

# Do you know the meaning of the 'S' sign on Samsung Galaxy?

Have you ever wondered what the S sign of Samsung Galaxy smartphones meant? Let's TipsMake.com find out!

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Surely one of us has also spent a lot of time to access the Internet and can sometimes encounter some " *very simple* " questions about a famous model today but don't know how to answer. . Today, TipsMake.com will help you learn a bit about smart phone lines of Korean electronics firms.



Have you ever wondered what the "S" symbol in the Samsung Galaxy smartphone has to mean? Certainly it is not a random sign, nor is it an abbreviated letter of Samsung that is placed in a certain sense. Here is Samsung's answer, which is quoted in the text of brand promotion in 2011:

" S " ( *Super Smart - Super smart* ): Devices in this line are considered to be key in Samsung's mobile business. This symbol is only used for high-end phones such as Samsung Galaxy S - a smartphone-smartphone device honored for its achievement of selling 10 million phones globally.

"A" ( *Alpha - Good, basic* ): These are medium but high-end devices.

"E" ( *Elevate - Lift, cheer* ): These are mid-range devices, middle segment

"J" ( *Joy - Cheerful* ): These are mid-range devices but in the lowest segment

" **R** " ( *Royal, Refined - Royal, Refined* ): This is the category of high-end devices with full convergence of power, good performance for those who want to express themselves by technology advanced.

"**M**" ( *Magical* ): Representing high-performance phones with competitive price.

"**Y**" ( *Young - Young* ): Representing the popular phone models towards the market of developing countries as well as with young consumers always consider the price when choosing to buy equipment.

That means the full name of Samsung's high-end phone is **Galaxy Super Smart 6** ( *Galaxy Super Smart 6* ). Although the meaning given by the Korean electronics company is somewhat exaggerated, it has also contributed to the positioning of brands and segments that Samsung has been targeting since 2011 until today. Even later, it still allowed industrial observers to easily distinguish them for years.

Having fun!

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