

## Samsung Launches Z2, the first Tizen powered 4G smartphone; pre-loaded with Jio services

- *Third smartphone in the Tizen ecosystem extends 4G portfolio to the budget segment*
- *Aims to proliferate 4G usage among consumers, help transition of feature phone users to smartphones*
- *Z2 users get free Jio SIM and complimentary access to 4G voice and data for trial period*

**New Delhi, August 23, 2016:** Samsung India today launched its first 4G enabled Tizen-powered smartphone, **Samsung Z2**. Built on the Tizen platform, Samsung Z2 caters to the requirements of new smartphone users transitioning from a feature phone. Driven by the success of Z1 and Z3, and taking forward the smart, fun and simple attributes of Tizen platform, Samsung Z2 has been customised to offer unique value to the Indian consumers. The device comes with powerful specifications, pre-loaded essential apps and Samsung's popular 'Make for India' features such as the Ultra Data Saving mode, S bike mode and the new My Money Transfer, to drive smartphone adoption.

Samsung Z2 comes with a complimentary invitation to the Jio Preview Offer to avail free voice and data services in the trial period. Z2 users will also get complimentary access to premium Jio applications – My Jio, Jio on Demand, Jio Beats – with unlimited options of latest movies, TV shows and songs across multiple languages during the Jio Preview offer.

**Mr. Manu Sharma, Vice President, Mobile Business, Samsung India Electronics**, said *"Samsung Z2 makes 4G accessible and relevant to the unique needs of feature phone users and first time smartphone buyers. It brings consumers a fast and affordable mobile internet experience that will democratize 4G usage in the country."*

### **SMART**

#### **Fast & Easy to Use**

The user interface on Samsung Z2 is simple and easy to use, offering faster and smoother device performance when combined with the Tizen platform. Powered by a 1.5GHz Quad-core processor, 1GB RAM and 8GB internal memory expandable up to 128GB with a microSD card, the device features dual SIM support and delivers a seamless and user-friendly smartphone experience. The device is fueled by a 1500mAh long-lasting battery, which is further boosted by the unique 'Ultra Power Saving mode', which keeps the phone operational, even at minimal battery levels.

### **FUN**

#### **Unlimited Entertainment with Jio Apps**

As part of the partnership with Jio, Samsung sets a new standard in the mobile entertainment space by offering users with a wide range of free entertainment content to cater to the increasing consumer demand for streaming and on-the-go entertainment. For music lovers, Samsung Z2 consumers will have access to Jio Beats, which offers millions of HD songs in over 20 languages. The video streaming app, Jio On Demand, gives access to latest movies, TV shows and other video content across genres and languages.

#### **Better Viewing & Camera Experience**

Samsung Z2 is equipped with a superior 4" WVGA screen which allows consumers to enjoy games, videos and other multimedia content to the fullest with superior resolution. The smartphone is equipped with a 5 megapixel rear camera with LED flash and a VGA front camera.

### **SIMPLE**

#### **Easy UI, Essential Apps & Features**

Samsung Z2 gives an effortless mobile experience with Tizen OS and clutter free, intuitive interface making it easy to understand and use. It comes preloaded with essential apps for the ease of new smartphone users. It also features the 'Make for India' features developed specifically for Indian consumers. The Ultra Data Saving mode saves up to 40% mobile data by blocking unnecessary background applications from data consumption and by data compression technology, hence ensuring the most simple and cost-efficient 4G experience. Samsung Z2 comes with a dedicated S bike mode, which is designed considering the safety concerns of two-wheeler users in India. It lets consumers ride tension free while encouraging responsible riding.

### **My Money Transfer**

Samsung Z2 is equipped with a built-in app that enables users to easily manage transactions and generate mini bank statements. A first of its kind initiative, users can enjoy convenient internet free banking by simply using the unique MMID which can be linked to the registered smartphone through M Pin set by the user. Money transfer to/from popular private and public banks is supported using standard IMPS.

### **Price and Availability**

Samsung Z2 has been priced at INR 4,590 and will be available in India from August 29, 2016, in three attractive colours – Gold, Black and Wine Red – across mobile phone retail stores. For online consumers, the device is also available through our online partner Paytm exclusively.

**Mr. Amit Bagaria, Vice President, Paytm**, said, *"We are delighted to roll out Samsung's much-awaited launch in one of the world's fastest-growing smartphone market. The new Samsung Z2 will add significant value to the multiple exciting smartphone offerings available to Paytm users. With the reach that the Paytm platform enjoys, with a base of 130 million customers, the partnership allows consumers across the country to effortlessly shop for their favorite Samsung smartphone in a few easy clicks."*

Samsung also sponsored 'Tizen App Challenge', a Tizen application contest for Unity developers, which runs from August 18 to November 21, 2016. Any developer providing a Unity-based game application service can enter the contest at <https://unity3d.com/partners/samsung/tizen-challenge>.

To know more about Z2 please visit: <http://www.samsung.com/in/microsite/z2>.

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

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Samsung Z2 – Spec Sheet	
Network(MHz)	- LTE: B1(2100),B3(1800),B5(850),B8(900), B40(2300) - WCDMA: B1(2100), B8(900) - GSM: GSM900, DCS1800
Processor	1.5 GHz Quad-Core
Display	4" WVGA
OS	Tizen
Camera	5 MP Rear (f2.2) with LED Flash, VGA Front(f 2.4)
Camera Modes	Auto, Beauty Face, Fast Motion, Interval Shot, Night, Panorama, Pro, Selfie, Wide Selfie
Video	Recorder: HD (1280 x 720)   @30fps Formats: MP4,3GP Playback: FHD (1920 x 1080)   @30fps Format: MP4,M4V,3GP,3G2,ASF,AVI,FLV,MKV
	Codecs: H.264(AVC),MPEG4,H.263
Audio	Format: MP3,M4A,3GA,AAC,OGG,OGA,WAV,WMA,AMR,AWB,FLAC
	Codecs: MP3,AMR-NB,AMR-WB,AAC,AAC+,eAAC+,WMA,Vorbis,FLAC
Sensors	Accelerometer
Connectivity	Bluetooth v4.0, USB 2.0, GPS, Glonass, 802.11 b/g/n 2.4GHz, Wi-Fi Direct
Memory	1GB RAM/8 GB ROM, extendable up to 128 GB
Dimension	121.5 x 63 x 10.8mm
PC Sync	Smart Switch (PC version)
Dual SIM	Micro SIM, DUAL SIM
Battery	1,500 mAh