

By: March 2008, Communications News Editor

## [Samsung AnyCall Haptic, Maybe the Hottest Thing Since the iPhone](#)

*With haptic feedback and customizable menus*

Samsung recently unveiled AnyCall Haptic, a new mobile phone that might become the next best-seller for the South Korean company. The handset's original name is SCH-W420 (or SPH-W4200), but since it's part of the AnyCall series and comes with haptic feedback, Samsung decided to name it AnyCall Haptic, which sounds better than just some letters and numbers put together. The new AnyCall Haptic is a candybar that resembles Samsung's [F700](#) model and (obviously) also Apple's iPhone. Unlike the iPhone though, the new Samsung features three hardware keys, right under the wide touchscreen display, which will offer a better control over its functions. Probably the coolest thing about AnyCall Haptic is that it comes with a unique user interface specially created to provide sensitive, visual and acoustic sensations never experienced before on a mobile phone. Together with the haptic-enabled 3.2 inch touchscreen, the new UI is set to lure mobile users and make them forget about any other handset out there. Even more, AnyCall Haptic comes with Widgets support, allowing you to customize its menus, hence bringing it closer to your dream-phone. Other known features of the sleek handset include terrestrial broadcast TV receiver and a 2 Megapixel camera (not too great, but the iPhone, for example, has a similar camera and no one refused to buy it because of this). The AnyCall Haptic handset will be soon available in South Korea for prices starting from 700,000 Won, meaning about \$700 or 450 Euro, and at the moment there are no details about future releases in other countries. CTIA Wireless (1 - 3 April 2008) is probably the place where [Samsung](#) will reveal more about the new phone and, hopefully, there will also be an announcement regarding a world-wide version of it. Until then, enjoy the below YouTube commercial with AnyCall Haptic. It's in Korean and it's kind of short, but it's still better than nothing.