

Brendon Gore | Samsung Electronics Co., Ltd. Europe
Phone : +44(0)1932 455686
E-mail : brendon.gore@samsung.com

Yeonhee Park | Samsung Electronics Co., Ltd.
Phone : +82 31 277 1099
E-mail : yeony.park@samsung.com

Lightweight and minimalist design lets you go out in style

Samsung launches the N310: the 10.1" mini notebook that's designed to make you look good

Vienna, Austria, March 24, 2009 - Samsung Electronics, a market leader in consumer electronics and world leader in IT technology, today announced the latest addition to its range of mobile computers - the ultra-stylish Samsung N310 mini notebook. The N310 represents that ultimate union of class-leading design and performance as it features the sophisticated styling of Naoto Fukasawa, a leading international designer whose works have won more than 50 design awards in Europe and America and Asia. This style icon's lightweight and minimalist form, which includes a sleek frameless screen and pebble design keyboard, lets you do more on the move – and still look good!

Naoto Fukasawa's design unites the best in innovative style and technology to make a unique lifestyle statement with its friendly and casual-looking image – perfect for the style conscious consumer who likes to make a good impression.

Underneath the N310's elegant styling and tactile shape is a robust and ergonomic design that is built to meet the highest quality standards. Its durable casing and premium styling provide amazing strength and superior reliability as well as an outstanding look and feel, with exceptional haptics, for a more enjoyable experience wherever you go.

The N310 enables optimum mobility with long-lasting battery powered performance of up to 5 hours*(4 cell battery), 11 hours* with an optional extended 6 cell battery, independent of any power supply. This vastly improved battery life is guaranteed by the LED display and optimized processing performance coupled with Samsung's class leading engineering.

Weighing just 1.23kg (with a 4 cell battery) the N310 is also one of the lightest in its class. Its ultra compact 10.1" design is also small enough to carry in a handbag, briefcase or luggage and robust enough to withstand everyday bumps and knocks and the inevitable hardships of life on the move. So you're always ready to go anywhere.

The N310's sleek and seamless design features a frameless and scratch-proof flat screen and a stylish pebble design, notebook PC style keyboard, which makes typing easier. Its ergonomic design and optimized 17.6mm key spacing, which is 93% of the desktop's, provide a more pleasurable and productive experience, with less strain on your wrists, fewer errors and faster typing speeds.

Despite its compact form, the N310 still includes a comprehensive range of connectivity tools, using a variety of advanced wireless technologies, including HSPA*, WiMAX* and WiBRO*, so you can quickly access the Internet and your data anytime and anywhere. It also includes an internal microphone, headphone-out connection and an integrated 1.3 megapixel digital motion camera, so it's never been easier to stay in touch with friends and family using VoIP telephony, video-conferencing or live messaging when you're on the go.

The N310 also makes sharing your data simple, thanks to its 3-in-1 memory card reader, 3 built-in USB ports and optional Bluetooth 2.0+EDR (Enhanced Data Rate), which can be used to quickly transfer pictures, movies and data to and from virtually any modern camera, peripheral or audio-visual device.

Finally, to provide a more hygienic computing environment, the N310 uses the latest medical technology to coat the anti-bacterial keyboard with a special finish that makes it almost impossible for bacteria to live and breed, so your mini notebook always remains clean.

"The introduction of the N310 takes the mini notebook into a whole new dimension. As well as incorporating the very latest communications technology within a lightweight, but very robust casing it also offers people the chance to savor a premium lifestyle experience with its ultra-stylish and minimalist signature design crafted by world-renowned designer," said Seong Woo Nam, Senior Vice President of Samsung Computer Systems Division.

The Samsung N310 will be available from May in European, CIS, Asian countries, and also in the U.S.

Brendon Gore | Samsung Electronics Co., Ltd. Europe
Phone : +44(0)1932 455686
E-mail : brendon.gore@samsung.com

Yeonhee Park | Samsung Electronics Co., Ltd.
Phone : +82 31 277 1099
E-mail : yeony.park@samsung.com

FEATURES:

Intel® Atom™ processor

Incorporating Intel's smallest and lowest power processor, the Intel® Atom™ processor, which is specifically designed to deliver an amazing Internet experience using netbooks and mini notebooks. Based on an entirely new microarchitecture, the Intel® Atom™ processor increases energy efficiency to extend battery life, while delivering enhanced mobile performance and increased system responsiveness.

Genuine Microsoft Windows® XP Home

Packed with multimedia features, Windows XP Home Edition aims to unlock the full potential of your mini notebook. Designed exclusively for home computing, Windows XP Home Edition puts the exciting experiences of the digital age at your fingertips. From digital photos, music, and video to building a home network, Windows XP Home Edition brings you into the digital age with ease.

Accentuate your lifestyle

Unites the best in innovative style and technology with a stylish design by leading Japanese designer, Naoto Fukasawa. The warm and cute styling and tactile, soft shape make a unique lifestyle statement with its friendly and casual-looking image - perfect for the style conscious consumer who likes to make a good impression.

Industry-leading quality

A robust and ergonomic design built to the highest quality standards. Its durable casing and premium styling provide amazing strength and superior reliability as well as an outstanding look and feel, with exceptional haptics, for a more enjoyable and productive experience wherever you go.

Long-lasting battery life

Delivers longer battery powered performance of up to 5 hours*(4 cell battery), 11 hours* with optional extended 6 cell battery, independent of any power supply, for maximum freedom and mobility. This vastly improved battery life is guaranteed by the LED display and optimized processing performance coupled with Samsung's class leading engineering. So you're always ready to go anywhere and do anything.

