



For immediate release: Thursday 3rd May, 2012

SAMSUNG LAUNCHES GALAXY S3 PHONE

Following the launch of the Samsung Galaxy S3, **Ernest Doku, technology expert at uSwitch.com**, commented: "Samsung must have rehearsed this presentation on the Apple Campus. It was textbook Jobs.

"The S3 has some commendable new features but despite its Apple-esque, near-global launch I don't think this phone is set to be an iPhone killer. An iPhone maimer maybe, but not a killer. It's approachable, it's accessible and it's darn big but is it the best thing since sliced bread? Maybe not.

"Smart Stay, admittedly, is a clever new feature, unless you're an insomniac. It won't turn off until your eyes shut so there'll be no dozing off. The buddy photo share and group cast features are turbocharged 2.0. This smartphone is seriously social media, but is it seriously different?

"This was a glossy performance but dig a little deeper and there was nothing majorly new. S-Voice is shamelessly, if effectively, mimicking Apple's Siri, which has proved to be more of a gimmick, unless you want to know what the weather is like in London.

"However, there's no denying that the Galaxy S3 is Samsung's best chance of wrestling back the crown from Cupertino. Ultra-sharp screens, S-Beams, Pop-up play and a few pebbles thrown in, this phone puts it on a level playing field with the iPhone. Now it's up to the consumer to decide whether the latest star in the Samsung Galaxy is a supernova or a black hole."

For more information visit www.uswitch.com or call 0800 093 0607

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