

Samsung Smartphones Got Top 5 Positions in the 'International Consumer Research and Testing' and 'Roskachestvo' Study

Moscow, February 10, 2017. — Samsung Electronics announced that the brand's smartphones were ranked best in the joint study of the German testing centre ICRT (International Consumer Research and Testing) and the Russian quality system (Roskachestvo). Best results were achieved by the following models: Samsung Galaxy S7, Samsung Galaxy S7 edge, Samsung Galaxy Note 4, Samsung Galaxy Note 3 and Samsung Galaxy S4. The evaluation was conducted among most current devices on the Russian market in three categories – big smartphones, phablets and small smartphones.

«One of Samsung's main goals is to create and produce mobile devices of exceptional quality and high-end consumer features. And Roskachestvo study proves that we are having success in it. We are especially glad that our flagship devices – S7 edge and S7 – took two highest positions. We will continue developing our product line in 2017, so our users will shortly see new outstanding Galaxy flagship devices», – commented Arkady Graf, head of Samsung Mobile Russia.

The evaluation was conducted according to such criteria as: ergonomics, durability, usability, display quality, emission level, battery life, picture quality, etc. Two devices of each model were tested within the frameworks of the study. It allowed to more precisely identify advantages and disadvantages of each model and exclude accidental results. All the laboratory tests were performed at temperatures between 20 and 25°C, relative humidity from 45 to 60% and under normal atmospheric pressure. All the smartphones went through the identical testing program, tests were performed by the same qualified experts with the means of advanced equipment. The complete description of the study's methodic as well as its parameter list and full results are available at the Roskachestvo website http://roskachestvo.gov.ru/researches_international/smartphones/.

«When choosing devices today's consumers focus on their quality and functionality on the first place. However it is not always easy to find full and reliable information on various devices' technical capabilities, advantages and disadvantages. We aim at helping customers not to get confused in the variety of products available on the market and at objectively evaluating product quality during the laboratory test organized on the basis of certified international methodologies. The tests' results can be a big boost for producers to determine the pathways to further development», – said Maxim Protasov, head of Roskachestvo.

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