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## Samsung SCH-V770 7 Megapixel digital camera phone

Samsung SCH-V770 seven megapixel digital camera phone : Samsung Electronics unveils the world's first mobile phone equipped with a 7 megapixel digital camera at CeBIT 2005. Just six months after the introduction of its world's first 5 MP camera phone. Samsung has reached another milestone in camera phones. The Samsung V770 offers the same level of picture-taking sophistication that a 7 megapixel digital camera does. The camera functions have been upgraded to include a 3x optical zoom and 5x digital zoom with a 1/1.8" CCD. It also supports auto focus and a flash unit that performs optimally for 7 megapixel photographs. The V770 is designed to enable attachable wide-angle and tele-conversion lenses, the first ever on a camera phone.



### Samsung V770 - 4.7 Optical Zoom

The lens can boost the power of the onboard optical zoom to 4.7 times. Moreover, the Samsung V770 comes with manual functions of a digital camera never seen on a mobile phone before. The user can manually adjust focus, focal length (7.8-23.4mm), shutter speed (from 15 seconds to 1/2000th of a second) and AEL(Auto exposure lock). It also enables manual control of exposure using Aperture Priority, Shutter Priority, and fully manual options.



### Samsung V770 - Outstanding sound quality

The V770 comes with multimedia features such as audio quality that befits its superior camera performance. The company has built in its "Digital Power Amp" function, with higher audio signal amplification and greater audio output, to deliver outstanding sound quality.

### Samsung V770 - TFD LCD screen

The TFD-LCD(Thin Film Diode-Liquid Crystal Display) on the V770 boasts QVGA resolution, the highest possible for a display of its size. It can reproduce 16 million colors, virtually any color found in nature, earning it the "True Color" appellation. Moving pictures can be recorded in QVGA resolution at 15-30 frames per second. Other standard features include video on demand (VOD), music on demand (MOD). It also offers 32MB (MMCmicro) in addition to its internal memory. The mobile phone supports a TV-out function where users can connect their phones to view still or motion pictures.

### Samsung V770 - Other features

The V770 comes with a design reminiscent of a real digital camera. The front is designed as a bar-type mobile phone, while the back side is used as the digital camera. Other advanced functions in the V770 include an MP3 player, business card reader, and 64 polyphonic sound.

### Samsung V770 - 7 megapixel digital camera

According to President & CEO Kitae Lee of the Samsung Electronics, "Our development of a 7 megapixel camera phone will set a new standard in phone industry. I would like to see our



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technological advances contribute to the growth of the convergence in mobile phone industry and create a more convenient way of life." President Lee adds, "It's very important to lead the trends continuously introducing innovative new products and we will continue to commit ourselves in developing distinctive products for our consumers."

**Samsung V770 - Specifications**

Band: cdma2000 1x EV-DO (800 MHz)  
LCD screen: 2.0-inch 16 million-color QVGA TFD LCD (240x320)  
Sensor: 2.0-inch 16 million-color QVGA TFD LCD (240x320)  
External memory: MMC micro  
Dimension: 127 x 52 x 27 mm (5 x 2 x 1.1 in)  
Weight: 180 g (6.3 oz)

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