

# Huawei U8520 Presentation

INTERNET MICRO  
CONNECTIVITY BLOGGING

WEB

SOCIAL MEDIA

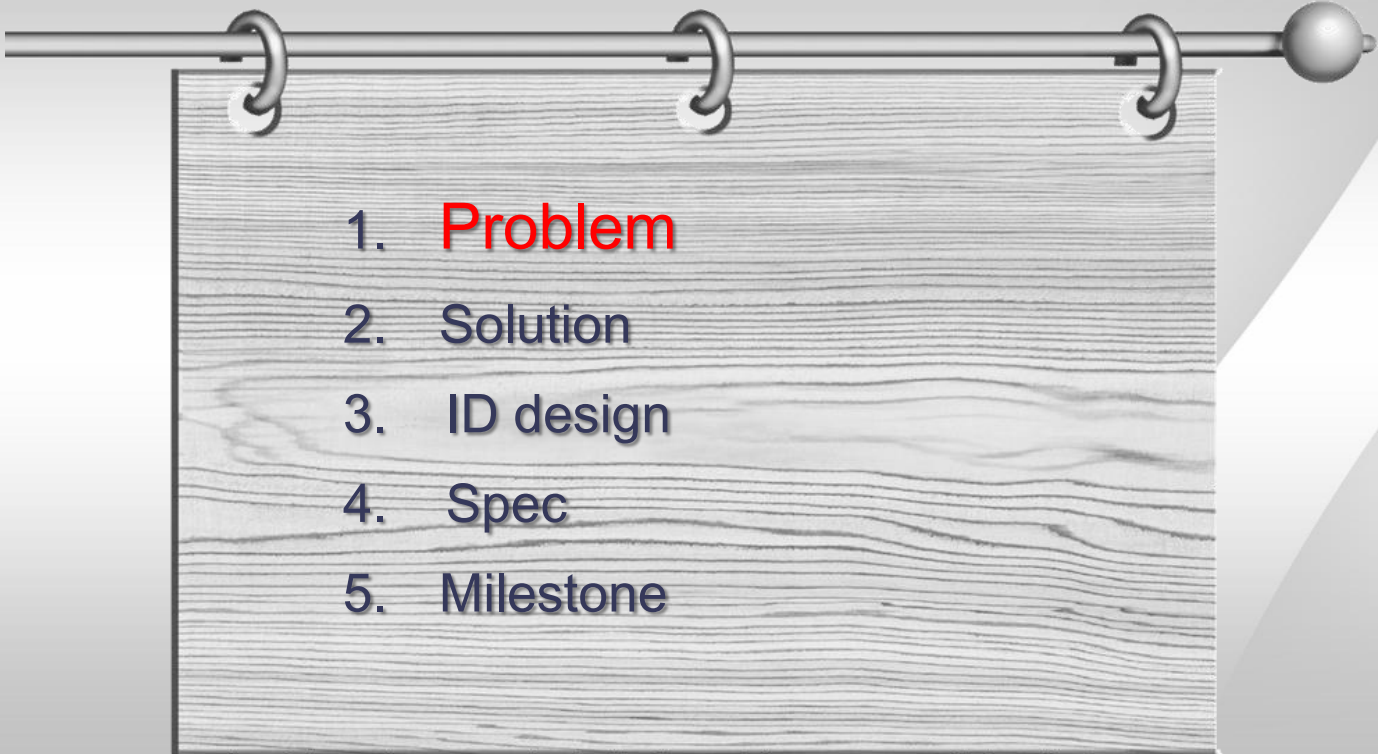
TECHNOLOGY

WORKING



Android for Dual-SIM Users

# Contents

- 
1. **Problem**
  2. Solution
  3. ID design
  4. Spec
  5. Milestone

## Tier 2 Operators' concern



To compete with leading operator , tier 2 ones are eager to find a new weapon to sustain and develop subscribers



