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Evaluation Essay: My Desire

When cellphones were first introduced in the late 1970's ("History of Mobile Phones") the most you could do was hope that your call did not last longer than your ability to hold the weight of the phone. With the cellphone industry worth just under 200 billion USD ("Mobile Phone Market"), it was no surprise the pace at which new cellphones have come into the market. Today there are hundreds of phones to choose from ranging from as low as \$50 to over \$800, each with their own advantages and disadvantages. Phones are not simply used to place calls anymore but offer a variety of uses allowing them to act as mini computers. A wise consumer must look past a flashy commercial (as offered by the iPhone) and keep in mind their personal uses for the phone. The Desire made by HTC, one of the fastest growing companies in the mobile phone industry, stands out to provide the consumer the best value for their buck. The combination of software, hardware and practicality make the HTC Desire one of the most desirable phones in the market today.

Analyzing The Desire from the inside out enables one to see the superior software included with the phone. The operating system is the latest, greatest and most sought out-Google's Android (version 2.2). With the built in ability to synchronize with most of Google's services, the platform allows seamless integration with email, documents, contacts and files from your computer. Even if you are not a fan of Google the phone is compatible with many other products and services. In addition to the Android OS we see the phone further backed by HTC's

new Sense interface. This interface is based off of HTC's three pillars "Make it mine, stay close and discover the unexpected" ("HTC Sense"), and it indeed delivers on these. Sense makes the phone yours by enabling you to personalize and customize every last detail and allows you to do this on up to seven different screens. The main customization tools are widgets, a feature the iPhone (and many others) lack. For example, instead of having to load up an application for a calendar (as you would for the iPhone) a widget displays your calendar right up front on the home screen- this reduces load times and increases your time. Trying to stay close to your friends but find it a little bothersome switching from one social networking site to another? Sense allows you to stay close by giving you a single screen access to all social programs such as Facebook, Twitter and Flickr. Finally, through the Sense interface everything you do becomes more natural from dialing a friend by their name (verses their number) to automatically updating the time and agenda based on your GPS location. At this point if there is still more you *desire* there are over 70,000 apps ("Discover the power of Android") available to meet your needs.

If software is the brains and the hardware is the braun- the Desire has both. Packing the latest one gigahertz Snapdragon processor ("Desire Specification") this phone could outperform many other phones all the while handling ten different applications in the background! To give some perspective of how incredible an achievement it is to fit this power inside a phone that weighs only one- hundred and thirty-five grams let us compare The Desire to a PC. Computers are at about three gigahertz processing currently and are, obviously, more than three times larger- enough said. The next piece of hardware the Desire boasts is a large 3.7 inch AMOLED screen.

What is an AMOLED screen, you say? Well, it is an Active Matrix Organic Light Emitting Diode ("What is AMOLDED?") which basically means it is far better in many ways to standard LCD screens. It offers a higher contrast ratio, luminance, true colour and faster response

to the screens of most other phones. To complement the unbelievable screen the Desire is equipped with an impressive five megapixel camera with flash. Personally, this camera outperforms my actual digital camera (purchased about three years ago) which only has four megapixels itself. However, there is obviously no comparison to the mammoth fourteen megapixel digital cameras of today (which cannot place calls) but compared to other phones the camera is most definitely top end. To store these incredible photos the phone offers a removable and expandable storage, something the iPhone lacks. The iPhone has 64 gigabytes of storage but because The Desire has removable storage you can change the 32 gigabyte card multiple times to have as much storage as you need. Finally, the phone is even a digital radio (internet radio) and a classical radio through the use of the HTC headset included with the phone. All this high end hardware is comparable and better in some aspects to the iPhone.

Overall, the phone is very practical and designed for the general majority of phone users. The reviewers at Gazelle, an electronics company, have commented on the superior build quality of HTC when comparing the Desire and iPhone. Anthony, from the Gazelle Gadget Lab, said, “I dropped [the iPhone] once, a one foot drop... it’s already broken... and when I dropped The Desire there was no more than a small scratch.” Even beyond build quality, HTC has not forgotten about the cellphone users who still want a powerful phone but are not willing to cough up the 800 dollars or more that it takes to get an iPhone. The Desire retails for a mere four-hundred dollars or eighty dollars with a three year contract. Now you may be thinking, “of course on a three year contract, the iPhone is also reduced to \$269”, but is this really that big a discount? If you have ever tried to get a smartphone (the classification of phones that the Desire and iPhone fall under) you will have noticed the minimum plan is around \$50, due to the data plan that must be added. With a three year contract at this rate the total for the iPhone and plan

comes out to an enormous \$2069! Looks like *Apple* is a little unhealthy for your wallet. In comparison, an HTC can be bought on a \$25 plan (as I have done) and be used on the internet via free Wi-Fi, this results in a three year total of \$1000- phone included. The Desire takes in mind several factors and offers a fair price for its incredible features that won't leave your wallet feeling empty.

Several months ago I had to choose between the iPhone and the Desire, thankfully I made the better choice by choosing the latter. It may now seem a little foolish for you, as I felt after researching about the two, to buy an 800 dollar phone when a superior phone is offered for half the price. HTC's slogan "quietly brilliant" echoes its operations, as evidently they focus on providing a quality phone and not simply an alluring advertisement (ahem, Apple). The mixture of features, solid hardware and pragmatism make the HTC Desire a must have. Unfortunately, the speed at which technology moves will outdate the Desire in less than a year and readers will laugh at how easily impressed one could be of HTC's Desire.

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