



HTC U11 life: Premium Innovations Without Putting a Squeeze On Your Wallet

Squeezable Edge Sense, Amazing Cameras, Weather-Resistant Design, and USonic Noise Cancelling Earbuds In-Box Deliver Unparalleled Smartphone Value

SEATTLE – Nov. 2, 2017 – Building on the award-winning design and innovation of the flagship HTC U11, HTC today announced the newest member of the “U” family of smartphones, the **HTC U11 life**. Like its predecessor, the HTC U11 life is designed to reflect “U” – your drive, passion, creativity, and individuality – yet uniquely delivers flagship-quality features and experiences at just a fraction of a flagship’s price.

The HTC U11 life gives you the best innovations from the HTC U11:

- **Edge Sense**, the next dimension in touch interaction that lets you squeeze HTC U11 life to perform your most common useful actions.
- **Amazing cameras**, with Phase Detection Autofocus (PDAF) and HDR Boost on the 16MP main camera for faster, clearer photos, and UltraPixel light sensitivity on the 16MP front camera for awesome selfies even in low light.
- **Durable weather-resistant liquid surface design**, incorporating an acrylic glass back that stunningly transforms light with every movement you make – even in rain, snow, or dust with IP67 water and dust resistance.¹
- **HTC USonic earbuds in-box**, the most personal listening experience on a smartphone that adapts to your ears, in addition to built-in Active Noise Cancellation.

The HTC U11 life in Sapphire Blue is available in the US and Canada beginning today for just \$349 (\$449 CAD) at htc.com. It will also be available in T-Mobile stores nationwide and at t-mobile.com beginning Nov. 3.

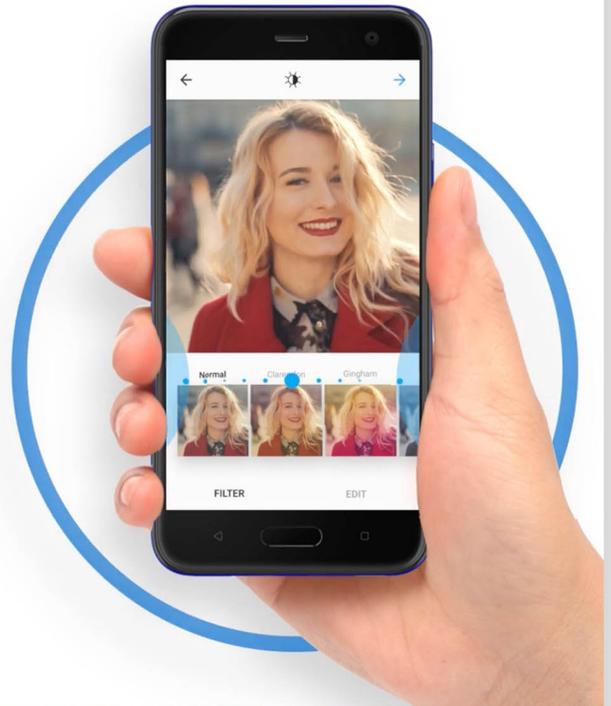
For more information, please see the following pages or visit htc.com.

