

Samsung launches Galaxy A, its first Android smart phone for Korean market

April 27 2010



Samsung Electronics today introduced the Galaxy A (SHW-M100S) to the Korean market. The new smart phone is the company's first Android-powered smartphone available in Korea. Along with the release of Galaxy A, Samsung also launched a variety of Android applications on its own application store, Samsung Apps.

Samsung has expertise in consumer preferences for various markets and has developed an Android-powered smart phone that's perfect suited for the Korean market. Samsung Galaxy A supports video telephony feature for the first time in Android-powered products to meet Korean users'

needs. The phone also features a vibrant 3.7 inch WVGA AMOLED display, a 720MHz processor, terrestrial DMB, and DivX support based on Android 2.1 - all of which provide value for South Korean consumers who enjoy watching live TV and playing video games on their mobile phones.

By providing Android applications through Samsung Apps, Samsung ensures smartphone consumers to choose from a wide range of value-added services on-the-go. Samsung is planning to provide around more than 100 Android applications by May 2010, customized for the Korean market and will continue to expand this number for a wide range of choices. Galaxy A users will be able to enjoy the Android applications available from Samsung Apps, T-Store by South Korean carrier SK Telecom, and Google's [Android](#) Market.

“I believe that Samsung will open up a new smartphone experience in the Korean market with a launch of Galaxy A”, said JK Shin, president and head of Mobile Communications Business. “We will continue to expand our smartphone line up as well as various smartphone applications for the democratization of smartphone.”

Samsung Galaxy A will be available in the Korean market from end of April 2010.

Source: Samsung

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