

Samsung introduces 'Blue Earth' - the first solar powered full-touch phone

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Samsung Electronics Co. Ltd. today unveiled the innovative solar powered full-touch screen phone 'Blue Earth', alongside Samsung's vision for environmental sustainability.

Under the slogan: 'The Blue Earth Dream: Eco-living with SAMSUNG mobile', Samsung reinforced its commitment to protect the environment through the design of eco-friendly products and a programme of activities for its customers. It will be showcased at Mobile World Congress 2009 for the first time.

Designed to symbolize a flat and well rounded shiny pebble, Blue Earth is the first solar powered full-touch screen phone. By charging with the solar panel located on the back of the phone, users can generate enough electronic power to call anytime anywhere.

Blue Earth is made from recycled plastic called PCM, which is extracted from water bottles, helping to reduce fuel consumption and carbon emissions in the manufacturing process. The device, including charger, is free from harmful substances such as Brominated Flame Retardants, Beryllium and Phthalate.

The latest in a series of eco-friendly products, Blue Earth comes with a unique user interface which is designed to draw attention to preserving our fragile environment. Simple to set screen brightness, backlight duration and Bluetooth to an energy-efficient mode, this new user interface allows the user to be energy-efficient with just one click of 'Eco mode'. Through the 'eco walk' function the user can count their steps with an in-built pedometer, calculating how much CO2 emissions have been reduced by walking as opposed to motor transport.

This unique function allows user to calculate the value of this footprint through the number of trees that have been saved.

The packaging for Blue Earth is designed to be both small and light, made from recycled paper, and comes with a 5 star energy efficient charger which uses standby power lower than 0.03W. As part of the Voluntary Agreement of European Commission IPP (Integrated Product Policy) pilot program, Samsung has agreed to start using rating on energy consumption on the no-load mode of the mobile device charger.

'Samsung's 'The Blue Earth Dream' demonstrates our small but meaningful commitments for the future and our environment,'

said Mr. JK Shin, Executive Vice President and Head of Mobile Communication Division of Samsung Electronics.

'We are committed to achieving the highest eco-status with our customers and business partners by providing the best eco-products and promoting eco-activities.'

Get in touch with Samsung Mobile! Learn more about 'The Blue Earth Dream' and other eco-

friendly initiatives at www.samsungmwc.com (The site will be opened on February 16) and visit us at Hall 8, Stand 8a139 at Mobile World Congress, Barcelona.

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