

In Brief: BellSouth, Samsung partner in broadband

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BellSouth forged an agreement with Samsung to market and co-brand broadband-enabled devices in U.S. markets.

"BellSouth and Samsung recognize that convergence is the future of our industries," Randy Roberts, vice president of consumer devices and wireless at BellSouth, said in a news release. "We are excited about the potential to leverage the brand strength of both companies to provide our customers with simple, seamlessly-integrated products."

Meanwhile, Dale Sohn, president of Samsung Telecommunications America, said that "by joining with one of the leaders in broadband deployment, we gain a significant presence in the United States. Our companies' strong commitments to deliver innovative broadband services will advance convergence and further enhance the customer experience."

The two companies will work together throughout this year to see how BellSouth's broadband platform and the South Korean electronics manufacturer's products could extend and improve broadband usage.

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