

Samsung introduces Galaxy Gear

Samsung Electronics has introduced the Galaxy Gear, a companion device that further integrates the Samsung Galaxy experience into everyday life and combines smart device connectivity, tailored technological features, and stylish design as a single accessory.



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"We are constantly listening to our customers and what our consumers want is their daily lives to be easier and more enjoyable," said George Ferreira, VP and COO of Samsung Electronics Africa.

"This commitment to our customers is once again reflected in our ongoing smart device innovation leadership and our new wearable device, the Samsung Galaxy Gear, which benefits consumers by integrating smart device technology even deep into their everyday lives and bridges the gap between the mobile device and fashion worlds to create truly wearable technology. It frees users from the need to check their smart devices constantly while maintaining connections and provides what we call 'smart freedom,' by allowing consumers to choose how, why, when and where they are connected."

Samsung Galaxy Gear lets users live in the moment while staying connected to their Samsung Galaxy devices. It notifies users of incoming messages, such as calls, texts, emails and alerts, delivers a preview of those messages and creates the opportunity for users to accept or discreetly ignore those messages. When an incoming message requires more than a quick glance, users can simply pick up their Samsung Galaxy device and the Smart Relay feature will instantly reveal the content on the screen.

The built-in speaker allows users to conduct hands-free calls directly from the Gear, maintaining connections to their mobile communications without disrupting their daily routines. For example, a user leaving the grocery store, whose hands are full with shopping bags, could still make a call by speaking into the Galaxy Gear without touching the screen. Users can also draft messages, create new calendar entries, set alarms, and check the weather on the Galaxy Gear with S Voice.

Features that help users capture life's meaningful moments

"In addition to enabling smart device controls, Samsung Galaxy Gear introduces several features that help users easily capture life's meaningful moments, which otherwise might be missed," added Craig Fleischer, director of mobile communications of Samsung Electronics SA.

"With the Memographer feature, a 1.9 Megapixel camera lets users who are on the move or participating in physical activities record both photos and video to create quick, visual records of important information or events from their daily lives as well as share them on their social networks. Extending the quick-record concept, Voice Memo lets users capture important thoughts or conversations from their wrists and save those voice recordings into texts on their devices."

With the Galaxy Gear, users gain a wide range of favourite features that further increase the benefits of this new accessory. New security enhancement Auto Lock automatically secures the companion smartphone screen any time that Galaxy Gear is more than 1.5 metres away from the smartphone, and then unlocks the smartphone when the companion devices are near each other again. Find My Device helps users find the location of their smart devices when they have been misplaced by making them beep, illuminate and vibrate.

With Samsung Galaxy Gear, users can also control the music played on their Samsung Galaxy devices. As with traditional

music players, it helps users browse, play and pause songs even when their smart device is not within reach. Finally, the Galaxy Gear also works like a Pedometer to track physical activity via enhanced, built-in sensor technology. This feature systematically and automatically monitors users so they can track key personal data such as calories burned, steps taken and distance covered.

Serves as a wristwatch

Samsung Galaxy Gear embodies understated elegance. Its refined design, executed in, high-quality finishes, conjures images of luxury jewellery while still being understated enough to go well with any outfit. A rounded and simple flowing form wraps around the body, integrating with the user's personal environment, and maintaining comfort at all times. The Galaxy Gear also serves as a wristwatch and includes several face options that create the opportunity for users to personalise the watch face. It will come preloaded with 10 different clock options and more choices will be downloadable via Samsung App. The Galaxy Gear experience can be further personalised by selecting from six colours that will be available at launch: Jet Black, Mocha Gray, Wild Orange, Oatmeal Beige, Rose Gold, and Lime Green.

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