Samsung launches wave 723 smart phone

September 6 2010

Samsung Electronics today announced the launch of the Wave 723 (Model : GT-S7230E), the newest smart phone based on its open smart phone platform, Samsung bada.

The Wave 723 combines a crystal clear 3.2-inch TFT-LCD display with an application-centric interface that allows users to seamlessly and directly access applications that support their daily needs and lifestyles. The Social Hub feature helps you stay organized while staying connected with friends and family everywhere, anytime. These features are enhanced by the latest Wi-Fi technology that delivers faster download speeds and gives users access from greater distances.

The smart phone is ideal for people who are on the move and excited to share their lives using Samsung's most efficient and intelligent mobile technology. It has been designed to deliver the highest performance and quality to so that users can take full advantage of all aspects of the online experience from their mobile phone. The Wave 723 will be available starting in September 2010 in Germany and will be gradually rolled out to other European markets including Southeast Asia, the Middle East Asia, and Africa.

The Wave 723 has been designed to open the door to an expanded and rich application environment giving users access to applications that will help them to enhance and organize their lives. The Wave 723 offers easy and direct access to the Samsung Apps store for browsing, purchasing and downloading of free and premium apps. Featuring a wealth of games, navigation, social networking, e-book, health and lifestyle applications, Samsung Apps allows the Samsung Wave 723 to be a true lifestyle assistant with localized services that specific and dedicated to individual lifestyles.

The bada platform is at the core of Samsung's application-centric vision and allows for the open development of apps of all kinds. Wave 723 is developed based on the bada SDK 1.1. The SDK 1.1 has Auto-UI scaling feature where application developers can reproduce applications to work on Wave 723 from already developed bada Application on Wave with minimum effort. With this feature, more rich applications can be delivered to users in advance.

Equipped with the latest Wi-Fi (802.11 b/g/n), the Wave 723 lets users take advantage of download speeds while reaching networks at greater distances. It has an easy and simplified downloading process so you can get apps to your phone faster than ever. This means users can take full advantage of the application-centric nature of the Wave 723 without having to wait for the applications to download.

The Wave 723 has also been designed to not just be powerful in performance but beautiful to look at. It measures a thin 11.8mm with a metallic back cover, making the Wave 723 sleek and modern, while at the same time reflecting the mobile's technological prowess. Its new leather flip cover offers protection to the mobile as well as a sophisticated flair.

Source: Samsung