

# Samsung Unveils its New Satellite DMB phone

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Samsung Electronics will showcase its third satellite Digital Multimedia Broadcasting (DMB) phone (SCH-B200) at MIPTV/MILIA in Cannes, France from April 11 to 15, following the release of the SCH-B100 and SCH-B130.

Samsung's new B200 boasts a horizontal screen that allows users not only to benefit from easier viewing of DMB services, but also to comfortably enjoy multimedia functions, such as photography and games. In addition, it is the first model to adopt Samsung's innovative "slide and rotation" form factor, where the screen slides up and rotates horizontally, further enhancing user convenience.

Its large capacity battery (1300mAh) allows users to continuously view the screen for more than three hours, resolving the battery-depletion problem that has plagued DMB phones. The B200 also has a 2-megapixel camera, allowing users to enjoy photo quality that is as good as digital cameras. The versatile phone offers a variety of multimedia functions, including MP3 player and video viewing and users can enjoy clear video reception through the phone's 260,000-color, 2.2-inch wide LCD screen.

Moreover, the B200 provides a TV-out function, while supporting an external memory and offering a file-viewing function which allows fingertip access to a variety of files, such as Microsoft Word and Excel.

Samsung Electronics plans to release the B200 within the first half of this year. The company launched Korea's first satellite DMB phone (SCH-B100) in January of this year and has recently completed the development of a terrestrial DMB phone (SPH-B1200).

The MIPTV/MILIA is one of the world's largest broadcasting and audiovisual exhibitions. Traditionally an exhibition for broadcasting and film companies, more and more telecommunications companies are participating in the event with the growing convergence of the telecommunications and broadcasting industries.

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