

HUGE

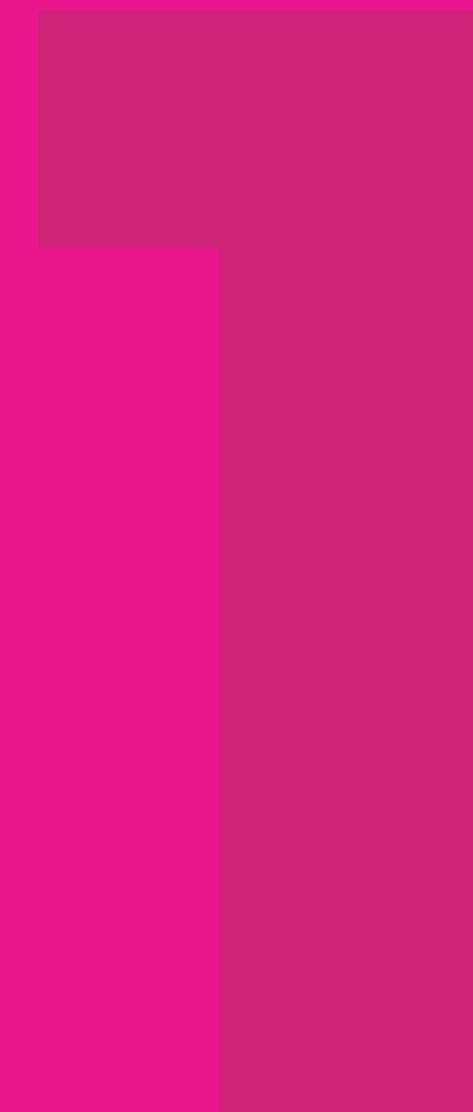
Hello Straight Talk.

2044 ST Samsung LP

May 1, 2019

1. The ask.
2. Our POV.
3. Creative.
4. Next steps.

Agenda.



The ask.

The ask.

Showcase & educate consumers on the selection of Samsung handsets that are offered with Straight Talk.

UX/UI.

TracFone proposed module options, but open to Huge UX/UI recommendation.

Strategy.

TracFone looking for recommendation on device hierarchy and module content.

2

Our POV.

Our experience should
build upon the foundation
of the Samsung brand.

Samsung brand.

Pushing human potential.

Samsung's brand philosophy focuses on championing human potential — helping people defy the daily barriers that stand in their way (#DoWhatYouCant). Samsung believes the world may teach us can't, but we are all born to do what can't be done.

Focusing on the future.

Samsung's ongoing mission is “to create the future.” The brand is dedicated to building innovative, next-generation technology and devices that help consumers push the boundaries of what is possible today: to use Samsung products to create what's next.

Our approach is based on
key attitudes and behaviors
of the Straight Talk target.

Aspiring deal-seekers.

Tech-savvy.

Despite wanting the latest devices from Samsung and Apple, nearly 40% of them shop around and wait until technology becomes cheaper before considering a purchase.

Value-oriented.

They make around \$48k a year and pride themselves on being savvy shoppers. When it comes to considering a no-contract provider, 41% are looking for better value for their money.

Budget-conscious.

Close to 20% will be in-market to switch within the next year, and a third of them plan to buy a Samsung device. However, they only anticipate spending \$358 on their next phone.

User-centric content approach.

Devices.

We recommend surfacing the latest device offered by Straight Talk (S10) at the forefront of the site to pique users interest. From there we should dedicate a larger portion of the site experience to highlighting additional devices that are more cost-effective and align closer to Aspiring Deal-Seeker wants and needs (S8+, S9+, Note9).

Content.

We recommend focusing on three prominent device features (per device) that help to differentiate the Samsung phones Straight Talk is offering. Differentiating the phones from each other provides four distinct value-props to Aspiring Deal Seekers who visit the page.

Creative.



UX approach.

Content wireframe.

Content wireframe.

• Intro Module

• Video Module

• Hero Product Module

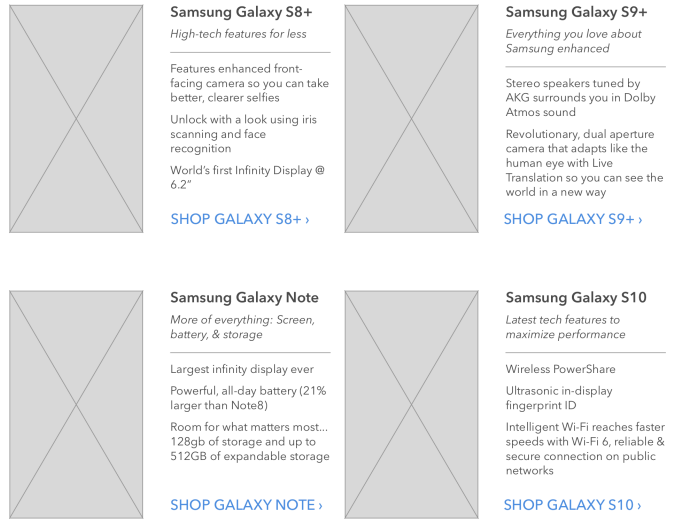
• Product Showcase Module

• Comparison Chart Module

• Brand Module



Bring home the power of Samsung



	Galaxy S8+	Galaxy S9+	Galaxy Note
Color	Glass: Prism Black	Glass: Prism Black	Glass (LTE GB Model): Prism Black
Screen	5.8" Infinity Display Fast LCD Super AMOLED	6.1" Infinity Display Dual LCD Super AMOLED	6.4" Infinity Display Quad LCD Super AMOLED
Display Type	Flat	Edge	Edge
Biometrics	Capacitive Fingerprint Back-mounted	In-Screen Ultrasonic Fingerprint Facial Recognition	In-Screen Ultrasonic Fingerprint Facial Recognition
Front Camera	10MP Selfie Camera	10MP Selfie Camera	10MP Selfie Camera 8MP Portrait Lens
Rear Camera	12MP Super Speed Dual Pixel 12MP Ultra Wide 12MP 2x Zoom	12MP Super Speed Dual Pixel 12MP Ultra Wide 12MP 2x Zoom	12MP Super Speed Dual Pixel 12MP Ultra Wide 12MP 2x Zoom
Capacity	128GB Storage / 8GB RAM	128GB Storage / 8GB RAM	128GB Storage / 8GB RAM
Battery	3,100mAh All Day Battery ¹ Wireless PowerShare ²	3,500mAh All Day Battery ¹ Wireless PowerShare ²	4,100mAh All Day Battery ¹ Wireless PowerShare ²
	SHOP GALAXY S8+	SHOP GALAXY S9+	SHOP GALAXY NOTE

All without a contract.

NO CONTRACTS
No contracts, no credit checks and no activation fees. With Straight Talk there are no activation fees and no credit checks.

