

# Samsung Unveils SGH-E590 Designed by Jasper Morrison

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Samsung Electronics and Jasper Morrison, a leading industrial designer, cooperated to bring an attractive mobile phone, SGH-E590. The Samsung E590 is a perfect solution for users who want to have all of the advanced multimedia features with eye-catching design in a hand.

Through the partnership with Jasper Morrison, well known for his talents in various areas of industrial design, the E590 is designed to touch customer's emotion. The stylish E590 comes in simple contours and clean lines which comprise this compact bar design. True to Jasper Morrison's witty sense, the mobile phone provides dual face; one side

features phone keypad and LCD screen while the other side is outfitted with dedicated camera functions.

With the sleek design, E590 is equipped with a powerful camera functions even other digital cameras would envy the capabilities as it allows the users to enjoy 3.2 Megapixel camera with Auto Focus and Half-shutter. Panorama shot feature offers intuitive camera UI which displays easy to use icons. Moreover, E590 comes with the Bean bag, a unique tripod which is a truly useful and portable accessory made of a special rubberized material for maximum flexibility and grip.

“The SGH-E590 is a very pragmatic work of art that reflects the synergy between Samsung and Jasper Morrison. We have teamed up to satisfy our users with high-performance technology and emotional design.” says Geesung Choi, President of Samsung’s Telecommunication Network business. He added, “Through the partnership with renowned designers, Samsung will strengthen our design power to bring design excellence to our customers.”

The Samsung E590 is available in two colors, noble black and snow silver, and will be launched in Europe, China and South East Asia in June.

Source: Samsung

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