

Android One smartphone to cost \$105 in India

SAN FRANCISCO, USA: Google has launched a \$105 smartphone in India, taking aim at emerging markets as part of an initiative called Android One.



The Android One smartphone will debut in India and cost just \$105 although this price could drop further as more manufacturers venture into the Indian market with phones powered by Android. Image: [Business Insider](#)

"With Android One, we not only want to help people get online, we want to make sure that when they get there, they can tap into the wealth of information and knowledge the internet holds for everyone," said Google Senior Vice President Sundar Pichai.

The smartphone was available in major shops in India starting at 6,399 rupees (\$105). California-based Google announced new Android One partnerships with an array of handset makers including Acer, ASUS, HTC, and Lenovo, saying that the variety of low-cost Android One smartphones should expand.

According to Pichai the Android One smartphones should be available in Indonesia, Bangladesh, Pakistan, Nepal, Sri Lanka, and the Philippines by the end of this year. Google says the smartphones will have ample processing power, high-quality cameras and an operating system that can be updated remotely.

Features expected to particularly appeal to the India market included replaceable batteries, built-in FM radio, and dual SIM cards. With the Android One debut, Google is following through on an announcement made at its annual developers conference in San Francisco in June.

Working for more affordable services

Google is working with carriers in India to provide affordable telecommunication service packages to go with the smartphones, which could in many cases provide Internet access for the first time.

Pichai says the Android One initiative sets out to work with smartphone manufacturers and others in the "ecosystem" to pool resources and standardise hardware platforms to provide "turnkey solutions" for making handsets.

Google and Silicon Valley rival Facebook have made priorities out of connecting with people in parts of the world where internet connectivity is scarce, unreliable or just non-existent.

Having more people able to reach websites or services means expanded opportunities to make money from online advertising or providing tools that connect shops with customers. Google does not make money from hardware, with its own branded gadgets meant to set standards and show off software capabilities with an eye towards inspiring electronics manufacturers to make better Android or Chrome devices.

Developing countries have become prime targets for smartphone manufacturers and Android software, available free to handset makers, has proven popular with budget-conscious buyers.

Source AFP via I-Net Bridge

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