

Samsung Introduces Corby -- Touchscreen Mobile Phone for Youth

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Samsung Electronics today announced the availability of Samsung Corby (model: S3650), a mobile phone designed to support the digitally connected lifestyles of today's young mobile users.

The Samsung Corby, available across Europe later this month, is a full-touch handset that places users at the center of the social media revolution with a wide range of social networks support, such as Facebook, Twitter and MySpace. The new mobile complements the company's touch screen strategy, "touch for every lifestyle," by targeting

the youth market.

“We see strong growth opportunities in this sector and will continue to pioneer new markets with innovative technology. The Corby is consistent with Samsung’s legacy of developing new products and technologies designed for specific audiences and bringing new devices quickly to market,” explained JK Shin, Executive Vice President and Head of [Samsung Electronics](#)’ Mobile Communications Division.



The device represents a complete makeover for the youth segment, with its eye-catching profile featuring two-tone diagonal contours. The Samsung Corby is notable for both its body design and colors - which mark a significant break from the way full touch phones are usually designed. It is available in bold color options such as Jamaican Yellow, Cupid Pink, Minimal White, and Festival Orange so that users can choose their favorite colors.

“Globally, we are number one for full-screen touch phones and recognize the importance of social networks in the modern mobile industry. Samsung’s target audiences are at the heart of its business strategy and the design and functionality of Samsung Corby meets the needs of a highly digitally connected and style conscious youth audience - as does the affordable price point,” continued JK Shin.

The best social networking services are combined with enhanced multimedia capabilities in a compact form factor. Corby’s 2.8-inch QVGA screen delivers a quality online video experience and its quad band connectivity and support for EDGE networks means that Samsung Corby users can stay in touch regardless of their location.

Samsung Corby will be available in European countries starting from mid September at approximately 150 EUR.



About Samsung Corby

Sensuous Design

The Samsung Corby aims to stand out from the crowd with its pop-style contours and curved edge design. The handset comes with a selection of colored yellow, white, orange and pink back covers. Each Samsung Corby also comes with two additional back covers (also called 'Fashion Jackets') - a unique pattern design cover and a standard black cover inside the package. These interchangeable back covers ensure that Samsung Corby users can quickly adapt their mobiles to reflect their personal style. A wider variety of colored covers and designs will be made available in the future. This focus on cutting-edge design extends to the user interface through a Cartoon UI (user interface), a highly stylised graphical menu and wallpaper that adapts according to handset functionality.

Advanced Communicator

A wealth of communication options is available to Samsung Corby owners. Users can update their current status and access friends' updates and live feeds via Facebook, MySpace and Twitter through a simple Pop-up SNS ([Social Networking](#) Service) notification feature. The handset also supports various community sites by integrating leading user-generated content sites such as YouTube, Flickr, Picasa and Photobucket and other popular SNS sites directly into the handsets user interface. Users can upload photos and videos to these sites through this Communities solution.

Trendy Full Touch

The Samsung Corby incorporates Samsung's new Touchwiz UI and

haptic feedback system making touch screen operations simple and easy to use. The handset offers haptic feedback when users make a selection on the touch screen and through the device's widget system. Users can further customise the handset and interface with useful applications and widgets that move with drag-and-drop ease. Samsung Corby owners will also have access to a substantial library of additional applications through the Samsung online widgets store. The handset also supports "one finger zoom" and "smart unlock," Samsung's own unique technologies that are incorporated in most of the company's premium full touch devices such as the Samsung Jet. "One finger zoom" enables consumers to zoom in and out with one finger while "Smart unlock" is a feature which enables users to unlock the phone and use the menu by drawing a letter on the screen.

Source: Samsung Electronics

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