

Samsung Seeks No. 1 Position in Southwest Asia

M. A. Haque Anu, *Returning from New Delhi*

Celebrating its growing success in Southwest Asia, Samsung Electronics on April 14 last in New Delhi, outlined its regional strategy and 2011 product portfolio at the Southwest Asia Regional Forum, where distributors and journalists from this region also gathered there in. Innovations in Internet-connected TVs, consumer-inspired digital cameras and the latest mobile technology, combined with plans for developing Samsung's regional market

Creating the Future of Home Entertainment



Samsung aims to strengthen and simplify its product features to create a connected, intuitive TV experience that entertains consumers. Samsung's new narrow bezel design, flagship LED TV Series and its new Smart Hub feature employed across 2011 LED TV and Blu-ray products seamlessly accomplish this.

Samsung has re-designed the TV

services and across connected devices, browse the Web from their TVs and access a wide variety of apps from Samsung Apps, the world's first application store for the television.

The Southwest Asia region will also see several other visual display and home entertainment innovations from Samsung this year.

Blu-ray Players - The BD-D5500 is designed for those looking to bring home a high-performing Blu-ray player with advanced Internet-enabled features at an

attractive price point. With built-in playback for full HD 3D and access to the new Samsung Smart Hub via a wireless LAN-ready connection, the BD-D5500 makes it easy for people to access and share content.

Blu-ray Home Theater Systems - The HT-D5550WK supports full HD 1080p video playback for both Blu-ray and standard DVDs. The system has a powerful video processor to convert 2D content to 3D. This 5.1 channel, 1000-watt home theater system with a built-in karaoke feature includes four stylish tallboy speakers and delivers powerful, theater-like sound to the room. Users can access interactive and web-based content through Smart Blu-ray Home Theater features, including ▶



Bangladeshi distributors and Samsung Officials are seen at the Samsung Forum 2011, held at New Delhi

presence, were laid out in the context of Samsung's unifying principle - the Smarter Life.

Before a crowd of media and partners, JS Shin, president of Samsung Electronics Southwest Asia, defined the pillars of Samsung's Smarter Life philosophy: Smart Design, Smart Experiences and Smart Connections.

In 2010, Samsung achieved a remarkable 60 percent growth rate in Southwest Asia operations (\$3.5 billion U.S.), contributing to the company's US\$135.8 billion in global revenues - the most successful in Samsung's history. As the current No. 1 provider of LED and LCD televisions in the region, Samsung is challenging the lead position in vital categories such as mobile phones, frost-free refrigerators, air conditioners and washing machines.

screen by slimming down the bezel to 0.2 inches in its flagship LED televisions - the Samsung D8000 and D7000 LED TV. The D8000 Plasma Series features Samsung's Plasma+1 design, virtually eliminating the traditional TV frame with Samsung's ultra-narrow bezel, which provides extra screen size without increasing the outside dimensions of the set. The Samsung D8000 Plasma Series has 51 and 64-inches of viewable screen size.

In addition to superior design features, Samsung has incorporated advanced Smart TV features to enhance consumers' entertainment. Samsung's Smart Hub is a simple menu system used to connect, discover and enjoy a wide range of content. Users can easily search for movies, shows and videos via online

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AllShare, which allows people to wirelessly sync digital devices so that they can enjoy music, movies and photos directly from their DLNA-certified PC, camera and mobile devices on their larger TV screen.

Accessories - Samsung introduced a lineup of accessories including the world's lightest, prescription-ready active 3D glasses, and a wireless LAN Adapter, which connects Samsung TVs wirelessly to compatible multimedia devices, including Samsung's PCs, cameras, Blu-ray disc players, mobile phones and more.

Displays - Samsung's HD 3D LED Monitor Series 7, including the SA750, offers full resolution picture quality (1920x1080) and hyper-realistic 3D playback on a wide variety of 3D content.



Smart Experience for Exciting Photography

Embracing the ideas of Smart Design and Smart Experiences, Samsung unveiled an impressive lineup of digital cameras, camcorders and a family of interchangeable lenses in recognition of what consumers want from their devices - to easily capture and share images on the spot.



NX series

- Samsung's successful NX family has recently grown to include five new premium NX i-

Function lenses such as lens for the movie, Macro lens and Portrait lens in 2011, making it easier for a variety of high-quality finishes and effects for photographers of all kinds. Samsung has also recently launched the new NX11, which builds on the success of the NX10 and looks set to strengthen Samsung's ownership of this fast-moving and innovative area of the camera industry.



SH100 - Wi-Fi

enabled, the SH100 allows photos to be uploaded instantly to social networking sites and automatically backed up on a PC.

ST700 - The ultimate in dual-screen innovation from Samsung, the ST700



SWA Forum - Exhibition 2011



Smart Filter 2.0 and Magic Frame.

has a largest-ever front screen, a 3.0" back touch screen and is host to a range of photo effects through features like



Q10 - The Q10 makes recording easier than ever with its innovative Switch Grip, adjusting the LCD screen automatically

according to how the device is held. Samsung's full HD camcorder technology with a backside-illuminated CMOS sensor gives spectacular image quality that is easy to achieve.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of US\$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, semiconductor chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com

Broadening the Horizon of Smart Mobile Devices

Southwest Asia Forum attendees had the opportunity to explore Samsung's new class of Android-based smart phones and tablets in the GALAXY family line, a powerful lineup exemplifying the Smarter Life in the areas of speed, screen and content:

GALAXY S II - A lightning-fast, dual-core Samsung GALAXY S II powered by Android Gingerbread has been equipped with Samsung's new crystal-clear Super AMOLED Plus screen, the most advanced mobile visual display ever created. Setting the standard of quality viewing on a mobile, Super AMOLED Plus introduces the best in quality in color gamut, contrast ratio ▶



and edge sharpness.

