

## **CES behind us, so now it's onto the next Galaxy**

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Most of the products introduced at the just concluded CES will never see the light of day.



That electric car from Sony? A concept. That new augmented reality software that shows you what you would look like if you actually shed some pounds—as you work out? Just a prototype.

So let's move on to the real things, actual products that will be released. Like next month. And in calendar 2020.

Say hello to Samsung's next premium Galaxy phone lineup. The company is staging a press event on Feb. 11 in San Francisco to introduce the phones, expected to be called the S11. Last year, the S10 family of phones were released in the first week of March, so that's a pretty good bet for the first major tech device of 2020.

The Apple iPhone is the world's best-selling tech device, with sales of 185 million units in 2019, according to Wedbush Securities, while some 30 million Galaxy phones were sold.

The Mobile World Congress show opens in Barcelona on Feb. 24, and like CES, it attracts all the big players—except Apple. But unlike CES, most of the <u>new products</u> introduced and displayed there—like the next Galaxy, and phones from OneTouch, Huawei and others—will actually be released during the same calendar year, says Tim Bajarin, an analyst with Creative Strategies.

When Samsung released the S10, it was one of the first phones to include three camera lenses instead of two, with an additional super wide-angle perspective. Apple ended up copying that feature when it released its iPhone 11 Pro series in the fall.

Of the best-sellers from 2019, Apple's products were released in March (the iPad Mini) September, (iPhones) and Oct. 30th for the AirPods Pro.

Amazon began shipping its updated Echo speakers in October and



Google released the Pixel 4 smartphone on Oct. 24.

Daniel Ives, an analyst with Wedbush Securities, expects Apple to have a spring event to debut a new, lower price and small iPhone. It would replace the discontinued SE, which had a 4-inch screen and was based on an older iPhone design.

Most of the real products that will see the light of day from CES are television-related.

The new streaming services Quibi (\$4.99, with ads) and HBO Max (\$14.99 monthly) both exhibited at CES and say they will be available and April and May, respectively.

Beyond that, Sony, Samsung, LG and others showed off their new 8K TV sets, offering way greater resolution than your current 4K model, with an expected heftier price tag as well.

These companies missed two very important details in their product reveals—pricing and availability. We can only assume some might be out this year, as traditionally, TV manufacturers announce the sets at CES and release them in the spring.

But here's a good guide—they ain't gonna be cheap.

Samsung has an 88-inch 8K model from 2018 that's currently available, and it will only cost you \$15,000.

Remember that, on Black Friday, many 50-inch 4K sets were selling in the \$300 range.

The Lenovo Thinkpad X1 laptop that rolls up and bends at will was one of U.S. TODAY columnist Marc Saltzman's favorites from the show. It



has a price tag—a whopping \$2,499 and a vague release date of "mid-2020."

So start saving up now.

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