

HTC Hero Sim Free Phone Now In Stock At Mobile Fun

Submitted by: Mobile Fun Ltd

Tuesday, 28 July 2009

Mobile Fun (<http://www.mobilefun.co.uk>), the online retailer of Mobile Phones and Accessories announces the launch of the much awaited HTC Hero Sim Free (<http://www.mobilefun.co.uk/sim-free-htc-hero-white-p20549.htm>) handset.

As well as the usual smart phone features, including 5.0 megapixel camera, high speed downloads, touch screen and Wi-Fi connectivity, the HTC Hero makes Google's Android operating system available to the masses. It is the 3rd Android device from HTC but the 1st that can be used by all networks.

Google Android is an open source mobile operating system that has a massive library of apps available for download, enabling the HTC Hero to compete with the Apple iPhone in terms of the extra functionality.

The HTC Hero is also pioneering a new custom User Interface called HTC Sense that has been prepared specifically to get the most out of the Android OS.

HTC Sense is based on three basic principles dubbed as Make It Mine, Stay Close and Discover The Unexpected. Make It Mine enables a high level of phone personalisation, Stay Close enables all communication channels & apps to be centrally managed and Discover The Unexpected enables the user to search just about anything at anytime and anywhere.

Jazz Singh, Product Manager for Mobile Fun states,

"The iPhone 3GS has set the benchmark for smart phones, however the HTC Hero will definitely compete really well. Some of the apps developed for the Android operating system are 1st class and when combined with the new user interface this mobile phone is not one to be ignored!"

As well as the Sim Free HTC Hero phone, Mobile Fun has a range of HTC Hero accessories (<http://www.mobilefun.co.uk/cat/HTC-Hero.htm>) and HTC Hero cases (<http://www.mobilefun.co.uk/cat/Hero-Cases.htm>) to support its use straight from launch.

Ends

About Mobile Fun

MobileFun.co.uk is the UK's biggest online retailer of Mobile Accessories (<http://www.mobilefun.co.uk>), Mobile Phones, Ringtones, Mobile Java Games and other entertainment products.

Based in Birmingham, Mobile Fun was ranked as the UK's 7th Fastest Growing Technology Based Company in the Sunday Times 2006 Microsoft Tech Track 100 .

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