

SAMSUNG Launches A Cutting-Edge Wireless Device SGH-p735

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Twist, swivel or flip open the new p735 and re-define your wireless multimedia experience. Samsung officially launches the exclusive p735, a cutting-edge wireless device that fully integrates communication and entertainment with audio, video and storage capabilities. The distinctive wireless phone delivers on Samsung's renowned design and technology, and T-Mobile's reputation for delivering innovative handsets, to provide consumers with a rich wireless multimedia experience.

Featuring a package of design and multimedia features, the imaginative p735 is Samsung's first GSM megapixel camera phone in the U.S. With

options that entertain, enrich and enhance a consumer's wireless experience, the p735 boasts an eye-catching twist and flip display and advanced multimedia technology, including a megapixel camera phone, video recorder, MP3 player and expandable memory.

The phone's distinct feature is a swivel form factor that allows the consumer to twist the display so that the vibrant 262,000-color screen rotates to a horizontal position, giving the phone a more camcorder-like feel and making picture taking and video recording easier. And with a megapixel camera, film-quality pictures can be stored and printed at sizes up to 4x6.

For moments such as upcoming holiday gatherings that require more than a quick snapshot, the video recorder is practical and convenient, and video and pictures can be shared wirelessly via T-Mobile's messaging services. While the phone's 64MB of internal memory provides space for pictures and video, the p735 comes with an RS MMC media slot and additional 32MB multimedia card so no moment is ever missed. In addition, the expandable memory slot offers space for easy and quick access to supplementary applications and games.

For those that still have the gamer in them but are too busy to play at home, the p735 acts as a gaming device with access to 3D games, including Metalion and Zio Golf. For music download addicts, the p735 comes equipped with a personal MP3 player, so downloading, playing and sorting music wirelessly becomes a convenience, not a hassle. Sounds come in clear with T-Mobile's HiFi Ringers and the device's pre-packaged headset provides a heightened auditory experience.

“The p735 will change the way consumers view their wireless phone” said Peter Skarzynski, senior vice president of Samsung's wireless division. Whether using the phone to download and listen to music, or snapping pictures and video clips to send back to the office while on a

business trip, the p735 will enhance consumers' digital lifestyle.

“This is a truly fun phone” said Todd Achilles, director of handset product management for T-Mobile USA. “From the bright screen, to cool swivel design, and MP3 player to the megapixel camera, there's a lot to keep you entertained”

Available through T-Mobile, the p735's suggested retail price is \$499.

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