Light weight

Experience optimum mobility with an ultra compact 10.1" design, weighing just 1.23kg (with a 4 cell battery), so you can carry less, but do more. Despite being one the lightest in its class and small enough to carry in a handbag, briefcase or luggage, it still incorporates comprehensive functionality for maximum performance on the move.

Sleek minimalist design

Sleek and seamless design with a frameless and scratch-proof flat screen for a premium lifestyle experience. The robust and minimalist layout, which is accentuated by a pebble design keyboard, is more than capable of withstanding everyday bumps and knocks and the inevitable hardships of life on the move.

Instant communication

Provides comprehensive connectivity using a variety of advanced wireless technologies, including HSPA*, WiMAX* and WiBRO*, enabling rapid access to the Internet and your data anytime and anywhere. It also includes an internal microphone and headphone-out connection, so you can easily stay in touch using VoIP telephony when you're on the go.

Brendon Gore | Samsung Electronics Co., Ltd. Europe
Phone : +44(0)1932 455686
E-mail : brendon.gore@samsung.com

Yeonhee Park | Samsung Electronics Co., Ltd.
Phone : +82 31 277 1099
E-mail : yeony.park@samsung.com

Large size keyboard

Makes typing easier with a normal-size, pebble design notebook PC style keyboard. Despite a small form factor, its ergonomic design and optimized 17.6mm key spacing which is 93% of the desktop's provide a more pleasurable and productive experience, with less strain on your wrists, fewer errors and faster typing speeds.

Healthy working environment

Using the latest medical technology, the Samsung anti-bacterial keyboard is coated with a special finish that makes it almost impossible for bacteria to live and breed. So, virtually all bacteria are successfully eliminated and the notebook remains clean, creating a more hygienic computing environment.

Always stay in touch

An integrated 1.3 megapixel digital motion camera makes it easier than ever to keep in touch with friends and family, using video-conferencing or live messaging. The camera combines the resolution and image quality of a still camera with the sustained high frame rates of a video camera.

Simple data sharing

Enables simple data sharing with a host of advanced connectivity tools, including a 3-in-1 memory card reader, 3 built-in USB ports and optional Bluetooth 2.0+EDR (Enhanced Data Rate). That means you can easily transfer pictures, movies and data to and from virtually any modern camera, peripheral or audio-visual device.

ECO friendly

Samsung's own certification mark (ECO), which guarantees Eco-friendly features, including removal of hazardous substances and material, optimized energy efficiency and effective material usage for a more environmentally friendly product.

Warranty, On Time - and On Us

All this is backed up with the peace of mind that your notebook is protected by Samsung's class leading warranty service. In the unlikely event that something goes wrong with your notebook, the Samsung international warranty infrastructure will provide you with a fast track collection repair and return service for your notebook in order to minimize disruption and get you back working as quickly as possible.

Brendon Gore | Samsung Electronics Co., Ltd. Europe
Phone : +44(0)1932 455686
E-mail : brendon.gore@samsung.com

Yeonhee Park | Samsung Electronics Co., Ltd.
Phone : +82 31 277 1099
E-mail : yeony.park@samsung.com

Samsung N310 / Specifications

Processor	Intel® ATOM™ Processor N270 (1.60GHz, 533MHz, 512KB)
Operating System	Genuine Microsoft Windows® XP® Home (SP3)
Memory	1GB (DDR2 / 1GB x 1)
LCD	10.1" WSVGA (1024 x 600) SuperBright® Gloss LED backlit
HDD	80GB / 160GB (5400 rpm SATA) / 16GB (SSD)*
Graphics Processor	Intel GMA 950 (Int. Graphic)
Wireless LAN	<ul style="list-style-type: none"> • 802.11b/g/n* • Bluetooth 2.0 + Enhanced Data Rate* • HSPA* / WiMAX* / WIBRO*
LAN	10/100 Ethernet
I / O Ports	<ul style="list-style-type: none"> • 3-in-1 Card Reader (SD, SDHC, MMC) • 3 x USB 2.0 • 1 x Headphone-out • 1 x Mic in • 1 x Integrated Mic • 1 x VGA Port • 1 x RJ45 (LAN)
Multimedia	1.3 Megapixel Web Camera
Battery Life	<ul style="list-style-type: none"> • 4 Cell (4400mAh) Lithium ion - Up to 5 Hours* - Up to 2.7 Hours* for video playback • 6 Cell (8850mAh) Lithium ion - Up to 11 Hours* - Up to 6.2 Hours* for video playback
Keyboard	<ul style="list-style-type: none"> • 84 Keys (Europe, Others), 17.6mm Pitch (93% size of desktop's) • 83 Keys (US, Korea, CIS)
Speaker	3W Stereo Speaker (1.5 Watt x 2)
Dimensions (WxDxH)	262 x 184.5 x 28.0 mm
Weight	1.23 kg (incl. 4 cell battery) / 1.35 kg (incl. 6 cell battery)
Warranty	1 Year International Collect and Return*

* based on factory specification, Subject to change. Errors and omissions accepted. Battery life based on Battery Mark test scores that will vary based on configuration. Warranty service availability and response times may vary from country to country and may also be subject to registration requirements in the country of purchase. OS reveals lower HDD capacity than the specification as the difference of the calculation way and recovery partition.

