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Samsung 'Night Effect'  
Samsung

## [Emporio Armani's 'Night Effect' Introduced by Samsung](#)

*Fashionistas, are you ready?*

On Sunday, September 21, at a press event in Milan, Italy, Samsung and [Armani](#) unveiled the Samsung M75500 mobile phone, nicknamed the Night Effect. For Samsung, this is the second mobile phone with the Armani branding, but the first for Emporio Armani (the first was Giorgio Armani).&nbsp;

The phone is a bar type one, and looks really slim but, at the same time, it's kind of burly. Then again,&nbsp;it's designed by Armani himself so something out of the ordinary was to be expected. The first thing you'll notice are the flashing lights on the left side with the name Emporio [Armani](#) written all over, which change colors from red to blue and green. With this kind of effects, it's certain that the phone will light up the night like a Christmas tree, thus the nickname Night Effect.

You also get the Armani logo just under the camera on the back of the phone and under the display. A cute little logo is also placed just on the display, on its upper left side. The black and red-blue-green shining [LED](#) is sure to make a bold statement and turn this phone into an eye-catcher anywhere you go, since it definitely has the looks for it and it was not designed to stay out of the spotlight.

Night Effect is a great looking phone, but you might also wonder what else you get with it. The first thing you notice when you hold it in your hand is the play/pause buttons of the embedded music player compatible with [MP3](#) and WMA files, and a built-in FM Radio as well. With great playing capabilities comes great need of storage space, so even if the phone has only 120 MB of internal memory you have a microSD card slot that solves this problem.

You also get a 3.2 megapixel camera for taking snapshots, which you'll then be able to see pretty clear on the 2.2-inch reinforced glass AMOLED display. If you're also wondering whether this stylish phone will work in your network, you should probably know that it is a quadband with GSM/HSDPA connectivity. Another thing worth mentioning is that you have USB 2.0 and Bluetooth 2.0 connectivity, so the [Samsung](#) M75500 is not only a beautiful phone, but also a practical one.

Another detail that was disclosed was that the phone would start sell in November in Europe, through most mobile phone retailers, as well as in Emporio Armani stores. The price has not been set yet, so we'll just have to wait and see.