

New Google Pixel smartphone debut expected October 4

14 September 2017



Google has invited media to an October 4 event expected to unveil a new version of its Pixel smartphone, the first of which was released last year

Google on Thursday fired off invitations to an October 4 event at which the US tech giant is expected to field a second-generation Pixel as its new champion in the competitive smartphone market.

The internet giant behind Android software for powering mobile devices also launched a madebygoogle.com web page that featured a playful animation that asked "Thinking about changing phones?" and then suggested waiting until October 4.

Invitations to the event in San Francisco also advised the curious to follow its [@madebygoogle](https://twitter.com/madebygoogle) account at Twitter. The phrase was rolled out with the original Pixel to refer to the fact it was the first time Google created both the software and hardware of a smartphone.

The Google event will come shortly after Apple begins shipping new iPhone 8 models unveiled this week at an event at the company's new

"spaceship" campus in Silicon Valley.

Apple also announced a 10th anniversary iPhone X, touting the new flagship device as the next generation of mobile computing.

The Apple handset starting \$999 will be available starting November 3 in more than 50 markets.

Samsung last month unveiled a new model of its Galaxy Note with a similarly high price tag as it seeks to mount a renewed challenge to iPhones.

Pricing on a Pixel 2 remained to be seen, but the original handset competes in the premium segment of the market.

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