

Samsung Galaxy S6 Edge Named Best in Show at Mobile World Congress 2015

Friday 6 March, 2015

The Samsung Galaxy S6 edge today received the special honour of "Best New Handset, Tablet or Device" from the GSMA at Mobile World Congress 2015. The award recognises the best new device launched during the show. This is the second consecutive year Samsung has received this award, following the Samsung Gear Fit in 2014.

Samsung's redefined smartphones, the Galaxy S6 and Galaxy S6 edge, create a new standard for design, craftsmanship and performance with the most advanced Samsung technology. The devices are not only beautifully designed, but they are more powerful than any previous Galaxy device in terms of usability and functionality.

The award underscores Samsung's on-going leadership in mobile technology development as the company strives to fulfil the diverse interests and needs of modern consumers and businesses.

"With the Galaxy S6 edge, we sought to blend technology and design in a way the world has never seen before," said JK Shin, president and head of IT & Mobile Communications Division at Samsung Electronics. "We are honoured that the GSMA agree that these are our most elegant and powerful devices so far."

The Samsung Galaxy S6 and Galaxy S6 edge have received more than 20 prestigious awards on-site at MWC 2015, including Ubergizmo's "Best of Mobile World Congress," Mashable's "Top Pick" and Laptop Magazine's "Top Pick."

- "With an emphasis on simplicity, design and restraint, Samsung is moving in the right direction with its flagship." – Mashable
- "Samsung has delivered on the most important points that make a smartphone great." – Ubergizmo
- "These two glass-and-metal phones seriously bring the sexy." – Laptop Magazine

Additionally at MWC 2015, Samsung's mobile security platform KNOX also received the prestigious honour of "Best Security/Anti-fraud Product of Solution" from the GSMA. The smartphones' software and mobile security capabilities were recognised as the best solution launched during this year's show in the enterprise mobile security division. KNOX has received rigorous government accreditations worldwide, including the United States Department of Defense.

For full information on the Galaxy S6 and S6 edge please visit www.samsung.com/uk/galaxys6/.

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