

Samsung and Verizon Wireless Announce SCH-a890

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Samsung and Verizon Wireless today announced the February 1 availability of the **SCH-a890**, the first wireless handset from Samsung for Verizon Wireless' VCAST service - **the nation's first 3G wireless multimedia service**. The innovative a890 will allow consumers to access a variety of VCAST applications, including Video on Demand (VOD), designed to inform and entertain wireless customers. Pioneers in wireless technology, Samsung and Verizon Wireless are bringing cutting-edge features to consumers with their latest offering. VOD capabilities provide customers with access to VCAST's hot new line of programming - more than 300 daily updated video clips from leading content providers. The a890's stunning 260,000-color capable main display provides an ideal venue for viewing videos.

An integrated rotating 1.3-mega pixel digital camera allows customers to take high-quality images and send them via Verizon Wireless' Picture Messaging or to anyone with email. Photo settings such as zoom, color tone, self-timer and a high lux flash turn snapping pictures into an art. Pictures taken with the a890 take on a life of their own when text or voice memos are added via the handset's multimedia messaging options. "Samsung has once again raised the bar for converged multimedia devices through the a890," said Peter Skarzynski, senior vice president, Samsung. "This phone helps Verizon Wireless customers optimize their wireless experience with Verizon Wireless' VCAST 3G multimedia service."

The Samsung a890 gives customers access to Verizon Wireless' flagship VCAST 3G multimedia service - VCAST customers get unlimited access to a wide array of more than 300 daily updated video clips from leading content providers for \$15.00 monthly access in addition to their regular Verizon Wireless calling plan. Verizon Wireless VCAST customers also receive unlimited browsing of Verizon Wireless' Mobile Web 2.0 news and information service. In addition, customers can choose from premium content, available for an additional cost, that includes 3-D games, music videos and other premium video clips.

VCAST's array of hot new multimedia programming is located in the Get It Now virtual store - customers can access video clips from favorite news, sports and entertainment providers in the getFLIX shopping aisle and check out new cutting-edge 3-D games in the getGAMES aisle. VCAST also gives customers unlimited access to browse and view applications in the other familiar Get It Now shopping aisles - such as getTONES and getGOING.

High-speed data, VOD and the integrated 1.3-mega pixel camera, combined with features including 64-tone polyphonic ringers, a bilingual user interface, picture caller ID and a personal organizer make

Samsung's a890 an ideal handset for many VCAST customers. The Samsung a890 is available to Verizon Wireless customers for \$249.99 after \$70 rebate with a two-year customer agreement.

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