

Samsung Launches Galaxy A (2016) with Premium Design and Improved Features

A Brand new Galaxy A offers unmatched style, performance along with enhanced features perfect for self-expression

Lisbon, Portugal – February 20, 2016 – Samsung Electronics Co., Ltd today announced its latest Galaxy A smartphones that offer premium design and enhanced camera features. The Galaxy A (2016) incorporates Samsung's latest in innovative design and technology, giving consumers the ability to express their individuality with powerful performance in three screen size options: 5.5-inch for the A7, 5.2-inch for the A5 and 4.7-inch for the A3

"At Samsung, we are inspired by our customers, which is why we strive to deliver products and solutions that address their needs in simple, yet meaningful ways," said Abdo Chlala, Head of IT & Mobile Business at Samsung Middle East & North Africa. "This year we have improved on our original Samsung Galaxy A by listening to our customer. Samsung Galaxy A (2016) offers them seamless convergence of style and performance for their everyday lifestyle needs."

The Galaxy A (2016) continues the latest Samsung Galaxy design heritage, combining metal and glass to create a beautifully harmonious premium design. The new Galaxy A provides superior viewing experience with a narrower 2.7mm bezel that fits comfortably in the user's hand.

The Galaxy A (2016) also comes equipped with an enhanced camera system for both brighter and clearer photos and videos. This advanced system includes Optical Image Stabilization (OIS) in its A5 and A7 models to prevent image blurring, as well as a front and rear F1.9 lens to allow users to take the optimum photos in dark conditions. What's more, with Samsung's Quick Launch feature, double clicking the home button launches the camera in less than a second. Consumers can also take their best selfie yet with features including Wide Selfie, Palm Selfie and Beautifying Effects.

The Galaxy A (2016) will be available in the Middle East and North Africa starting February 2016.

Samsung Galaxy A7 (2016) Product Specifications:

| | Galaxy A7 (2016) |
|----------------|--|
| Network | LTE Cat.6 * May differ by markets and mobile operators |
| Display | 5.5-inch FHD (1920x1080) Super AMOLED |
| AP | 1.6GHz Octa Core |
| OS | Android 5.1 (Lollipop) |

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|----------------------------|--|
| Camera | Rear : 13MP OIS (F1.9), Front : 5MP (F1.9) |
| Video | MP4,M4V,3GP,3G2,WMV,ASF,AVI,FLV,MKV,WEBM |
| Audio | MP3, M4A, 3GA, AAC, OGG, OGA, WAV, WMA, AMR, AWB, FLAC, MID, MIDI, XMF, MXMF, IMY, RTTTL, RTX, OTA |
| Additional features | Samsung KNOX, S-Voice, Dual SIM option |
| Connectivity | Wi-Fi 802.11 a/b/g/n, Bluetooth® v 4.1, ANT+, USB 2.0, NFC (UICC, eSE) |
| Sensor | Accelerometer, Proximity, Geomagnetic, RGB Light, Hall Fingerprint scanner |
| Memory | 3GB RAM + 16GB Storage Micro SD slot (up to 128GB) |
| Dimension | 151.5 x 74.1 x 7.3mm, 172g |
| Battery | 3,300mAh, Fast Charging |

Samsung Galaxy A5 (2016) Product Specifications:

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| | Galaxy A5 (2016) |
| Network | LTE Cat.6 * May differ by markets and mobile operators |
| Display | 5.2-inchFHD (1920x1080) Super AMOLED |
| AP | 1.6GHz Octa Core |
| OS | Android 5.1 (Lollipop) |
| Camera | 13MP OIS(rear), 5MP (front) |
| Video | MP4,M4V,3GP,3G2,WMV,ASF,AVI,FLV,MKV,WEBM |
| Audio | MP3, M4A, 3GA, AAC, OGG, OGA, WAV, WMA, AMR, AWB, FLAC, MID, MIDI, XMF, MXMF, IMY, RTTTL, RTX, OTA |



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| Additional features | Samsung KNOX, S-Voice, Dual SIM option |
| Connectivity | Wi-Fi 802.11 a/b/g/n, Bluetooth® v 4.1, ANT+, USB 2.0, NFC (UICC, eSE) |
| Sensor | Accelerometer, Proximity, Geomagnetic, RGB Light, Hall Fingerprint scanner |
| Memory | 2GB RAM + 16GB Storage Micro SD slot (up to 128GB) |
| Dimension | 144.8 x 71.0 x 7.3mm , 155g |
| Battery | 2,900mAh, Fast Charging |

Samsung Galaxy A3 (2016) Product Specifications:

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|----------------------------|--|
| | Galaxy A3 (2016) |
| Network | LTE Cat.4 * May differ by markets and mobile operators |
| Display | 4.7-inch HD (1280x720) Super AMOLED |
| AP | 1.5 GHz Quad Core |
| OS | Android 5.1 (Lollipop) |
| Camera | Rear : 13MP (F1.9), Front : 5MP (F1.9) |
| Video | MP4,M4V,3GP,3G2,WMV,ASF,AVI,FLV,MKV,WEBM |
| Audio | MP3, M4A, 3GA, AAC, OGG, OGA, WAV, WMA, AMR, AWB, FLAC, MID, MIDI, XMF, MXMF, IMY, RTTTL, RTX, OTA |
| Additional features | Samsung KNOX, S-Voice, Dual SIM option |
| Connectivity | Wi-Fi 802.11 b/g/n, Bluetooth® v 4.1, ANT+, USB 2.0, NFC (UICC) |



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| Sensor | Accelerometer, Proximity, Geomagnetic, RGB Light, Hall |
| Memory | 1.5GB RAM + 16GB Storage Micro SD slot (up to 128GB) |
| Dimension | 134.5 x 65.2 x 7.3mm, 132g |
| Battery | 2,300mAh |

* OIS, and Fingerprint Scanner only support A5, A7

* Features and functions will vary by market.

*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.

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