

# Samsung Shatters Limits of Slim Design and Features with 'Ultra Editions' Launch

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Samsung today unveiled a brand new line-up of slim mobiles at CommunicAsia 2006 that takes 'mobile communications' to a whole new level. The 'Ultra Edition' demonstrates Samsung's vision for the future of mobile communications in terms of technology and design.

The Ultra Edition 6.9 (X820) leads the handset pack, boasting the world's thinnest profile of only 6.9 mm. Also on display is the Ultra Edition 12.9 (D900), the world's slimmest slider with a depth of only 12.9mm and a picture-perfect 3 megapixel camera. Making its debut at CommunicAsia is the Ultra Edition 9.9 (D830), a brand new clamshell

handset that is 9.9 mm thin.

Samsung's growing collection of 'Ultra Edition' phones is part of the company's aggressive global strategy to take on the leadership position in the mobile phone market . It also illustrates Samsung's sensitivity to consumer needs by delivering smaller and thinner mobiles phones without c ompromising reliability or premium multimedia capabilities.

The SPH-N2000, released in 2001, marked Samsung's first foray into slim mobiles with advanced features. This was the company's first well-received 9.8mm mobile phone. Motivated by its early success, Samsung will continue to create slim mobiles in various form factors and features to meet the needs of discerning customers around the world.

## **The Ultra Edition 9.9 (D830) – World's Slimmest Clamshell**

Samsung's Ultra Edition 9.9 (D830) raises the bar in slimness and design of clamshell handsets. With its simple ultra slim folder design and the latest cutting-edge technology, this 9.9 mm ultra slim clamshell is the result of Samsung's constant efforts to go above and beyond the boundaries of form and function. This lightweight mobile comes outfitted with a 2 megapixel camera to capture those special moments wherever you go. Expect no bulges in your pocket when carrying this premium ultra slim clamshell that possess a 2.3” wide display and an external memory slot for extra storage. Navigate effortlessly through functions, thanks to its enhanced user interface with uMenu and uSearch features. The stylish Ultra Edition 9.9's variety of colors and patterned design will surely please the Southeast Asian mobile market later this year.

## **The Ultra Edition 6.9 (X820) – World's Slimmest**

## Phone

Samsung's groundbreaking Ultra Edition 6.9 (X820) expresses Samsung's commitment to create the slimmest and lightest product in the market today. Weighing a mere 66 grams and measuring a slim 6.9mm depth, the lightweight Ultra Edition 6.9 is today's definitive tool to help users stay connected, take pictures with the 2 megapixel camera, or enjoy their favorite tunes with the music player. The Ultra Edition 6.9 balances slim elegance with a functional keypad and tops off its supreme design with a beautifully beveled cut surface for a natural grip. Fiberglass-infused plastic is also used to increase extraordinary durability to protect the wealth of features that are compressed into the 6.9mm frame using the Smart Surface Mounting Technology (SSMT). The Ultra Edition truly complements the active lifestyle of today's consumers as its sleek and fashionable design will fit into your pocket invisibly for stylish mobility. You can also express yourself as it comes in a variety of the most fashionable colors.

## **The Ultra Edition 12.9 (D900) – World's Slimmest 3 Megapixel Slider**

The Ultra Edition 12.9 offers the latest in multimedia technology with premium slide-up design for business professionals. The 12.9mm slide-up is the thinnest slider ever designed to come equipped with a powerful 3.13 megapixel camera -- leading the 3 megapixel camera phone trend in the global market this year. Unique and dynamic user interfaces enhance user's mobile experience. The main screen will reflect networks and call status by displaying animated graphics to alert users of missed calls or unread messages, and imported documents can be viewed on the vivid 262K color screen. You can also enhance your multimedia experience with the Bluetooth® stereo headset. Whatever your desires may be, the Ultra Edition 12.9 will “slide up” next to you for your next command.

Source: Samsung

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