
TCL Communication Signed Contract with China Telecom in 3G Handset Purchasing

China Telecom and its four 3G handsets distributors signed several contracts with 31 terminal manufacturers to purchase four million units of 68 models of handsets on August 24. The four distributors will purchase handsets from different manufacturers which including ZTE, LG Electronics, Samsung Electronics, Nokia, Huawei, Lenovo and TCL. The ALCATEL OT-E800 is the only one handset equipped with QWERTY keyboard among those 68 models.

The ALCATEL OT-E800 is aimed to satisfy the personalized customer needs in 3G application. Young people at the age of 15-25 years old are the biggest and the most active user group in handset market. 70% of this group use SMS, QQ and MSN for daily communication. Mobile phone represents a new life style to this segment. The ALCATEL OT-E800 is customized to fulfill this requirement with 5 available colors.

According to the result of DoCoMo subscribers research, the age range of 3G subscribers are younger than that of 2.5G. 50% of them are below 30 years old. "The young people will become the pioneer in 3G market, because they are very open to new things and new technology. More importantly, the applications such as games, music, movie and SNS community will attract most of the young users. That's a way to increase the ARPU and lead to more 3G data income. 3G phone with large screen and QWERTY keyboard will create better user experience when accessing high-speed mobile network." commented by the TCT CEO Dr. Charles YANG.

In 2009, TCT operates with a 2 brand strategy in China market to satisfy diversified customer needs. TCT has built up stable cooperation with over 30 major operators such as Orange, T-mobile and Vodafone with a strong global presence.