

## Can Samsung put out the flames with the new Galaxy S8?

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Samsung hopes to extinguish the flames with the new Galaxy S8 after withdrawing the Galaxy Note 7 last October due to the devices battery randomly bursting into flames. Can the S8's bigger screen and digital assistant win back customers?

The new flagship S8 and plus model will directly take on the Apple iPhone 7 including Siri with the South Korean maker unveiling its new digital assistant named Bixby.

The most striking feature of the new Galaxy S8 are its tiny bezels which for a much larger screen to fit into a smaller form factor. The screen essentially covers the entire face of the device. The standard model comes with a 5.8 inch screen, whilst the plus model is a staggering 6.2 inches making it much bigger in comparison to the iPhone 7 variations.

Users are able to activate virtual assistant, Bixby, at the click of a dedicated button located at the side of the device creating a seamless touch to voice transition.

Samsung is also developing a new version of its VR headset featuring a controller and remodelling Gear 360, the companies all-round camera gadget.

The fires literally burned a hole in Samsung's stock market price and customer trust last year. The firm hopes the new Galaxy S8 will put those out and win back customer trust this time round. Although the S8 battery retains the same strength at 3000 mAh as its predecessor users can now sleep easier at night as the company has put greater safety precautions into the new batteries development.

It is also good news for selfies with the new front facing camera being boosted from 5 to 8 megapixels.

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