

# SAMSUNG Unveils its Latest Handsets and Product Strategy for 2005 at 3GSM

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Samsung Electronics is delighted to be part of the biggest event in the mobile calendar and have the opportunity to introduce a range of new mobile devices featuring the latest in wireless 3G technology.

Samsung's participation in this year's show is its biggest yet. Exclusive to the show, Samsung is unveiling its latest range of 3G handsets: the SGH-Z500, Z130 and Z300 .

Along with its 3G handsets, the company is also exhibiting several products that demonstrate multimedia leadership including Digital Multimedia Broadcasting (DMB) phones.

- SGH-Z500 : at 90x44x25mm, this is the world's smallest 3G handset, with antenna folder for a super sleek profile and 1-megapixel camera, Bluetooth and even external memory.
- SGH-Z300 : Includes a music player powered by 3D stereo sound through dual speakers, plus 64 polyphonic ringtones, 1-megapixel camera, Bluetooth, external memory and antenna folder design.
- SGH-Z130 : A unique rotating wide-view LCD screen makes it easier to use the phone's video functions. It also features a 1-megapixel camera, Bluetooth and 64 polyphonic ringtones.

These new and sophisticated devices further show Samsung's commitment to providing the ultimate 3G experience, with small , sleek handsets featuring rich media functionalities. Samsung believes that both the design and multimedia functions are keys to the success of any 3G

handset.

This year, Samsung is displaying around 30 handsets, of which 10 new models are unveiled for the first time at the show. Further details of these handsets can be found in the Samsung press pack . Samsung's senior executives are also on hand to provide high level strategic insights into the anticipated trends for 2005 in the mobile industry.

Ki-Tae Lee, President of Samsung's Telecommunications Network Business, commented: “We are thrilled to be part of such a massive event in the mobile industry calendar. 3GSM has been instrumental in the past for showcasing key steps in product innovation and the development of third-generation consumer devices. We hope that this year's show will exceed the expectations of all of the attending delegates and media, demonstrating how Samsung is continuing to listen to and meet its customers ' needs.”

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