

## HTC Invests in the Cloud

Written by Marco Attard  
09 February 2011

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Taiwan's HTC makes 2 big cloud-based investments-- spending nearly \$90m to buy into OnLive and Saffron.



The \$40m OnLive investment is, no doubt, to speed up development into cloud-based on demand mobile content. OnLive already has an iPad and Android tablet app out-- one that only allows users to spectate ongoing games.

Meanwhile Saffron earns a \$48.6m investment. The British company already has an impressive client list, integrating its technology in products and services from HTC, LG, Paramount, Sony and Nokia (amongst others). Its services include multi-device media delivery, fast encoding and domain-based DRM.

Saffron says its will still continue supporting its clients-- and providing technology to 3rd parties-- suggesting the HTC deal is not over yet.

While already producing fairly impressive hardware, it's clear HTC is now going for content, required if it's to compete with the likes of Apple and RIM.

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