

HTC partners with Synnex

Smartphone provider signs second Australian distributor for its HTC portfolio of applications for work and leisure

Smartphone provider, HTC, has inked a distribution deal with Synnex.

The distributor claimed the new partnership positioned it as the second Australian distributor of its smartphones and wireless solutions after Brightpoint Australia. The agreement also marks Synnex's first move into the distribution of communication devices, Synnex Australia CEO, Kee Ong, said.

"This deal is very significant for us as it signals our first handset vendor, and it means we will start to play in the telecommunication area," Ong told ARN. "The move completes our 3C strategy where we play in the computer, communication and consumer electronic space."

Asked whether Synnex will bring on-board more handset vendors, Ong said the company was taking "baby steps", but didn't rule out additional partnerships given the huge market potential for smartphone devices.

"We're looking into this relationship very seriously to make sure we can secure our future plans to enrich our product offerings to resellers and retailers," Ong said. "We look forward to helping HTC meet the demand for its products in the Australian market."

HTC sales and marketing director, Anthony Petts, said the deal would help the company meet growing demand in Australia. HTC makes smartphones based on Google's Android software, as well as Windows Mobile devices. Petts said HTC selected Synnex for its wealth of experience.

In addition to the latest distribution deal and recent acquisition of Paris-based Abaxia earlier this month, HTC has been in the news lately. In May, HTC asked the U.S. International Trade Commission to block the import of iPhone, iPad and iPod products to the US, charging Apple with infringing five of its patents.

Meanwhile, Apple has reportedly said HTC uses patents related to the iPhone's user interface and a range of hardware and software technologies.

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ARN
16 June 2010
Online version

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