

# Samsung Extends Reach to Youth Audience with Launch of the Corby Family

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Samsung Electronics has followed the successful launch of the Samsung Corby (model: S3650) by announcing two new mobile phones designed around the Corby concept, which aims to deliver stylish devices to support the highly connected lifestyles of today's younger mobile users.

The new Corby family devices, dubbed Samsung CorbyTXT and Samsung CorbyPRO, seek to further meet the varied needs of the youth market, while aligning with Samsung's strategy of designing mobiles to match every lifestyle.

The two models are differentiated by key features, including messaging, multimedia entertainment and business functionality, but also deliver the

original Corby's trademarks of bold colours, pop-style contours and a curved form factor.

## **Samsung CorbyTXT (B3210)**

The Samsung CorbyTXT is a message-centric mobile for heavy texters, delivering easy-to-use SMS and IM (Instant Messenger) features as well as intuitive social media uploading functionality. The CorbyTXT also offers a full QWERTY keyboard on the face of the phone.

Quick launch buttons on the front of the handset provide fast access to key features including a music player, camera and messaging application. A 3.5mm earphone jack allows owners to use their own [earphones](#) and, like the original Samsung Corby, CorbyTXT comes with brightly-coloured fashion jackets and changeable battery covers including a simple black one and a second with a bold graphic design.

The Samsung CorbyTXT will be available in most European countries by the end of September.

## **Samsung CorbyPRO (B5310)**

The Samsung CorbyPRO is a hybrid slider which takes the cutting edge design of the original Samsung Corby and adds a full, slide out QWERTY keyboard.

The slide out [QWERTY keyboard](#) provides its owners with a finger-friendly messaging and emailing experience without sacrificing the style of the original Corby. It also combines the features business users demand with a variety of entertainment and multimedia capabilities, all delivered in a stylish design. Features include push email services, conversational SMS and access to Facebook and MySpace.

In addition, the Samsung CorbyPRO packs a 3-megapixel camera, Wi-Fi, 3G/HSDPA and quad band connectivity. From an entertainment perspective, the mobile also has a 3.5mm earphone jack and dedicated music keys.

The Samsung CorbyPRO will be launched in Europe during November and will soon be expanded to other markets.

Source: Samsung

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