

Samsung chases Middle East wireless market

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Samsung unveiled its latest entrant in the Saudi cell-phone sector this week as it continued its aggressive pursuit of market share in the Middle East.

Samsung's marketing manager in the kingdom, Abdulrahman Alamoudi, said the introduction of the SGH-D600 phone was one of 20 models the company planned to offer in the Middle East in the coming weeks.

"The Middle East is one of the chief growth markets for Samsung," said Alamoudi. "In terms of mobile phone sales, Samsung enjoys the No. 1 position in Iran and the No. 2 position across Pakistan and the GCC countries, including United Arab Emirates and Saudi Arabia."

Alamoudi noted Samsung was interested in the high-end market segment, and the SGH-D600 qualifies with its 2-megapixel camera, MP3 player and television output support.

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