

# SAMSUNG Demonstrates Push-To-All Technology

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Samsung Electronics, a leading wireless communications company, is proud to announce the development of a working PTA (Push-to-All) solution. The demonstration of the PTA solution proto-type took place at the company's Telecommunications R&D Center in Suwon, Korea.

This total mobile communications solution incorporates the existing PTT (Push-to-Talk) one to multi-user voice technology with the one to multi-user video conferencing ability of PTV (Push-to-View) and multimedia file sharing function of PTD (Push-to Data).

The core benefit of PTA handsets is the synchronous video

conferencing. Similar to a walkie-talkie with video capabilities, the speaker's image appears instantly on the handset screen of the user or multiple users on the call. It is a convenient and time-saving function that allows people in multiple locations to easily conduct virtual meetings. In addition, the PTA handset allows one to send image, video clip and music contents to multiple users through one simple operation on a mobile device at one time.

Samsung Electronics plans to offer a commercialized PTA solution handset using not only EV-DO technology but also EDGE, UMTS, and WiFi standards.

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