



PRESS RELEASE

Samsung introduces WDSGlobal's 'Over-the-Air' configuration service in Middle East and Africa

OTA service enables easy access to Internet, WAP, MMS and E-mail settings for Samsung users

9th October 2009, Poole, UK: Samsung Electronics Co., Ltd., a leading mobile phone and telecommunication provider, together with WDSGlobal, has announced the launch of an Over-the-Air (OTA) service for its mobile users across the Middle East and Africa region. The new feature will be accessible online via www.samsungmobile.com.

OTA is a method of remotely provisioning handsets with the necessary data settings and updates to access features such as Internet, WAP, MMS and E-mail. Settings are transferred to the phone remotely and are installed in seconds. The service provides Samsung users with a quick and simple means of configuring their phones and accessing the latest mobile services and applications.

Mr. Vinod Nair, General Manager of Mobile Phones at Samsung Middle East and Africa Headquarters commented: "In association with WDSGlobal, an industry leader in OTA configuration services, we are pleased to announce the launch of an Over-the-Air service in the Middle East and Africa region. At Samsung, we are committed to offering our consumers cutting-edge technologies and advanced solutions. Samsung's endeavour is to provide ease-of-use to consumers across the region, thus enabling users to easily access Internet, WAP, MMS and E-mail settings through the Samsung Mobile website."

As mobile phones accumulate new applications and services, OTA configuration has become increasingly important in managing data connectivity and allowing end-users to make the most of their mobile phones without the inconvenience and complexity of manual configuration.

While mobile users previously had to call their service providers' customer care lines or configure their phones manually, the OTA service provided by Samsung in the region requires only online registration, after which configuration settings and service updates are sent via SMS for automatic installation on the phone.



The service is delivered by WDSGlobal, a leading provider of device management, knowledge and support services to the mobile industry. The company already provides device management solutions to many of the world's leading mobile brands

“By deploying an OTA service, Samsung has demonstrated a clear commitment to the user experience. The company's end-users will now have far greater opportunity to explore the latest mobile services”, explained Jim Beattie, Director of Global Business Development at WDSGlobal. “The service even manages the configuration of mobile email, allowing end-users to quickly and conveniently send and receive email from an existing email account from their Samsung mobile phone.”

The OTA service provided by Samsung Electronics and WDSGlobal is available free-of-charge to mobile users owning an 'OTA-capable' Samsung device and accessible through easy step-by-step online registration via the Samsung Mobile website, www.samsungmobile.com.

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About WDSGlobal

Since 1995, WDSGlobal has been dedicated to helping mobile operators, handset manufacturers and service providers deliver more profitable products and services to end-users. From handset validation and readiness testing to mobile device management and end-user support, WDSGlobal offers the industry's most complete solution for the management of end-users, devices and services. Believing end-user profitability lies in effective problem prevention and user experience management and not in problem management, the company's GlobalMine framework continually collects, validates and shares data about devices, services and user trends. This is used to enhance the effectiveness of its carrier-grade products and services and to help customers drive service adoption, increase loyalty and drive-down support costs. To find out more, please visit www.wdsglobal.com

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2008 consolidated sales of US\$96 billion. Employing approximately 164,600 people in 179 offices across 61 countries, the company consists of two business units: Digital Media & Communications and Device Solutions. Recognized 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.

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