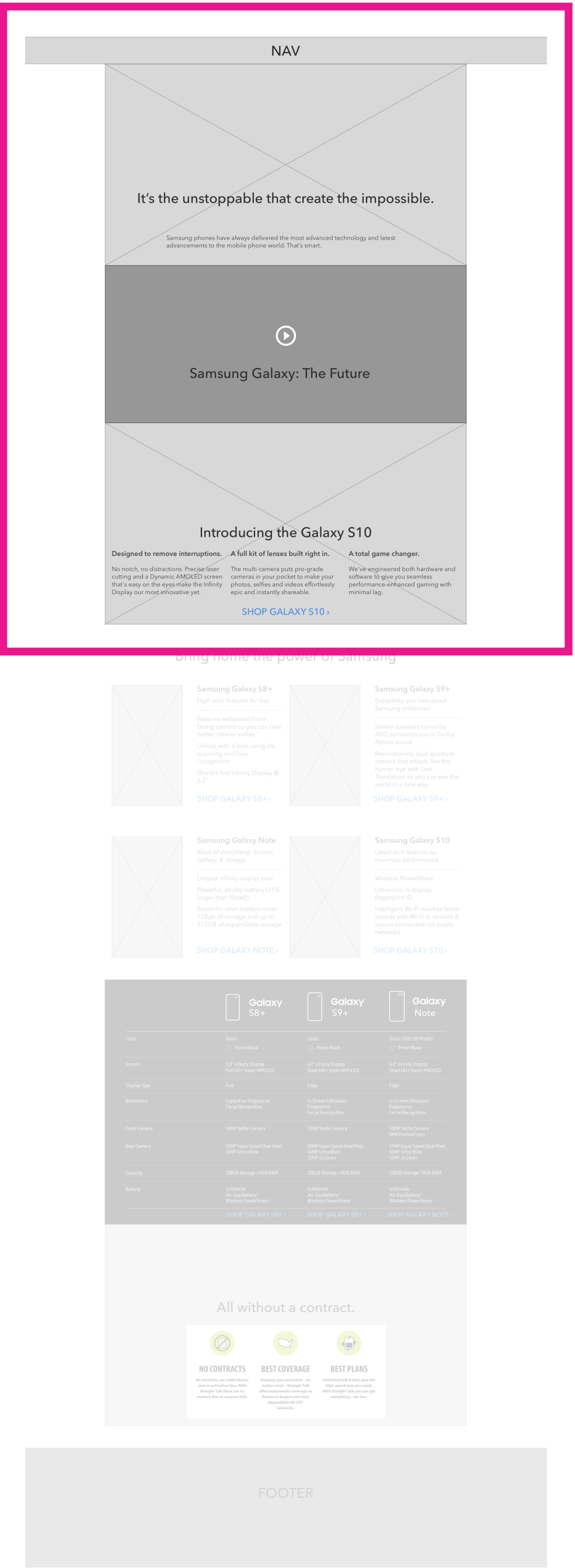
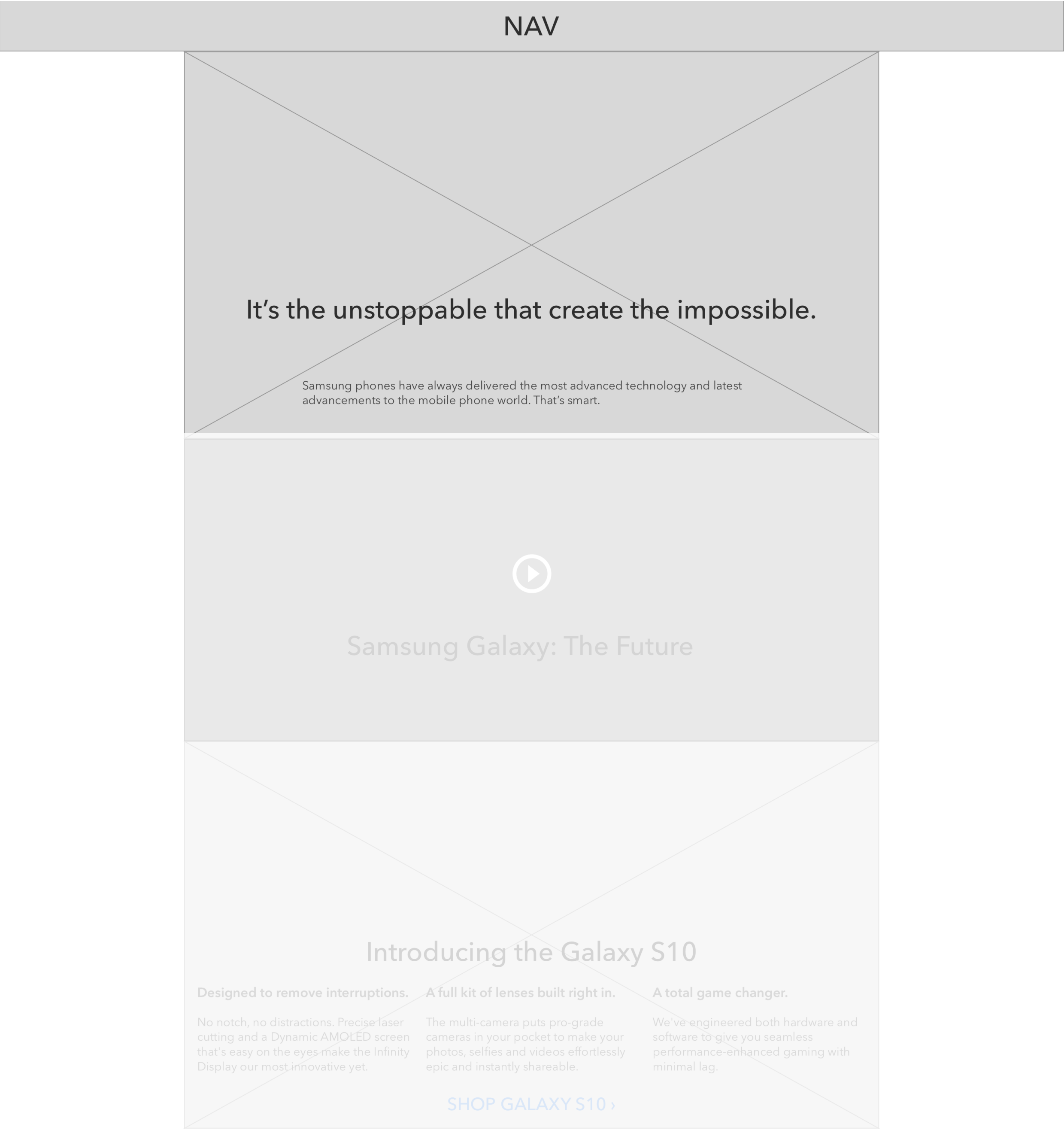
BEST COVERAGE
Keeping you connected – no matter what – Straight Talk offers nationwide coverage so you can stay connected wherever you roam.

BEST PLANS
Unlimited talk & text, plus the high-speed data you need. With Straight Talk you can get everything – for less.

Content wireframe.

Intro Module

Introduce the Samsung brand and what its family of products stands for in the wireless category.



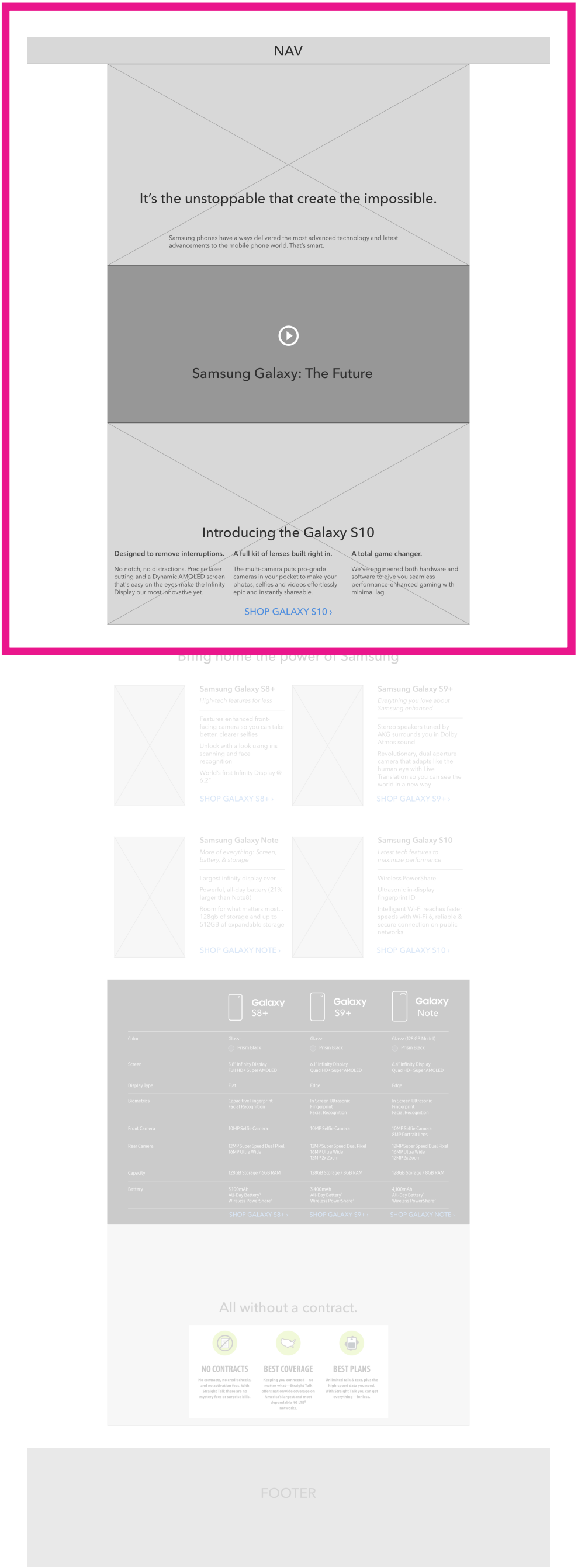
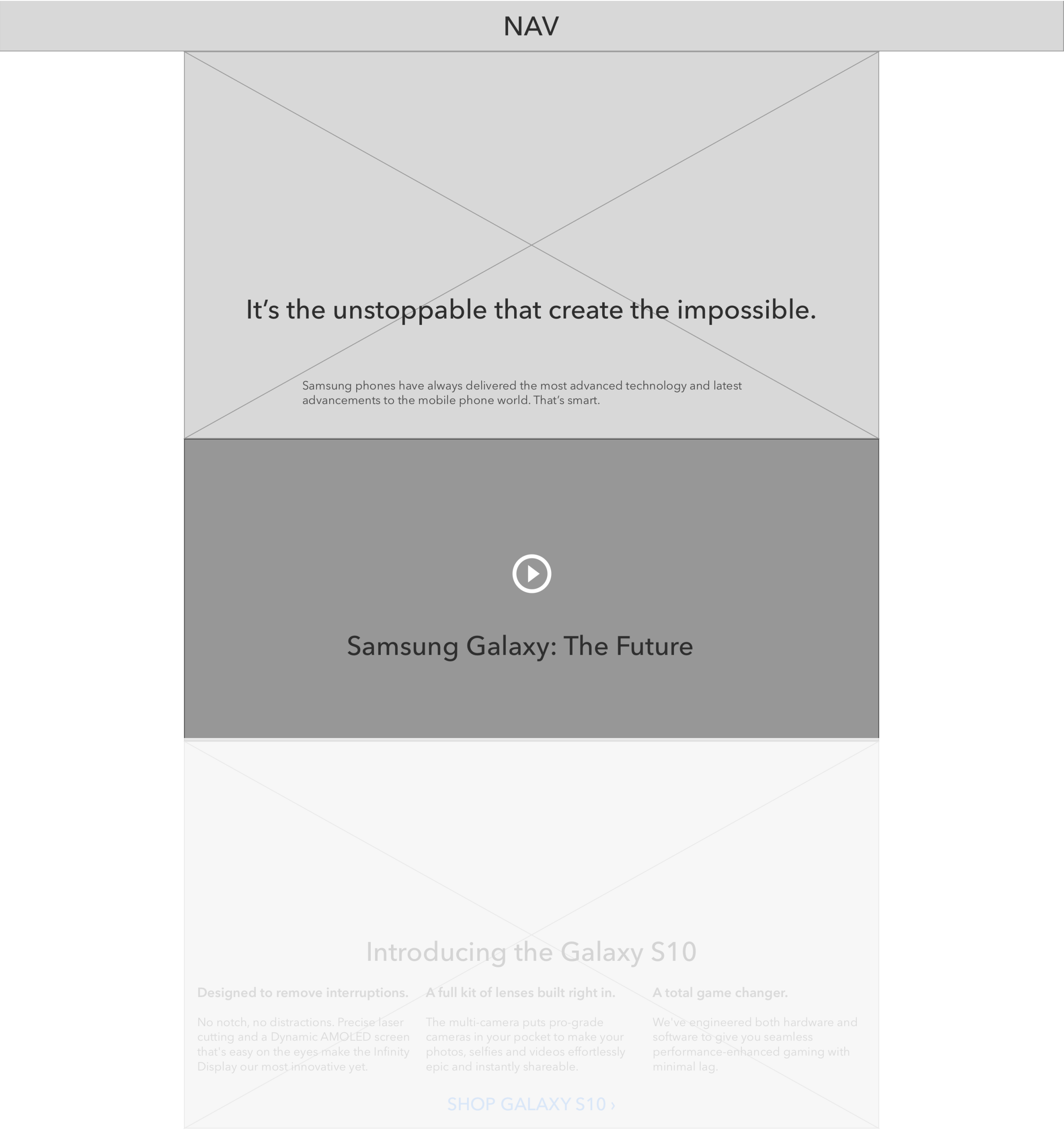
Content wireframe.

