

PRESS RELEASE

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Quince develops life-size Samsung touch screen demo

Last week was the launch of a huge consumer campaign for the new Samsung Telecom flagship model, the UltraTOUCH (S8300). Samsung literally introduced the mobile Phone in a grand manner with a life-size demo of the UltraTOUCH, featuring a 40 inch touch screen. The demo was developed with the latest innovations and presentation techniques by Quince and Tchai. The functioning touch screen is equipped with a Flash application that simulates the actual interface of the UltraTOUCH. Consumers can navigate through most features using the touch screen and experience the mobile phone for themselves. Following the successful pilot of 30 life size Samsung Pixon mobile phones, Samsung has decided to roll out 75 demos of the Ultra Touch with large retailers. Besides the benefits for the consumer the demos also offer added value for the retailer due to the high attention value and huge 'stop-power' by the shopping public. Samsung is looking forward to introducing more mobile phones in this particular way the months to come.

Quince is a specialist in touch screen demonstrations and has also developed successful applications for Danieli Corus, KPN and telecom provider Webellen.

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

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