

# Samsung Presents New Slim Line-up



**Samsung Electronics introduces 5 new mobile phones. The average of the newly unveiled phones are under 15mm and offer the latest multimedia features, such as music playback capability, megapixel camera and Bluetooth connectivity. The lineups include two 3G phones (SGH-Z510, SGH-Z540), two slide-up GSM/GPRS phones (SGH-D800, SGH-D820), and a credit-card size mobile phone (Model: SGH-P300).**

Samsung's mobile phone leadership is based on its ability to design phones with innovative form factors, such as the clamshell phones, slide-up phones, and TV viewable landscape phones. This reputation is further cemented by its introduction of phones with ever slimmer designs. It was the first to reveal a 9.8mm slim mobile phone (SPH-N2000) in 2001.

The current trend in mobile phone design is moving towards "slim & wide" design. The "slim & wide" design concept offers better portability with its lightweight and thinness, as well as enriches multimedia features in a mobile environment with larger screens.

Kitae Lee, President of the Telecommunication Network Business at Samsung Electronics, says "Samsung's new slim phones are equipped with the latest multimedia features and meet the highest standard of quality. Our values for quality, extraordinary design, and essential multimedia features were not compromised to bring to market our innovative slim concept." He adds, "We will continue to add more 'slim & wide' designs with varying form factors and features to the award-winning Samsung product line-up."

SGH-Z510 and Z540 are the slimmest 3G phones at a depth of 14.9mm. Equipped with a 1.3 megapixel camera and 4x digital zoom, the two phones offers a full spectrum of 3G features, including video telephony, real-time video streaming and video messaging.

The SGH-Z510's 2.2-inch QVGA screen displays crisp high-speed video streaming clips. It also includes MP3 playback functionality, allowing users to listen to 3D sound quality music content anywhere and at anytime.

The SGH-Z540 is a modernistic and exquisitely designed phone that will attract fashion-conscious consumers and working professionals who desire the many features of 3G in a superior slim design. It holds 150MB of content and supports Bluetooth and USB transfers.

The SGH-D800 is a 14.9mm slim slide-up phone that is packed with today's latest technology – 1.3

megapixel camera, document viewer, Bluetooth, PictBridge, and TV-out. Encased in a black and silver metal, it exudes modernity and elegance.

At a depth of 15.2 mm, the SGH-D820 is slim slide-up phone with a full line-up of multimedia features. It features a wide (2.12-inch) and high resolution (QVGA) LCD screen and 1.3 megapixel camera. With Quad Band capability, the SGH-D820 is functional across all GSM frequency bands. It also supports microSD external memory. With its modern, premium exterior design, the phone is the best fit for sophisticated business users who desire top-quality features in a sleek appearance.

Samsung's SGH-P300 is packed with the most advanced features in an elegant ultra slim package with mere 8.9mm thinness. This easy-to-carry mobile device shares the look and dimension of an ordinary credit card, yet comes with a 1.3 megapixel camera with flash, music player, and video recording capabilities. Its premium feather-light weight and stylish mini design is sure to turn heads everywhere you go. Nicknamed "The Card," the P300 is perfect for users who desire the most advanced mobile technical features in a slim, unique appearance.

All phones will be launched in Europe in the fourth quarter of this year.

Source: Samsung

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