

Photos: Ranjit Kumar



Sayali Bhagat and Sunil Dutt at the launch of Samsung MPower series

# Beauty and tech

**S**trengthening its offering in the market, Samsung Telecom Division recently launched its new and advanced MPower series of CDMA phones. To launch the phone, former Femina Miss India, Sayali Bhagat, was in the capital along with Sunil Dutt, country head, Samsung Telecom Division.

These phones have the capability to inter-operate between all major CDMA networks in the country. The phones adapt to the network settings of the respective service provider on changing the SIM card. Elaborating on the USP of the phone, Sunil said, "The MPower series are unique as they allow the users to seamlessly shift between any of the three CDMA operators. By making the phones available in the market, we are making our phones available to a wider base of CDMA consumers."

Sayali added, "This is an amazing feature and for people like me, who are always on the move, this will prove to be a blessing. CDMA networks are the strongest and are available even in remote areas. Till now I couldn't use this facility since I did not have the option of choosing the handset and the network of my choice. With MPower series, I feel empowered."



## LAUNCH PAD

While MPower 569 is a multimedia enabled phone with 2 Megapixel camera, the MPower 309 has a 1.3 Megapixel camera. Both have FM recording, expandable memory upto 4GB, bluetooth with stereo headset function, video recording, and the mobile tracker feature to ensure that the phones can be traced in case of theft.

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