


DVB-T models maintain market lead

Typical features

- **Add-ons:** Suppliers incorporate an FM radio, e-book reader and MP3 player for enhanced product value. Some units also support Bluetooth and Wi-Fi.
 - **Screen:** Entry-level varieties have 2 to 3in screens delivering 320x240 pixels. Upscale types adopt 3.2, 3.5 to 4in resistive touchscreens supporting HVGA, WQVGA or WVGA. Makers source panels from local providers such as Truly.
 - **SIM support:** Most versions enable dual-SIM and -standby, although units with three or four SIM card slots are also available. The majority of models support GSM 850, 900, 1,800 and 1,900MHz.
 - **Camera:** Mainstream units are equipped with 2 to 3MP rear cameras. High-end kinds pack 2 or 3MP rear and 300,000-pixel to 1.3MP front cameras.
 - **Housing & surface finish:** Makers adopt ABS or PC+ABS for the enclosure. The surface finish options are plastic or piano paint and highlight mirror.
 - **Chipset:** The popular choices are MediaTek's MT6235, MT6236 and MT6253.
 - **Power source:** Mainstream units run on 800 to 1,200mA rechargeable Li-ion battery, and upscale types on 1,500mA counterparts.
 - **Memory slots & connection ports:** TransFlash and microSD card slots are provided to expand the storage capacity. Mini-USB ports are common. Some may feature Micro-USB on request.
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Price range (per unit)	Basic features
\$60 to \$70	DVB-T, ISDB-T; MediaTek MT6253, MT6225 or MT6235 chipset; quadband GSM 850, 900, 1,800, 1,900MHz; dual-SIM, -standby; 2.4 to 3in screen; 1.3 to 2MP camera, FM radio, Bluetooth; MP3, MPEG-4
\$80 to \$100	DVB-T, ISDB-T; MediaTek MT6235 or MT6236 chipset; quadband GSM 850, 900, 1,800, 1,900MHz; dual-SIM, -standby; 3.2 to 4in resistive touchscreen; 2 to 3MP rear, 300,000-pixel to 1.3MP front cameras, FM radio, Bluetooth, Wi-Fi; MP3, MPEG-4

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Top trends

- **DVB-T secures dominance:** Driven by strong demand, particularly in Europe, China makers focus on digital TV mobile phones that adopt DVB-T. Some suppliers, however, offer models based on ISDB-T to take advantage of the standard's increasing popularity in emerging markets such as Brazil.
- **Smartphone functionality:** A growing number of companies are gearing R&D efforts toward models with smartphone capability. Several have accepted orders for units supporting Android OS and DVB-T. Mass production of such variants, however, has yet to take off given the higher manufacture outlay. The digital TV chipset alone adds \$20 to \$30 to the total cost.
- **Bigger screens:** The latest releases pack 3.2, 3.5 or 4in displays and deliver HVGA, WQVGA or WVGA resolution. Upscale models have resistive touchscreens, while some integrate capacitive types on request.
- **Sales & price outlook:** Many suppliers foresee stable export sales in 1H12, while some anticipate a 10 percent increase. Quotes, meanwhile, are expected to stay unchanged or drop by 5 percent in 1Q12.

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[Cefon Mobile \(HK\) Ltd \(E-Techco Group\)](#)

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Model: DVB-T Digital TV Mobile

Description: DVB-T; dual-SIM, -standby; MediaTek MT6225 chipset

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[Easy Time Technologies Ltd](#)

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Model: HP381

Description: DVB-T; GSM, GPRS, EDGE 850, 900, 1,800, 1,900MHz, W-CDMA 900, 2,100MHz

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[Kaka Technology Co. Ltd](#)

★☆☆☆☆

Model: K010

Description: DVB-T; dual-SIM; FM radio, camera, Bluetooth; MP3, MPEG-4

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[KVD International Group Ltd](#)

★☆☆☆☆

Model: K158

Description: ISDB-T; MediaTek MT6235 chipset; quadband GSM 850, 900, 1,800, 1,900MHz; 2.4in QVGA LCD

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[Shenzhen Guangyuan Telecom Technology Co. Ltd](#)

Model: G7i

Description: DVB-T, ISDB-T; quadband GSM 850, 900, 1,800, 1,900MHz; dual-SIM, -standby; 3.2in QVGA; Wi-Fi



[Shenzhen Kingleader Digital Technology Co. Ltd](#)

Model: A919

Description: DVB-T; quadband GSM, GPRS, EDGE 850, 900, 1,800, 1,900MHz; dual-SIM, -standby; 3.2in touchscreen