

Galaxy A series 2021: New product, using the same strategy that put Samsung at the top

Following the success of the Galaxy A series in 2020, Samsung once again applies the A series 2021 products to boost sales.

Samsung has successfully turned its Galaxy A 2020 line into "all-round" phones in its segment. The Galaxy A51 or A71 last year received a lot of attention from users. It can be considered as an improvement and also a "brave" move for competitors, especially those from China. With the success well received by many popular users, this manufacturer continues to apply the "old strategy" to this year's Galaxy A product line.



Samsung Galaxy A72 and Samsung Galaxy A52.

Modern design personality

Currently, smartphones do not only stop at convenient features but always have to renew their appearance to suit a wider variety of users.

Grasping that mentality, Samsung always changes the design of its products towards more modern and personal. Whether it is high-end or mid-range products like Galaxy A, Samsung is always 'taking care' of every detail. The back of the Samsung Galaxy A series this year is still finished from plastic, but less sweat and fingerprints, especially the color of the device is extremely attractive. For example, the white Galaxy A72 and the black A52 5G below are extremely luxurious.



Design is equally luxurious of the Galaxy A series 2021.

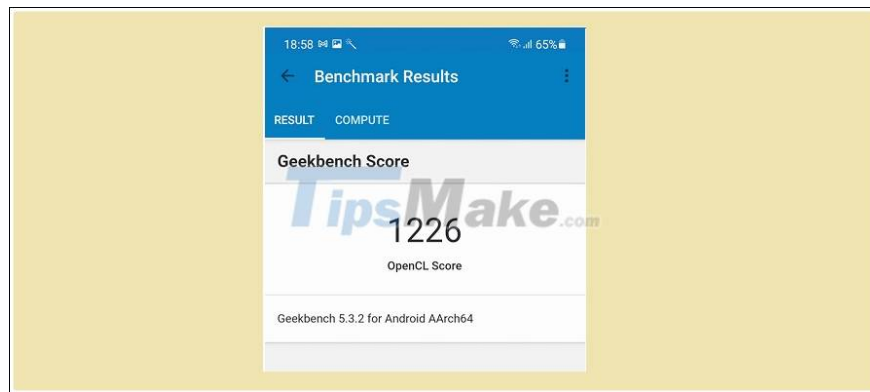
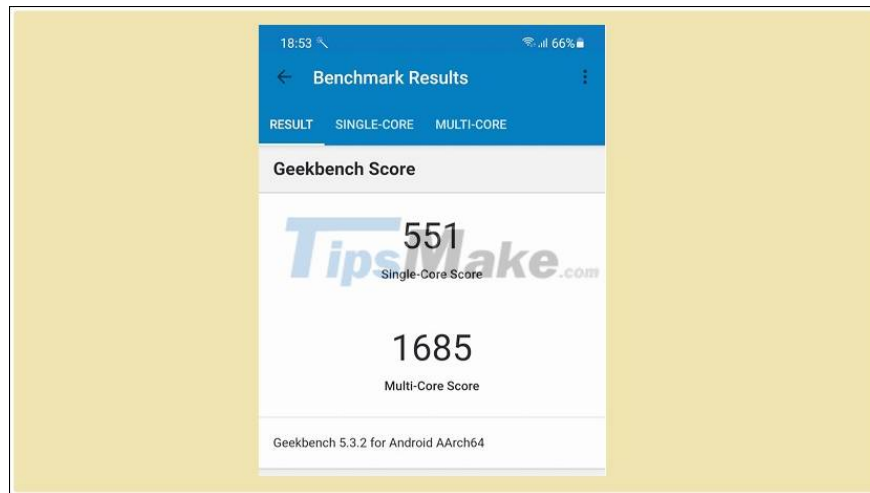
Speaking of the design, the screen also plays an equally important role, the raw screen design will 'deviate from the tone' with the overall machine. Samsung has brought screens with the design of 'Infinity-O', large size up to 6.7 inches like on the Galaxy A52 5G.



Large screen with "Infinity-O" design increases entertainment experience.