Intro Module

Introduce the Samsung brand and what its family of products stands for in the wireless category.

Video Module

Serve users video content that highlights devices & features.



Content wireframe.

Intro Module

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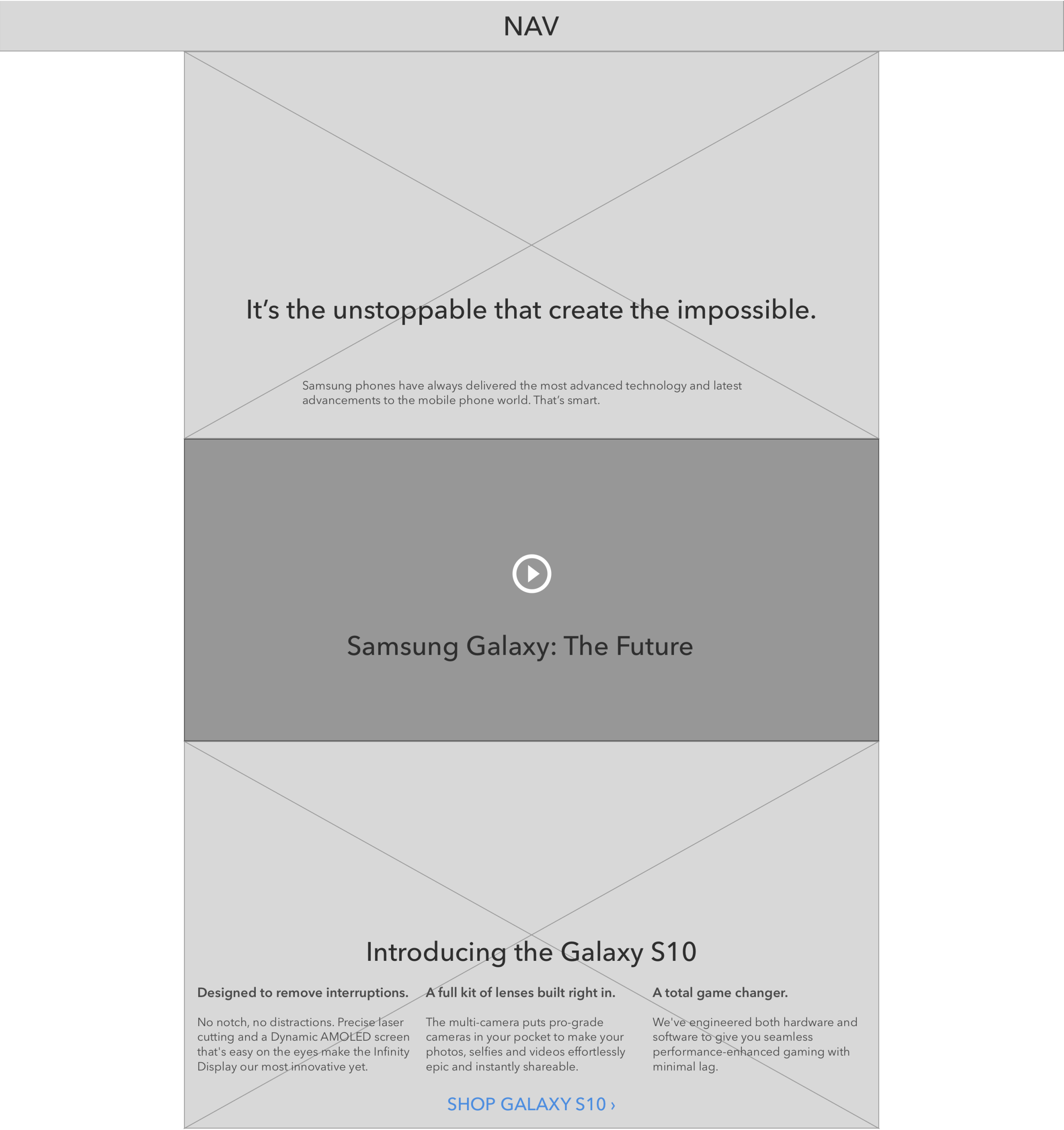
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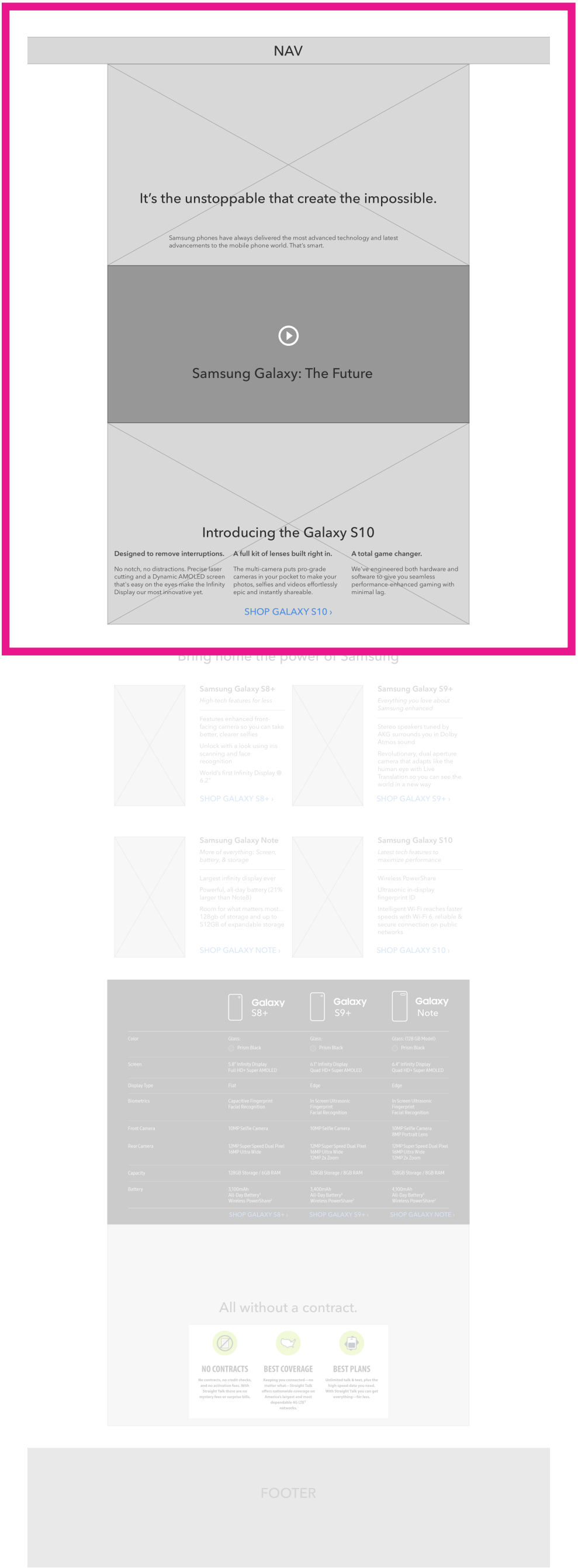
Hero Product Module

Announce the arrival of the hero device at Straight Talk, or a current hero device offer.

