

Samsung Announces Shark Mobile Phone Series

January 19 2010



Samsung Electronics today announced a sleek, tactile new mobile phone, the powerful Samsung Shark range. The first devices in the range, the candy bar Shark (S5350) and slider phones, devices Shark 2 (S5550) and Shark 3 (S3550), will be available from January.

The Shark series has been created for active, multimedia-hungry users who value style and design as much as they value constant access to their social networks, friends and family. Bringing together power and function in such a unique, style-led handset allows Shark series users to stand out from the crowd while remaining in constant contact with it.

The Shark's does not come at a cost - the phone offers good value for

money while still delivering great style, strong multimedia functionality and an intuitive user experience. [Social Networking](#) Services (SNS) direct shortcuts have been placed on the idle screen, giving users one-click access to Facebook, MySpace, Bebo and other favorite sites.

Samsung Communities software enables users to upload and share photos and personal videos to global SNS or photo sharing sites quickly and easily. Meanwhile swift and simple access to popular sites like Flickr, Picasa, Photobucket, and YouTube, encourage browsing and viewing while on the move.

The Shark series provide peace-of-mind for busy users through security features, including Mobile Tracker, which helps to trace a lost or stolen mobile by alerting the user whenever the [SIM card](#) is changed. In addition, an SOS Message can be programmed to send a distress alert to a pre-selected emergency contact, enabling quick and discreet requests for assistance.



Shark (S5350): SNS-enabled Sleek Metal Candy Bar

The Shark's sleek curves, metallic finish and unique, asymmetric design redefine the look of candy bar mobiles. The curved and ergonomic form provides a better grip than the conventional straight-lined models, while its slim (11.9mm) profile ensures it is perfectly pocketable. This stylish phone is packed with multimedia fun, from music to advanced camera features.

Updated Graphic User Interface (GUI) designs add exciting and stylish new looks for the mobile interface. Users can choose from a variety of contemporary and sophisticated themes to suit their personal style. The Shark also comes with a 3.2 megapixel camera that can record video.

Moreover, the Shark features Multi-instant messenger which combines all of the user's accounts for GTalk, AIM, and Palringo Chat into one easy-to-use application for instant communication with all friends. Chatting with friends on any platform becomes as simple as opening a single application

Shark 2 (S5550): Futuristic Fluid Slider with AMOLED

Shark 2's well-crafted mix of extrusion, Kevlar, and metallic surface creates a strong, chiseled look that dictates the form factor. Importantly, this mobile does a lot more than just look good; it delivers an impressive performance.

The Shark 2 boasts an AMOLED screen, producing true-to-life images at a faster response time while power consumption is lower than with other display types. The realistic colors are combined with a wide viewing angle - perfect for sharing and viewing photos and videos with friends.

The 5 megapixel camera with Auto Focus takes brilliant photos anytime, anywhere. Video is captured at 30fps for steady playback and recorded in QVGA resolution. Other features include 110MB internal memory and an external microSD slot (up to 8GB), ensuring significant storage for any multimedia needs. From Bluetooth and USB connectivity to ample storage space, the Shark 2 does everything to ensure convenience and usability.

Like Shark, Shark 2 also features Multi-instant messenger for instant communication with all friends. Shark 2 is also equipped with an SNS shortcut menu on its idle screen, so users can instantaneously be connected to their social networking sites.



Shark 3 (S3550): Compact and Curvilinear

The Shark 3 merges simplicity and style in one of best all-around slider phones on the market. The design finesse and originality introduces a new level of sophistication and sleekness for general mobile users. The patterned metallic back cover gives a premium look from every angle,

while the compact size enhances portability and ergonomic comfort.

The slim and sleek exterior is complemented by superior function thanks to an enhanced user interface, offering effortless operation and optimized navigation. A new innovative UI features one additional soft key added in the bottom center which adapts to users' needs for intuitive navigation. Optimized user scenarios streamline navigation paths for common functions such as message composition, and the efficient layout increases visibility and readability of the menu screens.

Connecting to social networks is a breeze, too with instant messenger and various SNS enablers. The Shark 3 is equipped with a 2 megapixel camera for capturing fun, spontaneous moments easily. Audible entertainment is just as easily accessible. There is 40MB of built-in memory and a microSD (up to 8GB), enough to have photo albums and music libraries within immediate reach.

Source: Samsung

Citation: Samsung Announces Shark Mobile Phone Series (2010, January 19) retrieved 28 April 2024 from <https://phys.org/news/2010-01-samsung-shark-mobile-series.html>

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