

Press Release|



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Google



1600 Amphitheatre Parkway  
Mountain View, CA 94043

# Press Release

**FOR IMMEDIATE RELEASE**  
**October 4, 2016**

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## The Pixel and Pixel XL: Powered by Android, Made by Google



**Mountain View, Calif.** – Google today officially unveiled its first mobile phones to be developed and marketed in-house. As the first devices designed with Android 7.1, Nougat, the Pixel and Pixel XL mark the beginning of a new generation of devices that are backed entirely by Google. Unlike the prior Nexus line of mobile devices, which saw Google manage the design and support aspects for those devices while a partner manufacturer was responsible for additional development functions and all manufacturing, the Pixel and Pixel XL were designed and developed entirely by Google.

“We announced the first version of Android eight years ago today. I have a feeling eight years from now we’ll be talking about October 4, 2016,” said Hiroshi Lockheimer, Senior Vice President of Android. “Today marks a dividing line between the past and future of Android. Google’s foray into mobile devices signals a long-term commitment to the ecosystem by connecting the latest advances in technology with the world’s most popular internet- and cloud-based services. With access to the Google Play Store and over 2.2 million apps, our customers can utilize their favorite services and apps on a device that represents the best of what Google has to offer.”

Like the Chromebook Pixel and Pixel C tablets that came before, the Pixel and Pixel XL devices are the culmination of the best software, hardware, and design available today in the mobile industry. With the Pixel and Pixel XL, Google set out to rethink every single element of the mobile phone in order to design the best devices possible, and with devices of two different sizes, mobile customers now have two best-in-class options to choose from.

### PERFORMANCE TO MATCH THE SPEED AND STABILITY OF ANDROID

The Pixel and Pixel XL continue to provide the highest quality displays available, with the Pixel utilizing a 5.0-inch Full HD active-matrix organic light-emitting diode (AMOLED) display and the Pixel XL featuring a 5.5-inch Quad HD AMOLED display. Powered by a Qualcomm Snapdragon 821 Processor and 4GB of RAM, the Pixel and Pixel XL both provide the performance necessary to handle any task. With its fast USB Type-C port, a 15-minute charge will provide enough power for almost eight hours of battery life.

(more)

# The Pixel and Pixel XL: Powered by Android, Made by Google

## TOP-NOTCH PIXELS FOR YOUR PIXEL DEVICE

Both the Pixel and Pixel XL feature a 12MP rear camera and an 8MP camera in the front, each with optical image stabilization (OIS). The rear camera features a 1.55µm sensor and the front camera utilizes a 1.4µm sensor, both allowing for more light in all conditions, resulting in better and brighter photos with stunning details. The rear cameras are also the first mobile cameras capable of capturing 4k UHD video at 60 frames per second (fps) and Full HD slow-motion videos at 240 fps, making this phone the most advanced multimedia device on the market to date.

Google also committed today to ensuring that customers purchasing a Pixel or Pixel XL will not only receive a device that is amazing on day one, but will only continue to get better over time. In a break from past practice where carrier-provided versions of Nexus devices received security and operating system updates through carrier channels and unlocked devices received these updates directly from Google, all Pixel and Pixel XL devices—regardless of place of purchase or carrier—will receive all support and updates directly from Google.

The Pixel and Pixel XL will be available for purchase starting October 5, 2016 directly from the Google Store, as well as from most mobile carriers in the United States, Canada, European Union, Singapore, Malaysia, Hong Kong, Taiwan, South Korea, Japan, Australia, and New Zealand. Availability in other markets will be announced shortly.

## KEY SPECIFICATIONS

<b>Operating System</b>	Android 7.1 Nougat
<b>Chipset</b>	Qualcomm Snapdragon 821
<b>Memory</b>	4GB LPDDR4 RAM
<b>Storage</b>	32GB/128GB
<b>Display</b>	5.5-inch Quad HD (2560x1440) AMOLED display at 534 pixels per inch (Pixel XL); 5.0-inch Full HD (1920x1080) AMOLED display at 441 pixels per inch (Pixel)
<b>Camera</b>	12.3MP rear with 1.55µm sensor and f/2.0 aperture; 8MP front with 1.4µm sensor and f/2.4 aperture
<b>Battery</b>	3,450 mAh (Pixel XL); 2,770 mAh (Pixel)
<b>Communication</b>	Wi-Fi 802.11 a/b/g/n/ac, dual-band, Wi-Fi Direct, DLNA, hotspot; Bluetooth v4.2, A2DP, LE; GPS with A-GPS and GLONASS; NFC; USB Type-C
<b>Security</b>	Capacitive continuous polling fingerprint reader
<b>IP Rating</b>	IP53

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## ABOUT ALPHABET INC.

