*Embargoed until 20:00PM CET, Feb. 24*



**CONTACT:**

Insert Name

Samsung Electronics Co., Ltd.

Tel:+00-0-0000-0000

email@samsung.com

**Samsung unveils Galaxy S5 to focus on what matters most to consumers**

*The company’s 5th generation Galaxy S redefines how technology innovation enhances our lives*

**Barcelona, Spain, February 24, 2014** - Samsung Electronics today announced the fifth generation of the Galaxy S series, the Galaxy S5, designed for what matters most to consumers. The new Galaxy S5 offers consumers a refined experience with innovation of essential features for day-to-day use.

“With the Galaxy S5, Samsung is going back to basics to focus on delivering the capabilities that matter most to our consumers,” said JK Shin, President and Head of IT & Mobile Communications Division at Samsung. “Consumers are looking for mobile tools that inspire and support them as they improve their everyday lives. The Galaxy S5 represents an iconic design with essential and useful features to focus on delivering the ultimate smartphone on the market today through people inspired innovation.”

The Galaxy S5 combines an advanced camera, the fast network connectivity, dedicated fitness tools and enhanced device protection features as consumers stay fit and connected in style.

**Capture the moments that matter**

Capturing and saving precious memories is one of the most important smartphone features today. The new Galaxy S5 offers superior camera functionality, featuring a 16 megapixel camera with an enhanced menu and user interface that allow consumers to effortlessly take, edit and share photos.

The Galaxy S5 offers the world’s fastest autofocus speed up to 0.3 seconds and the advanced High Dynamic Range (HDR), reproduce natural light and color with striking intensity at any circumstances. Also new Selective Focus feature allows users to focus on a specific area of an object while simultaneously blurring out the background. With this capability, consumers no longer need a special lens kit to create a shallow depth of field (DOF) effect.

**Tap into the fastest connections**

The Galaxy S5 offers the most advanced LTE experience and Wi-Fi performance available today, ensuring blazing fast data speeds for unrivaled media consumption and productivity.

The Galaxy S5 supports the fifth generation Wi-Fi 802.11ac and 2X2 MIMO, and supporting the large number of LTE frequency with LTE Category 4 standard. For consumers seeking an even faster connection, the Galaxy S5 now features Download Booster, an innovative Wi-Fi technology for boosting data speed by bonding Wi-Fi and LTE simultaneously. No matter where a consumer is, the Galaxy S5 will help ensure they have the fastest available connection.

**Be more fit and active**

With the enhanced S Health 3.0, the new Galaxy S5 offers more tools to help people stay fit and well. It provides a comprehensive personal fitness tracker to help users monitor and manage their behavior, along with additional tools including a pedometer, diet and exercise records, and a new, built-in heart rate monitor. Galaxy S5 users can further customize their experience with an enriched third party app ecosystem and the ability to pair with next generation Gear products for real-time fitness coaching.

**Express modern, glam look**

The Galaxy S5 blends iconic Samsung design with modern trends to appeal to a range of consumer tastes and interests. The Galaxy S5 features a perforated pattern on the back cover creating a modern glam look. Its new sleek, contoured shape comes in an array of vivid colors, including charcoal Black, shimmery White, electric Blue and copper Gold, to complement the style of the individual consumer.

**Essential device protection**

The Galaxy S5 is IP67 dust and water resistant. It also offers a Finger Scanner, providing a secure, biometric screen locking feature and a seamless and safe mobile payment experience to consumers. The Ultra Power Saving Mode turns the display to black and white, and shuts down all unnecessary features to minimize the battery consumption.

The device will be available globally through Samsung’s retail channels, e-commerce and carriers on April.

Full details and product images are available at www.samsungmobilepress.com

**Note to Editors:**

**Endorsement by Mobile Operators:**

***Yves Maitre, Executive Vice President, Connected Objects and Partnerships, Orange***

“The S5 will deliver some of the industry’s most exciting new features and innovations, and we believe that combined with the strength and quality of our LTE network across Europe, our long standing partnership with Samsung will continue to optimize the way our consumers access their favorite digital content and services…We’re excited to work with Samsung again to deliver this latest wave of innovation into the hands of our customers.”

