



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.

Samsung Galaxy A7 (2016) Product Specifications:

	Galaxy A7 (2016)
Network	LTE Cat.6
Display	5.5-inch Full HD (1920x1080) Super AMOLED
AP	1.6GHz Octa Core
OS	Android 5.1 (Lollipop)
Camera	Rear : 13MP OIS (F1.9), Front : 5MP (F1.9)
Additional features	MST technology(Samsung Pay), 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:

	Galaxy A5 (2016)
Network	LTE Cat.6 * May differ by markets and mobile operators
Display	5.2-inch Full HD (1920x1080) Super AMOLED
AP	1.6GHz Octa Core
OS	Android 5.1 (Lollipop)
Camera	Rear : 13MP OIS (F1.9), Front : 5MP (F1.9)
Additional features	MST technology(Samsung Pay), 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:

	Galaxy A3 (2016)
Network	LTE Cat.4
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)
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)
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

* 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.

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