EDGE SENSE

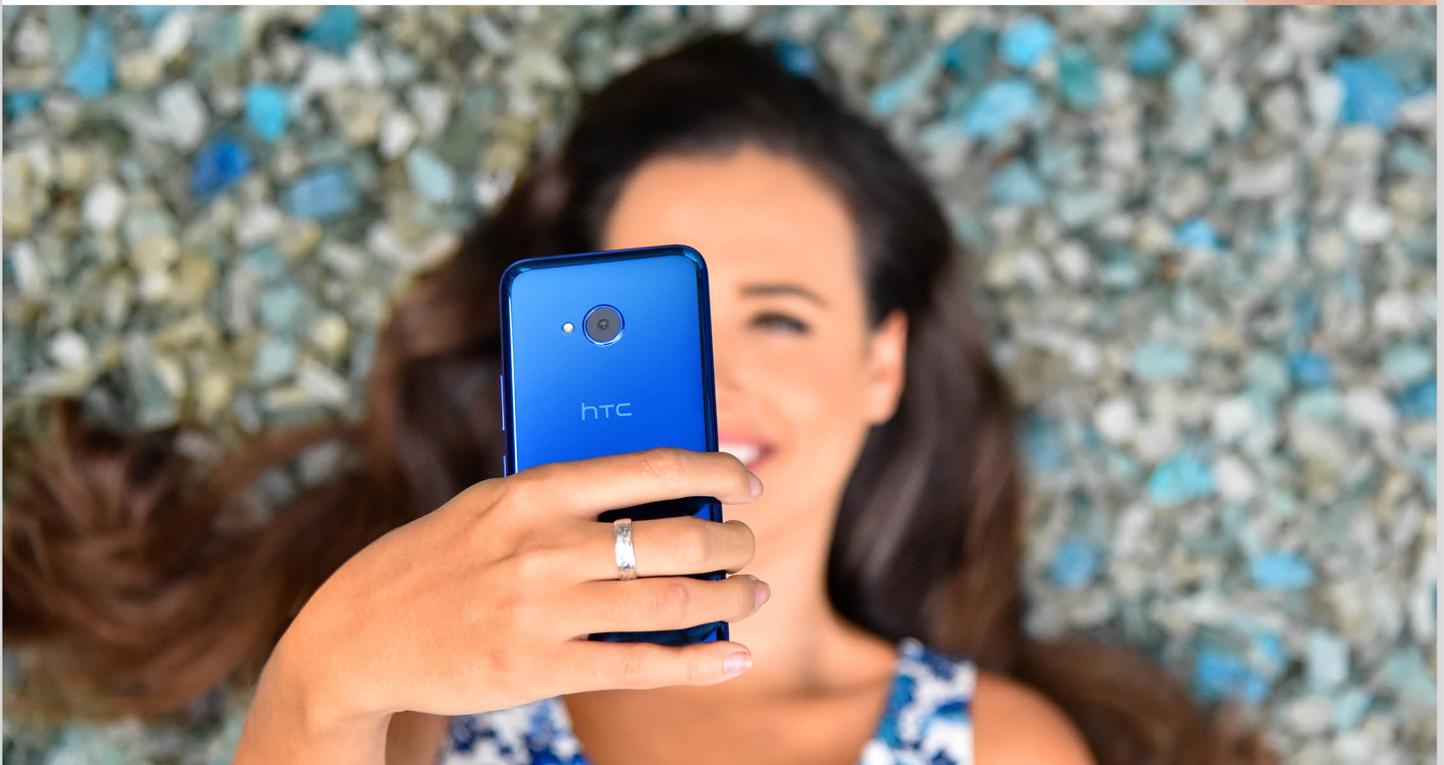
Squeeze to launch and use your favorite apps

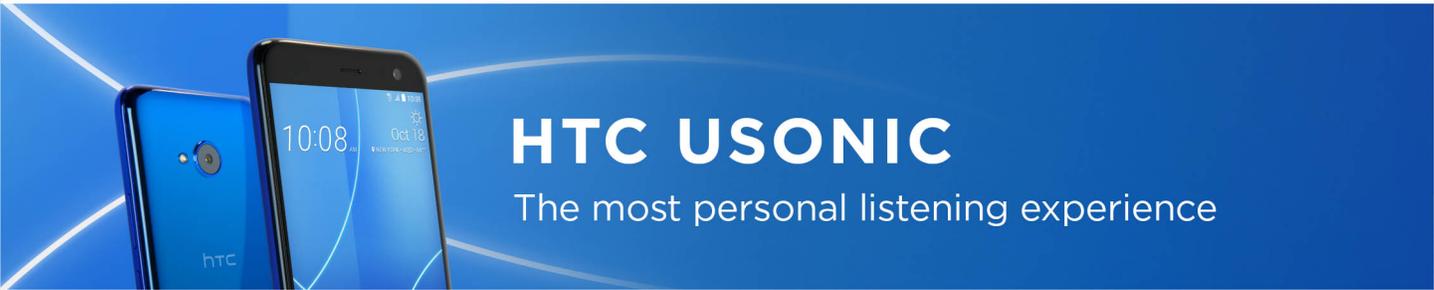
Edge Sense

- HTC U11 life features the highly acclaimed, groundbreaking technology Edge Sense. With a simple squeeze, you can launch the camera and snap photos, call up a voice assistant, open any app and much more.
- Not only can you take photos with Edge Sense, you can also set it to open your favorite app, such as Google Maps or Google Music, and squeeze to utilize almost any feature within that app.
- You can also squeeze Edge Sense to access Google Assistant and Alexa. Find a restaurant, order a pizza, and more. No need to say “OK Google” or “Alexa.” Just squeeze and ask your question to get nearly instant results.



