

PDA Essentials Excellence Awards 2007 winners announced

HTC sweeps the board at the 2007 awards sponsored by eXpansys

PDA Essentials magazine has unveiled the winners of its 2007 Awards at an event at BAFTA's Princess Anne Theatre in London. Representatives of the entire mobile industry were in attendance, as HTC swept the board with four awards including Manufacturer of the Year and the coveted Readers Award for the TyTN II. Other winners at the eXpansys-sponsored event included Nokia, TomTom and HP.

Eleven awards were presented on the night. Nine winners were decided by a panel of judges made up of the *PDA Essentials* team plus representatives from the retail industry, including eXpansys, Devicewire and Clove Technology. A further two awards were voted for by readers of *PDA Essentials* via the eXpansys website.

Since its launch in 2001 *PDA Essentials* has grown to become the UK's leading consumer magazine dedicated to all areas of handheld computing and satnav systems. The *PDA Essentials* Excellence Awards are set to become an annual fixture in the industry's calendar as the only event in the UK celebrating the innovations and achievements in the rapidly changing world of PDAs and smartphones.

Andy Betts, Editor of *PDA Essentials*, commented, "The evening was a great success and was well attended by some of the leading names in the industry. We are already looking forward to next year's event, and hope that the awards will become a benchmark for quality in a hugely competitive market. I'd also like to thank our judges for their expert input into the judging process, and to congratulate the winners on their success."

Florian Seiche, VP of HTC Europe said, "These awards are testament to the outstanding work performed by our R&D and design teams to produce category leading devices which are popular with an increasing group of consumer and business users.

The TyTN II has been received extremely well by both the press and users while the Manufacturer of the Year award is evidence of the success of the product range overall."



Andy Betts
Editor

Roger Butterworth, CEO of eXpansys, added, “*PDA Essentials* is without doubt the most complete, accurate and informative publication covering Smartphones and GPS devices in the UK, I read it every month and I think that getting an award from *PDA Essentials* means a lot to everyone who is anyone in the industry. I’m delighted that eXpansys has had this opportunity to be associated with the awards and I look forward to being involved again next year.”

A special awards issue of *PDA Essentials* goes on sale 9 November.

The winners list in full is as follows:

Best PDA
HTC TyTN II



Best Satnav
Software
CoPilot Live 7



Best Smartphone
Nokia N95



Best Network
Vodafone



Best Value Handheld
HP iPAQ 514 Voice
Messenger



Handheld of the
Year
HTC TyTN II



Best Accessory
Proporta Mobile
Survival Kit



Manufacturer of
the Year
HTC



Best GPS device
Garmin nuvi 660



Readers Award –
Best PDA
HTC TyTN II



Readers Award –
Best Satnav system
TomTom GO 720

