



Makers of Treo Releases Smart Phones for the Mass Market

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PR9.NET October 05, 2007 - Giza, Egypt - Palm, the company that brought us the business-efficient Treo recently announced the pending release of the Centro, a mobile phone that will retail for only \$100. Suffering from profit loses due to tough competition from other mobile phone makers Nokia, Motorola, Samsung and even non-traditional mobile phone makers like Apple and Hewlett Packard, the company did a 180-degree turn and released the new phone model targeting the mass market.

Palm was the first company to release Smart phones (<http://www.treoexpress.com/hot-deals/>) with web and email capability and other business-centric applications. The Treo first released in 2003 was once the highest selling smart phone in the market. But the old form factor and the Palm Operating System that once made the Treo the hottest and most-efficient phones in the market have undergone very little changes or improvement over the span of five years. In fact, the biggest change Palm has ever done to its mobile phones' form factor would have to be releasing the slimmer and lighter Treo 500v models released in Europe otherwise all other Treo models have remained bulky. Changes in the OS have also been very minimal and to answer the needs of smart phone users, Palm has had to release mobile phones running on Microsoft Windows.

Although the new Palm Treo running on Microsoft Windows-based Palm is experiencing encouraging sales growth, the company has had to instigate changes to differentiate itself from the rest of the Smart phone makers running on the Windows OS. The Centro runs on the same platform as the Treo and will have email and web access as well as a full-color touch screen and full keyboard. Even if the mobile phone still runs on the old Palm OS, the Centro addresses the market's demand for smaller, sleeker smart phones. The Centro is almost like the Treo 755p except it is smaller. Its design and price point makes the Centro a direct competitor of regular mobile phones.

The smart phones market (<http://www.treoexpress.com/treo-ebook/>) has been a tough market to compete in following the release of the mobile phones from Blackberry and then the launch of Apple's iPhone last year. With the release of the Centro mobile, Palm stock rose by \$1.02. The Centro will initially be offered exclusively by Sprint. The mobile phone is expected to appeal to price-conscious consumers like business executives who need business tools but are not willing to pay upward \$ 500 for the applications and features found on smart phones. The Centro will also appeal to people who need good feature phones but who do not use their phones extensively for business applications..

Centro clearly answers other market segments' needs for more sophisticated mobile phones. The Centro will definitely appeal to teenagers, budget conscious moms and other consumers who may want access to the web. The Centro allows consumers to access 3G networks at a fraction of the cost of other smart phones. The Centro will also provide the seamless surfing experience for consumers not previously offered by regular phones. While many feature phones have long allowed web access, the web connection was often slow and inefficient.

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