GALAXY Tab 10.1 - Samsung expands the Samsung GALAXY Tab range with a 10.1" entertainment



powerhouse. A dual-core smart media device powered by Android Honeycomb, the

GALAXY Tab 10.1 boasts its lightweight and thin design on a 10.1-inch large display.

GALAXY Tab 8.9 -

At just 8.6mm thin and weighing only 470g, the GALAXY Tab 8.9 is the perfect device for today's mobile professional. Whether writing emails on a trip or reading an eBook on the couch, the GALAXY Tab 8.9 provides the ultimate tablet experience without compromising mobility.

In addition, five new members join the GALAXY family of smart phones, each designed with a specific audience in mind.

GALAXY Ace -

Designed for the trendy young professional, GALAXY Ace offers a premium experience with a 3.5" display on a compact and comfortable handset.



GALAXY Fit - This device

was crafted for the user who wants a mobile that meets all the challenges of a



career and busy social life.

GALAXY Pop - The Samsung

GALAXY Pop embodies great productivity and performance while boasting a 3.14 inch QVGA display.



GALAXY Pro - Designed as a smart

phone with an edge, the Samsung GALAXY Pro comes with Samsung's Social Hub Premium and a dual-input control based on a touch-screen and QWERTY keyboard.



Innovation Driven Home Appliances

In the world of Digital Appliances, the Smarter Life is supported by Samsung's philosophy of Smart Thinking and its commitments to advancing the market through innovations in technology and energy efficiency.

4 DR FDR Refrigerator -

The four-door FDR Series offers the consumer ultimate versatility with an independent mid-drawer and Smart Divider, allowing for ample storage space.



Massimo Zucchi

Refrigerator - Designed by world-renowned jewelry designer Massimo Zucchi, this refrigerator infuses elegant design and functionality with its interior and exterior features, starting with its Champagne Handle.



Gai2 Wobble Washing Machine -

The Gai2 Wobble Washing Machine differs from previous models because of Samsung's Wobble Technology(tm), which directs clothing through a diamond-shaped drum.

that of a vase.

Trio 2 Microwave Oven -

Breakthrough product for Indian market possesses convenient voice guidance system, 141 pre-programmed Indian and Western recipes and Samsung's TRIO heating technology (ceramic, quartz and sheath heaters) that ensures even, fast cooking.

A New Dimension in the Home and Mobile Office

Samsung's expansion in IT Solutions products - including notebooks and printers - are on full display at the Southwest Asia Forum, led by the Notebook Series 9, an ultra-premium offering that infuses chic design with advanced hardware for consumers who seek utility and sophistication.



The Notebook Series 9 is the world's first laptop to use duralumin for its external casing.

Duralumin, normally used in aircrafts, is a strong, lightweight material that helps give the notebook an aerodynamic style and light

LIST OF PERTICEPENTS ATTENDED AT SAMSUNG FORUM 2011 FROM BANGLADESH

Kanghyun Lee, Managing Director, SE Dhaka Branch, Samsung, Sanghwa Song, General Manager, SE Dhaka Branch, Samsung, Hasan Mehd, DGM, SE Dhaka Branch, Samsung, Mahmud Bin Kalyum, Manager- Marcom, SE Dhaka Branch, Samsung, Md. Mizanur Rahman, Manager-CE, SE Dhaka Branch, Samsung, Arshad Huq, Chief Operating Officer, Transcom Electronics Ltd., Feroq Mohd. Jafrul Alam Khan, Head of Business, Transcom Electronics Ltd., Mohammad Zahinul Islam, Managing Director, Smart Technologies (BD) Ltd., Kazi Ekramul Goni, Product Manager, Smart Technologies (BD) Ltd., Mohibbul Quader Ashequul Islam, Director, Index IT Limited, Gulam Mohammad Rashedul Haque, Product Manager, Computer Source Limited, Md Sanullah Shahid, Chairman, Electra International Ltd., S. A. Junaid, General, Electra International Ltd., Abu MD. Hamim Rahmatullah, Managing Director, Singer, Tanyeem Quarar, GM- Marketing Services, Singer, Nayir Iqbal, The Daily Prothom Alo, Imrul Kayes Chowdhury, The Daily Star, Tanjil Mahmud, NTV, Mridha Mohammad Ripon, NTV and M. A. Haque Anu, Computer Jagat.



AC Virus Doctor - The

Plasma Ionizer Virus Doctor improves indoor air quality and enhances consumer well-being through the use of Samsung's latest S-Plasma ion technology, which kills more than 99 percent of harmful micro-organisms including SARS and H1N1.



Purista+ Air Conditioner -

This advanced air conditioner features a revolutionary design concept called "Air Storage" with narrower ends that give it curvatures like

weight with strong performance.

The ML-3710ND printer, meanwhile, is designed with purpose, featuring lightning-fast throughput printing speed in the office



environment. The ML-3710ND is the world's first printer equipped with a dual core CPU to support the printing heavier documents with complex graphs and images. The ML-3710ND also possesses the eco-friendly features that have defined Samsung's reputation in this market. ■