

The OnePlus One Smartphone

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Can an underdog device maker truly take on the heavyweights of the mobile industry? OnePlus believes so as it launches the One, a smartphone promising superior build quality and features at a "disruptive" price.



Not to be confused with the HTC handset sharing the same name, the OnePlus One is a nice-looking 5.5-inch number featuring a 2.5GHz Snapdragon 801 CPU, 3GB RAM, 3100mAh battery, 13MP f/2 camera and JBL-designed bottom-facing speakers.

It runs on CyanogenMod 11S, a special version of the modified Android version turned standalone OS.

Interestingly the phone features replaceable back plates in a variety of unusual materials, including cashew, bamboo, wood, kevlar and denim. Construction is in magnesium, with 8.9mm thickness and 162g weight.

The One goes on sale from April 2014, but with something of a catch-- the first customers need an "invitation" for the honour to buy the device. OnePlus will hand out invites through social media, and in turn customers will be able to invite new buyers into the fold.

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