

## Samsung blames demand for delay in US sales of new S4

April 25 2013

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Samsung's new Galaxy S4 is pictured during its unveiling at Radio City Music Hall in New York on March 14, 2013. Samsung says unexpectedly high demand for its latest flagship smartphone, the Galaxy S4, was behind shipping issues that delayed scheduled sales in the US market.

Samsung said Thursday that unexpectedly high demand for its latest flagship smartphone, the Galaxy S4, was behind shipping issues that delayed scheduled sales in the US market.

"We are experiencing difficulty in boosting supply in the short term because pre-order demand has been far stronger than we anticipated," said Lee Don-Joo, head of [sales](#) and marketing at Samsung's mobile unit.

US telecom carriers T-Mobile and Sprint both had to postpone scheduled sales of the S4, citing delays in shipments from the South Korean consumer electronics giant.

The world's top handset maker starts selling the much-anticipated device in [South Korea](#) on Friday, followed by a global roll-out at the weekend.

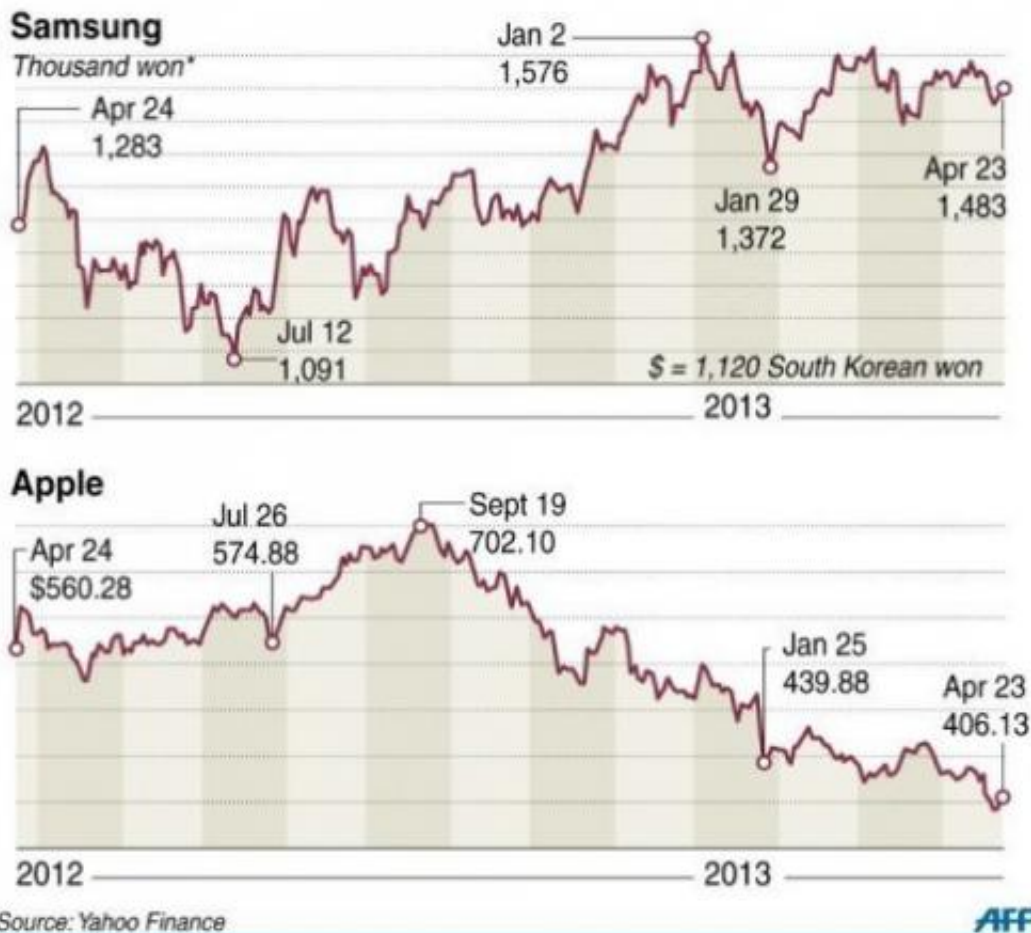
The S4, armed with eye motion control technology that will pause a video when the user looks away, comes with a faster chip and is thinner and lighter than the previous S3 model.

It features a high-definition, five-inch (12.7-centimetre) screen, enhanced picture-taking capabilities and the capacity to translate to and from nine languages. It also recognises touch by users wearing gloves.

The device was unveiled last month at a glitzy event at New York's Radio City Music Hall—reflecting Samsung's desire to expand its presence in the high-end US market against arch rival Apple and its iconic iPhone.

## A year in the life of two smartphone giants

Comparing the share price performance of Apple and Samsung



Graphic charting share price fluctuations for Apple and Samsung in the past year.

After years of following and refining the [iPhone](#)'s pioneering innovations—a strategy that resulted in bitter patent battles with Apple—Samsung has dethroned Apple to become the world's top smartphone maker.

Samsung did not give a sales target at a press event Thursday, but Lee said he anticipated [global sales](#) would "outpace" those of the popular S3.

Back in January, Samsung said it had shifted more than 41 million Galaxy S3 units since its market debut last May. Analysts and market observers estimate that figure is now close to 60 million units.

The S4 release has been preceded by a massive promotional campaign—from the launch in New York to lighting up the sails of Sydney's iconic opera house on Tuesday.

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