

## **Samsung Initiates New Era of Telecommunication in Africa**

*Advanced 4G LTE technologies demonstrated at Africa Com 2011 underscore commitment to telecommunication growth in African region*

**Cape Town, South Africa – November 10, 2011** – At Africa Com 2011, Africa's largest annual communication conference and exhibition, Samsung Electronics hosted a series of demonstrations of its advanced 4G LTE line-ups including various types of network systems, chipsets and mobile devices. The demonstrations underscore Samsung's commitment to the development of next-generation communications in Africa through its long-standing expertise in the global telecommunications industry.

To date Samsung has partnered with several governments and major service providers in Africa to deploy and enhance high speed mobile and fixed broadband networks based on 4G LTE technology. In addition, Samsung has established solid business organisations in the region to continuously strengthen and expand its support for African service providers and carriers.

"A large proportion of the African population is comprised of young and ambitious people and Samsung believes that mobile broadband services will play a critical role in realising their economic development, just like we've seen in USA, Japan, South Korea and other Asian markets," said Mr. Youngky Kim, Executive Vice President and General Manager in Telecommunication Systems Business at Samsung Electronics.

"We're confident that Samsung is ready to contribute to this growth with customised LTE solutions for the African market by providing enhanced customer value through credibility and accumulated expertise in telecommunications;" says George Ferreira, Chief Operating Officer at Samsung Electronics SA.

At Africa Com 2011, Samsung proved itself as a mobile broadband expert for African market, by showcasing its full scale of 4G LTE solutions.

Samsung LTE base station boasts the industry's highest level of coverage performance enabled by support for more than 10 Remote Radio Heads (RRH) with advanced RF capability and multiple reception antennas. It is very useful in African market which needs wide radio coverage at much lower cost. Through offering competitive End-to-End LTE solution including network systems, devices and chipsets, Samsung guarantees best quality data and VoLTE service.

Samsung also demonstrated its high capacity LTE FDD and TD-LTE base stations

supporting wide range of frequency bands, which offer more flexibility to service providers and simplify the introduction of new technologies. To support smooth transition to LTE, Samsung showcased its readiness to provide latest GSM solution with competitive features along with LTE deployments for African service operators as well.

Since early 2000, Samsung has been a leading innovator in 4G OFDMA technology domain; having already deployed more than 100,000 OFDMA based cell sites across various frequency bands for commercial mobile broadband services around the globe. Through this experience, it has developed one of the industry's most advanced, cost-effective and energy-efficient suite of 4G network solutions comprising Radio Access Networks, Core Networks, IMS, System Integration and Managed Services.

Samsung entered into the telecommunication systems business in the 1970s with the development of Electronic Exchange Systems. By popularising communication services including ADSL, CDMA, WCDMA, HSPA, Mobile WiMAX and LTE in advanced telecom markets, Samsung has accumulated the experience and expertise to deploy telecom solutions in various environments across the globe. Samsung, which holds the most board positions in 3GPP, has already partnered with more than 30 leading global operators to deploy advanced LTE solutions.

**About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of US\$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company consists of nine independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Memory, System LSI and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, semiconductor chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

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