

# Samsung introduces ChatON mobile communication service

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Samsung Electronics today announced the launch of ChatON, a free mobile communication service that allows users to communicate instantly with any mobile phone.

ChatON is Samsung's global mobile [communication service](#) that works across all major smartphone and feature phone platforms. ChatON lets users interact with friends and family, regardless of device platform – functionality across multiple platforms lets all users join in, with text, images, hand-written notes and video shared instantly. Users can chat in groups, while a Web client will allow the easy sharing of content and conversations between mobile and PC.

"With ChatON, Samsung has vastly simplified [mobile communication](#) by allowing users to connect to our upcoming feature phones and all major Smartphones in the market," said Ho Soo Lee, Head of Media Solution Center at [Samsung Electronics](#). "Users around the world can now enjoy easier and richer interactivity with whoever they want, in the format they want—this is mobile communication reinvented and democratized."

ChatON, which is available in more than 120 countries supporting up to 62 languages, features two functionality options. A basic functionality option is available for feature phone users who prefer simple and easy usage, allowing users to share text, pictures, calendar, contacts and emotions through an easy-to-access client.

Smartphone users can enjoy advanced feature options, enabling richer communication by allowing users to see how often they communicate with their buddies using the Interaction Rank feature and post comments on buddies' profile pages. Users can also create an 'Animation message' which allows them to create their own content by scribbling texts, adding audio and choosing their background pictures. All photos and videos in each conversation window can be viewed in an automatically-generated content sharing 'Trunk'.

ChatON allows users to join and grow their social communities, socializing instantly and flexibly through their mobile device. Users can enjoy the benefits of ChatON globally, with free and easy communication possible with friends and family anywhere in the world.

Samsung ChatON will be made available gradually across all major Smartphones, Tablets, notebook PCs and Samsung feature phones, including forthcoming devices showcased at IFA 2011.

Provided by Samsung

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