

# Samsung Launches Touch Screen 'Samsung Champ' Mobile Phone

May 21 2010

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Samsung Electronics announced the Samsung Champ (model: GT-C3300K) designed for mobile users in developing regions who want an immersive touch screen phone with value-added features at an affordable price. The device will be launched globally in Africa, the Middle East, Latin America, Asia and Europe starting in June.

The Samsung Champ is designed for young individuals who seek innovative and productive ways of using their mobile phones. With a stylish and ultra compact design, the Samsung Champ is a portable solution for users who will no longer need to sacrifice design for rich features. The device also has a curved form factor and comfortable grip and consumers can choose from a variety of colors: deep black, espresso

brown, sweet pink or chic white.

Users can enjoy the Samsung Champ's 2.4" full touch display and the integrative and intuitive experience that it enables. The Champ's simple and intuitive menu format is designed to fit its compact size and is optimized for a small screen. The main screen features an extended 3x3 widget menu format with options for clock, calendar, shortcuts, and my buddies. The touch screen is also ideal for SMS with friends, downloading apps from Samsung Apps, or playing Java-based video games.

Users will be pleased to learn that despite its affordable price point, the Samsung Champ offers a rich feature set. The Samsung Champ enables an immersive music experience with a built-in radio, 3D sound effects and a dual speaker. With its long battery life, consumers won't have to sacrifice portability and can enjoy hours of multimedia use. Users can download java applications from Samsung Apps and enjoy embedded java apps. The Samsung Champ also offers Bluetooth, a micro SD card with up to 8GB of memory and comes with a headset and travel adapter.

“With the launch of the Samsung Champ, we will strengthen our leadership within the overall [touch screen](#) handset category. The Champ is a perfect option for mobile users who want to snap up a full touch phone for the first time. We expect that the Samsung Champ will follow the success of the Star (model: GT-S5230) which achieved high sales volume at an affordable price point over the past year,” said Younghee Lee, Vice President of Mobile Marketing, [Samsung Electronics](#).

Source: Samsung

Citation: Samsung Launches Touch Screen 'Samsung Champ' Mobile Phone (2010, May 21) retrieved 19 April 2024 from <https://phys.org/news/2010-05-samsung-screen-champ-mobile.html>

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