H



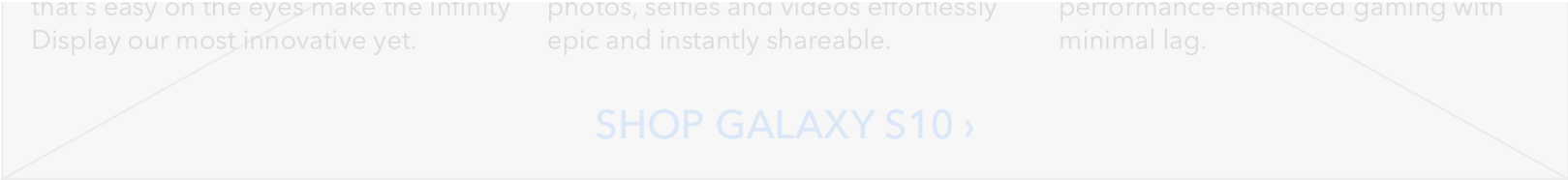
Bring home the power of Samsung



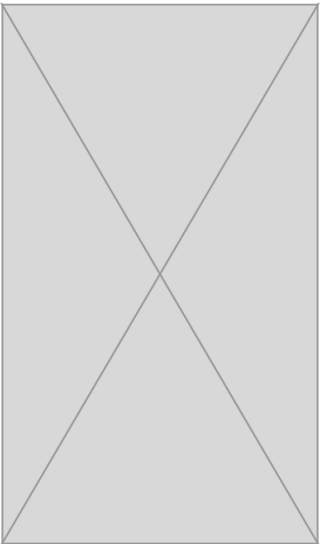
Content wireframe.

Product Showcase Module

Surface specific device options most relevant to target audience.



Bring home the power of Samsung



Samsung Galaxy S8+

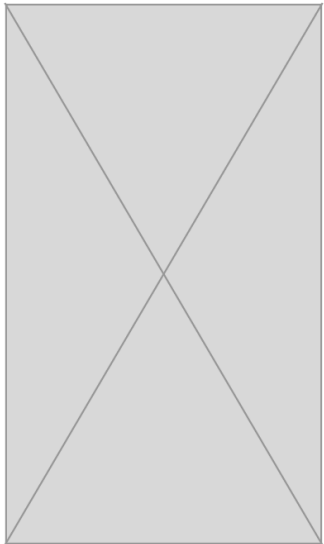
High-tech features for less

Features enhanced front-facing camera so you can take better, clearer selfies

Unlock with a look using iris scanning and face recognition

World's first Infinity Display @ 6.2"

SHOP GALAXY S8+ ›



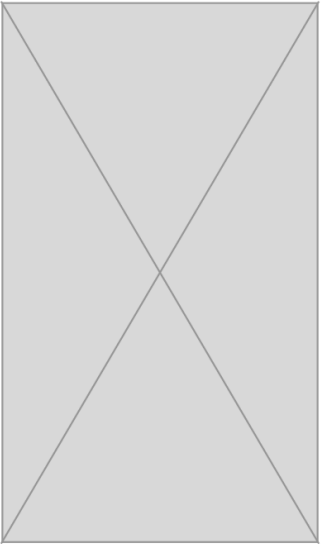
Samsung Galaxy S9+

Everything you love about Samsung enhanced

Stereo speakers tuned by AKG surrounds you in Dolby Atmos sound

Revolutionary, dual aperture camera that adapts like the human eye with Live Translation so you can see the world in a new way

SHOP GALAXY S9+ ›



Samsung Galaxy Note

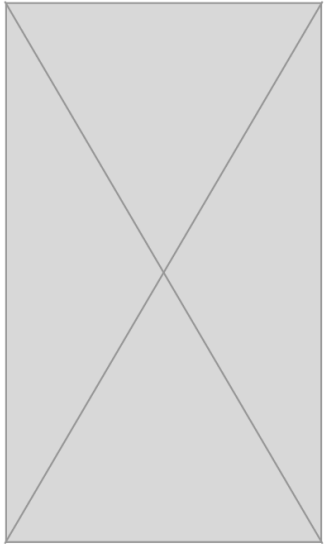
More of everything: Screen, battery, & storage

Largest infinity display ever

Powerful, all-day battery (21% larger than Note8)

Room for what matters most... 128gb of storage and up to 512GB of expandable storage

SHOP GALAXY NOTE ›



Samsung Galaxy S10

Latest tech features to maximize performance

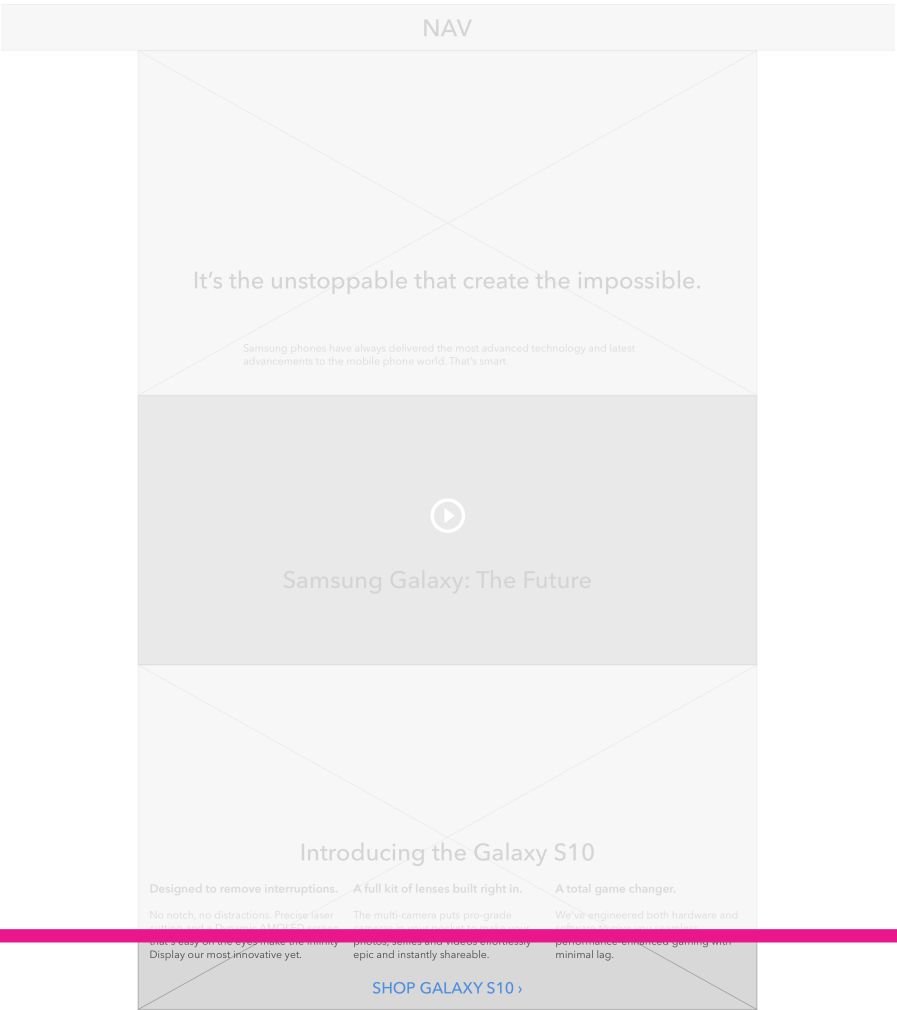
Wireless PowerShare

Ultrasonic in-display fingerprint ID

Intelligent Wi-Fi reaches faster speeds with Wi-Fi 6, reliable & secure connection on public networks

SHOP GALAXY S10 ›

	 Galaxy S8+	 Galaxy S9+	 Galaxy Note
Color	Glass: <input type="radio"/> Prism Black	Glass: <input type="radio"/> Prism Black	Glass: (128 GB Model) <input type="radio"/> Prism Black
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Display Type	Flat	Edge	Edge
Biometrics	Capacitive Fingerprint Facial Recognition	In Screen Ultrasonic Fingerprint Facial Recognition	In Screen Ultrasonic Fingerprint Facial Recognition
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Samsung Galaxy Note

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All without a contract.

