

Samsung may soon 'unfold' plans for new foldable and flip smartphones

July 21 2021, by Mike Snider



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Samsung looks to be ready to unveil some new flip and foldable phones.

The official announcement is expected at Samsung's Galaxy Unpacked: Get Ready to Unfold event to be held online on Aug. 11 at 10 a.m. ET / 7 a.m. PT. The electronics giant posted information on Twitter about the event Tuesday.

On its website for online registration to the event, Samsung teases: "For the past decade and more, we've seen smartphone innovations change our daily lives. Why change a good thing? ... We're about to give you better. Get ready to unfold."

Consumers interested in getting early dibs on the electronics giant's next flagship device can go to Samsung's Reserve Now site to get in line for an exclusive pre-order offer, as well as 12 free months of Samsung Care+ and up to an extra \$100 trade-in credit.

Additional hints appeared on that reservation sign-up page: "Now more than ever there is a need for flexible, versatile mobile devices that can keep up with the fast pace of our lives so we can maximize and enjoy every moment."

When you sign up, an email arrives hinting that a new flip phone is coming, "You are going to flip for your new Galaxy."

Samsung's first foldable phone, the Galaxy Fold, was priced about \$2,000 and came to market in September 2019 a delay of six months or so after some early reviewers reported broken screens and other damage issues.

Samsung brought its first Galaxy Z Flip smartphone out in February 2020, to be followed by the Galaxy Z Flip 5G in August 2020 and the Galaxy Z Fold2 5G a month later.

Earlier this year, Samsung reduced the prices on its most recent models:

the Galaxy Z Flip 5G with its 6.9-inch display, initially priced at \$1,449 was repriced at \$649.99 with trade-in on Samsung.com.

The Galaxy Z Fold2 5G, which had \$550 cut from its original price of \$1,999, has a 6.2-inch front screen and unfolds to reveal a 7.6-inch middle screen.

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Citation: Samsung may soon 'unfold' plans for new foldable and flip smartphones (2021, July 21) retrieved 3 December 2023 from

<https://techxplore.com/news/2021-07-samsung-unfold-foldable-flip-smartphones.html>

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