

Bang & Olufsen to make phone with Samsung

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Bang & Olufsen said it will join forces with Samsung to create a cell phone.

The Danish electronics group, which focuses on product design, said in a news release that their joint product with the South Korean electronics manufacturer will be "dedicated to communication in a comfortable and convenient way" aimed for those over the age of 25.

Bang & Olufsen Chief Executive Torben Ballegaard Sorensen stated that "the design and use of the phone is very simple and straightforward, yet in every aspect of the design there is a carefully thought through relationship between form and function."

He added that the company will first start with one model but could come out with more later.

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