NO CONTRACTS	BEST COVERAGE	BEST PLANS
Be worry-free, no credit checks, and no activation fees. With Straight Talk, there are no hidden fees or restrictions.	Having your coverage on a pre-paid plan, Straight Talk offers nationwide coverage on a pay-as-you-go basis. No credit checks, no contracts.	Subsidized plans from your carrier mean you can get everything you need without a contract.

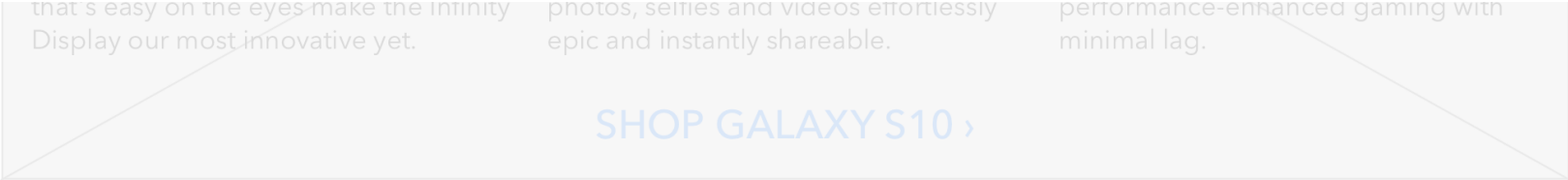
Content wireframe.

Product Showcase Module

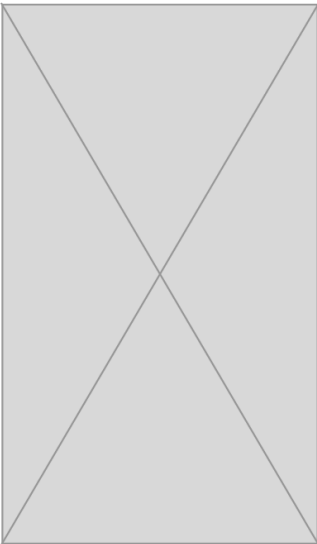
Surface specific device options most relevant to target audience.

Comparison Chart Module

Showcase specs for users to learn, compare, and make an informed purchase decision.



Bring home the power of Samsung



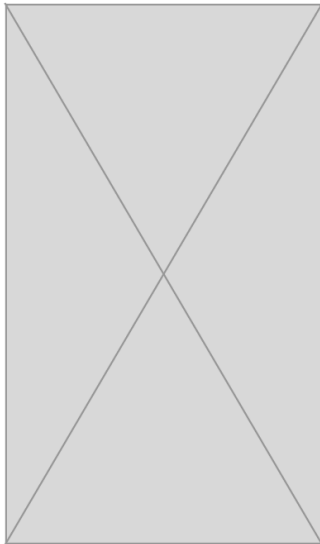
Samsung Galaxy S8+
High-tech features for less

Features enhanced front-facing camera so you can take better, clearer selfies

Unlock with a look using iris scanning and face recognition

World's first Infinity Display @ 6.2"

[SHOP GALAXY S8+ ›](#)

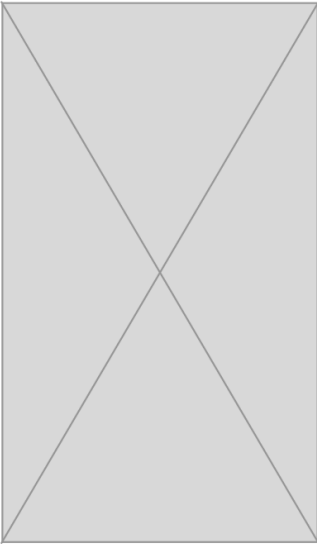


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[SHOP GALAXY S9+ ›](#)



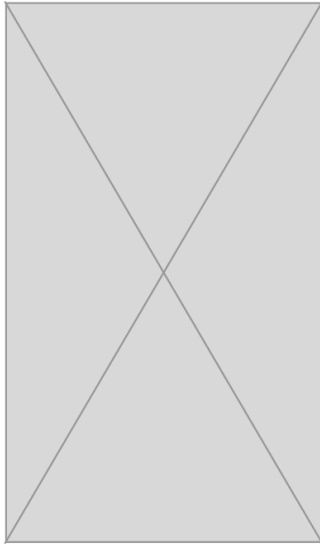
Samsung Galaxy Note
More of everything: Screen, battery, & storage

Largest infinity display ever

Powerful, all-day battery (21% larger than Note8)

Room for what matters most... 128gb of storage and up to 512GB of expandable storage

[SHOP GALAXY NOTE ›](#)









Samsung Galaxy S10
Latest tech features to maximize performance

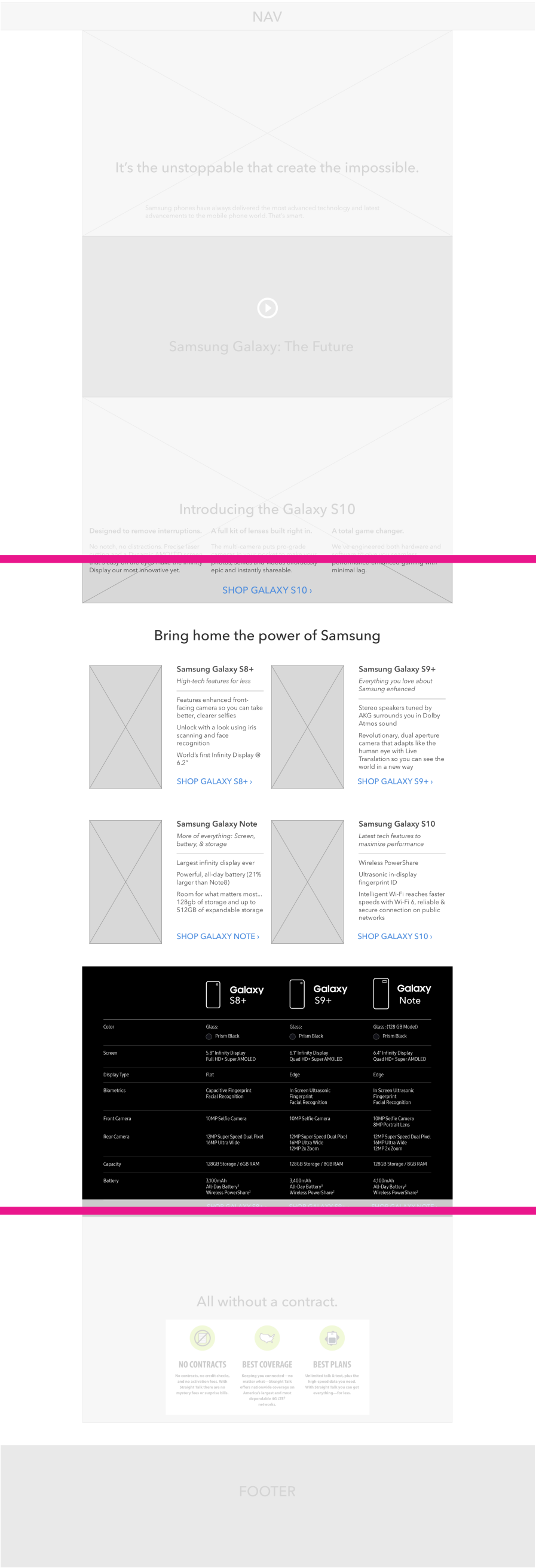
Wireless PowerShare

Ultrasonic in-display fingerprint ID

Intelligent Wi-Fi reaches faster speeds with Wi-Fi 6, reliable & secure connection on public networks

[SHOP GALAXY S10 ›](#)

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Capacity	128GB Storage / 6GB RAM	128GB Storage / 8GB RAM	128GB Storage / 8GB RAM
Battery	3,100mAh All-Day Battery ³ Wireless PowerShare ²	3,400mAh All-Day Battery ³ Wireless PowerShare ²	4,100mAh All-Day Battery ³ Wireless PowerShare ²
	SHOP GALAXY S8+ ›	SHOP GALAXY S9+ ›	SHOP GALAXY NOTE ›



Content wireframe.



Brand Module

Remind users of brand RTB’s and give opportunity to learn before buying.

