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HTC design chief steps aside HTC Corporation's design chief is to step down as the Taiwanese smartphone maker's market share shrinks.

Scott Croyle was the key individual behind the **company**'s latest flagship smartphone, the HTC One (M8), which garnered favourable reviews for its sleek design when it was unveiled earlier this year. Croyle will be focusing on "special projects" and "next-generation developments", HTC said.

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A few years ago, HTC was the top seller of Android-powered smartphones. But then it ran into marketing and operational problems and dropped out of the world's top 10 smartphone makers by volume last year. Competitors Samsung and Apple — as well as lower-cost **Chinese** rivals such as Lenovo and Huawei — gained ground.

To beef up marketing efforts, the Taoyuan-based **company** recently hired Samsung's former US marketing chief, who helped create the successful Galaxy brand, as a consultant.

Croyle joined HTC in 2008 after One & Co, a San Francisco-based boutique design house he co-founded, was acquired by the Taiwanese **company**.

Loan to help light up Africa A **SOLAR**-POWERED lamp created by Berlin artist Olafur Eliasson and Copenhagen engineer Frederik Ottesen will soon brighten more homes and classrooms in Africa, thanks to a low-interest loan from the foundation of former New York City mayor Michael Bloomberg.

The foundation is set to make a \$US5 **million** (\$5.39m) deal with LittleSun, the German **company** that makes Little Sun, a handheld **solar**-powered lamp. The lamp, introduced two years ago at the Tate Modern museum in London, is for areas where electricity is scarce and the primary source of lighting is kerosene lamps. The device is available in eight sub-Saharan African countries. At \$US9 to \$US17 each, the device pays for itself in roughly six months.

Kerosene lamps produce carbon dioxide and throw off particulate matter. The foundation estimates one hour of breathing the fumes from a kerosene lamp is equivalent to smoking 10 cigarettes.

The lamp "will improve the health and quality of life of the people who **purchase** it because you get away from indoor air-pollution issues which are detrimental to everyone, but especially detrimental to children", said foundation member Rohit Aggarwala.DOW JONES

CO htecc : HTC Corporation | viatec : VIA Technologies Inc

IN i347 : Electric Lighting Equipment | i3302 : Computers/Electronics | icnp : Consumer Goods | idurhg : Durable Household Products | ielec : Consumer Electronics | ihome : Home Electronics/Appliances | itech : Technology | i3441 : Telecommunications Equipment | i34411 : Mobile Communications Equipment

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