

hTC Desire 12s

KSPs (Key Selling Points)

Cameras: Twin 13MP cameras deliver picture perfect images both front and back:

The 13MP selfie camera will delight the selfie enthusiast in you. The front flash makes taking those tricky low light selfies a snap.

The hi-res 13MP main shooter packs a powerful punch. Fast focus with PDAF gives you the crisp and brilliant details you deserve.

Performance: HTC Desire 12s eliminates duplication of apps and offers easy one-handed operation for a more intuitive experience so you can accomplish more. Shopping is both fast and hassle-free. HTC Desire 12s turns your phone into a wallet so you can make quick, convenient mobile payments.

Design: With our unique striped dual finish design, HTC Desire 12s stands out from the crowd in both looks and feel. This phone sports a big display while being surprisingly light and compact without any compromises on quality.

Display: The 5.7", 18:9 full body display really opens up your view. It's big and seamless, making it a perfect go-to for watching movies and videos, playing games, checking emails and a whole lot more.

Marketing Positioning

This stylish performer earns its stripes

With the twin 13MP cameras, capture bright colors and delicate details and take your best self in any occasion

A clean and smooth experience

Main Features

- 5.7" HD+ display with 18:9 aspect ratio
- 3075 mAh
- 13MP main camera with PDAF
- 13MP front camera with LED flash
- Android Oreo (8.1)
- Qualcomm® Snapdragon™ 435
- 3/4 GB RAM
- 32/64 GB storage

Imagery



Communication

- **The logo** must be visible on every communication tool
- The name of the product is **HTC Desire 12s**

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Colors



Black



Silver

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Product Characteristics

Display	5.7 inch, 18:9
	HD+ (720 x 1440 pixels)
	Display color personalization
Size (length x width x edge thickness)	154.2 x 72.7 x 8.3 mm
Weight	150 g
Platform	Android™ 8.1 with HTC Sense™
CPU	Qualcomm® Snapdragon™ 435 Octa-core, 64-bit
Main Camera	13MP
	Phase-Detection Autofocus
	LED flash
	f/2.0
	Timer up to 10 seconds
	Face detection
	HDR
	Panorama mode
	Full HD 1080p video recording
	Video Pic (capture photos while recording)

Front Camera	13 MP
	Fixed-focus
	BSI sensor
	f/2.2
	Beauty mode
	LED flash
	Selfie timer up to 10 seconds
	HDR
	Full HD 1080p video recording
	Face detection
	Video Pic (capture photos while recording)
Buttons, keys, and Connection ports	3.5 mm stereo audio jack
	Micro-USB
Memory	ROM: 3GB / RAM: 32GB
	ROM: 4GB / RAM: 64GB
	Extended memory: microSD™ (up to SDXC)
	Flex Storage
Connectivity	NFC
	Bluetooth™ 4.2
	Wi-Fi
	802.11 b/g/n (2.4 GHz)
Battery	Capacity: 3075 mAh
	Power saver mode
	Charging (5V/1A)