

SAMSUNG Launches Satellite DMB Phone that Slides and Rotates

July 26 2005



Samsung Electronics announced the launch of its latest satellite DMB phone (model number: SCH-B200/SPH-B2000) with a unique “slide and rotate” form factor. Samsung’s B200, which was first unveiled at MIPTV/MILIA in Cannes, France last April, is the most recent addition to its growing line-up of satellite DMB phones.

The phone’s unique design allows users to first slide and then rotate the LCD screen 90-degrees for a landscape viewing orientation that is more ideal for watching broadcasted video content. Satellite DMB programs, along with games, photo-taking, MP3 player, and VOD features can now be enjoyed with more convenience.

The B200 also has a mini pedestal attached to the battery which allows the phone to stay upright during TV viewing. It is capable of

multitasking and allows users to talk on the phone and send SMS while watching satellite DMB content.

The B200 is specially designed to reduce power consumption, ideal for continuous DMB viewing for up to three hours. It comes packed with the latest features, such as 2-megapixel camera, 256MB TransFlash external memory, TV output function, and wired and wireless mobile printing.

Kitae Lee, President of Samsung's Telecommunication Network Business said, "Samsung has been leading the DMB phone market with the introduction of unique phones with new form factors that enhance ease-of-use and viewing pleasure." He added, "Samsung plans to continue offering new DMB phones with cutting-edge features and innovative designs."

SCH-B200 / SPH-B2000 Specifications:

- CDMA2000 1x EV-DO (800MHz/1900MHz)
- Mobile TV (Satellite DMB)
- 2-megapixel / Flash
- Video Recording (MPEG4) & Messaging
- VOD / MOD
- Display: 2.2-inch 262,144-color TFT-LCD (240 x 320 pixels)
- MP3 Player
- 64 Polyphonic Ringtones
- 256MB External Memory (TransFlash)
- IrDA / Remote Controller
- TV Output Support
- 106.5 x 52 x 25.9 mm
- 174 g

Citation: SAMSUNG Launches Satellite DMB Phone that Slides and Rotates (2005, July 26)
retrieved 9 April 2024 from <https://phys.org/news/2005-07-samsung-satellite-dmb-rotates.html>

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