Prism Black

Prism Black

Prism Black

Screen	5.8" Infinity Display Full HD+ Super AMOLED	6.1" Infinity Display Quad HD+ Super AMOLED	6.4" Infinity Display Quad HD+ Super AMOLED
Display Type	Flat	Edge	Edge
Biometrics	Capacitive Fingerprint Facial Recognition	In Screen Ultrasonic Fingerprint Facial Recognition	In Screen Ultrasonic Fingerprint Facial Recognition
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	SHOP GALAXY S8+ >	SHOP GALAXY S9+ >	SHOP GALAXY NOTE >

All without a contract.



NO CONTRACTS

No contracts, no credit checks, and no activation fees. With Straight Talk there are no mystery fees or surprise bills.



BEST COVERAGE

Keeping you connected—no matter what—Straight Talk offers nationwide coverage on America's largest and most dependable 4G LTE¹ networks.



BEST PLANS

Unlimited talk & text, plus the high-speed data you need. With Straight Talk you can get everything—for less.

FOOTER

NAV

It's the unstoppable that create the impossible.

Samsung phones have always delivered the most advanced technology and latest advancements to the mobile phone world. That's a fact.

Samsung Galaxy: The Future

Introducing the Galaxy S10

Designed to remove interruptions. No needs, no distractions. Precise laser ranging and a Dynamic AMOLED screen that's easy on the eyes make the Infinity Display our most innovative yet.

A full kit of lenses built right in. The multi-camera puts pro-grade cameras in your pocket to make your photos, videos and videos effortlessly epic and instantly shareable.

A total game changer. We've reengineered both hardware and software (Bixby, our seamless performance-enhanced gaming with minimal lag).

[SHOP GALAXY S10 >](#)

Bring home the power of Samsung

Samsung Galaxy S8+
High-tech features for less.
Features enhanced Bixby. Relying cameras so you can take better, cleaner selfies. Connect with a sleek, using iris scanning and face recognition.
World's first Infinity Display @ 6.2"

[SHOP GALAXY S8+ >](#)

Samsung Galaxy S9+
Everything you love about Samsung enhanced.
Seven speakers tuned by AKG surround you in Dolby Atmos sound.
Revolutionary dual aperture camera that adapts like the human eye with Live Translation so you can see the world in a new way.

[SHOP GALAXY S9+ >](#)

Samsung Galaxy Note
More of everything. Screen, battery, & storage.
Largest infinity display ever. Powerful, all-day battery (27h, longer than most).
Reform the whole matters most. 128GB of storage and up to 512GB of expandable storage.

[SHOP GALAXY NOTE >](#)

Samsung Galaxy S10
Latest tech features on maximum performance.
Wireless PowerShare. Ultra-fast in-display fingerprint ID.
Intelligent Wi-Fi reaches faster speeds with Wi-Fi 6, available & secure connections for faster.

[SHOP GALAXY S10 >](#)

	Galaxy S8+	Galaxy S9+	Galaxy Note
Color	Glass ○ Prism Black	Glass ○ Prism Black	Glass (Gorilla Glass) ○ Prism Black
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	SHOP GALAXY S8+ >	SHOP GALAXY S9+ >	SHOP GALAXY NOTE >

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Unlimited talk & text, plus the high-speed data you need. With Straight Talk you can get everything—for less.

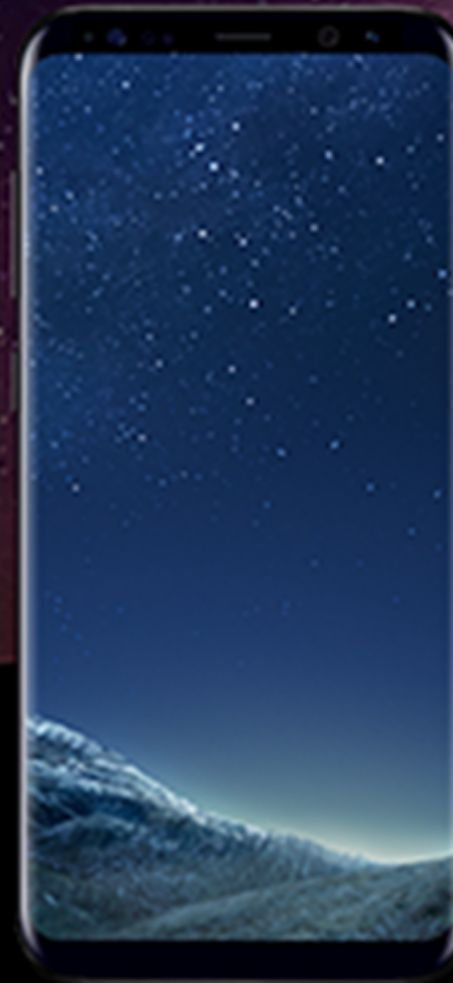
FOOTER

H

Design POC

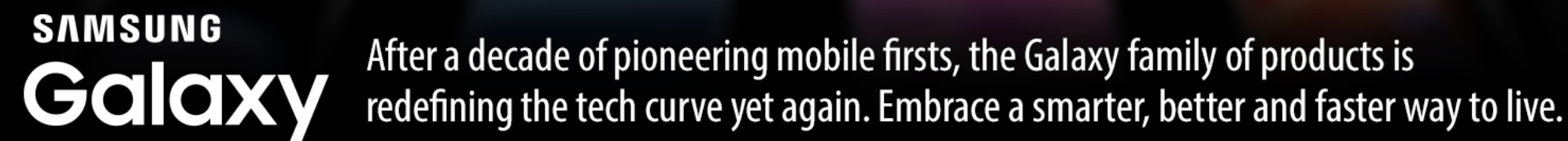


THE FUTURE BELONGS TO THOSE WHO MAKE IT



SAMSUNG
Galaxy

After a decade of pioneering mobile firsts, the Galaxy family of products is redefining the tech curve yet again. Embrace a smarter, better and faster way to live.



H

Video Module.



Straight Talk

EVERYTHING FOR LESS

Get deals, test, help to \$116.11

Account

SHOP

REFILL

ACTIVATE

HELP

DEALS

WHY STRAIGHT TALK

JOIN REWARDS

MY ACCOUNT

THE FUTURE BELONGS TO THOSE WHO MAKE IT

SAMSUNG Galaxy

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INTRODUCING THE SAMSUNG GALAXY S10

SAMSUNG Galaxy S10

THE NEXT GENERATION HAS ARRIVED

Pair the epic performance of Samsung's smartest phone with a low-cost plan from the best networks with no contract. What more could you want?

SHOP GALAXY S10

DISCOVER YOUR GALAXY

Samsung Galaxy S10

Meet our latest and greatest innovation yet

Works faster than 100-year-old Galaxy phones or even a brandy phone right from your phone

Whisper to display, respond to gestures and interact with the future

Intelligent AI Machine Learning speeds with 5G 5G

SHOP GALAXY S10

Samsung Galaxy S9+

Brilliant in any light

Real aperture camera that adapts like the human eye

Brilliant images all night

Screen gestures based by AI to command you in today's world

Intelligent Scan face recognition technology for enhanced security

SHOP GALAXY S9+

Samsung Galaxy Note9

The super powerful Galaxy Note9

Our super-smooth display now

All day battery that gives the ultimate free night sleep

12GB storage built in with up to 512GB of expandable storage

SHOP GALAXY Note9

Samsung Galaxy S8+

Infinitely Amazing

World's first Infinity Display gives you a 2.1" edge-to-edge screen

Are working for a better world? Use your phone with a smile

Advanced facial locking camera gives you better, better, better

SHOP GALAXY S8+

SAMSUNG Galaxy S7

SAVE BIG FOR A LIMITED TIME.

Save up to \$289.99

EXPLORE TOMORROW'S INNOVATION TODAY

Galaxy S10

Phone Black

Galaxy S9+

Phone Black

Galaxy Note9

Phone Black

Galaxy S8+

Phone Black

Color	Black	Black	Black	Black
Screen	6.1" Infinity Display	6.1" Infinity Display	6.1" Infinity Display	6.1" Infinity Display
Display Type	Full	Edge	Edge	Edge
Processor	Exynos 9810	Exynos 9810	Exynos 9810	Exynos 9810
Front Camera	10MP	10MP	10MP	10MP
Rear Camera	12MP	12MP	12MP	12MP
Storage	128GB	128GB	128GB	128GB
Battery	3000mAh	3000mAh	3000mAh	3000mAh

WHY STRAIGHT TALK?

Straight Talk gives you no-contract plans with unlimited talk, text, and data — the perfect match for any Samsung device.

BEST COVERAGE

BEST PLANS

NO CONTRACTS

ABOUT STRAIGHT TALK

CURRENT CUSTOMERS

SHOP

Facebook


Twitter

Instagram

YouTube

Samsung Galaxy S10 TVC :30 or 4:00 video.

Product Showcase Module.



Samsung Galaxy S10


Meet our latest and greatest innovation yet

Wireless PowerShare lets you charge Galaxy devices or even a friend's phone right from your device.

Ultrasonic in-display fingerprint ID protects and unlocks with the first touch.

Intelligent Wi-Fi reaches faster speeds with Wi-Fi 6.

