

Samsung Reinvigorates Style quotient for Smartphones with the all new glass and metal design: Galaxy A7 (2016) and Galaxy A5 (2016)

- *New smartphones offer unmatched style, performance along with enhanced features perfect for self-expression*

Kuala Lumpur, Malaysia, February 4th, 2016: Samsung Electronics today announced the launch of the 2016 edition of the highly successful Galaxy A smart phones showcasing a perfect blend of unmatched style and latest features. Equipped with sophisticated glass and metal design, an advanced camera and long-lasting battery; the dual-sim Galaxy A7 (2016) and Galaxy A5 (2016) have been designed keeping in mind the young consumers who wish to express their individuality.

Mr. Manu Sharma, Director, Mobiles Business, Samsung India Electronics said, *“At Samsung, we are committed to continued innovation, inspired by the deep understanding and insights from our wide range of consumers. Continuing the Galaxy A legacy in India, the Galaxy A7 (2016) and the Galaxy A5 (2016) come with a stunning glass and metal design and Flagship like features such as enhanced camera, long lasting battery space with fast charging capability and a powerful Octa-Core processor that can tackle heavy usage.”*

Harmonious premium design with metal and glass

The design of Galaxy A7 (2016) and the Galaxy A5 (2016) is a perfect fusion of glass and metal. The seamless combination gives the smart phones a stylish look and feel that adds to the consumer's style quotient. The smart phones provide an immersive viewing experience with a large Full HD sAMOLED screen while the narrow 2.7mm bezel ensures the overall size of the Smartphone is very comfortable to hold.

Capture crystal clear moments

The Galaxy A7 (2016) and the Galaxy A5 (2016) comes armed with a 13MP rear and 5MP front camera, both with f1.9 aperture, that allows users to capture bright and clear photos even in low light conditions. The camera also comes with Optical Image Stabilization (OIS) to ensure blur free photographs.

Clicking the perfect selfie has also been made easy. The front camera incorporates features such as Palm Gesture selfie, Wide angle selfie and Beautifying effects to help people take great looking selfies or groupies

Convenience for people who are on-the-go

In an age where time matters more than ever, the Galaxy A7 (2016) and the Galaxy A5 (2016) incorporate features that help consumers do the most. The Galaxy A7 (2016) & Galaxy A5 (2016) now come with a powerful & long lasting 3,300 mAh & 2900 mAh battery respectively, which ensures that the smart phone keeps up with the user's energetic and fast paced lifestyle. In addition to increased battery capacity, both the smart phones also contain a fast-charging feature.



Substance with style

To enable consumers to do more, both the Galaxy A7 (2016) and the Galaxy A5 (2016) have a powerful Octa-core processor. This ensures that the smart phones handle day to day tasks with ease for a fast and smooth multi-tasking experience. Additionally, the enhanced LTE Cat6 network capability ensures blazing fast downlink (up to 300 Mbps) and uplink (up to 50 Mbps) speeds. In addition, the Galaxy A7 (2016) & Galaxy A5 (2016) come equipped with an easy to use fingerprint sensor technology, ensuring quick and secure access at all times.

Price and availability

The Samsung Galaxy A7 (2016) is priced at INR 33,400 while Galaxy A5 (2016) is available at an attractive price of INR 29,400. Both the models are available in 3 attractive colours- Gold, Black & White.

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Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

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Samsung GALAXY A5 (2016) Product Specifications

GALAXY A5 (2016) Specifications	
Network	4G: LTE Cat6
Processor	1.6GHz Octa-Core Processor
Display	5.2" FHD Super AMOLED
OS	Android 5.1 (Lollipop)
Camera	Rear: 13MP(f1.9) AF with LED Flash Front: 5.0MP(f1.9)
Camera Features	OIS, Wide Selfie, Palm Selfie, Beauty Face Feature
Additional Features	Finger Scanner, Fast Charging, Samsung KNOX, S-Voice
Connectivity	Wi-Fi 802.11 a/b/g/n, Bluetooth® v 4.1, ANT+, USB 2.0, NFC (UICC, eSE)
Sensor	Accelerometer, Proximity, Geo-magnetic, RGB Light sensor, Hall Sensor and Finger scanner
Memory	2GB RAM + 16GB Internal Memory + micro SD slot (up to 128GB)
Dimension	144.8 x 71.0 x 7.3 mm, 153g
Battery	2,900 mAh, Fast charging
Dual Sim	2 Nano SIM slots + Separate SD card slot

Samsung GALAXY A7 (2016) Product Specifications

GALAXY A7 (2016) Specifications	
Network	4G: LTE Cat6
Processor	1.6GHz Octa-Core Processor
Display	5.5" FHD Super AMOLED
OS	Android 5.1 (Lollipop)
Camera	Rear: 13MP(f1.9) AF with LED Flash Front: 5.0MP(f1.9)
Camera Features	OIS, Wide Selfie, Palm Selfie, Beauty Face Feature
Additional Features	Finger Scanner, Fast Charging, Samsung KNOX, S-Voice,
Connectivity	Wi-Fi 802.11 a/b/g/n, Bluetooth® v 4.1, ANT+, USB 2.0, NFC (UICC, eSE)
Sensor	Accelerometer, Proximity, Geo-magnetic, RGB Light sensor, Hall Sensor and Finger scanner
Memory	3GB RAM+ 16GB Internal Memory + micro SD slot (up to 128GB)
Dimension	151.5 x 74.1 x 7.3mm 169 g
Battery	3,300 mAh , Fast Charging
Dual Sim	2 Nano SIM slots + Separate SD card slot