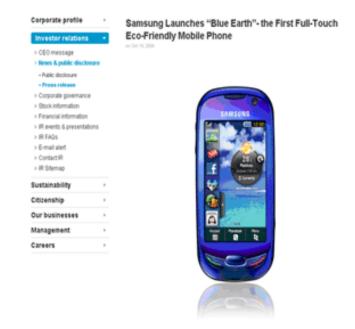
Samsung Launches "Blue Earth"- the First Full-Touch Eco-Friendly Mobile Phone

Blue Earth is made from Post Consumer Material (PCM), which is extracted from water bottles, helping to reduce fuel consumption and carbon emissions during the manufacturing process. The device, including the charger, is free from harmful substances such as Brominated Flame Retardants (BFR), Polyvinyl Chloride (PVC) and Phthalate.

The latest in a series of eco-friendly products, Blue Earth comes with a unique user interface which is designed to draw attention to preserving our fragile environment. With "Eco mode," screen brightness, backlight duration and Bluetooth can be set to an energy-efficient mode with just one click. The "Eco Walk" function allows users to count their steps with a built in pedometer and calculate the reduction in CO2 emission realized by walking as opposed to using a motor vehicle. This unique function allows users to see the value of walking by calculating the number of trees that have been saved.





Resource: Samsunghttp://www.samsung.com/us/aboutsamsung/news/newslrRead.do?news_ctgry=irnewsrelease&news_seq=14986