

Samsung launches Galaxy S smartphone in China

8 September 2010



A shopper looks at a smart phone in Taipei, July 2010. South Korea's Samsung Electronics said it has launched its Galaxy S smartphone in China to catch up with global leader Nokia in the world's biggest market.

South Korea's Samsung Electronics said Wednesday it has launched its Galaxy S smartphone in China to catch up with global leader Nokia in the world's biggest market.

It said that JK Shin, president of its mobile communications business, hosted a ceremony in Beijing to launch its signature model.

"China is one of the fastest growing mobile markets and offers great potential," Shin said in a statement published in Seoul.

Samsung said that with its Galaxy S series, the company was targeting the high-income bracket in China.

It currently holds a 25 percent market share of the Chinese mobile phone market while Nokia controls 40 percent.

According to the New York-based marketing researcher Nielsen Company last month, [China](#) is the world's largest mobile device market, with a total of 755 million mobile subscribers.

Samsung launched the Galaxy S at home in June, seven months after Apple's iPhone 3 hit [South Korea](#).

Apple's local distributor KT has sold about 890,000 iPhones and plans to begin selling the iPhone 4 on Friday.

(c) 2010 AFP

APA citation: Samsung launches Galaxy S smartphone in China (2010, September 8) retrieved 30 November 2021 from <https://phys.org/news/2010-09-samsung-galaxy-smartphone-china.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.