

# WHY YOU SHOULD CHOOSE SAMSUNG SMARTPHONES

Samsung Electronics Co Ltd, a Top 100 company



28/10/2019

#TeamSamsung

# SAMSUNG

- European smartphone leader (40%)
- Multiproduct Company
- First 5G network in the world



# DESIGN

- Modern design for a wide range of devices
- Wide variety of color choices
- New concept of screen (hidden cameras and sensors)



*S10 series*



*Galaxy Note 10 and Galaxy S10*

# DESIGN EVOLUTION

## Evolution of the Samsung Galaxy phone



**2010**  
Galaxy  
S



**2011**  
Galaxy  
S2



**2012**  
Galaxy  
S3



**2013**  
Galaxy  
S4



**2014**  
Galaxy  
S5



**2015**  
Galaxy  
S6



**2016**  
Galaxy  
S7



**2017**  
Galaxy  
S8



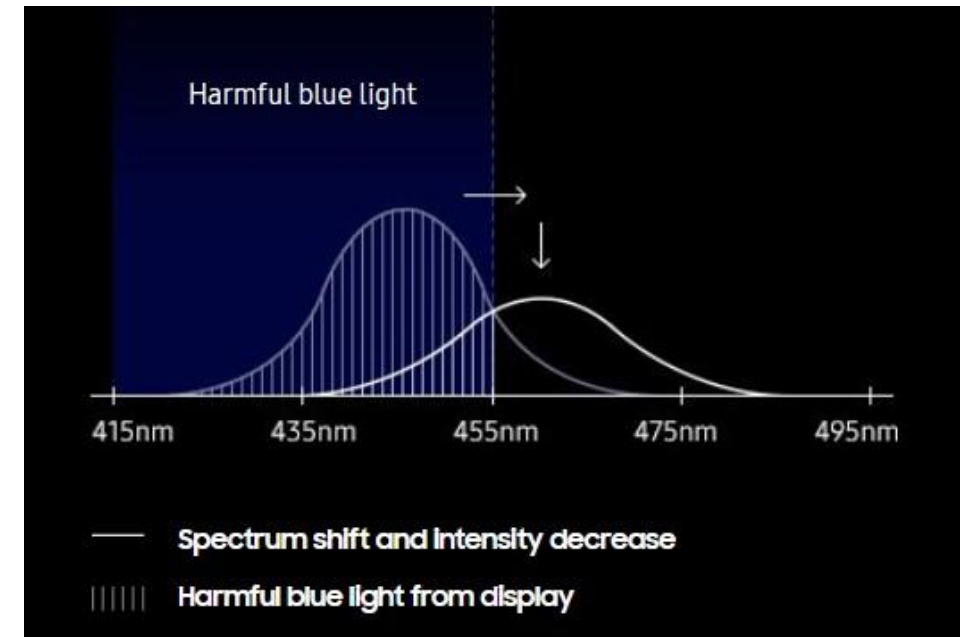
**2018**  
Galaxy  
S9



**2019**  
Galaxy  
S10

# USABILITY

- One UI and Galaxy Themes
  - One-hand use
  - Natural and intuitive
  - Better reachability (easy to get to what you want)
  - Blue light protection
  - Customization
  - Huge selection of themes



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- Entry level

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The customer is not limited by the money he wants to spend, the price spectrum is wider.

# Smartphones for everyone

Elegant  
materials...



...or resistant  
ones?

# TECHNOLOGIES



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Cutting edge displays with high resolution and color clarity.

