



Press release
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Bouygues Telecom debuts Samsung Galaxy on 16 July



With a launch price of €89 in conjunction Bouygues Telecom's neo.2¹ call plan, the Samsung Galaxy smartphone powered by Google's Android operating system is the gateway to an exciting new mobile Internet experience, enriched by a wealth of downloadable applications.

The Galaxy is available from the 580 Bouygues Telecom Club stores, the online store at www.bouyquestelecom.fr, and all Bouygues Telecom distribution partners².

With "ultra" communicating capabilities (WiFi, 3G+, GPS chip), exceptional ergonomics (AMOLED 3.2 inch touchscreen display) and powerful multimedia performance (fast, fluid web browsing, 5MP camera, audio/video player, 8GB internal memory), the Samsung Galaxy will be available with all Bouygues Telecom call plans, notably the popular neo.2 plan, which includes unlimited mobile Internet access and 3G+ TV, 24/7.

Samsung Galaxy, the entire universe of mobile Internet at your fingertips

The Samsung Galaxy is the perfect partner for contemporary lifestyles. Far more than a telephone, this revolutionary device is the shape of mobile terminals to come – the absolute epicentre of your digital environment. Its sleek, black brushed metal design incorporates the Samsung brand name, the quintessence of pure elegance. The 3.2 inch **AMOLED display screen** shows colours with immaculate richness and intensity, all while consuming less energy (17% less than a TFT screen). This new generation of ultra-bright screens guarantees the highest quality display for all multimedia content, as well as a fabulous feel to the touch. Even in bright sunlight, the image is clear and sharp from every angle.

Beautiful on the outside and ingenious on the inside, the Samsung Galaxy features an amazingly smooth interface for seamless and effortless Internet browsing and staying digitally connected around the clock. Searching for information, finding your way, managing your schedule, checking your email and answering it with the handset's AZERTY virtual keyboard, watching videos, and sharing your photo album are all a few effortless taps away.

¹Including €50 web discount. Price available only through Bouygues Telecom online store. Subject to two-year contract.

²Coupled with a Bouygues Telecom mobile internet access subscription plan. For more information, visit bouyquestelecom.fr. Services accessible in mainland France. See provider's websites for prices and conditions.

Better still, the Bouygues Telecom Internet portal provides easy access to the very best of the mobile Internet and Bouygues Telecom's own services.

Android: access the world of Google services any time, anywhere.



Fast, efficient Web searching

News, pictures, videos, weather forecasts, phone numbers, addresses, maps...the world of information is at your fingertips when all the power of Google is harnessed in your hand. The time-saving Google search bar makes for effortless high speed searching. Your most visited sites are displayed in thumbnail view for instant access. Tap the magnifying glass icon to zoom in your chosen page.



Finding your way



The built-in GPS receiver brings you the full power of all Google Maps™ applications, such as My Location™, Google Latitude™ and Street View™, letting you pinpoint your location or plan your route with the greatest of ease. The GPS chip tracks the handset's position and calculates your route accordingly.



You can use the satellite view and Street View™ functions to virtually explore a neighbourhood. The Samsung Galaxy's built-in digital compass lets you change the viewing angle by simply pointing the phone in a different direction.

Stay connected while on the move thanks to Gmail

All incoming email messages appear in the inbox as soon as they arrive. You can also set alerts in the status bar whenever a new message comes in. The Gmail address autocomplete feature takes the effort out of entering long email addresses. Opening email attachments (photos, Word and PDF documents and MP3 files) is also a breeze. Gmail's spam filtering, searching, labelling and tracking tools are all integrated in the service – plus a huge amount of storage space.



Instant messaging with your friends

The Samsung Galaxy makes it easy to chat with your friends in real time, update your status message, check whether your contacts are online, and generally benefit from all the features you use on your computer. Google Talk on Android lets you switch easily from one chat to another and even set up a group chat session with several friends at the same time.



Millions of videos right in your pocket



The Samsung Galaxy offers access to YouTube's vast catalogue of millions of videos. Browse, view, search by keyword, sort into customised lists, or share videos with friends by simply emailing links to the videos you want them to see. The Samsung Galaxy's powerful multimedia and connective capabilities let you film your own videos and post them straight to YouTube. With its high speed HSDPA connection, the device can upload a 40MB video in only 40 seconds.