***Christan Stangier, SVP P&I Mobile Terminals, Deutsche Telekom***

“For Years, Samsung is the Key Partner for Deutsche Telekom to develop and introduce new technologies like LTE Cat4 and NFC for mobile Payment.”

***Neil Jones, Director of Global Devices and Applications, Hutchison Whampoa***

“Hutchison is delighted to be partnering with Samsung to bring their exciting new flagship handset to market. The elegant design and innovative new features will help drive Samsung’s continued success in the smartphone arena.”

***Francisco Montalvo, Group Devices Director, Telefónica***

“We are living a time where digital communication is becoming one of the most powerful ways to transform some of the society's biggest challenges and creating new possibilities for everyone. In this new journey, we are working together with key partners such as Samsung to bring the benefits of the digital world to our customers. We are therefore pleased to bring the best technology and latest mobile devices from Samsung, such as the Samsung Galaxy S5, to our customers across all our markets.”

***Patrick Chomet, Director Terminals Vodafone Group Services***

“The Samsung S5 is an exceptional smartphone with a stunning display, outstanding features and innovative camera. We’re looking forward to offering the S5 with our popular RED plans, giving customers a formidable combination of ultra-fast access to videos, music and apps on our 3G and 4G network coupled with the benefits of a range of Vodafone services, such as Message +, Vodafone Cloud, Vodafone Wallet, Contacts and mCare.”

**Samsung Galaxy S5 Product Specifications:**

**﻿**

|  |  |
| --- | --- |
| Network | LTE Cat.4 (150/50Mbps) |
| Display | 5.1” FHD Super AMOLED (1920 x 1080) |
| AP | 2.5GHz Quad core application processor |
| OS | Android 4.4.2 (Kitkat) |
| Camera | 16MP (rear), 2.0MP (front) |
| Video | UHD@30fps, HDR, video stabilization  Video Codec : H.263, H.264(AVC), MPEG4, VC-1, Sorenson Spark, MP43, WMV7, WMV8, VP8  Video Format: MP4, M4V, 3GP, 3G2, WMV, ASF, AVI, FLV, MKV, WEBM |
| Audio | Audio Codec : MP3, AMR-NB/WB, AAC/ AAC+/ eAAC+, WMA, Vorbis, FLAC  Audio Format: MP3, M4A, 3GA, AAC, OGG, OGA, WAV, WMA, AMR, AWB, FLAC, MID, MIDI, XMF, MXMF, IMY, RTTTL, RTX, OTA |
| Camera  Features | HDR (Rich tone), Selective Focus, Virtual Tour Shot, Shot&More |
| Additional  Features | IP67 Dust and water Resistant |
| Ultra Power Saving Mode |
| Download Booster |
| S Health 3.0 |
| Quick Connect |
| Private Mode |
| Kids Mode |
| Google Mobile Services | Chrome, Drive, Photos, Gmail, Google, Google+, Google Settings, Hangouts, Maps, Play Books, Play Games, Play Newsstand, Play Movie & TV, Play Music, Play Store, Voice Search, YouTube |
| Connectivity | WiFi: 802.11 a/b/g/n/ac HT80, MIMO(2x2)  *Bluetooth®*: 4.0 BLE / ANT+  USB: USB 3.0  NFC  IR Remote |
| Sensor | Accelerometer, gyro, proximity, compass, barometer, Hall, RGB ambient light, Gesture(IR), Finger Scanner, Heart rate sensor |
| Memory | RAM: 2GB  Internal Memory: 16/32GB  microSD slot up to 128G |
| Dimension | 142.0 x 72.5 x 8.1mm, 145g |
| Battery | 2800mAh  Standby time: 390 hrs / Talk time: 21 hrs |

Photos and further information can be found at [www.samsungmobilepress.com](http://www.samsungmobilepress.com).

*＊ All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice or obligation.*

*＊ Android, Google, Chrome, Drive, Photos, Gmail, Google, Google+, Google Settings, Hangouts, Maps, Play Books, Play Games, Play Newsstand, Play Movie & TV, Play Music, Play Store, Voice Search, YouTube are trademarks of Google Inc.*

**About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US$216.7 billion. To discover more, please visit [www.samsung.com](http://www.samsung.com/).