

The Nexus One Manufacturing Story

Innovators and engineers from Google and HTC got together to make the Nexus One, the embodiment of Google's ideal smartphone. And while the consumer electronics world has been buzzing about both the hardware and software that went into the phone, little attention has been focused on how it was made. As you can see from the video, it's all about precision.

If nothing else, this video is another reminder that manufacturing can be beautiful, in its own way.

If you're having trouble watching this video, try downloading the latest version of [Flash Player](#) [1] or contacting your IT department.

Have any comments or questions about our Thursday video editions of IMPO Insider? Or do you have a video you'd like to see featured in one of our deployments? Email me at Joel.Hans@advantagemedia.com [2].

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