Configuration powerful enough to compete

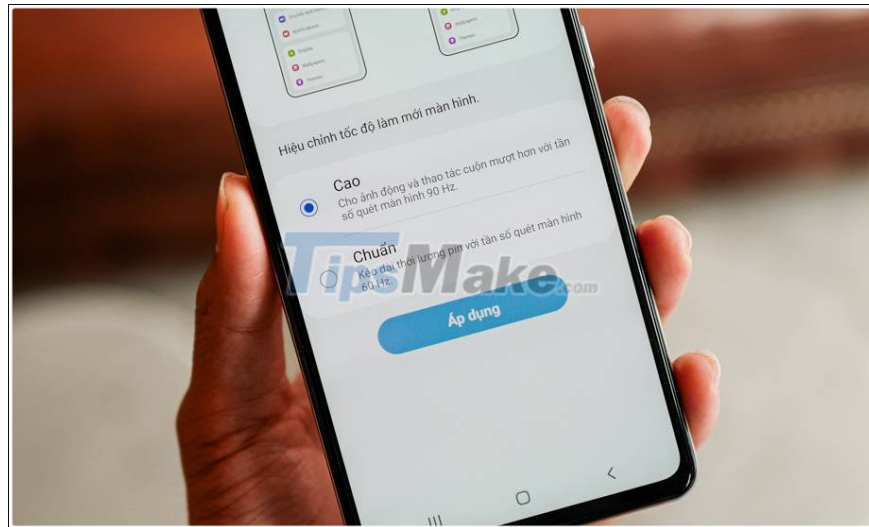
About the hardware. Samsung has equipped its products with a configuration that is strong enough to meet the needs of users from basic to more advanced tasks. Typically, the Galaxy A72 is equipped with a Qualcomm Snapdragon 730G processor, Galaxy A52 is a Snapdragon 720G processor or Galaxy A52 5G is equipped with a powerful Snapdragon 750G 5G.



Samsung Galaxy A72 Benchmark Score.

Along with the processors that is RAM memory enough up to 8GB of RAM. Basic users who only listen, call, text, surf the web can choose 4GB or 6GB versions to save costs and still meet daily needs. The 6GB and 8GB RAM configurations will be suitable for those who require multitasking applications higher than 4GB RAM version, or need in average graphics gaming entertainment - pretty.

Especially the screen is the most notable upgrade point on the Galaxy A series this year. The mid-range machines now have a very beautiful screen with a Super AMOLED panel, with a resolution of 1080 x 2400 pixels, . Specifically, the Galaxy A52 and A72 will have a 90Hz refresh rate screen, and Galaxy A52 5G version will be equipped with an extremely smooth 120Hz screen.



Galaxy A series 2021 has a refresh rate of 90Hz and 120Hz.

In addition, at the present time, when 5G mobile networks are becoming more popular, the phones with 5G integration are also getting more and more welcome. Samsung has been quick to bring this 'technology of the future' to this year's Galaxy A series smartphones. This is a big plus point of the company that makes the Galaxy A 2021 series a 'formidable' competitor to products in the same segment from other manufacturers.



Samsung Galaxy A52 5G attracted a lot of attention from users.

Good camera, lots of creative features

The camera system of Samsung Galaxy A series 2021 still retains the advantages of its predecessors and further improved. Users will unleash their artistic creativity because Samsung has a full range of large resolution cameras, super wide-angle cameras, macro cameras and dept cameras to take on the task of measuring depth of field when taking portraits.



Camera integrates many attractive features, "catch the trend".

Smartphones that have received a lot of attention such as Galaxy A72 and A52 5G are equipped with main cameras with 64MP resolution, OIS optical image stabilization. Besides, interesting features such as 'One-touch shooting' mode, professional movie recording, super slow motion, . are still kept on this year's products.

Taking advantage of brand value to boost sales

Brand is an important factor to gain trust from users. Samsung knows that this is also its advantage, so it focuses more on promoting its products. Bringing cutting-edge technology into mid-range products at a reasonable price, adding reputable brand names all together is a smart strategy that this Korean manufacturer is pursuing.



By meeting the users' demand for a smart phone with good configuration, beautiful design, many attractive features, advanced technology with reasonable price, Samsung is increasingly strengthening its position. position in the smartphone market. The competition in the under 15 million dong segment will be extremely attractive and Samsung is making other competitors wary of its current successful strategy.

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