

**SAMSUNG**

**Samsung introduces a line of CDMA Megapixel Phones offering enhanced clarity with astonishing capabilities.**

Leading a revolution in Megapixel imaging, Samsung adds superior digital photography to answer your mobile multimedia desires and more.



[www.samsungmobile.com](http://www.samsungmobile.com)

**PRESS INFORMATION**  
**SAMSUNG MOBILE**  
CDMA Megapixel Phones



SCH-M339



SCH-E159



SCH-M309



SCH-M329



SCH-M509



SAMSUNG

PRESS INFORMATION  
SAMSUNG MOBILE  
CDMA Megapixel Phones



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WORLDWIDE PARTNER

# An Imaging Revelation

Integrating leading-edge imaging solutions into mobile communications

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**Samsung has taken a leading role in the camera phone market making CDMA Megapixel your mobile solution.**

Samsung Electronics has the distinction of consistently delivering innovation to China's mobile communications industry with the introduction of high-resolution TFT color displays, rotating built-in digital cameras, 'Intenna' technology and the first soft-touch slide-up phones. Taking its first steps into the CDMA Megapixel camera phone market in 2004 Samsung introduced the X699 and following up with the P738 in GSM. Our core strength in Megapixel imaging mobiles is growing more evident as we move to launch multi-Megapixel phones in 2005 with Samsung's recent release of the world's first 5 Megapixel camera phone and more.

Furthermore, Samsung's remarkable designs combine modern motifs and classical elements while providing exceptional functionality and the latest in visual capture technology. 12 Samsung products, including 4 mobile phones, received iF Design Awards, which are granted by iF International Forum Design, a prestigious industrial design association in Germany and one of the world's most prestigious design prizes. A total of 40 Samsung Electronics products have received iF Design Awards in the past 5 years demonstrating our state-of-the-art design capabilities and underlining our commitment to excellence. We'll take you to the center of our imaging marvels with the inspired innovations of Samsung.

**2005 will see Samsung launch a complete line of pioneering Megapixel camera phones.**



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# Dedicated to Innovation

With a lineup of mobile Megapixel sophistication

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**Samsung lets you communicate with your surroundings to make a visual impression on your mobile communications.**

Samsung is committed to developing distinctive products for our customers providing advances in quality, with stimulating extras, use-friendly functions and more to paint a picturesque future for mobile communications. We plan to launch diversified Megapixel camera models in China's CDMA market in the first quarter of 2005.

The main products, including the M-series M339, M309, M329 and M509, the wide-view E159 and palm based i539, the W219 world phone and the entertaining M299, are designed to satisfy with a variety of functions. Each model is diversified to suit the desires of various users, introducing distinctive features from optical zoom to auto focus, a horizontal viewer to a QVGA resolution display and more. Our particular focus is on developing innovative designs specifically created for digital imaging, or watching video clips.

**Improving people's lives through innovation, Samsung delivers strength of CDMA with Megapixel camera work.**



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# See it in the details

Make imaging clarity your main concern whenever and wherever

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## **Imagine the difference of Megapixel!**

Imagine a sunset like none you've ever seen.  
A memory that might have been lost, were it not for Samsung.  
The train speeds on as you send it off with MMS.

Imagine the first words of your son.  
Captured for all to see and hear,  
a clarity for years to come.

Imagine a hike through the Himalayas.  
Keeping the baggage light yet the portraits and vistas clear,  
Samsung's imaging reaches new heights.

Imagine an episode of cops.  
And you caught it on your Samsung mobile.  
The Megapixel makes it clear who was really to blame.

Imagine that document you need to record.  
The clarity of the words will come through  
as unmistakable as the profit from the knowledge.

**With Megapixel in the mix, Samsung still has more for you to imagine than imaging with a variety of extras to fit every consumer's desires.**

# Committed to Customers

Using diversity to add to the foundation of quality

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**Possessing leading technologies in CDMA, Samsung's dedication to providing outstanding innovation with built-in Megapixel digital cameras and a range of quality alternatives is evident in our incredible lineup:**

**The SCH-M339** is **3 Megapixel** camera phone with a **3x optical zoom**. Combined with 4x digital zoom, nothing is out of reach. Its real camera-like design has a slide down keypad for a unique mobile experience. MPEG4 recording and playback along with TV-out & direct printing capabilities, an adjustable intensity flash and auto focus round out the features of this truly convergence oriented design.

**The SCH-M309** is here to bring your experience into focus with a **2 Megapixel CCD** camera phone with **auto focus**. This sophisticated slide-up includes flash, Intenna technology, camcorder functions, Pictbridge direct printing and more.

**The SCH-E159** adopts a pivot display design for **horizontal viewing**, combined with the CDMA 1x EV-DO platform for comfortable capturing, viewing and sharing of video and images from the **1.3 Megapixel** camera. The E159 includes digital zoom, editing controls, a rotating camera and QVGA-resolution video recording, as well as 72 polyphonic ringtones and an embedded MP3 player.

**The SCH-i539** incorporates a **1 Megapixel** built-in camera into a **PDA** phone with a distinctive flared design. A full complement of applications can be downloaded to add functionality to the **Palm OS 5.4** based dual folder already packed with a camcorder, MP3 player, and VOD

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The **SCH-W219** puts the usage of the word “mobile” to the test with its combination of CDMA and GSM technologies. And this **1.3 Megapixel World phone** lets you take high-quality portraits and panoramas with its flash-enabled rotating camera, wherever you go. An MP3 player with dedicated external keys, Pictbridge and Bluetooth make it an convenient travel partner.

The **SCH-M329** boasts a remarkable **QVGA 262144 Color TFT LCD** to view the 2x optical zoom enhanced **2 Megapixel** CCD camera’s output. Add to that TV Output, Pictbridge photo printing, an MP3 player and a host of other quality features.

The **SCH-M299**’s **1.3 Megapixel** camera and **3D sound MP3 player** make its “entertainment” focus ring true. Complete with MP3 player, 64 polyphonic MP3 ringtones and 65M of memory the M299 is a Full Featured Entertainer.

The **SCH-M509** is the first **5 Megapixel** camera phone in China. The CCD image sensor coupled with a high-sensitivity flash rival that of high-end digital cameras yet is also able to function as a camcorder. Complemented by the “true color” **QVGA 16 Million Color TFT LCD**, its revolutionary stretch design also echoes that of digital cameras while protecting the lens and LCD.