Samsung Launches the Slimmest Galaxy Smartphone to Date in Singapore

- *The Galaxy A8 4G+ combines a well-crafted design with powerful performance in the slimmest full metal Galaxy smartphone*
- *Dual SIM capability and High Capacity Battery make the Galaxy A8 4G+ ideal for young business professionals*



Singapore, 23 July 2015 – Samsung Electronics Singapore announces the launch of the new Galaxy A8 4G+, the latest addition to the Galaxy A portfolio. It is the slimmest full metal Galaxy smartphone to date, and continues to deliver on the Galaxy A series' promise of well-crafted design, while providing consumers with powerful performance, including LTE Category 6 Dual SIM capability and Samsung's most advanced camera functionalities.

"Consumers treat smartphones as an extension of their lives and use them for what many of us now consider as basic modes of consuming multimedia, browsing on the Internet, and taking and sharing photos on their social networks. Business professionals demand even more of their smartphones, especially if they need to travel regularly," said Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore. "With the unique Hybrid SIM slot, professionals can stay connected with added flexibility in usage options. Samsung KNOX also allows them to access secure and sensitive data on the go – all in an ultra slim full metal body for greater durability."

Featuring a large 5.7" Full HD SUPER AMOLED display and a 2.5mm super narrow bezel, the Galaxy A8 4G+ provides consumers with a more immersive viewing experience, while still fitting perfectly in their hands.

It is also equipped with high resolution 16MP rear and 5MP front cameras, both with f1.9 lens and HDR functionality, enabling users to capture clear and bright pictures, even in low light conditions.

The Galaxy A8 4G+ also offers a variety of convenient and innovative camera functions such as:

- **Quick Launch Camera** – Be ready to capture memories, selfies and wefies with clarity by simply double tapping the home button.

- **Smart Selfie** – Take the perfect group picture with the Wide Selfie Mode, or capture a crisp and clear selfie in high resolution with Rear-Cam Selfie Mode*.

**Rear-Cam Selfie Mode is downloadable from Galaxy Apps.*

To bring added convenience to young business professionals, the Galaxy A8 4G+ offers:

- **Dual SIM capability** – The Galaxy A8 4G+ supports Dual SIM with the chosen primary SIM supporting LTE Category 6 network and its secondary SIM supporting 2G network. The unique hybrid SIM slot also doubles up as an external memory card slot supporting up to 128GB of additional memory when a SIM card is not in use, offering users the flexibility to use their device according to their preference and lifestyle. In addition, the GALAXY A8 4G+ supports both LTE TDD and FDD (Band 40/2300 MHz) standards, compatible for usage in countries supporting LTE TDD network such as China, Australia, India, Europe and many more.

- **High Capacity Battery** – Ensures users stay connected for long periods with its 3,050mAh battery.

- **Samsung KNOX** – An end-to-end on-device mobile security platform that provides exceptional security by protecting the integrity of the entire device from hardware to applications. It also separates personal data from corporate data so a single device can be used to access and protect sensitive business data whilst providing seamless access to the personal space.

The Galaxy A8 4G+ also provides a range of other benefits to consumers. With a choice of design themes, consumers can personalise their device without affecting the powerful performance of the device. Smart Manager allows consumers to easily check device functions such as battery and storage usage, as well as RAM and anti-malware to optimise the device usage.

The Galaxy A8 4G+ will be available in Gold and White from 1 August at a recommended retail price of $698 (without contract) at local telecommunication operators, major consumer electronics stores, authorised retailers and Samsung Experience Stores.

Samsung Premium Care[1] is available for purchase by Galaxy A8 4G+ users at a recommended retail price of $68 for a one year protection plan with coverage against accidental liquid damage and screen crack.

Samsung Galaxy Life

Users can have access to specially curated privileges^ via Galaxy Life:

- **Pelican Pizza:** Pelican Pizza is your local neighbourhood pizza joint that offers freshly baked pizza on a daily basis. Enjoy a free upsize for every 1-for-1 regular Specialty Pizza purchased.
- **25 Grams:** Get 30 percent off whole range cakes – perfect for any occasion. 25 Grams bakes purely out of passion and for the love of creating yummy pretty desserts.
- **Freeing SG:** Freeing SG furnishes Singaporeans with unprecedented entertainment with its escape game. Form a group of six and two get to play for free.

