

# Huawei's first South African product launch

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Wetpaint Advertising launches the new Huawei S7 Slim Tablet at SET in the Design Quarter.

As Huawei's first public appearance in SA, establishing the new cellular brand in the minds of industry decision makers, journalists, and consumers was tantamount to the brief. With guests in attendance representing the three major mobile operators, along with a long list of technology media representatives, the launch provided the perfect platform on which to establish a strong media and retail presence.



IGNITE the FUN

**IDEOS™ S7 Slim Tablet**

- v2.2 Froyo
- Video/voice calling
- Hotspot
- HD Video playback
- Multi-touch screen
- Memory
- 3.2 Megapixels

Smart Device, Simple World  
[www.smartdevice.co.za](http://www.smartdevice.co.za)

IDEOS X3 Coming Soon  
IDEOS X5 Coming Soon  
IDEOS U8150 Available

**HUAWEI**

2011 Wetpaint Advertising

Punctuality paid off for the first 25 guests as they received complementary S7s! The night kicked off with speeches from James Munn from Qualcomm, Brett St. Clair from Google SA, Liza De Wet, Marketing Director-devices from Huawei and finally (the man of the hour) Leo Wang, MD Huawei of the Eastern and Southern Africa region. The night went on early in the morning and was declared a huge success; another step forward for Wetpaint.

Wetpaint once again lived up to their motto and showed fresh thinking that works. The event was supported by a print, rad and online campaign which was launched on the 27th of June.

#### Editorial contact

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