



CONTACT:
Dr. Michelle Potgieter
Head: Corporate Marketing and
Communications
Samsung Electronics SA (Pty.) Ltd.
Tel: +27 11 549 1500
Michelle.po@samsung.com

Samsung Introduces the GALAXY S4 - for a richer, simpler and fuller life

GALAXY S4 gets you closer to what matters in life, bringing your world together

JOHANNESBURG, South Africa - April 27, 2013 — Samsung Electronics announced the fourth generation GALAXY S, the GALAXY S4, designed to get you closer to what matters in life and bring your world together.

Understanding what matters most to us in our lives, Samsung GALAXY S4 was developed to redefine the way we live and to maximise our fulfilment of life. This sleek and innovative smartphone makes every moment of life very meaningful; it understands the value of relationships, enabling true connections with friends and family; it believes in the importance of effortless experience, making your life easy and hassle-free; and, it empowers your life, taking care of your well-being.

The real beauty of the phone is the highly crafted design encompassing a larger screen size and battery, minimised bezel; all housed in the light (130g) and slim (136.6 x 69.8 x 7.9 mm) shape that you never thought possible. Samsung GALAXY S4 is slimmer yet stronger, less to hold yet more to see. It has come up with simply unreal body. Samsung GALAXY S4 uses Polycarbonate which is a premium material ideal for complementing the beautifully crafted design of the phone as well as for everyday use. Polycarbonate is a durable, scratch resistant yet lightweight material – ideal for everyday use. Available in two colour options - Black Mist and White Frost – at launch, it will follow a variety of additional colour options later this year

“With the GALAXY S4, Samsung is again going to enhance the way we live,” said Craige Fleischer, Director of Mobile Communications at Samsung Electronics South Africa. “All the innovative features of GALAXY S4 were developed based on the insights and needs we found from our consumers all around the world. Following the successful GALAXY S series, this phone is yet another great proof point of people-inspired innovation. At Samsung we’ll never stop pursuing innovation conceived by people so we can inspire them in return.” added Fleisher

Meaningful Moments - Gives Greater Enjoyment

A rich life is one that’s filled with meaningful moments and the GALAXY S4 captures and shares those special moments. The GALAXY S4 has the world’s first Full HD Super AMOLED display to showcase images at their very best. Its 5-inch large screen has top class 441 pixels per inch for stunning viewing quality. GALAXY S4 also utilises **S Travel** making it a durable travel companion for all of life’s adventures.

Equipped with a 13 megapixel rear camera and a 2 megapixel front camera the GALAXY S4 boasts a '**Dual Camera**' function that allows both rear and front cameras to take simultaneous photos and videos. When capturing moments, users can choose from a variety of frame effects which blend the two pictures naturally and also adjust the size of the small picture inside the big one. The end result is an exceptional image which blends the subject of the photograph and the setting in a totally different way. While the 'Dual Video' function enables you to make and receive group video call with friends and family.

The camera functionality extends beyond Dual Camera, as the device is also equipped with many outstanding shooting modes including '**Drama Shot**', which allows you to see all the action in one continuous time-lapse, and '**Sound & Shot**', which uniquely stores sound and voice together as the picture is taken so those special moments are captured in the truest form imaginable, exactly as they happened.

These meaningful moments can also now automatically be stored in a photo album, with the new '**Story Album**' function. Content such as SNS posts, memos, location and weather information, as well as photos and videos, is automatically gathered on the phone to create a photo album which is personalised around your timeline of special occasions and events.

True Connections – Brings People Together

Samsung GALAXY S4 enables true connections with the people in our lives. It is more than a personal device that can be enjoyed by one user - it makes the most of our relationships allowing us to easily share and experience many of life's pleasures together with family and friends, wherever you are.

With its '**Group Play**' function, you can enjoy music, photos and games with those around you without even requiring a Wi-Fi AP or cellular signal. This innovative feature enables users to connect directly with others to share, play and co-create content and entertainment instantly. Its '**Share Music**' option allows users to have the same song playing on multiple phones in sync to create the best party atmosphere.

The GALAXY S4 brings all people closer together by breaking down language barriers. It makes international travel a joy, with '**S Translator**' which provides instant translation, using text or voice translation on applications including email, text message and ChatON. This instant translation is possible both from speech to text and text to speech and ensures that you can rely on the correct information whilst abroad.

The GALAXY S4 supports **HSPA+42 Mbps** which means wherever you are in the world, you can rely on perfect connectivity. A LTE version, which will be launched later this year, will support up to Hexa-band which allows it to function in all LTE coverage areas as well as enabling global LTE roaming.

Effortless Experience - Makes Things More Convenient

In today's world, we are all looking for smart ways to make life easier and less stressful. The GALAXY S4

ensures that tasks are effortless with innovative features that detect your face, voice and motions to enable screen control with no need for finger touch activation.

'**Samsung Smart Pause**' enables you to control the screen by where you look. When you are watching a video, the video pauses when you look away then it starts right up again when you are back. '**Samsung Smart Scroll**' allows you to scroll the browser or emails up and down without touching the screen. It detects your eyes and recognises movement of your wrist and then scroll the pages up or down accordingly.

'**Air View**' allows users to hover with their fingers to preview the content of an email, S Planner, image gallery or video without having to open it. You can even see a magnified view on the Internet browser, or a phone number saved in the speed dial on the keypad. With '**Air Gesture**', you can change the music track, scroll up and down a web page, or accept a call with a wave of your hand.

With '**S Voice™ Drive**' you can activate commands via voice control for optimisation when driving. Once connected with a car Bluetooth, the phone automatically turns into driving mode converting text to speech so you can easily and safely check messages with no need to- look at the screen.

'**Optical Reader**' makes life yet more effortless, by automatically recognising text, a business card or QR code information, and providing useful functions such as translation, call, text message and search.

Empowered Living - Takes Care Of Your Health and Quality of Life

The GALAXY S4 empowers your life by keeping you up-to-date with health and wellbeing information using the new '**S Health**' software. The combination of sensors built within the device systematically and automatically monitors your health, surroundings and so much more to help improve your quality of life. Also, users can easily check their health conditions using food diary, exercise diary and sleep monitor to stay fit and healthy, however certain functions are enabled by specific accessories.

To further protect your wellbeing, '**Samsung Adapt Display**' provides an optimal viewing experience, customised for each type of application, and '**Samsung Adapt Sound**' offers an optimal level and type of sound, personalised for each user, to make the most out of life.

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