



Samsung unveils Premium Dual Standby CDMA cum GSM Phone '2On'

- **Samsung '2 ON' is best in class Dual Stand By CDMA cum GSM phone, with Powerful Multimedia Features and Stylish Metallic Design**
- **Its 2 sim card slots support both CDMA and GSM connection simultaneously**
- **Its Tri Band Frequency support makes enables easy world roaming**
- **'2ON' comes with powerful 1200 'mAh' battery – extra power for 2 networks**
- **It is the first Dual Stand By phone launched by a leading international brand in Indian Market**

New Delhi, XX April 2008: Samsung Telecommunications India (STI), a design and technology leader in the Indian Mobile market, today, announced the launch of **Samsung '2ON'** - its first Dual Standby CDMA cum GSM handset. Set to revolutionize the Indian market, this dual standby handset contains 2 SIM slots, one each for GSM and CDMA respectively.

According to **Mr. Sunil Dutt, Country Head, Samsung Telecommunications India Pvt. Ltd.**, "We have always provided consumers with innovative products in the CDMA segment and the introduction of Samsung '2ON' aims to cater to the growing Dual Stand By market where discerning consumers want the convenience of a single feature rich handset with two connections operating simultaneously. The availability of this handset in the open market will provide Indian consumers freedom to select service operator's of their choice on GSM as well as CDMA networks. The high end dual connection consumers shall be delighted with the stylish metallic design and powerful feature set of '2On' along with the convenience that the handset offers of 2 connections simultaneously operating in one phone."

'2 ON' is a universal handset which can operate on almost all service providers in India, both GSM and CDMA. Samsung '2 ON' is also the first CDMA phone which supports both Tata Indicom and Reliance Communications Value Added services on the same handset.

Targeted at consumers who aspire to reap benefits of high quality mobility, Samsung '2 ON' packs in host of latest cutting edge features such as 2.3" TFT Touch Screen, 2 Mega Pixel camera, Micro SD Card Slot upto 1GB, MP3/ AAC+ Player.



On the software front the handset packs in Handwriting Recognition, File Viewer, Sketch Memo, Advanced Organiser Capability with Functional Screen and Special India Specific applications of Indian Calendar, Hinglish, Mobile Prayer and Panchang.

The handset can also be used as a modem to access internet at robust speed of 153kbps on CDMA network.

'2On' is a must have for CDMA consumers who use international roaming cards of CDMA operators for roaming on GSM networks in countries which support only GSM services.

The handset is priced at Rs 16,500

About Samsung Telecommunications India Pvt. Ltd.:

Samsung Telecommunications India – a 100% subsidiary of Samsung Electronics Co., is a dominant mobile player in the Indian market. As the part of its global strategy to cater to the world's largest emerging telecom market, Samsung had set up mobile phone manufacturing unit at Manesar, Haryana.

Being fully automated and highly sophisticated, this manufacturing unit currently has the capacity of 1.5 million handsets per annum.

Samsung 2 On – Product highlights

- CDMA cum GSM Triband support
- Two Sim/T Sim card slots
- Large 2.3" 262K TFT Display
- Sharp and Responsive Touch screen
- 2 Mega Pixel Camera
- Micro SD card Slot upto 1GB
- MP3/AAC+ Player
- Bluetooth
- Handwriting recognition
- Speaker Phone
- File Viewer
- One Touch Functions
- Hindi & English T9
- Special Indian Features – Indian Calendar, Hinglish, Mobile Prayer, Panchang and Cricket Scorer
- Accessories include Built in Stylus, Stereo Headset and Data Cable