^*Promotions are subject to third party service providers' terms and conditions.*

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Notes to Editors

Galaxy A8 4G+ Specifications:

Network	4G+ LTE Cat 6 up to 300Mbps/ 4G+ LTE FDD [Band 1 (2100MHz)/ Band 3 (1800MHz)/ Band 5 (850MHz)/ Band 7 (2600MHz)/ Band 8 (900MHz)/ Band 20 (800MHz)/ 4G+ LTE TDD [Band 40 (2300MHz)]/ 3.5G (HSPA+ up to 42.2Mbps)/ 3G (850/ 900/ 1900/ 2100MHz)/ EDGE/ GPRS Class 12/ GSM Quad-band (850/ 900/ 1800/ 1900MHz)/ Dual SIM always on (LTE Cat 6 + 2G)
Processor	Octa Core (1.8GHz Quad Core + 1.3GHz Quad Core)
Display	5.7" 16M colours (1920x1080) full touch (C-type) Full HD SUPER AMOLED screen, 480ppi
Platform	Android™ 5.1.1 (Lollipop)
Camera	16MP Rear Camera [4X Digital Zoom, LED Flash, Auto Focus, HDR (Rich Tone), Pro Mode, Panorama, Continuous Shot, Night, Download (Sports Shot, Sound & Shot, Beauty Face, Rear-Cam Selfie, Animated GIF), Voice Control] + 5MP Front Camera [Selfie, Wide Selfie, Continuous Shot, Night, Interval Shot, Download (Sports Shot, Sound & Shot, Beauty Face, Rear-Cam Selfie, Animated GIF), Gesture Control, Voice Control], Quick Launch Camera
Video	FHD Video Player [H.263,H.264,MP4,M4V,3GP,3G2,WMV,ASF,AVI,FLV,MKV,WEBM] 1080p @ 30fps and FHD Video Recorder 1080p @ 30fps
Audio	MP3,M4A,3GA,AAC,OGG,OGA,WAV,WMA,AMR,AWB,FLAC,MID,MIDI,XMF,MXMF,IMY,RTTTL,RTX,OTA,
Features and Services	Exchange, ActiveSync, Galaxy Apps, FM Radio, S Planner, S Voice, Ultra Power Saving Mode[2], Private Mode, Easy Mode, Intuitive Multi Window[3], Galaxy Essentials (Downloadable: AllTogether, Kids Mode, Samsung Link, SideSync 3.0, Smart Tutor for Samsung Galaxy, SnapBizCard, S Translator), Theme Store, Smart Manager, KNOX (downloadable), Microsoft® OneDrive®, Microsoft OneNote®), Find My Mobile, Voice Recorder, Galaxy Life (downloadable), Gear Manager (downloadable)
Google™ Services	Google Play™, Google Voice Search™, Chrome™ Browser/ Android™ Browser, Gmail™, YouTube™, Google Maps™, Google Search™, Google Play™ Music, Google+ Photos™, Google Drive™, Google Now™, Hangouts™
Connectivity	Wi-Fi® 802.11 a/b/g/n/ac (2.4+5GHz), Wi-Fi Direct®, Bluetooth® 4.1, USB 2.0, GPS, GLONASS, Smart Switch Mobile (downloadable)[4], PC Sync with Smart Switch PC, Quick Connect[5], Screen Mirroring (Mobile to TV and TV to Mobile), Tethering and Mobile hotspot, Quick Connect, 3.5mm Ear Jack
Sensor	Accelerometer, Proximity, Lights, Magnetic, Gyroscope, Fingerprint sensor

Memory	32GB[6] internal memory + MicroSD slot (up to 128GB) with 2GB RAM
Dimensions	158 x 76.8 x 5.9 mm, 151g
Battery	3,050mAh
Talk Time	Up to 17 hrs (3G)

[1] Only applicable to 1 incident repair claim per year of either accidental cracked screen or liquid damage. Premium Care Plan fees, service fees and other terms and conditions apply
Please refer to detailed terms and conditions at http://www.samsung.com/sg/samsungpremiumcare.

[2] Based on Samsung's internal standby time test results when device is at rest. Standby time is dependent on network configuration, app usage, mode settings, actual device usage, battery condition and other surrounding factors and conditions. For more information, see www.samsung.com/sg.

[3] For selected apps only.

[4] Manual download necessary at Galaxy Apps/ Google Play™. Devices need to be synchronised manually.

[5] Dependent on Bluetooth® or Wi-Fi Direct® connectivity to the connected Samsung devices. Supported devices may vary, feature may not work on some products, please check individual product user manual for details. Screen Mirroring from TV to Galaxy A8 4G+ is only compatible for 2015 models of Samsung SMART TV 5000 series and above.

[6] Actual user-accessible internal storage is less than specified total memory due to operating system, software, and other built-in applications, and may vary after software updates upgrades.

Note: Certain features, services and applications (including 4G + LTE) are dependent on network connectivity and may not be available in all coverage areas. Additional data charges may apply. Specifications are accurate as at time of print and are subject to change without prior notice.

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