“First on U11, now on U11 life”





HTC USONIC

The most personal listening experience



HTC USonic

- With the same experience as the flagship HTC U11, HTC USonic provides automatic Active Noise Cancellation, Hi-Res Audio certified 24-bit sound quality, and the ability to tune audio to your unique hearing.
- The HTC USonic earbuds map your inner ear with an advanced sonar-like technology and then adapt the sound profile to your unique hearing.
- HTC USonic incorporates Active Noise Cancellation, which reduces disruptions and distractions around you, so you can stay immersed in your music, videos or games. Active Noise Cancellation works automatically, continuously monitoring environmental sound levels and quickly adjusting to new noises or disturbances.

“Sound as great as HTC U11”



AMAZING CAMERAS

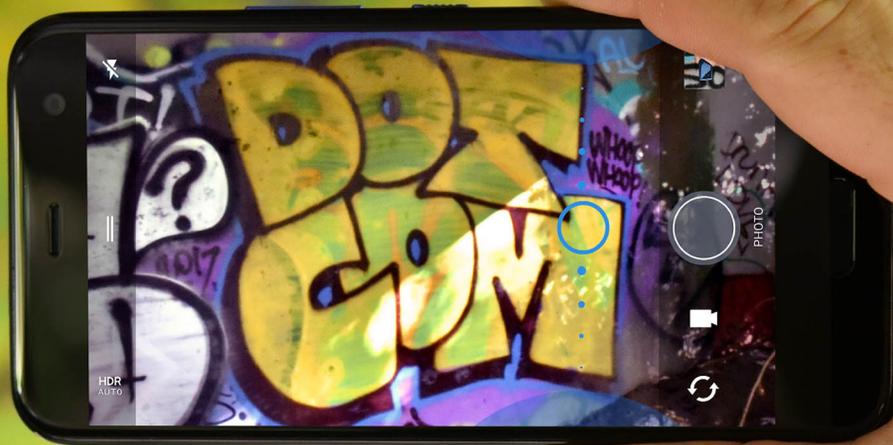
16MP Main Camera + 16MP Front Camera

Amazing cameras

- HTC U11 life's 16MP main camera also includes Phase Detection Autofocus (PDAF) for fast focus speeds with reduced blur, and HDR Boost for more dynamic exposure range.
- HDR Boost, first introduced on HTC U11, provides all the benefits of HDR without the lag. HDR Boost delivers clearer, more balanced pictures by taking multiple shots that measure the darkest shadows and brightest highlights without slowdown. HTC U11 life also includes 4K video capture and Temporal Noise Reduction technology for smoother, more vivid video.
- The 16MP front camera combines high-resolution detail and HTC's UltraPixel light sensitivity for brilliant selfies day or night. It also utilizes the same powerful HDR Boost and noise reduction as the main camera.



“Double 16”



