

# Did VERTU Phone Fail? This is What Really Happened to VERTU

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/EINPresswire.com/ -- [VERTU](#), the luxury smartphone brand, has been the subject of rumors and speculation in recent years. Many have assumed that the company has gone out of business, but the truth is that VERTU has not failed but is still alive and thriving. The launch of its latest invention, the [METAVERTU](#) phone, is a testament to its continued relevance and innovation in the luxury smartphone market.

VERTU's relevance in the luxury smartphone market

Founded in 1998, VERTU quickly became known for its high-end mobile phones, which were handcrafted from premium materials and featured luxury finishes. Over the years, the company developed a loyal following among wealthy customers who appreciated the unique design and attention to detail that went into each VERTU phone.

However, in 2017, VERTU announced that it was going out of business, citing financial difficulties. The news came as a shock to many fans of the brand, who assumed that VERTU's days were numbered. Despite the announcement, VERTU has continued



to operate in various forms. In 2018, VERTU was acquired and reborn in the UK and relaunched the brand with a new line of luxury smartphones.

The new VERTU phones continue to feature the premium materials and finishes that the brand is known for, but they also come with modern features like 4G connectivity and touchscreens. Each phone is still handcrafted by skilled artisans, ensuring that every device is unique.

### The METAVERTU Phone: a Game-Changer in Luxury Smartphones

In October 2022, VERTU launched the world's first [Web3 phone](#), the METAVERTU, which integrates cutting-edge features such as blockchain technology, decentralized apps, and cryptocurrency payments. With a powerful Qualcomm Snapdragon 8 Gen1 processor, 12GB or 18GB of RAM, and 512GB or 1TB of storage, the METAVERTU phone is one of the most powerful smartphones on the market.

VERTU has a long history of crafting luxurious phones with exceptional craftsmanship, and the METAVERTU phone is no exception. Made with premium materials such as titanium, sapphire, and leather, the phone's design and features make it the ultimate luxury smartphone for those who appreciate exclusivity and quality.

In an era where people increasingly value privacy and security, the METAVERTU phone integrates blockchain technology and a decentralized app store to create a safe and secure Web3 experience. Additionally, the phone's Value Wallet offers protection for users in the Web3 space. With its impressive specs, the METAVERTU phone sets a new standard for luxury smartphones, proving that luxury and innovation can go hand in hand.

VERTU did not fail or die but evolved

In conclusion, rumors of VERTU's demise have been greatly exaggerated. The brand has proven time and again that it is still at the forefront of the luxury smartphone market, with its latest invention, the METAVERTU phone, setting a new standard for what a luxury smartphone can be. The brand's ability to evolve and push the boundaries of what is possible in luxury smartphones makes it an exciting brand to watch, and we can't wait to see what groundbreaking innovations they will unveil next.

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VERTU

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