

Publication: **Bernama**

Date: **24th July, 2019**

Headline: **Vivo Malaysia Aims to Boost Its Smartphone Sales to 2 Million Units**



Vivo Malaysia aims to boost its smartphone sales to 2 million units

Last update: 24/07/2019



KUALA LUMPUR, July 24 (Bernama) -- Vivo Malaysia aims to boost its smartphones' annual sales to two million units from the current 1.5 million units.

Vivo Technologies Sdn Bhd chief executive officer Mike Xu said Vivo Malaysia has launched five of its smartphone models this year and plans to launch another five in the second half of this year.

"As a consumer-based technology brand, Vivo wants to meet the increasingly varied needs of Malaysians by offering a range of models that suits them best," he told reporters after the launch of the Vivo S1 smartphone here, today.

Vivo S1, the first of the S-Series smartphone, offers a range of features, including touch identification, 32 megapixel (MP) selfie camera, dual-engine fast charging battery and artificial intelligence (AI) triple rear camera.

The smartphone comes in two unique colours -- Skyline Blue and Diamond Black, and has six gigabytes (GB) of RAM (random access memory) and 128 GB ROM (read-only memory), providing more memory space for storing videos, music and pictures.

Priced at RM1,099, customers may pre-order the smartphone from now until this Friday (July 26).

The Vivo S1 will be available at all Vivo Concept Stores on July 27.

Pre-orders are also available on online platforms such as Lazada, Presto Mall and Vivo Store.

Vivo, a Chinese technology company, entered the Malaysian market in 2014, and currently has 5,000 outlets and 20 service centres in Malaysia.

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