

Samsung introduces Galaxy Alpha

August 14 2014



Samsung redefines its smartphone design with a stunning new look featuring sophisticated design techniques and compact construction

Samsung Electronics unveiled its new design approach with the Galaxy Alpha. The latest addition to Samsung's Galaxy smartphone line, the Galaxy Alpha features a sophisticated design in a carefully constructed compact body with a metal frame and a solid finish, while still maintaining the flagship Galaxy experience. Elegant and practical, the Galaxy Alpha is the optimal convergence of style and cutting-edge technology.

"The Galaxy Alpha was built and designed based on the specific desires of the consumer market," said JK Shin, CEO and Head of IT & Mobile Communication at Samsung Electronics. "With an entirely new appearance, the Galaxy Alpha focuses on both beauty and functionality combining a stunning metal frame and slim, light weight design with the same powerful hardware and features users expect from a flagship Galaxy mobile device."

Concentrating on elegant aesthetics and compact construction, Samsung has taken a fresh approach to design with the Galaxy Alpha. Created to help consumers express their unique style without sacrificing functionality, the refined Galaxy Alpha features a sophisticated design with a metal frame, elegantly curved corners and a tactile soft back cover. In addition, it is visually balanced, with the perfect contrast of both a calming, soft matte finish and an eye-catching reflection from the metal frame. At less than 7 mm thick, the Galaxy Alpha is also one of the slimmest Galaxy devices ever, and its uniquely compact construction and light weight provides consumers with maximum in-hand grip and control.

Despite its slim and light design, the Galaxy Alpha provides users with the same powerful hardware and features users expect from a flagship Galaxy mobile device. The device is equipped with a brilliant 4.7-inch HD Super AMOLED display as well as an advanced camera and real time HDR for an unrivaled viewing and photo experience. The Galaxy Alpha also includes innovative and popular features such as Ultra-Power Saving Mode, S Health, Finger Print Scanner, Private Mode and connectivity with the latest Samsung Gear Fit, Gear Live and Gear 2 wearables.

The Galaxy Alpha will be available at the beginning of September. At launch, it will be available in Charcoal Black, Dazzling White, Frosted Gold, Sleek Silver, and Scuba Blue, with available colors to be

determined by market.

Provided by Samsung Electronics

Citation: Samsung introduces Galaxy Alpha (2014, August 14) retrieved 19 April 2024 from <https://phys.org/news/2014-08-samsung-galaxy-alpha.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.