

# **Samsung Introduces New Bluetooth Headset Designed by Bang and Olufsen**

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Samsung Electronics showcased the high-class Bluetooth Headset (WEP 420), designed by Bang & Olufsen, for the first time at CeBIT 2007 in Hanover, Germany.

Samsung has demonstrated its versatility in the mobile industry by targeting the rapidly-growing mobile accessory market with the launch of new Bluetooth headsets. The latest Bluetooth headsets are elegantly designed and have superb sound quality. At CeBIT 2007, Samsung's designated a special booth do showcase Bluetooth headsets, including the new products WEP 420 and WEP 500.

To offer simplistic design and usability, the WEP 420's buttons are hidden behind a sliding cover. The special sliding cover blocks static to increase the overall sound quality of this exceptional headset. To enhance its value, the WEP 420 comes packaged with a uniquely designed charger cradle that may be used as an interior decoration item.

In addition, Samsung Electronics also showcased the newest Mini Bluetooth Headset , the WEP500. Samsung emphasizes the compact size and distinctive design of the WEP500 for the first time at CeBIT 2007 . The new Samsung WEP 500 prides itself on an innovative design of round shapes and easy-to-use features.

In 2005, Samsung and Bang & Olufsen released 'Serene', the mobile phone that received the spotlight from media all across the globe with its exceptional design and simple beauty.

The Samsung WEP 420 is available in March and WEP 500 will be launched within 2nd quarter 2007 in Europe and Asia.

Source: Samsung

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