

A SmarterPhone for the UK: Acorn™ announces new Micro™ Phone in 40th anniversary year of the UK brand

Submitted by: Acorn Inc Ltd

Friday, 23 February 2018

A SmarterPhone for the UK: Acorn™ announces new Micro™ Phone in 40th anniversary year of the UK brand

Brighton, UK. Feb 23rd 2018. For Immediate Release

Acorn™ Inc Ltd announces its first smartphone, the Micro™ Phone C5- a feature packed, flagship Android™ handset, aimed to give UK consumers a smarter choice of mobile phone. To celebrate the 40th year of the historic Acorn brand, the relaunched UK company is revealing the Micro in tribute to its predecessor and to debunk the myth that premium mobiles cost premium prices.

More About Acorn

Acorn became one of the UK's favourite names in tech when it was at the forefront of ushering in the computing revolution in the 1980's. Success came with producing the BBC Micro, selling over a million units, and inventing ARM® (Acorn Risc Machine) which became one of the UK's most famous exports (100 Billion+ units shipped) which is prevalent in most modern technology. Today, Acorn aims to become one of the UK's favourite names in consumer electronics, letting consumers fly the flag for the home nations.

Micro - A SmarterPhone

Inspired by the team from the 1980's, Acorn shares the philosophy that tech should be exciting, useful and affordable. Putting it at the forefront of modern technology, the Micro offers advanced features such as Quad Cameras letting users get pro-standard depth-of-field photos; a 5.7" 18:9 Super Screen for more screen and less phone; and fingerprint biometric security. The Micro runs a powerful octa-core ARM® mobile processor giving gives users the best of Android™, artificial intelligence and voice control via Assistant and access to over 2 million apps & games. Acorn is collaborating with Google™ to ensure that the Micro is fully GMS™ Approved before shipping. The Micro gives users the choice of UK telco providers with network unlocked dual-SIM slots and super fast Cat 6 4G and VoLTE.

Sam Goult, Director of Design at Acorn comments about Acorn's history

"The Acorn BBC™ Micro was the first computer many of us ever used, so it holds a special place in our hearts. The Acorn team in the 1980's accomplished such groundbreaking achievements that didn't just change Acorn, they changed the world. In the 21st century, Acorn is a name that needs to be at the forefront of the tech industry in the UK, not gathering dust in the history books. We are calling on the UK to champion this historic marque and to inspire tomorrow's world."

Goult continues about the Micro's positioning

"As consumers demand more from their mobile devices, the Micro™ Phone C5 delivers the perfect blend of high-end, flagship features, but at a breakthrough price that is affordable and gives everyday value for money. Acorn aims to debunk the myth that premium features come at a high price, and at the same time lets consumers buy British!"

Availability

The Acorn Micro Phone C5 is priced at GBP £150 and is currently gaining grassroots support by crowdfunding on Indiegogo (until March 25th). Delivery is anticipated to UK backers in May 2018.

For further information please see <https://www.acorncomputers.com/micro-phone-c5>

Contact ukpress@acorncomputers.com

BBC is a trademark of the British Broadcasting Corporation. ARM is a registered Trademark of ARM Holdings. Google & Android are Trademarks of Google LLC.