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Spice Mobile Launches Android Smartphones in India

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Spice Mobiles Ltd a flagship company of the Spice Televenture has come up with Android based mobile phone and hand-held tablet devices for Indian consumers. These devices include smart phones MI-300, MI-410 and MI-700 Android tablet.

Spice Mobile intend to lure the bottom of the market who doesn't want to shell out more than 15k for smartphone. Spice MI300 Android smartphone will be available in India just for Rs. 9900.

The Spice Mi-300 is a 3.5G Android™ v2.1 ready device, with integrated Spice mobility offerings including a bouquet of customised applications developed by Spice Digital. The phone features a 3.2" HVGA Capacitive touch screen with a resolution of 320 x 240 pixels.

Apart from being exceptionally user friendly it has applications including GMS & MS Office, GPS & A-GPS for location tracking or turn-by-turn directions, WI-FI, Push E-mail, G-sensor, E-compass, Proximity Sensor and more than 1,00,000 downloadable applications that can even convert your device into a metal detector. It comes with a 5MP Camera, Proximity sensor and all SNS applications, and is powered by the MSM7227 chipset from Qualcomm.



The Mi-300 is exclusively available across 200+ Spice HotSpot outlets across the top metros and cities across the country from today, giving Spice Mobility customers a complete Connected Spice Life experience, The Mi-300 comes to customers at an attractive introductory price point of Rs. 9990.

The superbly designed Mi-410 Ver. 2.1 impresses most with its High Definition video record and play capability on a large 4.1" HVGA capacitive display. This Wi-Fi enabled device also has 3G (HSDPA), Bluetooth 3.0 + EDR transferring data at blazing speeds of 24Mbps, AGPS, GMS & MS office to satisfy advanced connectivity needs, and is powered by the Snapdragon MSM8255™ chipset from Qualcomm.

The Mi-700 Ver. 2.2 has a spectacular 7" HVGA touch screen. This handheld tablet has perfectly balanced virtues of both a mobile and an internet device connecting over Wi-fi, Bluetooth and 2G/ 3G. The high-resolution 7" screen is remarkably crisp and vivid. Which makes it perfect for web browsing, watching movies, or viewing photos.

It's designed to show off your content in portrait or landscape orientation with every turn. Add to that a hot swap memory card slot, USB data interfaces and Dual camera for video calling, which are absent in even popular tablets currently in the market. The Mi-700 is based on the MSM7227 chipset from Qualcomm.

The launch of these 3G Android 2.1 ready devices, places Spice Mobility in good stead in the android devices market for the global and domestic consumers.



Expressing his pleasure at the Spice Mobility conference, Mr. Dilip Modi, Managing Director, Spice Mobility Ltd. said, " The launch of the Connected Spice Life devices with the ' & Series' (Android) range is in line with our vision and strategic thought of providing customers new age high technology devices that have an interplay on the Mobile Internet Platform readily operable in the 3G and HSPA.

Our devices will have pre-embedded content and applications developed by Spice Digital, our VAS business and Spice Labs, our Mobile Internet & Apps business, retailed exclusively through Spice HotSpot stores across India to begin with, so as to offer an integrated mobility experience.