

## Mobile News

# SAMSUNG Launches the World's First 10 Megapixel Camera Phone

Oct 10, 2006

**World's First 10 megapixel camera phone with even mobile TV function**



SEOUL, KOREA, Oct 10th, 2006:

Samsung reinforces its technology leadership by launching the world's first 10 megapixel mobile phone (model: SCH-B600) in Korean market.

Samsung reached another milestone in camera phones by launching 10 megapixel camera phone, which was unveiled at CeBIT in March this year. Samsung has been the first to introduce mobile phone with embedded camera in 2000. Samsung has also launched the world's first 5 megapixel camera phone in October 2004 ; the world's first 7 megapixel camera phone in July 2005.

Samsung's 10 megapixel camera phone (SCH-B600) is 6mm thinner and 10g lighter than the 7 megapixel camera phone (SCH-V770) and sets itself apart from its previous megapixel camera phones by combining mobile TV capability in Satellite standard.

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camera function includes 3x optical zoom and 5x digital zoom. It also has auto focus and a flash unit that performs optimally for 10 megapixel photographs.

Also, the B600 comes fitted with a LED autofocus feature which assists users to capture clear, crisp photos even in dark settings. Located next to the lens, the LED autofocus automatically determines the distance and utilizes the appropriate focus setting for optimal photo shooting.

The B600 also supports white balance, manual focus, continuous picture-taking, and interval picture-taking functions.

It also supports Bluetooth which enables users to send pictures wirelessly to other mobile phones, printers or to Bluetooth headsets.

The high color Reproduction TFT-LCD produces the highest possible display for its size. The photo-fine chromic LCD 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. Users can watch live TV in crisp picture through Satellite DMB function.

It also supports external memory (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.

The B600 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 B600 include an MP3 player, business card reader, and 128 polyphonic sounds.

The price of B600 is around 900,000 won (about \$ 900) in Korea.

□ SCH-B600 Specifications

Standard

CDMA 2000 1X EVDO (800 MHz)

Camera

10 Megapixel Camera

Display

2.2" 240x320 16M Color TFT LCD

Features

Mobile TV (Satellite Digital Multimedia Broadcasting )

Video Recording & Messaging (MPEG4 / H.264)

MP3/ AAC / AAC+

Dual Speaker / Anycall Band

Bluetooth® Technology / PictBridge / Voice Recognition

Document Viewer / TV-output / BT Printing

External memory (MMCmicro)

\* Specifications are subject to change without notice

#### About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2005 parent company sales of US\$56.7 billion and net income of US\$7.5 billion. Employing approximately 128,000 people in over 120 offices in 57 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs.

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