



Black and White GUI

The new graphic user interface offers a sophisticated view when accessing the phone's menu. Only the selected item on the menu will appear in vibrant colors; the rest of the menu will remain in black and white tones. This simple and intuitive user interface adds a deliberate splash of color when necessary to create a dramatic effect that is refined and elegant, not to mention a delight to navigate.

Vivid Message

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Display

A stunningly large 2.12" 262K QVGA display is the perfect medium for accessing the mobile's contents. Large enough for 13 lines of text, this display features text, photo, and video Caller ID.



Ultra Slim Design

Made of curvaceous lines, beveled cuts and meticulous finishing, the Ultra Edition 12.9 measures at 103.5x51x12.9 mm and weighs a mere 85 grams, truly setting it apart from the competition as the world's slimmest slide-up with a 3 Megapixel camera. From the front, the powerful slide-up showcases a large screen and comfortable keypad, but turn it to the side and the mobile reveals a profile that is amazingly slim. Using Samsung's innovative Smart Surface Mounting Technology (SSMT), this mobile is able to compress the most advanced features in the super slim form.

3 MP Camera

Capturing life's special moments is a snap with the embedded 3.13 Megapixel camera. Outfitted with auto focus, flash, 4x digital zoom, and a mirror for self-portraits, your pictures will always come out looking great. Further enabled by a timer, multi shot, and other photo effects, this mobile phone eliminates a need for a separate digital camera.

uPlus Interface

Samsung introduces a new and expanded interface system offering users the ultimate in convenience. Ranging from uGo to uTrack and uMenu, these new interfaces offer a user-friendly navigation experience.

uGo
Jointly developed by Samsung and Adobe, uGo is an adaptive user interface that automatically responds to the user's environments. The main screen will display a landmark picture of the city you are located in, even adjusting the picture to the time of day or night, with added fun graphics and animation alerting you of missed phone calls and other information.

uTrack
This function significantly increases your chances of recovering a lost or stolen phone by sending an SMS message to a pre-designated number to alert you of when your mobile's SIM card is changed as well as its location. This helpful feature enables you to keep track of your mobile, even when it is no longer in your possession.

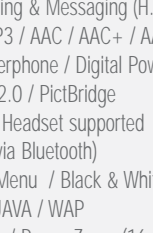
uMenu
Users can create a personalized menu of shortcuts to frequently-used features for ultra convenience. Directly access your favorite functions without having to navigate through numerous menu screens. Time saving and convenient, My Menu puts you in control of your mobile.

Specifications

- Quad-band (850/900/1800/1900 MHz) / EDGE
- 3 Megapixel Camera (4 x Digital Zoom)
- 262144 QVGA TFT Main Screen (240 x 320 pixels, 2.1")
- Video CIF Recording & Messaging (H.263 / MPEG4)
- Music Player (MP3 / AAC / AAC+ / AAC+(e))
- 3D sound Speakerphone / Digital Power Amp
- USB / Bluetooth 2.0 / PictBridge
- Bluetooth Stereo Headset supported
- Mobile Printing (via Bluetooth)
- uGo / uTrack / uMenu / Black & White U.I / Vivid 3D
- MMS / E-mail / JAVA / WAP
- Document Viewer / Power Zoom (16 x zoom)
- TV-Output / Offline Mode
- Background Music Playing
- 60MB User Memory / External Memory : microSD
- Voice Memo / Voice Mail
- 103.5x 51 x 12.9 mm / 85g
- Battery Time (800mAh)
 - Talk time : 3.3h
 - Standby time : 250h

Mobile Enhancements

- Standard Package**
- Standard Battery
 - Stereo Headset
 - Travel Adaptor
 - PC Data Link Kit
- Optional Package**
- Bluetooth Speaker
 - Battery charger
 - Bluetooth Headset Kit (WEP200)
 - Stereo Bluetooth Headset (SBH100)
 - Bluetooth Stereo Headset Kit (SBH170)
 - Bluetooth Stereo Headset Kit (WEP150)
 - TV-Output Cable
 - Bluetooth Car Kit
 - Car Charger



Samsung Mobile Phone
SGH-D900



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Ultra

For a supreme mobile experience, the Ultra Edition 12.9 places powerful features, enhanced by a user-friendly interface, in a stunningly slim and captivating slide-up form. Performance and style, usability and portability, this mobile has it all.