SHOP GALAXY S10



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Brilliant in any light

Dual aperture camera that adapts like the human eye to capture images in all light.

Stereo speakers tuned by AKG surround you in Dolby Atmos sound.

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SHOP GALAXY S9+



Samsung Galaxy Note9


The super powerful Galaxy Note9

Our largest Infinity Display ever.

All day battery that goes the distance in a single charge.

128GB storage built in with up to 512GB of expandable storage.

SHOP GALAXY Note9



Samsung Galaxy S8+

Infinitely Amazing

World's first Infinity Display gives you 6.2" of edge-to-edge screen space.

Iris scanning for enhanced security lets you unlock your phone with a look.

Enhanced front-facing camera gives you better, clearer, selfies.

SHOP GALAXY S8+

Straight Talk

EVERYTHING FOR LESS

Get answers, test, help to \$116.11

Available at Walmart

SHOPREFILLACTIVATEHELPDEALSWHY STRAIGHT TALKJOIN REWARDSMY ACCOUNT

THE FUTURE BELONGS TO THOSE WHO MAKE IT

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SHOP GALAXY S10

Samsung Galaxy S9+
Brilliant in any light
Dual aperture camera that adapts like the human eye to capture images in all light.
Stereo speakers tuned by AKG surround you in Dolby Atmos sound.
Intelligent Scan face recognition technology for enhanced security.

SHOP GALAXY S9+

Samsung Galaxy Note9
The super powerful Galaxy Note9
Our largest Infinity Display ever.
All day battery that goes the distance in a single charge.
128GB storage built in with up to 512GB of expandable storage.

SHOP GALAXY Note9

Samsung Galaxy S8+
Infinitely Amazing
World's first Infinity Display gives you 6.2" of edge-to-edge screen space.
Iris scanning for enhanced security lets you unlock your phone with a look.
Enhanced front-facing camera gives you better, clearer, selfies.

SHOP GALAXY S8+

SAMSUNG Galaxy S7
SAVE BIG FOR A LIMITED TIME. ~~Save \$289.99~~

EXPLORE TOMORROW'S INNOVATION TODAY

	Galaxy S10	Galaxy S9+	Galaxy Note9	Galaxy S8+
Color	Onyx - Prime Black	Onyx - Prime Black	Onyx - 128 GB Model - Prime Black	Onyx - 128 GB Model - Prime Black
Screen	6.1" Infinity Display, 2340 x 1080 Super AMOLED, 18.75:9	6.2" Infinity Display, 2280 x 1080 Super AMOLED, 18.75:9	6.4" Infinity Display, 2280 x 1080 Super AMOLED, 18.75:9	6.2" Infinity Display, 2280 x 1080 Super AMOLED, 18.75:9
Display Type	Full	Full	Edge	Edge
Experiments	Custom Smart Experience, Programmatic, Facial Recognition	AI Camera Enhancements, Programmatic, Facial Recognition	AI Camera Enhancements, Programmatic, Facial Recognition	AI Camera Enhancements, Programmatic, Facial Recognition
Front Camera	10MP Selfie Camera	10MP Selfie Camera	10MP Selfie Camera	10MP Selfie Camera
Rear Camera	12MP Super Speed Dual Pixel, 12MP Ultra Wide, 12MP Telephoto	12MP Super Speed Dual Pixel, 12MP Ultra Wide, 12MP Telephoto	12MP Super Speed Dual Pixel, 12MP Ultra Wide, 12MP Telephoto	12MP Super Speed Dual Pixel, 12MP Ultra Wide, 12MP Telephoto
Capacity	128GB Storage / 512GB RAM	128GB Storage / 512GB RAM	128GB Storage / 512GB RAM	128GB Storage / 512GB RAM
Battery	3,300mAh, All Day Battery, Wireless PowerShare	3,300mAh, All Day Battery, Wireless PowerShare	3,300mAh, All Day Battery, Wireless PowerShare	3,300mAh, All Day Battery, Wireless PowerShare

WHY STRAIGHT TALK?

Straight Talk gives you no-contract plans with unlimited talk, text, and data — the perfect match for any Samsung device.

BEST COVERAGE
Unlimited Talk, Text and Data

BEST PLANS
Unlimited Talk, Text and Data

NO CONTRACTS
No Contract Plan

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Why Straight Talk?
Coverage Map
Special Offers
Product Information
Store & Buy

CURRENT CUSTOMERS
Tools
Join Us
Track My Order
Get Support

SHOP
Refill
Contract Plans
Get \$100 credit on Bring Your Own Phone
Bring Your Own Device
Phone Accessories
Phone Insurance Plan
Trade-In Program

Connect With Us
Facebook
Twitter
Instagram
YouTube

H

Deal Module.

SAMSUNG

Galaxy S7

SAVE BIG FOR A LIMITED TIME.

~~\$499⁹⁹~~

\$289⁹⁹

>

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Essential

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ACTIVATE

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DEALS

WHY STRAIGHT TALK

JOIN REWARDS

MY ACCOUNT

THE FUTURE BELONGS TO THOSE WHO MAKE IT

SAMSUNG Galaxy

After a decade of pioneering mobile firsts, the Galaxy family of products is redefining the tech curve yet again. Embrace a smarter, better and faster way to live.

INTRODUCING THE SAMSUNG GALAXY S10

SAMSUNG Galaxy S10

THE NEXT GENERATION HAS ARRIVED

Pair the epic performance of Samsung's smartest phone with a low-cost plan from the best networks with no contract. What more could you want?

SHOP GALAXY S10

DISCOVER YOUR GALAXY

Samsung Galaxy S10

Meet our latest and greatest innovation yet.

Wow! Introducing the new Samsung Galaxy S10. It's a whole new world of possibilities. It's a whole new world of possibilities. It's a whole new world of possibilities.

Intelligent Side Scan recognizes technology for enhanced security.

SHOP GALAXY S10

Samsung Galaxy S9+

Brilliant in any light

Real aperture camera that adapts like the human eye. It's a whole new world of possibilities. It's a whole new world of possibilities. It's a whole new world of possibilities.

Intelligent Side Scan recognizes technology for enhanced security.

SHOP GALAXY S9+

Samsung Galaxy Note9

The super powerful Galaxy Note9

Our super powerful Galaxy Note9. It's a whole new world of possibilities. It's a whole new world of possibilities. It's a whole new world of possibilities.

Intelligent Side Scan recognizes technology for enhanced security.

SHOP GALAXY Note9

Samsung Galaxy S8+

Infinitely Amazing

World's first Infinity Display gives you a 2.1" edge-to-edge screen. It's a whole new world of possibilities. It's a whole new world of possibilities. It's a whole new world of possibilities.

Intelligent Side Scan recognizes technology for enhanced security.

SHOP GALAXY S8+

SAMSUNG Galaxy S7

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\$289⁹⁹

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EXPLORE TOMORROW'S INNOVATION TODAY

Galaxy S10

Galaxy S9+

Galaxy Note9

Galaxy S8+

Color	Black Phone Black	Black Phone Black	Black Phone Black	Black Phone Black
Screen	6.1" Infinity Display Super AMOLED	6.1" Infinity Display Super AMOLED	6.1" Infinity Display Super AMOLED	6.1" Infinity Display Super AMOLED
Display Type	Full	Edge	Edge	Edge
Features	AI Camera AI Camera AI Camera	AI Camera AI Camera AI Camera	AI Camera AI Camera AI Camera	AI Camera AI Camera AI Camera
Front Camera	10MP Selfie Camera	10MP Selfie Camera	10MP Selfie Camera	10MP Selfie Camera
Rear Camera	12MP Super Speed Dual Pixel 12MP Super Speed Dual Pixel	12MP Super Speed Dual Pixel 12MP Super Speed Dual Pixel	12MP Super Speed Dual Pixel 12MP Super Speed Dual Pixel	12MP Super Speed Dual Pixel 12MP Super Speed Dual Pixel
Capacity	128GB Storage / 64GB RAM	128GB Storage / 64GB RAM	128GB Storage / 64GB RAM	128GB Storage / 64GB RAM
Battery	3300mAh All Day Battery All Day Battery	3300mAh All Day Battery All Day Battery	3300mAh All Day Battery All Day Battery	3300mAh All Day Battery All Day Battery

