

Samsung Launches “Blue Earth”- the First Full-Touch Eco-Friendly Mobile Phone

Blue Earth is made from Post Consumer Material (PCM), which is extracted from water bottles, helping to reduce fuel consumption and carbon emissions during the manufacturing process. The device, including the charger, is free from harmful substances such as Brominated Flame Retardants (BFR), Polyvinyl Chloride (PVC) and Phthalate.

The latest in a series of eco-friendly products, Blue Earth comes with a unique user interface which is designed to draw attention to preserving our fragile environment. With “Eco mode,” screen brightness, backlight duration and Bluetooth can be set to an energy-efficient mode with just one click. The “Eco Walk” function allows users to count their steps with a built in pedometer and calculate the reduction in CO2 emission realized by walking as opposed to using a motor vehicle. This unique function allows users to see the value of walking by calculating the number of trees that have been saved.



The image shows a screenshot of the Samsung website's news section. On the left is a navigation menu with categories like 'Corporate profile', 'Investor relations', 'Sustainability', 'Citizenship', 'Our businesses', 'Management', and 'Careers'. The main content area features a news article titled 'Samsung Launches “Blue Earth”- the First Full-Touch Eco-Friendly Mobile Phone' dated 10/14/2009. Below the article title is a large image of the Samsung Blue Earth mobile phone, which is a blue, full-touch device with a large screen displaying a home screen with various icons and a weather widget.



This block contains a small image of the Samsung Blue Earth phone at the top, followed by a detailed text description. The text describes the phone's eco-friendly features, including its construction from Post Consumer Material (PCM) extracted from water bottles, its full-touch screen, and its unique user interface. It highlights the 'Eco mode' settings for screen brightness, backlight duration, and Bluetooth, as well as the 'Eco Walk' function which uses a built-in pedometer to calculate CO2 reduction and the number of trees saved. The text also mentions the phone's compact packaging made from recycled paper and its solar energy-efficient charger.

Seoul, Korea, October 14, 2009 – Samsung Electronics Co. Ltd. today announced the launch of Samsung Blue Earth, an environmentally friendly mobile phone with a full touch screen. First showcased at the Mobile World Congress 2009 in Barcelona, Samsung's Blue Earth has been highly anticipated because of its eco-friendly concept as well as its sleek design and advanced multimedia features.

Previously, eco-friendly mobiles meant lower energy consuming mobile phones with very limited feature sets. However, Samsung Blue Earth combines the latest multimedia features and stylish design harmoniously, while achieving lower energy consumption and incorporating eco-friendly materials.

With the commercial launch of Blue Earth, Samsung reinforces its commitment to protecting the environment through the design of eco-friendly products and a program of activities for its customers.

"Samsung's Blue Earth is not just another addition to our mobile line-up, but a significant step forward in our commitment to protecting the environment," said Mr. Jik Shin, Executive Vice President and Head of the Mobile Communication Division of Samsung Electronics. "I am very pleased to announce the launch this landmark eco mode, and Samsung will continue to introduce innovative eco-friendly mobiles like Blue Earth to target the broader consumers."

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The packaging for Blue Earth is designed to be compact. The package is made from eco-to-recycle paper and printed in soy ink. It also suggests a simple DIY idea to reuse the package as a photo frame or a pencil box.

Blue Earth comes with a 5 star energy efficient charger which uses only 0.03W of power in standby mode. As part of the Voluntary Agreement of European Commission PP (Integrated Product Policy) pilot program, Samsung has agreed to start showing ratings on energy consumption on the no-load mode of the mobile device charger. Furthermore, by charging with the solar panel located on the back of the phone, users can generate enough power to use the device anytime and anywhere. Solar energy is considered one of the most eco-friendly energy sources and it helps users reduce usage of energy from non-renewable sources.