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HTC defines mobile computing with introduction of Shift Tegatech Australia Partners to bring Resellers the latest in UMPC technology



Monday, December 10, 2007– Tegatech Australia, a leader in the Ultra Mobile PC space, has today launched pricing for the HTC Shift Ultra-Mobile PC (UMPC) to its channel of Authorised Resellers. In a move seen as strategic for HTC the new partnership is designed to leverage off of Tegatech Australia's market leadership in the channel.

"Our commitment to Distributing Tablet PC and UMPC specific hardware in Australia and NZ has brought us to this point," said a Hugo Ortega, Principal of Tegatech.

Meanwhile HTC is reported to be pleased with the decision as UMPC sales made by Tegatech resellers are starting to see significant numbers. "We are pleased to be working with Tegatech Australia as one of our partners for our first Australian UMPC, the HTC Shift. The HTC Shift delivers unparalleled functionality in a sleek, compact design and offers business travellers a new way to work effectively when on the move" said John Featherstone, Managing Director, HTC Australia.

HTC Shift combines the power of Windows Vista with an innovative QWERTY-based keyboard design and 3G-connectivity. The days of compromising productivity for portability are gone. The HTC Shift provides all the power, functionality and connectivity the busy professional needs in a sleek design that is half the size and a fraction of the weight of what they lug around today. Similar in size to a couple of DVD cases, the HTC Shift comes with Windows Vista Business, includes a brilliant 7-inch widescreen touch display and a 30-gigabyte hard drive. Packed with advanced connectivity, the HTC Shift features high-speed global connectivity with Tri-Band UMTS/HSDPA, Quad-Band GSM/GPRS/EDGE, Bluetooth 2.0 and Wi-Fi. A multimedia maven, the HTC Shift leverages Windows Media Player 11 to provide easy access to music, videos and photos.

"The HTC Shift is combining the power of Windows Vista with advanced connectivity in a sleek mobile computer design," said Bill Mitchell, corporate vice president of Microsoft's Windows Mobile Platforms Division. "HTC and Microsoft have been innovating on smartphones for years, so it is exciting to see them bring that experience and innovation to mobile computers."

About Tegatech Australia

Tegatech Australia is the only Tablet PC specific Distributor in the Australia/NZ marketplace. By focusing so heavily on the Tablet PC form factor Tegatech has enhanced the Reseller experience via a commitment to training and support. Close ties to Microsoft creates a synergy that allows resellers to grow and enhance their presence in the Tablet space.

Established in 2003 Tegatech is now seen as a market leader in the Tablet PC arena. By targeting resellers-only Tegatech has grown from strength-to-strength. Via strategic reseller partnerships that focus on vertical markets, and the corporate sectors, Tegatech is creating a groundswell of interest.

Tegatech Australia is currently looking to expand its growing Dealership so apply now to become an Authorized Reseller.

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