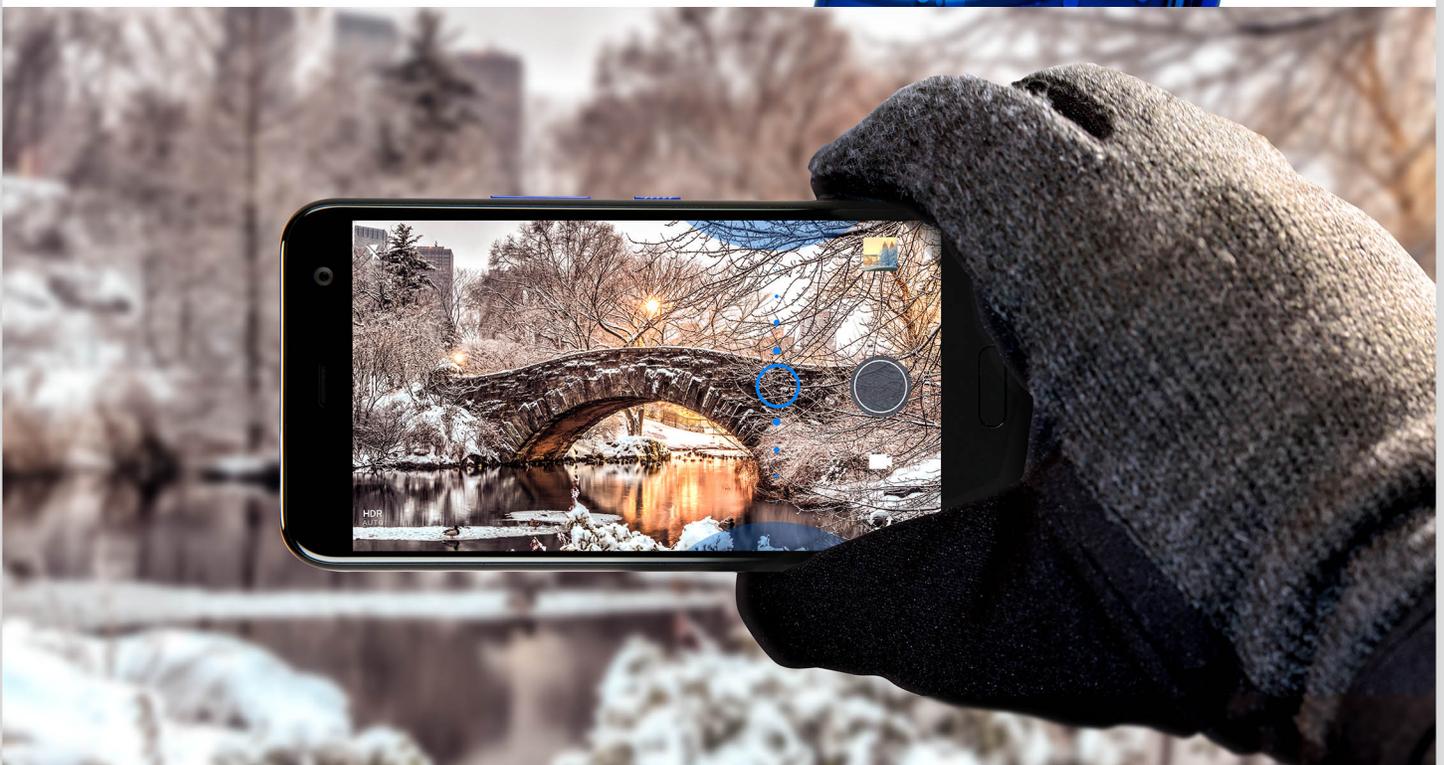
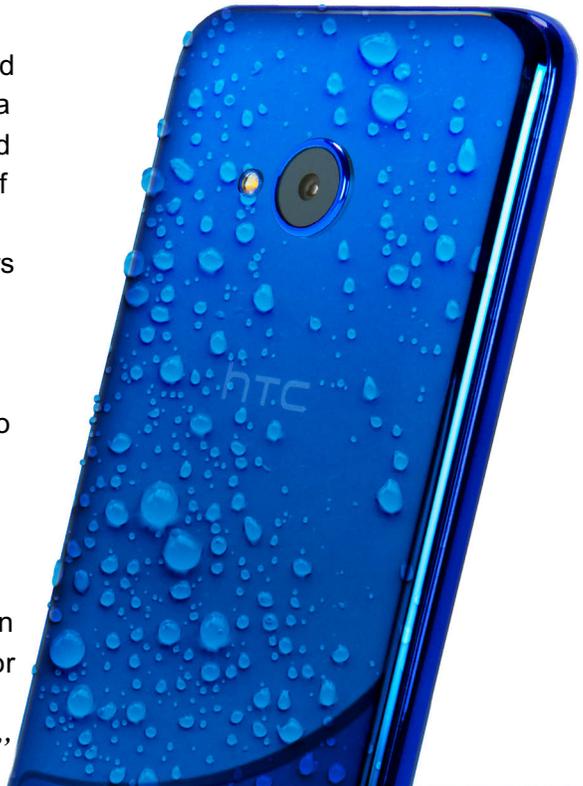
WEATHER-RESISTANT

IP67 Liquid Surface design

Weather-resistant liquid surface design

- The HTC U11 life's design is a continuation of our liquid surface design philosophy. HTC U11 life incorporates a highly durable, acrylic glass back surface that is crafted using Optical Spectrum Hybrid Deposition, a method of layering highly-refractive precious minerals across the phone's back cover. The result is stunningly vivid colors that transform light with every movement you make.
- The HTC U11 life incorporates the 3-axis symmetry concept of HTC U11 to give you a phone that is slim no matter which way you hold it. So not only is HTC U11 life beautiful, but it offers a comfortable grip as well.
- The weather-resistant, IP67-rated design means HTC U11 life will be protected from the elements, so you can snap photos with a simple squeeze even in dust, rain or snow.

"Adventure proof. Pro tip: take it out in the snow!"





