

Samsung launches its new Galaxy

NEW YORK, USA: Locked in fierce battle in the smartphone market, South Korean giant Samsung on Thursday (14 March) unveiled its latest device aimed at challenging Apple in its home market.



The Galaxy S4 unveiled at New York's Radio City Music Hall has been generating buzz worthy of the iPhone as the two firms fight for leadership of the smartphone market globally.

Samsung has released no details about the device, but it is widely expected to be an upgraded, slightly larger version of its Galaxy S3, with some new bells and whistles.

According to *The New York Times* and other media, the S4 will be able to respond to eye movements with an enhanced interface and will offer an improved display.

Samsung has released a series of videos on the Internet and has hired dancers to promote the event with street performances in Times Square, complete with a sign that reads, *Be Ready 4 The Next Galaxy*. Samsung has become the top smartphone producer worldwide with a 29% market share, according to IDC while in the US market Apple remains the king and sells more than one of every three mobile phones.

The Galaxy S3 has sold more than 40m units worldwide since its launch last May and has some analysts debating which of the two firms is ahead in innovation. Apple, which is known for keeping its plans private, believed to be working on its own upgrades, including a new version of the iconic iPhone. But Apple share have slumped some 40% from the highs they hit last year.

Analysts at CIMB, an Asian financial firm, say sales of the Galaxy S4 are likely to reach at least 70m and may even top 100m." Morgan Stanley said the new device should deliver "solid" results for Samsung.

"Samsung could be the new Apple," said a research note from analysts at Bank of America-Merrill Lynch.

"Apple's recent products, the iPhone 5 and the iPad mini simply can't stand next to the innovation and buzz Samsung has brought to the market."

The two firms are also battling it out in the market for tablet computers - with Apple leading the market but losing market share - amid bitter court battles over patent infringement in US and elsewhere. A judge recently cut US\$450m from a US\$1bn fine that was awarded to Apple after a court found Samsung had infringed its patents.

Source: *AFP* via I-Net Bridge

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