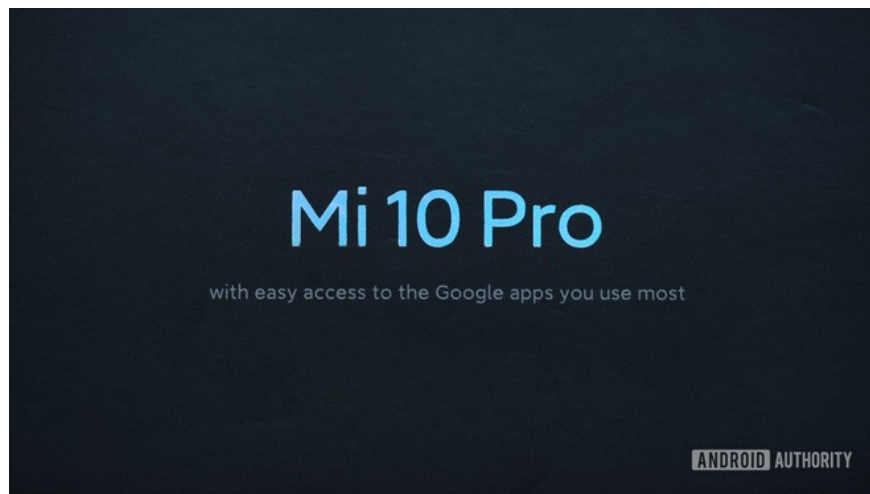


Deciphering the controversial text on the Mi 10 Pro box: is it a request from Google or did Xiaomi want to 'kick' Huawei?

While it is unlikely that Xiaomi really wants to 'kick' Huawei, one thing is certain: Huawei phones will not be able to have 'With easy access ...', at least in the near future.

The international versions Xiaomi Mi 10 and Mi 10 Pro have begun to be sold and both are gaining great attention, however, this attention is not coming from the device itself but from a line of text printed on the case. Mi 10 Pro's box. This text says: *'With easy access to the Google apps you use most'*.



Roughly translated: *'Easy access to the Google apps you use most often'*, this ad line is considered by many to be a 'cool' move from Xiaomi to its compatriot Huawei, when its smartphones cannot install Google applications and services because they are banned from the US.

As most Android fans already know, Huawei currently cannot use technology derived from U.S.-based companies in its products without government permission. Google is a US company and is not allowed to transact with Huawei. This makes it difficult for Huawei to sell phones outside of China, as most buyers want to be able to immediately use Google's services and applications.

Xiaomi is also a Chinese company, and the advertising line made many people angry in the country, saying that this is an action that Xiaomi itself devised to attack Huawei in the international market.

When people started asking about this on social media and the pressure from Chinese users themselves, Xiaomi suddenly said that it was Google who asked to print the ad on the box. Mi 10 Pro.



Initially, the company's Weibo Account explained that it had signed a new partnership agreement with Google, which **required public** support for Google apps on new phones.

Xiaomi explained that it was a new request and Xiaomi was the first to make it, saying the words were similar to "**powered by android**" displayed on the phone and '**intel inside**' on the computer.

But when AndroidAuthority contacted for more details, Xiaomi now said that advertising the Google app on the box was **not a new request, rather a guide suggested by Google that existed in a long time**. However, if that is true, why don't other brands' boxes have this Google app claim?

What is really happening?

According to AndroidAuthority, a reference source of knowledge of the Google agreement, the words '*With easy access to the Google apps you use most*' would be recommended if OEMs added more applications to their devices than required. needed to meet terms with GMS (Google Mobile Services).



For example, an application like Gmail is a major part of GMS, but an application like Google Keep is not. If an OEM decides to go beyond the GMS requirements and includes other unnecessary applications, Google will suggest that the OEM should print 'With easy access .' on the box. This helps consumers know the difference between a phone with only the minimum Google apps installed on it and more pre-installed phones.

That is why you do not see this text on other products. Google *doesn't require it*, so most OEMs don't print it in trouble.

If all of this is true, why did Xiaomi's previous Weibo statement say that it was Google that forced the company to supplement through a new contract? A new statement from Xiaomi shows another idea:

'This text on our Mi 10 series box complies with Google's long-standing branding guide, to help ensure consumers are properly informed about the software on their device.'



Thus, with the second announcement, Xiaomi has denied its first announcement and said that the 'With easy access .' line has been in Google's branding guidelines for a long time, not just in agreement. New cooperation agreement.

This explanation is consistent with what Android Author has said. There may simply be a translation error in Xiaomi's previous Weibo statement, which uses the word "request" and describes that all upcoming OEMs will need to print this information on their respective accounts. Is their advertising.

Thus, the conclusion is that the words 'With easy access .' is included in Google's guidelines, but Xiaomi decided to add the product, and the reason related to Huawei or not is of course the company will not be on duty.

continued to say.

Anyway, in the future, you will probably see this line appear on many brochures from various companies, especially those based in China. Because it helps buyers not to worry that they will have to buy one of the Chinese phones without the Google app on them.

One thing is for sure: Huawei phones will not be able to have 'With easy access .', at least in the near future.

You finished reading the article "**Deciphering the controversial text on the Mi 10 Pro box: is it a request from Google or did Xiaomi want to 'kick' Huawei?**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.