

Samsung facing crucial test over Galaxy Fold delay, analysts warn

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South Korean tech giant Samsung Electronics is "facing its biggest test ever", analysts said Tuesday after it delayed the release of its \$2,000

foldable phone over screen problems.

The move by the world's biggest smartphone maker—announced after reviewers provided with early devices reported screens breaking within days of use—comes less than three years after its Galaxy Note 7 disaster.

The company said the Galaxy Fold, which had been due for its US release on Friday, "needs further improvements" before customers can receive it and a new release date will be announced in the coming weeks.

Samsung Electronics—the flagship company of the sprawling Samsung Group, by far the biggest of the family-controlled conglomerates that dominate the South's economy—spent nearly eight years developing the Galaxy Fold.

It has been widely promoted as the "world's first foldable smartphone" and is part of its strategy to propel growth with groundbreaking gadgets, while rivals such as China's Huawei have been racing to bring similar devices to market.

Kim Dae-ho, an analyst at Institute for Global Economy, said Samsung can regain customer trust as long as it identifies the problem and releases the perfected Fold "in the quickest possible time".

"Samsung is facing its biggest test ever," he said. "If they manage to pull this one off, it can bring greater success. Right now it is standing at the crossroads of destiny."

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