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SAMSUNG OVERTAKES APPLE IN SMARTPHONE SALES

Following the news that Samsung has overtaken Apple to become the world's biggest shipper of smartphones between July and September, according to Strategy Analytics, **Ernest Doku, technology expert at uSwitch.com**, commented: "The stats are not surprising. Apple only has a few handset models competing in the smartphone arena and Samsung has emerged as a market leader with its best-selling Galaxy S II. A powerful combination of heavy advertising and a smartphone that hits consumer expectation in terms of price and functionality has reinforced the perception that an Android phone like the Galaxy S II can be more than a match for the iPhone.

"The Galaxy S II has been the most popular phone on uSwitch.com for five consecutive months and the manufacturer has cunningly covered all bases with a wide range of handsets that deliver on price and capability.

"It's clear that both manufacturing giants have very different tactics in the mobile market. Samsung's handsets span the entire range of price points, whilst the iPhone is restricted to a few premium models, which people are still prepared to pay for."

For more information visit www.uswitch.com or call 0800 093 0607

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