# Distributors' concern

1. How to compete with the products subsidized by operator

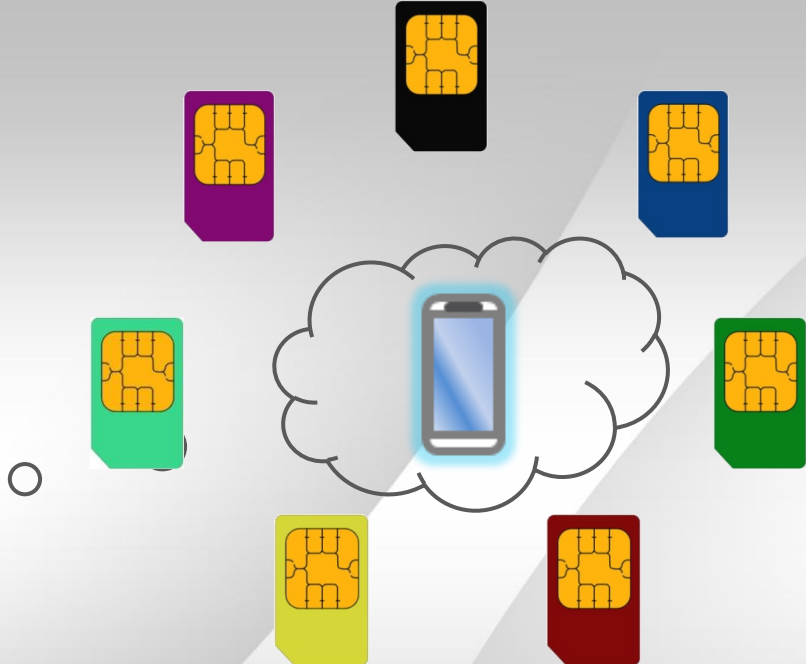


2. How to attract end users by innovation product

# End-users' concern

Different SIM card  
Various tariff

Need single handset to  
support more

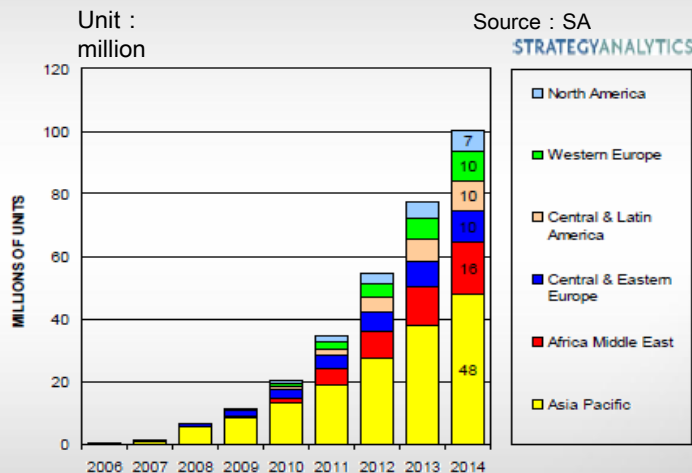


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# Dual-SIM handset solution

## Dual-SIM handset market space forecast

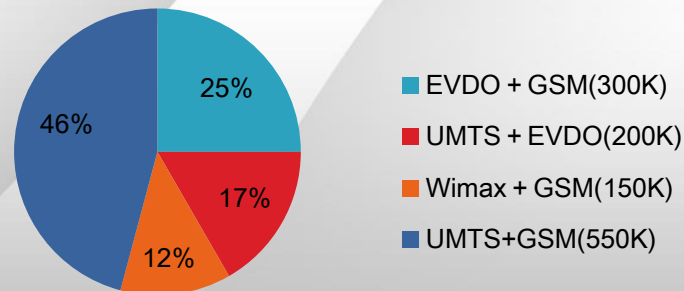


According to the source of SA:

- Global dual-network handset market space will rise from 20 million of 2010 to 100 million units of 2014,
- Asia-Pacific region is the largest market, about half of the market

- India is a prominent example, capacity of 2G coverage is limited and 3G license can only cover part of the circle.
- Operator's network coverage determines they must compete for mobile phone users with dual-mode 2G/3G phones

## Market demand in India in 2010



# 3G+2G



## Data+Voice

- 3G for web surfing
- 2G for catching call
- Tier 2 operator can provide aggressive Tariff to attract end users



# 2G+2G



## Appropriate tariffs

- Different users have different needs
- Different operators support different preferential tariffs
- Dual-SIM enjoy double benefits



# Between different scenario

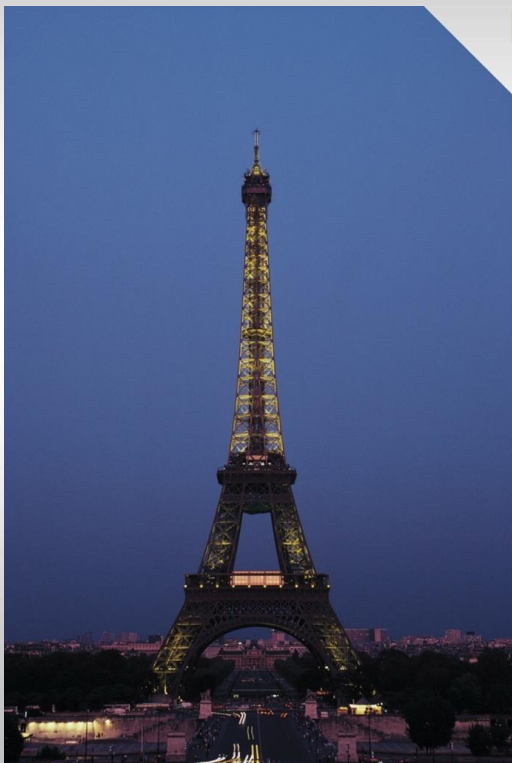


Biz

Private and



# Between different cities



Convenient and practical

- One handset enjoy two number standby
- No need to change SIM frequently during business between cities



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Mellow Sleek Compact

Rounded shape add good affinity



Harmonious

Simple color style, reflects the perfect fusion of dual-SIM

Turn up

Unique front shell design come from Chinese ancient building



# ID design language

Analysis of specific segment

Discover interesting theme

Design

Familized language

Our “Smile” family



Smile element



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## Band Model

U8520-7	UMTS850/2100	GSM 900/1800/1900
U8520-1	UMTS900/2100	GSM 850/900/1800/1900
U8520-51	UMTS850/1900/2100	GSM 850/900/1800/1900



## Feature

➤ Mode	Dual SIM, WCDMA+GSM Dual SIM Card Dual Standby	➤ Sensor	G-Sensor, P sensor, E-Compass
➤ OS	Android 2.2(Froyo)	➤ FM Radio	Yes
➤ Memory	512MB ROM + 256MB RAM	➤ Wi-Fi	802.11b/g/n
➤ LCD	3.2" HVGA TFT & Touch lens	➤ Bluetooth	2.1+EDR
➤ Camera	3M FF Camera+300K Front Camera	➤ GPS	Yes,
➤ Touch Lens	Capacitive Touch lens	➤ Talk time	Up to 450m
➤ Micro USB	USB2.0 high speed	➤ Standby time	Up to 120h/360h
➤ Audio Jack	3.5mm	➤ Battery	1500mAh
➤ Micro SD	Max support 32GB	➤ Size	112mm*57mm*12.7mm

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## Milestone

Model	Expand prototype time	Test prototype time	Launch time
U8520-7	OK	OK	2011-7-15
U8520-1	OK	2011-6-28	2011-8-30
U8520-51	2011-6-28	2011-6-28	2011-9-16

