



## Mobile Tech

### 1.d. Best Smartphone 2019

The Smartphone of the Year award combines outstanding performance, innovation and leadership as determined through assessment of smartphones on the market during the last 12 months, by world leading independent analysts, journalists and influencers.

#### 2018 Winner: Apple for Apple iPhone X

Judges will nominate and select the shortlist for these categories, based on the following criteria:

#### Best Smartphone:

- Physical design and innovation
- Device performance and form factors
- Genuine new innovation deployed e.g. in UI, form factor, technology, features
- Product usefulness in terms of functionality and features
- Simplicity of use – such as an intuitive user interface
- Range of applications and features supported
- Multi-band support
- Price point and perceived value for money
- Market success in global territories
- User experience, quality & reliability