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Newer devices support 5G connectivity



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- Removable battery on most entry level phones
- Expandable memory

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- Expandable memory
  - So you don't have to buy a new phone everytime the internal memory is full



# SOFTWARE

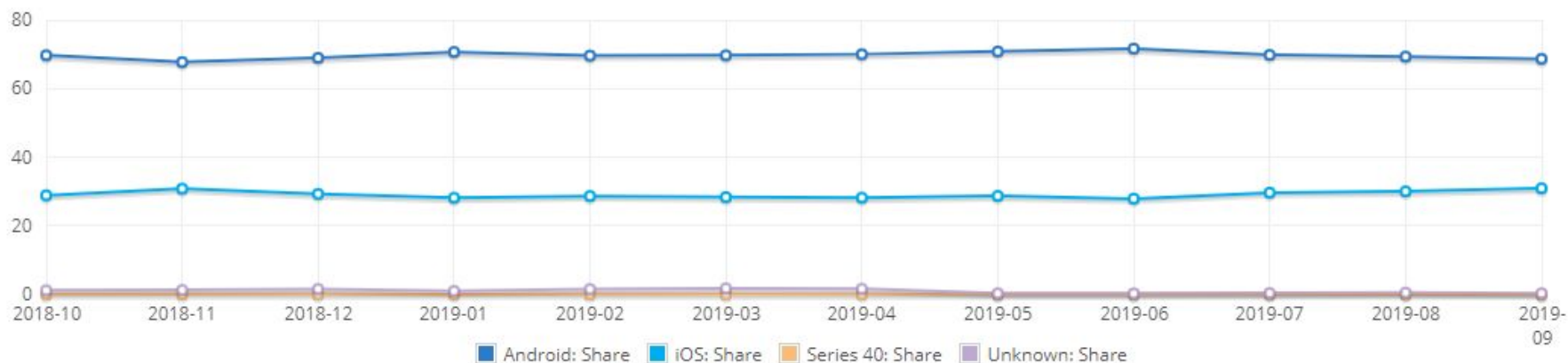
- Massive User Base

Operating System Market Share

Monthly 2018-10 to 2019-09

AND OR + Add filter + Add group

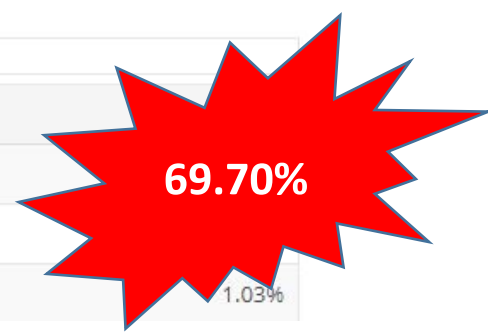
Device Type in Mobile x Delete



Show 10 entries

Search:

Platform	Share
<input type="checkbox"/> Android	69.70%
<input type="checkbox"/> iOS	30.00%
<input type="checkbox"/> Unknown	1.03%



# SOFTWARE

- Open Source Operating System
  - Hardware compatibility
  - Customer feedback
- Play Store
  - One million applications
  - Free App Development

