

By: [Ajithkumar](#), Communications News Editor

## **Samsung and Didier Drogba Launched the Stylish J700**

### *In the UAE*

Samsung and Didier Drogba, the company's new brand ambassador for Africa and the Middle East, launched a new mobile phone in the UAE: Samsung J700 (or SGH-J700) available in the next few days. The handset is a stylish and affordable device targeted for users who want to have a good looking phone without paying too much for it. Samsung J700 comes in a slide form factor, it weighs 92 grams and, when closed, it measures 99.5 x 48 x 14.8 millimeters. The phone packs a 2 inch TFT display with 65K colors and 128 x 160 pixels, tri-band GSM connectivity (900 / 1800 / 1900 MHz) with GPRS and EDGE, Music player (MP3, MIDI, AAC and AAC ), Video player (MPEG4 and 3GP), FM radio, Bluetooth 2.0 with A2DP, USB 2.0, Java MIDP 2.0, 10MB of internal memory and microSD card support for up to 1GB. The handset also packs a 1.3 Megapixel camera with video recording, that, besides the fact that it's a basic one, it manages to offer pictures at a pretty decent quality. The battery included in the J700 is an 800 mAh one that can provide up to 3 hours of talk time and up to about 250 hours of stand-by time. For more detailed information about the new Samsung (plus lots of images), you should check out the phone's comprehensive review written by Softpedia, found at [this address](#). Talking about the new slider, Mr. Sandeep Saighal, General Manager of handheld phones at Samsung Gulf Electronics, said: "Samsung J700 blends sleek styling with essential features, creating a high-class handset with a practical price. The slim design and the glossy casing have turned it into a contemporary fashion statement. With Samsung J700, we are confident that the combination of cutting edge technologies and sophisticated style will attract our consumers". The UAE price for Samsung J700 was not revealed yet, but in Europe the phone retails for about 130 Euro (\$200), so UAE mobile users should expect to pay the same amount of money. Most probably, after the release for the UAE, Samsung will also make the J700 available in other markets from the Middle East and Africa.