

Samsung ATIV Tablet offers immersive mobile experience

The Samsung ATIV Tab, which will arrive in South Africa soon, will provide users with an immersive mobile experience that integrates with the touch-screen innovations of Windows 8 and lets users create and share content more easily than ever before.

"As people become more reliant on mobile applications for their digital lifestyle and business requirements, the ATIV Tab delivers on the Samsung's commitment to providing people with solutions that meet their diverse needs," says Craig Fleischer, director of Mobile Communications at Samsung South Africa.

"The ATIV Tab will let people experience Windows 8 the way it was meant to be, as it is designed to benefit from the new functionality that the operating system brings to the mobile market. In fact, the popularity of such devices is evident where we have noticed that a large portion of the market has shown an eagerness to adopt the Windows 8 technology, and we are excited that some of these devices would be available through Samsung."

Making multi-tasking easy

The ATIV Tab is 8.9mm thick and weighs only 570g. The 10.1 inch HD display, 2GB RAM, and microSD memory support provides users with a powerful device that makes multi-tasking on the new Windows 8 operating system as easy as possible. Furthermore, users can connect multiple peripherals including a mouse, printer and keyboard to the ATIV Tab without requiring any additional software to offer a laptop-like experience with all the benefits of a tablet device.

Earlier Samsung, Microsoft and Standard Bank partnered to provide all Standard Bank customers with access to the ATIV Tab until January 2013, ahead of its mainstream market release in South Africa. The ATIV Tabs are available for purchase on the Standard Bank website and will include a protective cover. This partnership strongly reflects the increasing use of mobile devices as an extension of the office, giving people the ability to manage their professional and personal lives wherever they go.

"Through agreements such as these, Samsung is partnering with institutions that share its vision of giving customers easy access to the tools they need to live a smarter life through the integration of innovative hardware and software solutions - conveniently," concludes Fleischer.