POWERFUL HARDWARE

With lightning fast software to match

Powerful hardware and software

- The HTC U11 life is powered by the Qualcomm® Snapdragon™ 630 Mobile Platform, designed to support the performance you expect from a top-notch mobile processor: crystal clear graphics, high quality streaming of HD movies, fast wireless speeds, and long-lasting battery life.²
- Compared to HTC 10, the HTC U11 life gets close to 2 hours more video playback, 20 hours more music playback on the speaker, 14 hours more playback with headphones and close to 2 hours longer web browsing time via Wi-Fi.³
- HTC U11 life runs Android 7.1 Nougat with the latest HTC Sense experience right out of the box, making it fresh and familiar at the same time. An upgrade to Android Oreo™ will be available within 30 days.⁴

VIDEO PLAYBACK

+ 2 hr

MUSIC PLAYBACK

+ 20 hr

HEADPHONES PLAYBACK

+ 14 hr

BROWSING VIA WI-FI

+ 2 hr

* Compared with HTC 10

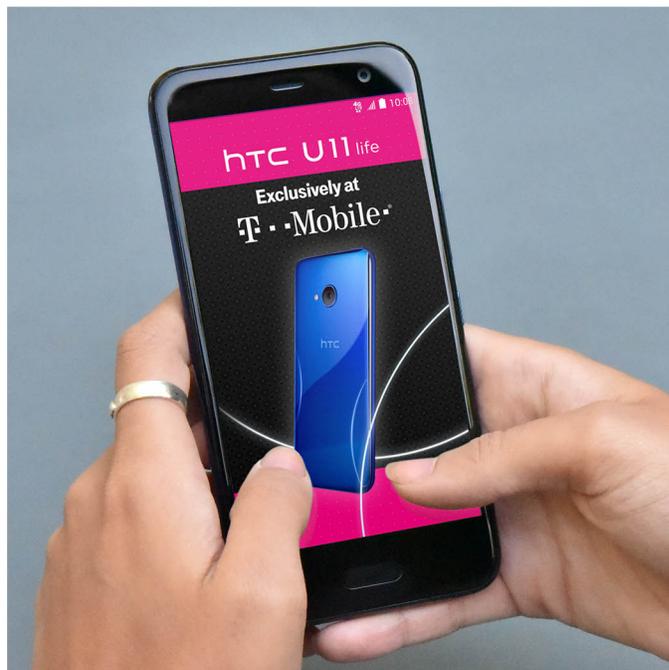


PRICING & AVAILABILITY

Only \$349 starting November 2nd at HTC.com

Pricing and Availability

- The HTC U11 life in Sapphire Blue is available in the US and Canada beginning Nov. 2 for just \$349 (\$449 CAD) unlocked at htc.com.
- T-Mobile is the exclusive carrier partner for HTC U11 life in the US, with sales beginning Friday, Nov. 3, at t-mobile.com and T-Mobile stores nationwide.
- For more information on HTC U11 life, please see htc.com.



About HTC

HTC Corporation aims to bring brilliance to life. As a global innovator in smart mobile devices and technology, HTC has produced award-winning products and industry firsts since its inception in 1997, including the critically acclaimed HTC One and Desire lines of smartphones. The pursuit of brilliance is at the heart of everything we do, inspiring best-in-class design and game-changing mobile and virtual reality experiences for consumers around the world. HTC is listed on the Taiwan Stock Exchange (TWSE: 2498). www.htc.com



Notes to Editors:

¹ *HTC U11 life has an IP67 rating and is dust, splash and water resistant up to 1 meter of freshwater for up to 30 minutes and tested under controlled laboratory conditions. Normal wear and tear may decrease splash and water resistance over time. Do not attempt to charge or otherwise use the USB Type-C port on a wet HTC U11 life. For drying instruction and tips on maintaining water resistance, consult the user guide, support site, or the Help app on the device. Liquid damage may not be covered under warranty.*

² *Qualcomm Snapdragon is a product of Qualcomm Technologies, Inc. Qualcomm and Snapdragon are trademarks of Qualcomm Incorporated, registered in the United States and other countries. Used with permission.*

³ *Performance tests are conducted in HTC laboratories using specific HTC devices. Battery life varies by use and settings. Usage, environment conditions, network connectivity and other factors may vary the actual outcome.*

⁴ *Android is a trademark of Google LLC; Oreo is a trademark of Mondelez International, Inc. group.*

HTC, HTC One and the HTC logo are the trademarks of HTC Corporation. All other names of companies and products mentioned herein may be the trademarks of their respective owners.