Keep up to date with Google Calendar



Using Google Calendar, you can view your calendar by day, by week or by month, or display your schedule and synchronise it with your computer. You can also add new events and reminders that will appear directly on the home screen of your Samsung Galaxy smartphone.

Thousands of free or pay applications are available for download from the Android Market online store.



The Bouygues Telecom mobile Internet portal: the best of the web at your fingertips

Through its mobile Internet portal, Bouygues Telecom makes the best of the web easily available to the largest possible number of users. The “+ de Liens” (“More Links”) button on the home screen provides shortcuts straight to sites specifically designed for mobile phone screens, grouped under various themes such as Music, Games, GPS/Traffic and TV/Video, and a select choice of applications.



Triple-width desktop



A truly cutting-edge smartphone, the Samsung Galaxy boasts a home screen three pages wide, making it easier to navigate, **customise**, and view the applications and widgets which the user chooses to display on it. This extendable, triple-width desktop slides extremely smoothly from side to side. An icon at the bottom of the desktop instantly opens the library of applications installed on the device.

Totally multimedia

The Samsung Galaxy's **5MP camera**, wide range of codec formats, **long-lasting 1,500 mAh battery** and **generous 8GB of internal memory** (extendable to 40GB) make it easy to get the most out of every kind of multimedia application and content.

Samsung Galaxy	Specifications
Network	HSDPA/HSUPA (900/1700/2100 MHz) EDGE/GPRS (850/900/1800/1900)
Operating system	Android
Display	3.2 inch AMOLED HVGA (320 x 480) touchscreen
Camera	5MP autofocus with LED flash
Video/Audio	Video: MPEG4, H.263, H.264, WMV Audio: MP3, AAC, AAC+, e-AAC+, WMA, RA
Additional features	Web browsing and Google applications: Search, Maps, Gmail, YouTube, Calendar, Google Talk, Android Market; AZERTY virtual keyboard
Connectivity	Bluetooth® 2.0, USB 2.0, WiFi, MicroUSB, 3.5 mm headset jack
Memory	Internal memory: 8GB External memory: Micro SD (up to 32GB)
Battery	1,500 mAh
Size	115 x 56 x 11.9 mm

*Google, Google Search, Google Maps, Gmail, YouTube, Google Calendar and Google Talk are registered trademarks of Google Inc.

About Samsung

SAMSUNG Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2008 consolidated sales of US\$96 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of two main business units: Digital Media & Communications and Device Solutions. Recognised as one of the fastest growing global brands, SAMSUNG Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs.

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Bouygues Telecom provides mobile, fixed and Internet communications services

Created in 1994, Bouygues Telecom has more than 9.7 million customers, including approximately 7.3 million with contracts, and 8,650 employees. Bouygues Telecom is committed to being the preferred brand for mobile, fixed, TV and Internet communication services by continually bringing its customers greater freedom and by focusing on superior customer service and support.

After pioneering the talk-plan concept and free voicemail in France in 1996, followed by unlimited call plans with Millennium in 1999 and neo in 2006, Bouygues Telecom launched neo.2 in 2008. With neo.2 customers select the unlimited calling time slot that best fits their needs. In 2008, Bouygues Telecom became an Internet Service Provider (ISP), launching the Bbox broadband router.

In 2009, Bouygues Telecom invented a groundbreaking all-in-one service with ideo: customers choose the mobile plan that matches their needs and benefit from the Bbox gateway for fixed telephone, Internet and Internet TV (IPTV).

Bouygues Telecom's mobile internet network combines Edge and 3G+ technologies to provide excellent coverage throughout France (94% and 75%, respectively) and very high speeds in major French cities.

As the No. 1 in Customer Relations in the mobile phone sector¹ for the third year running, Bouygues Telecom is committed to direct customer service. Its customer relations centres, distribution network of over 590 stores, and a website available 24/7 combine to ensure optimum customer service.

¹BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2009)

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