

Samsung Announces AMOLED 12M Camera Phone

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(PhysOrg.com) -- Samsung Electronics today announced the launch of the 'Samsung AMOLED 12M' (Model Name: SCH-W880), the world's first 12-megapixel camera phone with a 3-times optical zoom lens. The phone will be available in the Korean market from early October.

Following the launch in June of the Pixon 12, the first 12-megapixel

camera phone to launch globally, Samsung has again applied its advanced imaging technology to achieve another landmark in the development of advanced camera phones.

The Samsung AMOLED 12M combines the latest camera technology with the world's most advanced WVGA (800 x 480) AMOLED full touch screen, providing an exceptional picture-taking experience.

The AMOLED 12M's 3x optical zoom, featured for the first time on a 12-megapixel camera phone, allows users to bring in the action from far away, producing close-up shots without distortion. The device also features a 2x digital zoom, giving users the full capabilities of a 6x zoom.



The AMOLED 12M comes packed with a host of functions enabling consumers to easily capture, browse and share their images on the move, fully utilizing the brilliant 3.3-inch AMOLED screen.

With the look and feel of a premium digital compact camera and a dedicated camera power key, users can snap high-definition photos quickly and naturally. The Samsung AMOLED 12M's rapid image saving allows users to move to the next shot within just 2 seconds, while the phone also provides high-quality video recording (1280 x 720) at 30 frames per second.

The Samsung AMOLED 12M introduces powerful and innovative camera functions. Its Touch Auto-Focus (AF) feature permits users to select a focus point with the touch of a finger, after which the lens will automatically track the object, keeping it in focus even as it moves across the screen. The Smart Auto feature lets users capture perfectly balanced images as the camera automatically changes its shooting mode based on the object, background, and lighting. Other features include a Xenon flash, shake reduction, face recognition, and 4GB of built-in memory.



“Samsung has led the camera phone market by introducing many landmark models - the first 5-megapixel camera phone (SCH-V7800, June 2005), the first 7-megapixel device with an optical zoom (SCH-V770, July 2005), the first 10-megapixel model (SCH-B600, October 2006) and, most recently, the first 12-megapixel camera phone for the global market (Samsung Pixon12, June 2009),” said JK Shin, Executive Vice President and Head of the Mobile Communication Division, [Samsung Electronics](#). “The Samsung AMOLED 12M is another landmark and proof of our continuing commitment to providing the most advanced technology to enrich users’ mobile experience.”

Provided by Samsung

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