SAMSUNG MOBILE PHONE

The Ultra Edition 12.9

Top of the Class



SGH-D900

Overview

For users who enjoy cutting-edge style and superior performance, this ultra slim quad-band GPRS/EDGE slide-up features a complete line of functions geared for both work and fun. Portable, durable and measuring a stunningly slim 12.9 mm, this sexy slide-up offers 60 MB of embedded memory and additional microSD external memory for virtually unlimited storage of your files. Also enjoy specialized user interface features to make navigating the phone a lot easier. All this, along with the classy finish, put the Ultra Edition 12.9 at the top of the class!

Target Users

- Mid 20's ~ 40's
- Slightly Male-skewed
- Professionals, managers, biz owners
- Design conscious
- Globally conscious
- Pursues balances of mind & body

What is Ultra?

Samsung's new line-up of mobile phones takes the mobile experience to a new level.

Featuring the world's slimmest phones in slide-up, clamshell, and bar form factors, the Ultra Edition phones go beyond the limits by presenting users with groundbreaking breakthroughs in technology and the user experience, unifying both style and strength in ultra slim forms.

Available in 2.5G, with 3G options in each form factor to be released soon, the Ultra Line comprises complete form factors to satisfy every consumer with the ultimate mobile experience.

Ultra Concept

Samsung's Ultra Slim philosophy stems from achieving the right balance of outside elements - slim and ergonomic, and inside elements - inner strength and simplicity of use.

By achieving this optimal balance, users will be able to actualize "Unlimited Living Through these Real Applications", taking the mobile experience to a new limit.

On the outside, Ultra Edition manifest the slimmest depths while perfecting the sleek and stylish designs that Samsung has come to be known for. Stronger and more durable than before, the Ultra Edition also exhibit superior strength on the inside through powerful functions and enhanced user interfaces for easy navigation.

The combination of these two elements results in a class by itself: The Ultra Edition.

Easy-to-Carry

Samsung's Ultra Edition manifest the slimmest depths in each form factor, making them extremely easy to carry. A handy companion with 6.9mm, 9.9mm, and 12.9mm phones for your communication and multimedia needs, these mobile phones easily slip into any pocket or bag when not in use.

Style

Perfecting the sleek and stylish designs that Samsung has come to be known for, these fashionable and beautiful phones are stronger and more durable than before. The minimalist design is enhanced by beveled cuts, clean lines, and meticulous attention to details and finishing for a phone that is visually stunning.

Simplicity

The Ultra Edition simplifies your mobile experience with easy to use navigation.

Simplicity

The new GUI is clean, simple, and intuitive. uPlus Interface is interactive and responds to user's life environments.

Physical UI

Displays are wide, clear, and bright, enhancing readability and multimedia. Keypads are easy to press and responsive.

Ultra Main Portfolio

Silder

<2.5G>
U.E. 12.9 12.9mm 3MP Camera uGo
<3G>
U.E.13.8 13.8mm HSDPA 3MP Camera

Clamshell

<2.5G>
U.E. 9.9 9.9mm 2 MP Camera 2.3" Display
<3G>
U.E.11.5 11.5mm 2 MP Camera 2.3" Display

Bar

<2.5G>
U.E. 6.9 6.9mm 2 MP Camera 66g
<3G>
U.E. 8.4 8.4mm 2 MP Camera 80g

Inner Strength

The Ultra Line showcases mobile phones that are miniscule in form, but mighty in function.

