

Samsung partners with Zamtel to launch Galaxy S4

Zamtel in partnership with Samsung has unveiled the fourth generation Samsung Galaxy Series of mobile phones, the Galaxy S4, designed to meet the business and personal communication needs of our time.

Zambian customers can now purchase the Galaxy S4 from all Zamtel flagship outlets in Lusaka, Kitwe, Livingstone and Chipata. The devices will be offered pre-activated for 3G/Data and DStv Mobile.

"All the innovative features of Galaxy S4 were developed based on the insights and needs we found from our consumers all around the world. There is no doubt that its launch in Zambia will be greeted with similar enthusiasm demonstrated in major markets across the world where it has been launched. Following in the successful path of the Galaxy S series, the S4 is more proof of Samsung's people-inspired innovation. At Samsung we'll never stop pursuing innovation conceived by people so we can inspire them in return," said George Ferreira, vice president and chief operating officer for Samsung Electronics Africa.

What sets the Galaxy S4 apart?

"The Galaxy S4 has features that make it truly a part of everyday life. Whether the user has an active, physical lifestyle, or is a business person requiring a tool to simplify his or her travels, the Galaxy S4, Samsung has features that will enhance the way they live," he added.

What sets the Galaxy S4 apart is the highly crafted design encompassing a larger screen size and battery, minimised bezel; all housed in a light (130g) and slim (136.6 x 69.8 x 7.9 mm) shape. Samsung Galaxy S4 is slimmer yet stronger, less to hold yet more to see. It has a simply unreal body. Samsung Galaxy S4 uses polycarbonate materials ideal for complementing the beautifully crafted design of the phone as well being practical and elegant as for everyday use.

Polycarbonate is a durable, scratch resistant and lightweight material - ideal for everyday use. The S4 is available in two colour options - Black Mist and White Frost - at launch, and will be followed by a variety of additional colour options later this year.

Zamtel's chief executive officer, Dr. Mupanga Mwanakatwe described the partnership between Zamtel and Samsung as presenting an opportunity for Zambians to access the very latest and most innovative technology available today.

"Our strategic partnership with Samsung has now made it possible for Zamtel subscribers to gain access to the latest offerings from Samsung through our flagship stores at affordable and highly competitive prices," said Dr. Mwanakatwe.

"As the only total communication solutions provider, Zamtel is committed to taking the leadership in ensuring that Zamtel

customers are always able to obtain the very latest, cutting -edge technology available, at prices they can afford" he added.

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