



Samsung Announces New Galaxy A Series with Upgrades to Essential Features

Galaxy A50 and A30 – Designed for the Way We Connect Today

Seoul, Korea – February 25, 2019 – Samsung Electronics Co., Ltd. today revealed the new Galaxy A Series, beginning with an initial roll-out of two new smartphones, designed to provide industry wide innovations starting from the mid-tier portfolio. The Galaxy A50 and A30 offer improvements to the essential device features that matter most, including offering an immersive viewing experience, longer lasting performance and a camera which captures the world as you see it.

The new Galaxy A Series is designed for the way that people are connecting today – sharing, capturing and consuming live. The new series offers diverse, powerful devices that can keep up with these spontaneous, collaborative interactions.

“We are committed to providing meaningful progress to everyone for a better mobile experience, and that innovation starts with the upgraded Galaxy A Series,” said DJ Koh, President and CEO of IT & Mobile Communications Division at Samsung Electronics. “People are changing the way they connect, and their smartphones need to keep up. Our new Galaxy A Series offers improvements to the essential features that will support these live interactions, with diverse options to meet their ever-changing needs.”

With the Galaxy A Series, consumers can seamlessly experience the Galaxy ecosystem using key services such as Samsung Health, Samsung Pay, Bixby, and more¹.

The upgraded Galaxy A Series is being introduced with the announcement of two initial models.

Galaxy A50

Offering premium camera features, a long-lasting, fast-charging battery and Infinity-U display, the Galaxy A50 keeps you connected to your world.

The Galaxy A50 allows you to capture and share photos in a revolutionary way with its **triple camera**, designed to accurately replicate human eyesight.

¹ Features and services differ between regions and models.

- Capture the world without constraint with the **Ultra Wide lens**. Paired with the ‘intelligent switch’ function, your camera can now identify and recommend when to use the Wide Shot mode.
- The **25MP main camera** shoots vivid images in bright daylight. While in darkness, the innovative lens enables clear shots by detecting more light and reducing noise. Combined with the **Depth lens**, the camera offers a Live Focus experience, enabling you to choose exactly where to accentuate.
- **AI Camera** helps you capture the best scene, with a Scene Optimizer feature to recognize and optimize 20 scenes, and Flaw Detection to make sure you never miss a perfect portrait shot. **Bixby Vision** uses the camera and AI to help you shop online, translate text and find the information you need.
- Enhance your portrait with the selfie camera using **Selfie Focus** to subtly blur background details.

Equipped with **on-screen fingerprint unlocking**, the A50 provides intuitive unlocking without changing grip. The A50 comes in a comfortable slim design and smooth curved shape, available in four new characterful color options: Black, White, Blue and Coral inspired by scattered light.

Galaxy A30

The Galaxy A30 is for those on-the-go all the time, equipped with a powerful **4,000mAh**, fast charging battery.

The edge-to-edge **6.4” Super AMOLED Infinity-U display** offers an immersive experience, ideal for gaming, watching videos, multi-tasking and browsing – truly letting you live your life on-the-go without missing a moment.

Created for a more seamless mobile experience, the A30 includes advanced camera features such as a **dual camera**, including an Ultra Wide-angle lens, along with simple, secure access with a **Rear Fingerprint** unlocking feature as well as intuitive **Face Unlock**.

For more information about the Galaxy A Series, visit www.samsungmobilepress.com, www.news.samsung.com/galaxy or www.samsung.com/galaxy

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Galaxy A Series – Specifications

		A50	A30
Display	Size / Resolution	6.4-inch FHD+ (1080x2340) Super AMOLED	6.4-inch FHD+ (1080x2340) Super AMOLED
	Infinity Display	Infinity-U	Infinity-U
Dimension		158.5 x 74.7 x 7.7mm	158.5 x 74.7 x 7.7mm
Design		3D Glasstic	3D Glasstic
Processor		Quad 2.3GHz + Quad 1.7GHz	Dual 1.8GHz + Hexa 1.6GHz
Camera	Front	25MP FF (F2.0)	16P FF (F2.0)
	Rear	25MP AF (F1.7) + 5MP FF (F2.2) + 8MP FF (F2.2)	16MP (F1.7) + 5MP (F2.2)
Memory		4 / 6 GB RAM 64 / 128 GB Internal Storage Up to 512 GB Micro SD	3 / 4 GB RAM 32 / 64 GB Internal Storage Up to 512 GB Micro SD
Battery		4,000 mAh	4,000 mAh
Other Features		On-Screen Fingerprint, Fast Charging ¹ , Samsung Pay ² , Bixby Vision, Bixby Voice, Bixby Home, Bixby Reminder	Fingerprint, Fast Charging ¹ , Samsung-Pay ² , Bixby Home, Bixby Reminder ³

¹ Availability of Fast Charging (Near-Field Communication) will vary depending on markets

² Availability of Samsung Pay varies between markets.

³ Bixby Voice and Bixby Vision are not supported

**All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice.*

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.