MUSIC

Player supporting various codec
Listening music with Dual Speaker
Wireless Stereo support

IMAGING

2+ Megapixel Camera
with various effect
High resolution video recording(MPEG4)

CONNECTING

Bluetooth SyncML DS , USB External Memory

The Ultra Edition 6.9

Smashing the paradigm for mobile phones, this phone features a groundbreaking slim size – in fact, the world's slimmest at an extremely stunning 6.9 mm. This super slim bar amazingly features a 2 Megapixel camera with QCIF video recording, Advanced File Viewer, and a multi-format music player with Digital Power Amp for enhanced sound, along with a simplified and intuitive UI. Surprisingly light, the fiberglass-infused plastic keeps this bar super portable at just 66 grams, while increasing its durability and strength. Boldly thin, the Ultra Edition 6.9 offers bold performance for slim seekers who also want substance.

The Ultra Edition 9.9

The Ultra Edition 9.9's minimalist design looks as good as it functions. Appealing to users who want a clean yet trendy look, this dual folder offers the perfect balance of beauty and brawn in an ultra slim casing. Outfitted with a 2 Megapixel Camera with high quality QCIF video recording, and a multi-format music player, this mobile makes a strong style statement. Added premium features such as Black and White UI, photo and video Caller ID, uPlus Interface, Offline Mode, and external microSD memory enable you to enjoy the full spectrum of this handset's features. Minimalist design meets maximum performance, all with a depth of less than 10 mm!

The Ultra Edition 12.9

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A: Ultra represents Samsung's devotion to creating the slimmest and lightest product for the market today, built on people's natural desire to "do more with less".

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Q: Are there any usability problems with the phones being too wide?
A: We don't believe the phones are too wide; they are only wide enough to increase the display size. As with the TV industry, once you have a big screen, you can never go back.

Q: Won't it break?
A: The Ultra Edition 6.9 has utilized the recently developed fiberglass-induced plastic, which enhances strength while keeping the phone lightweight. Other ultra-slim phones incorporate materials such as magnesium for strength, durability, and high-quality finish.

Q: How is the battery time?
A: Our Ultra Edition has taken the extra step to maximize power efficiency so the battery time is close to par with normal phones.

Q: How is the reception and voice quality?
A: Our antenna technology has made quantum leaps in recent times, and our RF research lab has taken extensive measures to ensure the highest level of reception. We have full confidence that voices will ring loud and clear.

Q: Why so many slim products?
A: Our portfolio consists of ultra-slim phones designed in every form-factor, target specifically. This range of target will increase upon carrier's request.

Q: Are there any usability problems in opening clamshells?
A: Our designers give high priority in keeping the ergonomics rightly balanced. Also, you may take note that people are willing to give-up on some comfort for that striking look as you so often find in the fashion world.

Q: How is this different from Motorola's Slim phones?
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Q: Why so many slim products?
A: Our portfolio consists of ultra-slim phones designed in every form-factor, target specifically. This range of target will increase upon carrier's request.

Q: Are there any usability problems in opening clamshells?
A: Our designers give high priority in keeping the ergonomics rightly balanced. Also, you may take note that people are willing to give-up on some comfort for that striking look as you so often find in the fashion world.

Q: How is this different from Motorola's Slim phones?
A: Samsung's Smart Mounting Technology (SMT) is an optimized mounting technology designed to reduce the number of components, interference, and noise, ultimately enhancing performances. It is the key enabler to the Ultra-Slim Line.

Q: How is the battery time?
A: Our ultra-slim line has take the extra step to maximize power efficiency so the battery time is close to par with normal phones.

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FAQ

Q: What is The Ultra Edition about?
A: Ultra represents Samsung's devotion to creating the slimmest and lightest product for the market today, built on people's natural desire to "do more with less".

Q: How is this different from Motorola's slim phones?
A: Samsung's ultra-slim design comes from a different starting point: to improve the user's mobile experience by building on their natural desires to do more with less. In design, this translates to reducing discomfort in bulkiness, reliability, and usability. Being able to do this in style while keeping the ergonomics was important for us.

Q: Are there any usability problems with the phones being too wide?
A: We don't believe