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BEST PLANS

NO CONTRACTS

ABOUT STRAIGHT TALK

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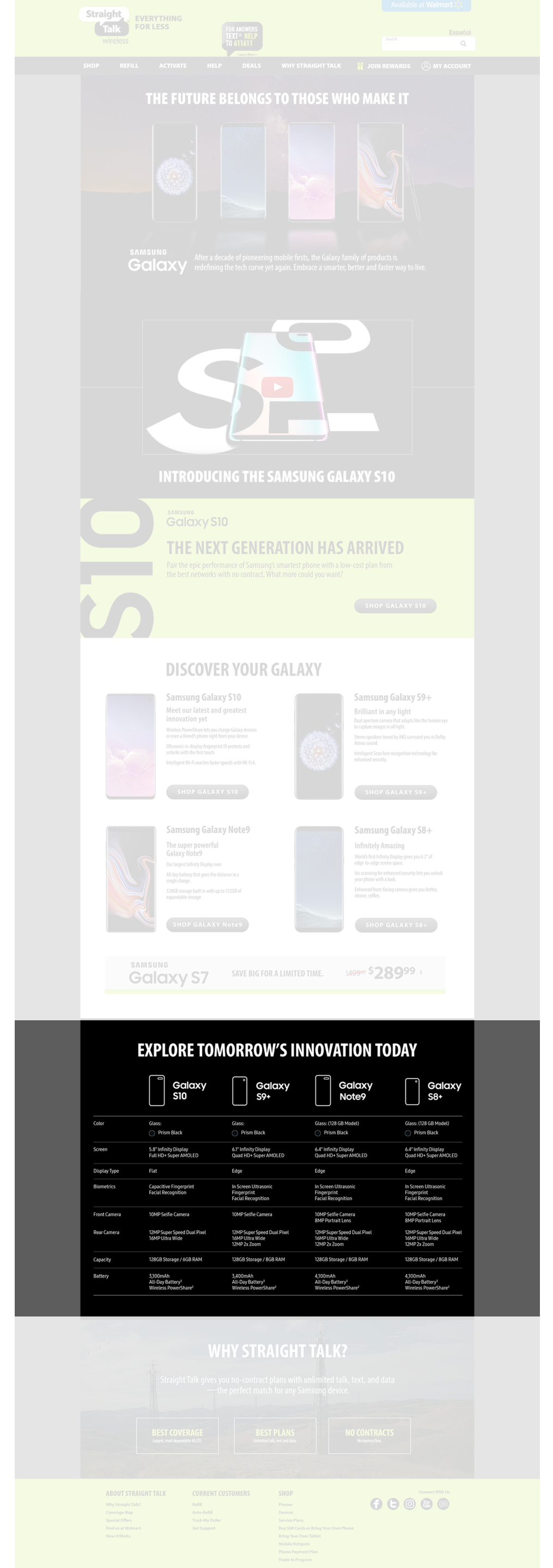
Twitter

Instagram

YouTube

	 Galaxy S10	 Galaxy S9+	 Galaxy Note9	 Galaxy S8+
Color	Glass:  Prism Black	Glass:  Prism Black	Glass: (128 GB Model)  Prism Black	Glass: (128 GB Model)  Prism Black
Screen	5.8" Infinity Display Full HD+ Super AMOLED	6.1" Infinity Display Quad HD+ Super AMOLED	6.4" Infinity Display Quad HD+ Super AMOLED	6.4" Infinity Display Quad HD+ Super AMOLED
Display Type	Flat	Edge	Edge	Edge
Biometrics	Capacitive Fingerprint Facial Recognition	In Screen Ultrasonic Fingerprint Facial Recognition	In Screen Ultrasonic Fingerprint Facial Recognition	In Screen Ultrasonic Fingerprint Facial Recognition
Front Camera	10MP Selfie Camera	10MP Selfie Camera	10MP Selfie Camera 8MP Portrait Lens	10MP Selfie Camera 8MP Portrait Lens
Rear Camera	12MP Super Speed Dual Pixel 16MP Ultra Wide	12MP Super Speed Dual Pixel 16MP Ultra Wide 12MP 2x Zoom	12MP Super Speed Dual Pixel 16MP Ultra Wide 12MP 2x Zoom	12MP Super Speed Dual Pixel 16MP Ultra Wide 12MP 2x Zoom
Capacity	128GB Storage / 6GB RAM	128GB Storage / 8GB RAM	128GB Storage / 8GB RAM	128GB Storage / 8GB RAM
Battery	3,100mAh All-Day Battery ³ Wireless PowerShare ²	3,400mAh All-Day Battery ³ Wireless PowerShare ²	4,100mAh All-Day Battery ³ Wireless PowerShare ²	4,100mAh All-Day Battery ³ Wireless PowerShare ²

Placeholder specs.



Brand Module.

WHY STRAIGHT TALK?

Straight Talk gives you no-contract plans with unlimited talk, text, and data —the perfect match for any Samsung device.

BEST COVERAGE

Largest, most dependable 4G LTE.

BEST PLANS

Unlimited talk, text and data.

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Help

Deals

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Available at Walmart

Available at Walmart

THE FUTURE BELONGS TO THOSE WHO MAKE IT

SAMSUNG Galaxy

After a decade of pioneering mobile firsts, the Galaxy family of products is redefining the tech curve yet again. Embrace a smarter, better and faster way to live.

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DISCOVER YOUR GALAXY

Samsung Galaxy S10

Meet our latest and greatest innovation yet.

Worries? Don't have time to you change Galaxy phones or even a brand phone right from your phone.

Wherever in display, experience the perfect and perfect with the future.

Intelligent 5G machine faster speeds with 5G 5G.

SHOP GALAXY S10

Samsung Galaxy S9+

Brilliant in any light

Real aperture camera that adapts like the human eye.

Brilliant in any light.

Smart aperture lens that adapts like the human eye.

Intelligent 5G machine faster speeds with 5G 5G.

SHOP GALAXY S9+

Samsung Galaxy Note9

The super powerful Galaxy Note9

Our super powerful display screen.

All day battery that gives the ultimate free night sleep.

512GB storage built-in to hold up to 128GB of expandable storage.

SHOP GALAXY Note9

Samsung Galaxy S8+

Infinitely Amazing

World's first Infinity Display gives you a 2.1" of edge-to-edge screen.

Are you looking for a phone that's ready to go with you?

Intelligent 5G machine faster speeds with 5G 5G.

SHOP GALAXY S8+

SAMSUNG Galaxy S7

SAVE BIG FOR A LIMITED TIME.

Save up to \$289.99

EXPLORE TOMORROW'S INNOVATION TODAY

Galaxy S10

Color: Prism Black

Screen: 6.1" Infinity Display

Display Type: Full

Processor: Exynos 9895 / Qualcomm Snapdragon 845

Front Camera: 10MP Selfie Camera

Rear Camera: 12MP Super Speed Dual Pixel

Capacity: 128GB Storage / 512GB RAM

Battery: 3,500mAh

Galaxy S9+

Color: Prism Black

Screen: 5.8" Infinity Display

Display Type: Edge

Processor: Exynos 9895 / Qualcomm Snapdragon 845

Front Camera: 10MP Selfie Camera

Rear Camera: 12MP Super Speed Dual Pixel

Capacity: 128GB Storage / 512GB RAM

Battery: 3,500mAh

Galaxy Note9

Color: Prism Black

Screen: 6.4" Infinity Display

Display Type: Edge

Processor: Exynos 9895 / Qualcomm Snapdragon 845

Front Camera: 10MP Selfie Camera

Rear Camera: 12MP Super Speed Dual Pixel

Capacity: 128GB Storage / 512GB RAM

Battery: 3,500mAh

Galaxy S8+

Color: Prism Black

Screen: 6.2" Infinity Display

Display Type: Edge

Processor: Exynos 9895 / Qualcomm Snapdragon 845

Front Camera: 10MP Selfie Camera

Rear Camera: 12MP Super Speed Dual Pixel

Capacity: 128GB Storage / 512GB RAM

Battery: 3,500mAh

WHY STRAIGHT TALK?

Straight Talk gives you no-contract plans with unlimited talk, text, and data —the perfect match for any Samsung device.

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ABOUT STRAIGHT TALK

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HUGE

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2044 ST Samsung LP

May 1, 2019

Appendix.

Primary Device.

Samsung Galaxy S10.

Content focus:

Latest tech features to maximize performance

1. Wireless PowerShare
2. Ultrasonic in-display fingerprint ID
3. Intelligent Wi-Fi reaches faster speeds with Wi-Fi 6, reliable & secure connection on public networks



Secondary Device.

Samsung Galaxy S8+.

Content focus:

High-tech features for less

1. Features enhanced front-facing camera so you can take better, clearer selfies
2. Unlock with a look using iris scanning and face recognition
3. World's first Infinity Display @ 6.2"



Secondary Device.

Samsung Galaxy S9+.

Content focus:

Everything you love about Samsung enhanced

1. Stereo speakers tuned by AKG surrounds you in Dolby Atmos sound
2. Intelligent scan with face recognition and iris scan to make unlocking easy, even in low light
3. Revolutionary, dual aperture camera that adapts like the human eye with Live Translation so you can see the world in a new way



Secondary Device.

Samsung Galaxy Note9.

Content focus:

More of everything: Screen, battery, & storage

1. Largest infinity display ever
2. Powerful, all-day battery (21% larger than Note8)
3. Room for what matters most...128gb of storage and up to 512GB of expandable storage

