



## **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*

**SEOUL, Korea – December 2, 2015 – Samsung Electronics Co., Ltd** today announced its latest Galaxy A smartphones that offer premium design, easy mobile payment technology, 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 committed to continued innovation, inspired by the feedback and needs of our wide range of consumers,” said JK Shin, CEO and Head of Samsung's IT & Mobile Business. “With the introduction of the Galaxy A (2016), we took the consumer feedback on our original Galaxy A models and made thoughtful and impactful improvements offering consumers a seamless convergence of style and performance for their everyday lifestyles.”

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 narrower bezel.

Now the Galaxy A5 and Galaxy A7 (2016) support Samsung Pay, Samsung's simple, safe and virtually anywhere mobile payment service. Protected by fingerprint verification, Samsung Pay works with both Magnetic Secure Transmission (MST) and Near Field Communication (NFC) technologies.

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) 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 China in mid-December 2015 and will be expanded to global markets.

Full details and product images are available at [www.samsungmobilepress.com](http://www.samsungmobilepress.com).

**Samsung Galaxy A7 (2016) Product Specifications:**

	<b>Galaxy A7 (2016)</b>
<b>Network</b>	LTE Cat.6
<b>Display</b>	5.5-inch Full HD (1920x1080) Super AMOLED
<b>AP</b>	1.6GHz Octa Core
<b>OS</b>	Android 5.1 (Lollipop)
<b>Camera</b>	Rear : 13MP OIS (F1.9), Front : 5MP (F1.9)
<b>Additional features</b>	MST technology(Samsung Pay), Samsung KNOX, S-Voice, Dual SIM option
<b>Connectivity</b>	Wi-Fi 802.11 a/b/g/n, Bluetooth® v 4.1, ANT+, USB 2.0, NFC (UICC, eSE)
<b>Sensor</b>	Accelerometer, Proximity, Geomagnetic, RGB Light, Hall Fingerprint scanner
<b>Memory</b>	3GB RAM + 16GB Storage, Micro SD slot (up to 128GB)
<b>Dimension</b>	151.5 x 74.1 x 7.3mm, 172g
<b>Battery</b>	3,300mAh, Fast Charging

**Samsung Galaxy A5 (2016) Product Specifications:**

	<b>Galaxy A5 (2016)</b>
<b>Network</b>	LTE Cat.6 * May differ by markets and mobile operators
<b>Display</b>	5.2-inch Full HD (1920x1080) Super AMOLED
<b>AP</b>	1.6GHz Octa Core
<b>OS</b>	Android 5.1 (Lollipop)
<b>Camera</b>	Rear : 13MP OIS (F1.9), Front : 5MP (F1.9)
<b>Additional features</b>	MST technology(Samsung Pay), Samsung KNOX, S-Voice, Dual SIM option
<b>Connectivity</b>	Wi-Fi 802.11 a/b/g/n, Bluetooth® v 4.1, ANT+, USB 2.0, NFC (UICC, eSE)
<b>Sensor</b>	Accelerometer, Proximity, Geomagnetic, RGB Light, Hall Fingerprint scanner
<b>Memory</b>	2GB RAM + 16GB Storage, Micro SD slot (up to 128GB)
<b>Dimension</b>	144.8 x 71.0 x 7.3mm , 155g
<b>Battery</b>	2,900mAh, Fast Charging

### Samsung Galaxy A3 (2016) Product Specifications:

	Galaxy A3 (2016)
<b>Network</b>	LTE Cat.4
<b>Display</b>	4.7-inch HD (1280x720) Super AMOLED
<b>AP</b>	1.5 GHz Quad Core
<b>OS</b>	Android 5.1 (Lollipop)
<b>Camera</b>	Rear : 13MP (F1.9), Front : 5MP (F1.9)
<b>Additional features</b>	Samsung KNOX, S-Voice, Dual SIM option
<b>Connectivity</b>	Wi-Fi 802.11 b/g/n, Bluetooth® v 4.1, ANT+, USB 2.0, NFC (UICC)
<b>Sensor</b>	Accelerometer, Proximity, Geomagnetic, RGB Light, Hall
<b>Memory</b>	1.5GB RAM + 16GB Storage, Micro SD slot (up to 128GB)
<b>Dimension</b>	134.5 x 65.2 x 7.3mm, 132g
<b>Battery</b>	2,300mAh

\* Features and functions will vary by market.

\* Network may differ by markets and mobile operators

\* Samsung Pay launches may vary by market-readiness

\*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.

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

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](https://news.samsung.com).