

# Samsung's first 'curved' smartphone hits S. Korea market

SEOUL, SOUTH KOREA: Samsung's first smartphone with a curved display screen was available on the South Korean market from Thursday, 10 October, as the electronics company seeks to maintain its lead in the increasingly saturated market.



Samsung Round (Image: Digital Trends)

Galaxy Round, is a 5.7-inch handset with a display that is slightly rounded on both sides said SK Telecom, the country's top wireless operator that sells the device.

Curved screens, said to be lighter and thinner than current display panels, are at a nascent stage in display technology, which is shifting towards flexible panels that are bendable or can even be rolled or folded.

The new phone is priced at about 1.08m won (US\$1,000), Samsung said.

It did not say when the new phone, powered by Google's Android system and which offers a 2.3 GHz quad-core processor, would be available globally.

"The display (of Galaxy Round) is ergonomically shaped to fit the curve of a hand and comfortably embrace an ear and cheek during a phone conversation," SK Telecom said.

The latest device arrived as global smartphone manufacturers vie for growth in the increasingly saturated market.

Samsung, the world's top maker of smartphones and mobile phones in general, unveiled in January the prototype of a bendable display called "Youm".

Samsung's smaller rival LG said last week it had started mass production of curved display panels for smartphones and is reportedly set to unveil its own curved smartphone this month.

But companies still face a major challenge in making other handset components, such as batteries, that can bend with the

rest of the unit.

Curved displays are already commercially available in large-screen televisions offered by companies including Samsung and LG.

The displays are supposed to offer a more immersive viewing experience but are significantly more expensive than standard screens.

Source: AFP via I-Net Bridge

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