

NEWS RELEASE

itel First to Launch Android 14 (Go edition) Smartphones for Emerging Markets

10/5/2023

SHENZHEN, China--(BUSINESS WIRE)-- itel, the global leading smart life brand committed to providing affordable and good quality consumer electronic products, is excited to announce a first launch of its P55T smartphone based on the Android 14 (Go edition) operating system.

itel the First to Launch Android 14 Go edition Smartphones P55T (Graphic: Business Wire)

In collaboration with Google and UNISOC, the new itel P55T aims

to deliver a 64-bit optimized user experience with the latest Android (Go edition) software features to users in emerging markets across Africa and South-east Asia.

Using Android 14 (Go edition), itel P55T smartphone users will have access to a wide range of Google services and apps optimized for affordable devices. With applications designed to consume fewer resources, making them ideal for devices with limited storage and processing power. In addition to better performance, P55T users also gain new Android 14 features like Health Connect and Android QR scanner with UPI support.

This launch represents a significant milestone for itel in delivering cutting-edge mobile experiences to emerging market users. By combining itel's affordability and the latest version of Android (Go edition) software, users can expect a superior smartphone experience without compromising on performance or functionality.

About itel

itel is a reliable smart life brand for everyone. Adopting "Enjoy Better Life" as its brand philosophy, itel's mission is to provide budget-friendly consumer electronic products in the emerging markets. It democratizes technology by

giving entry to technology and connectedness to consumers without prior access to it. itel has expanded its presence in more than 70 countries and regions worldwide. itel has a product portfolio of smartphones, accessories, and home appliances.

<https://www.itel-life.com/>

Willa Cai

Marketing@itel-mobile.com

Source: itel