

Google acquired part of HTC's mobile segment for \$ 1.1 billion

Part of the Pixel group in HTC will switch to Google, but this is not a purchase.

Google and HTC officially completed the deal, whereby part of HTC employees and many of them are working with Google to develop Pixel phones, which will switch to Google. HTC will receive \$ 1.1 billion in cash from Google. In return, the technology giant and Android developer will receive non-exclusive licenses from HTC's intellectual properties.

HTC will continue to operate its mobile business separately, including a group of engineers currently working on flagship HTC U11 phones. HTC will also continue to work with Vive VR, IoT, augmented reality, artificial intelligence, all independent of negotiations with Google.

With Google, it was clear that they showed a commitment to the phone line and were a decisive step after launching Made by Google products last year, evidenced by the transition from the Nexus backbone. to Google Pixel and Pixel XL.



Blue 2 Pixel, Pixel 2 XL in white and black

Google and HTC have collaborated many times. The search giant paid for HTC to build its first-generation Pixel. A recent FCC document also shows that HTC is producing smaller version 2 Pixel (large XL version produced by LG). The acquisition of hardware experts like HTC seems to be a smart move, but it is important to remember that Google has gone this way before and the ending is not very beautiful.

In mid-2011, Google acquired Motorola's mobile array for \$ 12.5. Almost 2 years later, Google sold it to Lenovo for only \$ 2.91. In 2016, former Motorola Rich Osterloh chairman returned to Google to take on the new hardware department.

HTC postponed selling stocks before the main statement

Google's acquisition of HTC is nearing the golden hour. On Wednesday, the Taiwan Stock Exchange announced that the sale of shares would be suspended.

There are rumors that Google came to the last step before closing the HTC acquisition. Some speculate that Google is only interested in certain branches - perhaps VR or mobile Vive. The whole acquisition is difficult but not impossible.

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