Larry Page and Sergey Brin founded Google in September 1998. Since then, the company has grown to more than 50,000 employees worldwide, with a wide range of popular products and platforms like Search, Maps, Ads, Gmail, Android, Chrome, and YouTube. In October 2015, Alphabet became the parent holding company of Google. For more information about Alphabet, please visit: [www.abc.xyz](http://www.abc.xyz).

## ABOUT GOOGLE

Google is a global technology leader focused on improving the ways people connect with information. Google's innovations in web search and advertising have made its website a top internet property and its brand one of the most recognized in the world. For more information about Google, please visit: [www.google.com/about](http://www.google.com/about).

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Google

The beginning of the next generation of **android**.



Pixel

You brought it?

Yeah, I brought it.



Pixel XL

Made by **Google**

See more pixels at [madeby.google.com](http://madeby.google.com)



Presentation|



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Google

# The Pixel and Pixel XL

The beginning of the next generation of **android**.



**Houston Laney**

Director of Public Relations

October 4, 2016

# The Mobile Market Today

USA Market Share	July 2015	July 2016	% Change
Android	65.6%	65.0%	-0.6%
iOS	30.1%	31.3%	1.2%
Windows	3.8%	2.4%	-1.4%
Other	0.5%	1.3%	0.8%

In the last year, Android's market share in the United States has dropped by 0.6% while iOS has picked up 1.2%. With the mobile market starting to see saturation, the Android platform needs a shake-up.



# Products In the Field



**SAMSUNG**  
**Galaxy S7**



**LG G<sub>5</sub>**



**htc 10**

Devices such as those manufactured by Samsung, LG, and HTC represent some of the most popular Android-based devices on the market today. Each of these devices, however, make changes to the operating system that either do not fully represent or utilize the best of what Google has to offer.



# Meet the Latest From Google



Pixel



Pixel XL

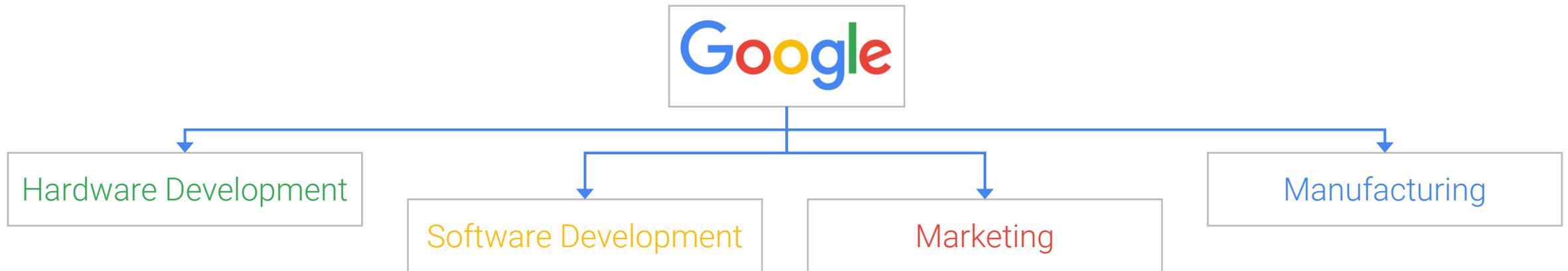
These devices are designed with Android 7.1, Nougat and are backed entirely by Google. They employ the latest in mobile technology to carry out the vision Google has for the Android platform, bringing to consumers the best of what Google has to offer.



# Made by Google

## What does **Made by Google** mean?

Unlike the prior Nexus line of mobile devices, which saw Google manage the design and support aspects for those devices while a partner manufacturer was responsible for additional development functions and all manufacturing, the Pixel and Pixel XL were designed and developed entirely by Google.



# Implications for the Market

## What happens **today**?

Google also committed today to ensuring that customers purchasing a Pixel or Pixel XL will not only receive a device that is amazing on day one, but will only continue to get better over time.

In a break from past practice where carrier-provided versions of Nexus devices received security and operating system updates through carrier channels and unlocked devices received these updates directly from Google, all Pixel and Pixel XL devices—regardless of place of purchase or carrier—will receive all support and updates directly from Google.

This marks the beginning of a new generation of Android devices that will not rely entirely on the mobile carriers for support. With streamlined support chains, customers will receive better service and shorter wait times. The mobile carriers can focus entirely on providing cellular service.





Pixel

You brought it?

Yeah, I brought it.



Pixel XL

Powered by **android**, made by **Google**.



# Thank You!

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

Google

See more pixels at [madeby.google.com](https://madeby.google.com)

