One in hand, you can retire your digital cameras," he said.

The handsets will cost up to to Tw\$20,900 (\$706) when they hit the shelves next week.

The X model will be installed with a 4.7 inch screen and powered by a [quad core processor](#), while the cheaper V model will have a 3.7 inch screen.

Analysts say the new models are expected to boost the company's revenue.

The company has said its first [quarter revenue](#) will likely fall 33 to 38 percent to Tw\$65 billion-Tw\$70 billion (\$2.2 billion-\$2.36 billion), down from Tw\$104.16 billion a year ago as Apple and Samsung strengthen their grip on the market.

The company's net profit in the three months to December dived to Tw\$10.94 billion, down from Tw\$18.6 billion in the previous quarter.

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