

# Samsung Introduces Innovative MP3 Players

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Samsung Electronics announced the launch of its 2005 first-half product line-up and its intention to reach the top of the rapidly growing world market for MP3 players by 2007.

The new additions to its 2005 first-half product line-up include:

- **YP-T8** : a multimedia device with support for video, audio and text playback that is one-third the size of conventional portable music players
- **YH-J70** : a 30GB high-capacity player that stores 2,500 music videos, supports 5 games and includes a HDD intelligent protection system
- **YP-F1** : a player for the fashion-conscious that can match your outfit in 9 different ways

strong>- YP-W3L : a special limited player for the premium market that also boasts a sophisticated and luxurious design

These products including YH-J50 and YP-D1, which were also shown at this year's CeBIT trade show in Hanover, Germany, attest to Samsung's technological prowess as they combine the strengths of Samsung's audio and video know-how with the well-known semiconductor precision of its flash memory components and the innovative design expertise shown through its mobile phones.

Samsung Electronics sold 1.7 million MP3 players last year, ranking first in China and raising its stature in other major markets. At the same time, the company has expressed its intentions for expanding its influence in the MP3 player industry .

To expand its leadership in the market, the company plans to enhance its product line-up by focusing on segments beyond just flash and hard disk drive categories. Its all-out global marketing strategy will include the launch of customer-oriented products that target different needs through a diverse array of devices for the premium, fashion and video-enhanced segments.

In addition, Samsung Electronics is expanding on the MP3 player concept, which originally was designed for music. The company is developing multi-functional and multimedia products that allow users to play electronic games, watch music videos and movies, and view digital photographs and other images.

Taiho Ahn, CEO of Bluetek, Samsung Electronics, states, "This year, we will carry out a full-scale launch of the customer-oriented communication strategy that we have been preparing in recent years. And we will make the best use of the Samsung Electronics global network."

He adds, “Offline, we will focus our marketing competencies on cultivating and leading markets via diverse channels that cover the consumer electronics, information technology and telecommunications segments. Online we will establish a community that will provide supports and a means for strategic customer relations management activities.”

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