

Samsung to Showcase Mobile Broadband 4G Technology

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Samsung Electronics is putting on an ambitious showcase of its latest telecommunication technologies at the ITU Telecom World 2006 being held in Hong Kong , China from December 4 to 8.

At the global telecommunications trade fair, Samsung will showcase its range of new mobile phones to meet customers' multimedia needs. Samsung will also demonstrate next generation mobile broadband technologies such as Mobile WiMAX and High Speed Uplink Packet Access (HSUPA). Additionally, Samsung will introduce its latest 4G technology development status.

Samsung will reveal new HSUPA equipment and devices, which further strengthen its reputation for emphasizing the importance of leading innovation in the mobile broadband services market .

Through mobile broadband services, users can access personal broadcasting, blogs, music, video and other media wherever they are, whenever they want. Mobile broadband will make bulky laptop computers obsolete, replaced by smaller and lighter mobile devices equipped with lightning fast broadband access, sufficient memory, and CPUs capable enough to handle all processing tasks users require.

Samsung's showcase at the ITU will include:

-- The world's first demonstration of HSUPA technology equipment and devices.



-- A Mobile WiMAX demonstration with the latest mobile devices and equipment.

-- The launch of three new Ultra mobile handsets with unique feature sets: The Ultra Music F300, Ultra Video F500, and Ultra Messaging i600

-- The launch of the SGH-i718, the latest business phone with Windows Mobile 5.0, handwriting input and other multimedia features for the Chinese market.

Kitae Lee, President of Telecommunication Network Business at Samsung Electronics, states: "Living without a mobile handset will be virtually unheard of in the future because mobile handsets will become the hub of communications and allow consumers access to services including health care, banking & accounting, Internet access, personal identification, and various entertainment activities."

"Samsung will remain the leader in the upcoming mobile broadband era by being the first to market with technologies to enhance our daily lives. People can experience the benefits of the latest mobile technology through various applications at Samsung's stand at ITU Telecom World 2006," he adds.

Source: Samsung Electronics

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