



Samsung Omnia family

**“A New Generation of Full-Touch Smartphones
that Lets You Get More Out of Work and Play”**

London, June 15th, 2009 – Samsung Electronics Co. Ltd., a leading mobile phone provider, will showcase its latest smartphones at CommunicAsia 2009 – the **Omnia II** (I8000), **Omnia^{PRO}** (B7610) as well as the **Omnia^{LITE}** (B7300). Featuring cutting-edge technology, these mobile devices will strengthen Samsung’s leadership in the smartphone market.

The new Omnia smartphone line-up follows the success of the very first flagship ‘Omnia’ phone, Samsung’s milestone Open OS model which was launched at CommunicAsia last year.

With the introduction of its new Omnia smartphone series, featuring diverse functions for a wide range of user needs, Samsung truly offers a variety of smartphones for everyone – from those seeking entertainment to business users to light users.

All-in-one Redefined: Omnia II (I8000)

The **Omnia II** is designed for the smartphone user who demands an enhanced and convenient multimedia experience featuring Windows Mobile 6.1 Professional.

Featuring the world’s largest 3.7-inch AMOLED display with crystal-clear WVGA resolution, the **Omnia II** offers unbeatable screen clarity, even in day light.

Complete with larger icons and a simpler structure, Omnia II provides touch-optimised User Interface that has been deeply customised. Also, innovative TouchWiz 2.0 User Interface and 3D effects make enjoying multimedia and multi tasking convenient and fun. Advanced R Touch (Resistive Touch) enables faster, more accurate touch response for a touch experience that’s 100% user friendly.

The much enhanced display and User Interface make it even more pleasurable to enjoy the rich multimedia functions of the **Omnia II**, including its DVD-like(480p) video





recording/playback, smooth internet browsing as well as interactive 3D games. Users can also access and download content speedily while on the move thanks to the **Omnia II**'s HSUPA 5.76Mbps, HSDPA 7.2Mbps and Wi-Fi capabilities. Generous memory up to 48GB lets users store more of their favorite content for on-the-go access.

The Work-Life Balance Winner: Omnia^{PRO} B7610

With separate mode for Work and Life, the **Omnia^{PRO} B7610** boasts features optimised for both work and play, helping users maintain work-life balance. Matching balanced performance with balanced design, the hybrid Touch/QWERTY form offers users greater versatility and ease of use.



At work, users enjoy push email for multiple accounts as the **Omnia^{PRO} B7610** supports multiple corporate email solutions, as well as the Microsoft Office Suite so they can view and edit their documents in the palm of their hands.

Users also have access to a PC-like Internet browsing experience with Opera 9.5 and fast data transmission thanks to HSDPA and Wi-Fi connectivity features.

At play, users can capture their favourite moments with the **Omnia^{PRO} B7610**'s 5-megapixel camera with smile shot, or enjoy multi-codec supported high quality video with a brilliant AMOLED display. A-GPS with navigation support also ensures that users never get lost while travelling to their next destination.

Simple All-rounder: Omnia^{LITE} (B7300)

The **Omnia^{LITE}** is designed for users who demand an easy smartphone interface with full support of multimedia, internet, and business features. TouchWiz 2.0 User Interface and downloadable online widgets make it highly user-friendly, while its 3D multimedia player interface provides an enhanced entertainment experience.

Omnia^{LITE} comes packed with a host of powerful business tools and multimedia features. Users have multi-push email access and the Microsoft Office Suite lets users edit and view their office documents on the move. Opera





Browser and HSDPA & Wi-Fi connectivity let users access the net with ease and speed. Additional features like multi-codec supported high-quality video experience, 3MP camera, and A-GPS deliver the complete all-in-one mobile experience.

Windows Mobile 6.5 Updateability

The new Omnia smartphone series devices will be able to be fully updated to Windows Mobile® 6.5 upon the new OS update release. Please contact your mobile operator and/or local Samsung office for details.

NOTE TO EDITORS:

Omnia II (I8000)

Network	HSDPA 7.2 Mbps / HSUPA 5.76Mbps EDGE/GPRS 850 / 900 / 1800 / 1900MHz UMTS 900 / 1900 / 2100MHz
Display	65K WVGA AMOLED Display (3.7", 480 x 800) Advanced R-type Touch Screen
OS	Windows Mobile 6.1 Professional
Camera	5 Megapixel CMOS / Auto-Focus / Dual Power LED Face Detection / Smile Shot / Mobile Blogging / Geo Tagging / Photo Editor
Audio	Audio Format Support (MP3, AAC, AAC+, WMA) / WMDRM, OMA DRM 2.1 Find Music (Music Recognition) / Bluetooth Stereo Headset (A2DP) FM Radio with RDS / 3.5Φ earjack
Video	Video Format Support (DivX, XviD, H.263, H.264, WMV9, MPEG4) Video Recording & Playing (30fps@ D1(720x480)) Video Editing (Trim video, Audio dubbing, Live dubbing, Add subtitle)
Value-added Features	A-GPS with Navigation (3D Map) / LBS TouchWiz UI with Mobile Widget / 3D Media Gate Multi-task manager / 3D Interactive Games
Connectivity	Bluetooth® v 2.0 / USB 2.0 / Wi-Fi
Memory	Internal Memory : 2GB/8GB/16GB External Memory : microSDHC™ (up to 32GB)
Size	118 x 60 x 11.9 mm
Battery	1500 mAh Talk time: Up to 10 hours (3G) / Standby time: Up to 430 hours (3G)



Omnia^{PRO} B7610

Network	EDGE / GPRS 850/900/1800/1900 / HSDPA 3.6 Mbps
OS	Microsoft Windows Mobile 6.1 Professional
Display	16M WVGA AMOLED Display (3.5", 480 x 800)
Camera	5 Megapixel CMOS Auto-Focus, Panorama Shot, Best Shot
Video	WMV / MPEG4 / H.263 / H.264 / DivX / XviD Video recording Video Editing: Image capture, Cut Video Part, Paste Video Part
Audio	FM Radio with RDS WMA / MP3 / AAC / AAC+/eAAC+ / OGG / AMR Bluetooth Stereo Headset (A2DP)
Value-added Features	Fast Speed CPU (800MHz), QWERTY Keyboard, Work & Life Mode GPS with Navigation / SNS DNSe, Multi Push Email, DLNA , TV Out, Office Mobile, Business Card Recognition, Mobile Widget
Connectivity	Bluetooth v2.0 EDR / USB 2.0 / Wi-Fi
Memory	1GB Internal Storage + External Memory slot : microSDHC™ (up to 32GB)
Size	112.6 x 57.8 x 16.2 mm
Battery	1500 mAh

Omnia^{LITE} (B7300)

Network	HSDPA 3.6 Mbps EDGE/GPRS 850 / 900 / 1800 / 1900MHz
Display	65K WQVGA TFT Display (3.0", 240 x 400)
OS	Windows Mobile 6.1 Professional
Camera	3 Megapixel CMOS / Auto-Focus
Audio	Audio Format Support (MP3, AAC, AAC+, WMA) FM Radio with RDS / Bluetooth Stereo Headset (A2DP)
Video	Video Format Support (DivX, Xvid, H.263, H.264, WMV9, MPEG4)
Value-added Features	A-GPS with Navigation
Connectivity	Bluetooth® v 2.0 / USB 2.0 / Wi-Fi
Memory	Internal Memory : 250MB



	External Memory : microSDHC™ (up to 32GB)
Size	107 x 51.8 x 12.9 mm, 103g
Battery	1500 mAh

For more information, please visit <http://press.samsungmobile.com>