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IPHONE 4 SPRINGS BACK INTO NATION'S TOP THREE FAVOURITE MOBILES

- **Phoenix from the flames: Apple jumps from seventh to third place in March's uSwitch.com Mobile Tracker**
- **Desire stays high: HTC Desire and Desire HD remain UK's favourites but Wildfire falls to fifth place**
- **Android keeps its grip: Android continues to power half of phones in Top 10**
- **Down but not out: Blackberry Curve and Torch slip down but stay in.**

Following a tough February against Android-powered competition, Apple's iPhone 4 has surged back into the nation's Top 3 favourite mobiles, according to the latest tracker from independent price comparison and switching service, uSwitch.com.

The [uSwitch.com Mobile Tracker](http://uSwitch.com/MobileTracker), which ranks the most popular handsets based on live searches and sales, also shows that for the second month in a row, HTC's Desire and Desire HD handsets are the nation's most popular mobiles. Meanwhile, Android has maintained its 50% stranglehold on the charts, further intensifying the battle between the tech giants of Apple and Google.

This month also sees a host of new handsets enter the Top 10 with Motorola, Blackberry and Samsung fighting it out lower down the table, as well as two Nokia phones appearing in the Top 10 for the first time.

Number one handset for March 2011 – The HTC Desire is once again the first choice for UK consumers. In many cases coming free on standard tariffs, gadget lovers can get one of the best Android experiences available on the market from as little as £15 a month.

Biggest climber – February's biggest faller has become March's biggest climber, as the iPhone 4 shoots back into the Top 3 from seventh place at the end of February. With retailers keen to shift stock before a possible summer announcement of iPhone 4's successor and a wave of

interest following the release of Apple's iPad, there has been a flurry of attractive deals with consumers keen to bag a bargain.

Biggest fallers – The Blackberry Curve 8520 has fallen two places, adding to a bad month for RIM, with the Blackberry Torch also dropping a place. Making way for the iPhone 4, the HTC Wildfire has dropped out of the Top 3 and is now fifth. HTC's falling prices have enabled budget conscious consumers to shift their attention to the attractive yet affordable Android curves of the Desire.

Top 10 handsets (tracked by live sales and searches on uSwitch.com)

#	Handset	Powered by	Movement
1	HTC Desire	Android	Non-Mover
2	HTC Desire HD	Android	Non-Mover
3	Apple iPhone 4 (16GB)	Apple	Up 4 places
4	Samsung Galaxy S	Android	Up 1 place
5	HTC Wildfire	Android	Down 2 places
6	Blackberry Curve 8520	RIM	Down 2 places
7	Nokia 1800	Symbian	New Entry
8	Motorola FLIPOUT	Android	New Entry
9	Blackberry Torch 9800	RIM	Down 1
10	Nokia N8	Symbian	New Entry

Ernest Doku, technology expert at uSwitch.com, comments: "For the second month in a row Android has taken another big chunk out of Apple, which will be sure to leave a sweet taste in Google's mouth. Maintaining its dominance in the top ten is a clear statement that the search giant won't be loosening its vice-like grip on the mobile market anytime soon.

"The exciting iPhone deals currently on offer mean that consumers can finally lay their hands on the object of their desire without breaking the bank. Three offers an almost unbeatable 2,000 cross-network minutes plus 5,000 minutes to Three networks, 5,000 texts, all-you-can-eat data and even a free cover for just £30 a month plus £69 upfront.

"HTC may still be dominating the charts, but we are starting to see other handsets fight their way into the top ten. Great phones from Nokia and Motorola are appealing to people who are

watching every penny they spend, but still want the best in smartphone functionality. The advertising around Nokia's N8, complete with 12-megapixel camera, should mean we see it hanging around the Top 10 for a while.”

For more information visit www.uswitch.com or call 0800 093 0607

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