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Samsung Introduces the SMX-F50 Series, the Latest in Family SD Memory with Intelligent 65x Zoom Lens Capability for Perfect Recording

The very best in camcorder innovation connecting you to special family moments with SD Memory Card Slot, Smart Background Music, extended recording, new Record Pause and advanced zoom to bring memories to life

CES, Las Vegas – January 5, 2011 - Samsung Electronics Co., Ltd, a global leader in digital media and digital convergence technologies, announced today the launch of its SMX-F50 series, the camcorder designed to capture and enjoy special family moments within a compact, high performing, affordable and convenient design. The latest camcorder maintains Samsung's pioneering design and quality, with a market leading 65x zoom lens, whilst incorporating additional high-end features including SD Memory and the first Smart BGM in a family camcorder.

The SMX-F50 series delivers premium camcorder technology for families on a budget, to ensure you capture every family moment and occasion through the years. The lightweight and compact design enables users to keep the camcorder with them at all times, so it's ready to record every special family event and memory. The SMX-F50 series also boasts 65x zoom technology with additional pixel capability, bringing you closer to the action and emotion of the moment from any distance. With market-leading continuous recording time of 6 hours 20 minutes (with 16GB memory or card) and the capability of producing H.264 high quality formatted videos, the SMX-F50 series is capable of recording 1.5 times longer than conventional models. With the recording capability, alongside the USB port to charge your camcorder on the move or connect to a PC, you now have the freedom to shoot, share and recharge anywhere, so you never miss precious family moments. Plus with the SD Memory card and built-in flash memory (at 8GB for the F53 and 16GB F54), the F50 series can record longer at a higher picture quality than competitor models.

Mr. Hyunho Chung, Executive Vice President and Head of the Digital Imaging Business, Samsung Electronics, commented: "We understand that buying a camcorder is a family investment and research has shown us that people want guaranteed reliability and portability to record a range of special occasions, whether that's birthdays, Christmas Day or your child's first school play. For these reasons, we want to provide families with the very best, easy-to-use and innovative features at an affordable price, for effortless and high quality videos. Most importantly, the SMX-F50 series records vivid and valuable moments over an extended period of time, so customers can share precious moments with friends and family. At Samsung we understand that ease of use for family capturing is a must-have and the SMX-F50 series incorporates an innovative pause button so you can capture your day's event on one file for easy editing and viewing. We've

guaranteed that our camcorders are provided with the very best in camcorder technology, through the Smart Auto feature, intelligent optical zoom and extended recording times, so every family can enjoy the fun and emotional experience of capturing great videos through the years."

Smart BGM to make sure everyone's voice is heard

Recording background sound and music can often prove difficult with conventional camcorders, as the music can drown out people's voices when played back. The Samsung SMX-F50 series allows you to choose music to accompany your memories, and when the music is edited into the video the Smart BGM feature automatically lowers the music volume when speech is detected in the film, making sure everyone's voice gets heard. Samsung is the first company to offer the Smart BGM feature, ensuring that whether it's your baby's first words or the big wedding speech, you never miss a moment.

Advanced Intelligent Zoom Lens

The SMX-F50's 65x intelligent zoom feature outshines the capabilities of competitor models on the market so you're never far from the action. Whether it's your child's first goal at the football match or the lead role at the Christmas play, this is the camcorder to catch all the action and your special memories in vivid colours.

New Record Pause at your fingertips

For any moments when you need to take a break, the newly introduced Record Pause technology allows users to briefly pause while recording and then resume filming from that exact moment. This means you don't have to merge files for editing when the recording is finished. This means that recording is completely hassle free when capturing a sporting event or interviewing several different people at a family wedding.

Family Moments brought to life through the Smart Feature set

The latest camcorder offering guarantees that you have the technology at your fingertips to achieve great video quality, the Smart Auto feature selects the correct shooting mode depending on the light conditions and the subject you're capturing, and the advanced Smart BGM ensures you never miss a word from those special family occasions. These innovative features mean you no longer have to take on the role of film editor and merge footage, instead you can capture all the special moments of your child's sports day in one continuous and seamless recording. The SMX-F50 series design has been streamlined with a more compact finish so that users can hold the camcorder effortlessly, enabling advanced portability and the ability to focus entirely on the family subjects and occasions happening around you.

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Specifications*:

	SMX-F50/F53/F54
Storage Media	SDHC/SD Card F50 (no internal memory) F53 (8GB) F54 (16GB)

Sensor	1/6" 680K CCD sensor
Lens	F1.8 Schneider Kreuznach Varioplan lens 52x Optical Zoom 65x Intelli-Zoom 1200x Digital Zoom f=2.4 ~ 24mm focal length
Functions	Auto Focus Face Detection Smart Auto Time Lapse Recording Record Pause Smart Playback USB Charging Intelli-Studio 2.0 Storyboard Printing One Touch Sharing Button Tripod Screw
Display	2.7" 230K LCD screen
Video Recording	720 x 480 60i Recording time: With 16GB built in MEM (F54) SD SF: 6h20m F: 8h N: 10h20m
Image Stabilisation	HDIS
Still Image Capture	1.9 Megapixel JPEG
Device Connectivity	USB interface Composite interface
Battery type	BP105R(1050mAh,F50) / BP210R (2100mAh)
Recording time (approx)	130min / 260min (4h20m)
Colours	Black, Silver, Red, Blue
Dimensions	53.9 X 56.4 X 119.0 mm

**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 or obligation.*

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of US\$116.8 billion. Employing approximately 174,000 people in 193 offices across 66 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. 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. For more information, please visit www.samsung.com.au