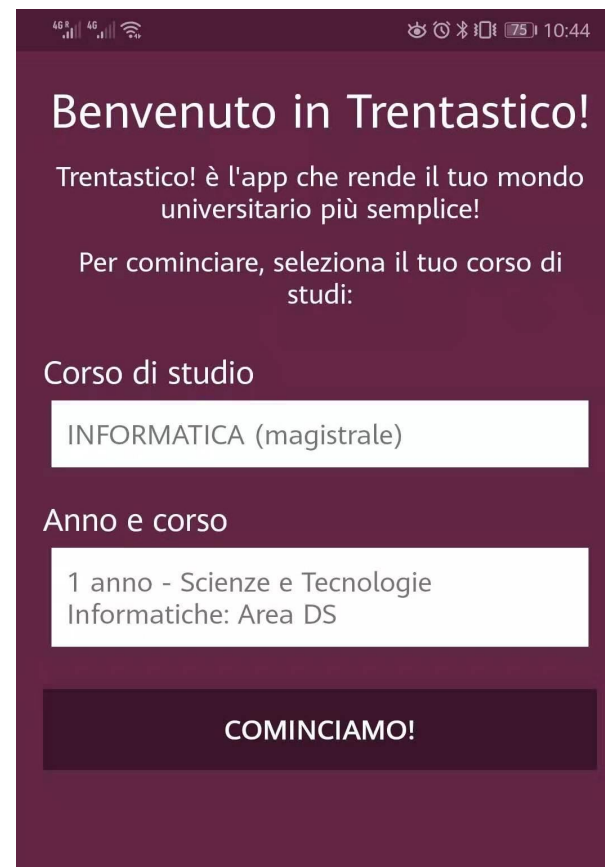


# SOFTWARE

- Free App Development

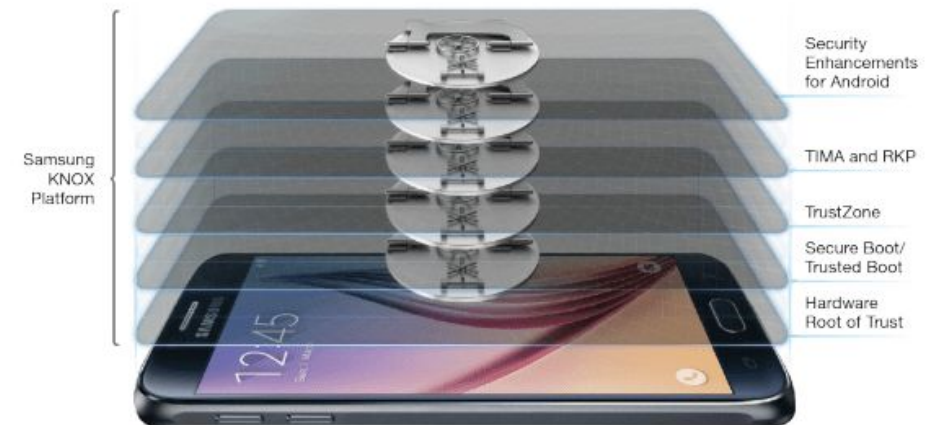


ONLY AVAILABLE IN PLAY STORE



# SECURITY

- Frequent Security Update
- Android Security Center
- Samsung KNOX



# ENTRY LEVEL

Looking for a great deal?

Samsung Galaxy A10  
Launch Price: 159 €



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Samsung Galaxy  
M30  
Launch Price: 259 €

Samsung Galaxy A40  
Launch Price: 249 €



# MID-RANGE

You want a better smartphone, not an empty wallet



Samsung Galaxy A6+  
Launch Price: 369 €

Samsung Galaxy  
A50  
Launch Price: 359 €



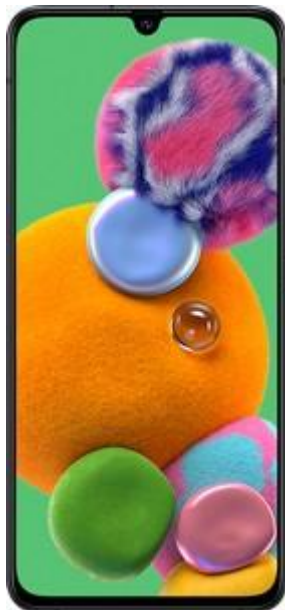
Samsung Galaxy  
XCover 4s  
Launch Price: 299 €



# HIGH-END

Huge screen, Amazing camera and 5G

Samsung Galaxy A90  
5G  
Launch Price: 749 €



Samsung Galaxy  
S10e  
Launch Price: 779 €



Samsung Galaxy Note 10+  
5G  
Launch Price: 1.229 €

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# CONNECTION



3.5 mm jack

#202



Variety of technologies for communication  
with other devices



# COMPATIBILITY



Possibility to exchange data with many device, even not-original ones, without compatibility problems.



# INNOVATIONS

## Samsung Galaxy Fold



Frontal camera hidden under the screen

**Do  
What  
You  
Can't**