

# Slide Into the 3G World with Samsung's SGH-Z400

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Samsung today presents a top-rated slide-up that possesses the right blend of maximum performance with refined styling. Samsung Electronics released an innovatively designed SGH-Z400 to cater the needs of today's global consumers. SGH-Z400 is the 3G handset designed for the multi-tasking professionals. Equipped with top-of-the-line features, the Z400 is today's perfect 3G partner.

Experience the hyper-connectivity of 3G with the Z400's all-access to breaking news, recent stock figures, and the latest music videos or movie trailers. People can enjoy crisp video telephony, simultaneous use of

multiple applications, and superior quality voice services. In today's complex world of business, connectivity is a key: Samsung's Z400 gives first-class service and blinding speed connection.

The new Z400 represents a perfect combination of style and class. At mere 19.2mm, the Z400 is the result of Samsung's ability to produce a full-featured 3G slide-up that is slim enough to fit nicely and comfortably in the palm of the user's hand or back pocket. The semi-automatic sliding action lets users easily slide up and down with just one effortless touch. Sleek in silver with well-contoured casing, the Z400 embodies strength, simplicity, and style.

The Z400 is a superlative business companion that lets customers view Excel, PPT and Word, as well as HTML, PDF and Text files on the move. The Z400 is also able to be the music companion with Bluetooth® stereo headset support for listening with freedom. User memory with a fully expandable microSD memory card slot provides enough space to save and store your documents, photos, and music. Boasting a 2 megapixel camera with 4x Digital Zoom, the Z400 lets users instantly capture those special moments or record the moments in high quality color video and with sound.

“Samsung is committed to producing mobile handsets with state-of-the-art technologies and world-class designs. The SGH-Z400 is a mobile with the right combination of both characteristics.” said Kitae Lee, president of Samsung's Telecommunication Network Business. “Sophisticated yet simple, and a pleasure to use, Samsung's Z400 is the perfect companion for your 3G world.”

SGH-Z400 will be launched in Europe in June and soon to be expanded other worlds.

Source: Samsung

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