

Huawei Ascend Y530, First Take: Entry-level smartphone with 'simple' Android UI option

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It isn't easy being an Android smartphone maker these days. Your flagship handsets are scrutinised for cutting-edge features, yet they're criticised if these features seem to be unnecessary, or are unnecessarily complicated.

Ever faster multicore processors are sometimes deemed by reviewers to be faster than needed, with the trade-off between power consumption and responsiveness often cited. Higher-resolution screens can be dismissed, as there comes a point where pixel count goes beyond being a factor in smooth text and graphics rendition. What's a manufacturer to do in the face of such criticism?

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