삼성 로고(Lettermark)

**Samsung launches Galaxy Watch3 and Galaxy Buds Live**

*The introduction of the latest innovative devices part of Samsung’s new flagship suite represents a new beginning for consumers*

Samsung Gulf Electronics announced today that the brand-new Galaxy Watch3 and Galaxy Buds Live are now available for purchase. Anticipation amongst Samsung enthusiasts has been building across the country in recent weeks, particularly those interested in maintaining health and fitness.

The next-generation smartwatch comprises the very latest health and wellness features, all of which are certain to offer invaluable assistance as consumers aim to meet their workout goals. Additionally, the Galaxy Buds Live are the newest shape of authentic wireless earbuds, offering style, elegant design, and cutting-edge technology to deliver outstanding audio performances.

“Providing consumers with innovative products that allow them to remain productive, connected, and healthy has always been part of our vision to break barriers and elevate experiences to newfound heights,” said Osman Albora, Senior Director - Mobile Division at Samsung Gulf Electronics. “In the new normal, ensuring this vision comes to fruition is our priority as a leading innovative brand. The popularity of wearables has been propelled into unchartered territory in recent times, with people of all ages eager for a health and fitness partner that can accompany them and provide guidance at all times. Together with the Galaxy Buds Live, these devices will deliver new meaning to fitness and audio experiences and ultimate satisfaction to everyone who acquires them.”

**Galaxy Watch3: Manage Your Life with Advanced Health Technology**

Galaxy Watch3 boasts all the craftsmanship of a luxury timepiece, while being comfortable enough to wear all day. Sporting a timeless design, this watch is built with premium materials like **stainless steel** and **high-quality leather** — and for the first time, Galaxy Watch3 will also be available in a **titanium model** that’s both durable and elegant. Galaxy Watch3 also features the popular **rotating bezel** from previous watch models, which merges form with function. With just a turn of the bezel, you can easily toggle between widgets and scroll through notifications. Compared to the original Galaxy Watch, Galaxy Watch3 is **14% thinner, 8% smaller and 15% lighter**[[1]](#footnote-1) — combined with a **larger** **display**. You can also customize your watch face to perfectly reflect your personal style. You can choose from **over 80,000 watch faces** in the Galaxy Store, or design your own. A library of **40 different complications** allows you to personalize your watch face with the information that’s most important to you.

With each new iteration, Galaxy Watch capabilities have expanded, and now, Galaxy Watch3 will offer new experiences in health and wellness monitoring. The **Blood oxygen** (SpO2) feature will measure and track oxygen saturation over time, for fitness and wellness purposes[[2]](#footnote-2). To ensure that help is never too far away in the event of a fall, Galaxy Watch3 comes with a new feature that detects falls, which identifies a potential fall and can send an SOS notification to your chosen contacts[[3]](#footnote-3).

Beginning a fitness routine can be difficult, but Samsung’s running form tool is here to help. **Running analysis**[[4]](#footnote-4)will be able to offer real-time feedback during your runs, as well as six-factor post-workout reports, which help improve form, boost performance, and reduce injury. To track your cardio progress as you go, you will be able to easily access **VO2 max readings[[5]](#footnote-5)**, which offer insight into your oxygen uptake. Even when you’re at home, you have access to a full-service fitness studio with Samsung Health, which features a library of more than **120 different video workouts**. Simply select a workout routine on your Galaxy smartphone, cast it onto your Samsung Smart TV[[6]](#footnote-6), and your Galaxy Watch3 will take care of the rest and automatically track the workout. Because recovery is just as important as the exercise, Samsung has been developing its sleep management offering since it was first introduced back in 2014. Now, Galaxy Watch3 offers brand new **sleep score and insights** to help you get better rest.

In addition, seamless compatibility between the Galaxy Watch3 and other Galaxy devices, including the Galaxy Note20, amplifies your mobile experiences. You can set **automatic reply options for both messages and images**, and easily **view emoticons and photos** directly from your wrist. You can also effortlessly control your mobile experience; play your favorite music from your phone with the **rotating bezel**; and use simple **hand gestures**[[7]](#footnote-7), like clenching and unclenching your fist to receive a call, or rotating your wrist to mute alarms or incoming calls.

**Galaxy Buds Live: Tune into Every Moment**

Galaxy Buds Live defy conventional design — with **one-of-a-kind aesthetics**, they’re like nothing you’ve ever seen or worn before. Samsung has reconfigured traditional earbud design, laying out internal components horizontally instead of vertically. That way, the earbuds don’t protrude from your ears, providing a more natural appearance. This **ergonomic, tip-less design** conforms to the shape of your ear, making them **comfortable enough to wear all-day**. You can further customize your fit with **two sizes of wingtips**.

Galaxy Buds Live were engineered to bring your sound to life. Combining **AKG’s sound expertise** with Samsung’s legacy of hardware innovation, Galaxy Buds Live offer a truly immersive audio experience. With **a 12mm speaker and bass duct**, the audio sounds deep and rich, allowing you to enjoy music the way the artist intended. With **three microphones and a Voice Pickup Unit**, your earbuds home in on your voice and ensure you always come through loud and clear on the phone. These earbuds feature **Active Noise Cancellation (ANC) for open type**[[8]](#footnote-8), allowing you to tune out distractions like passing cars and loud laundry machines, while still being able to tune into important announcements and conversations.

Galaxy Buds Live offer a convenient and connected listening experience, compatible with a range of devices. Seamlessly **switch between compatible devices** — no disconnecting and reconnecting required. And when paired with the latest Galaxy devices, you can open your world to new possibilities. **Record crystal clear audio for your video** on the Galaxy Note20 by using Galaxy Buds Live as a wireless microphone. Use **‘Game Mode’**[[9]](#footnote-9) to reduce audio latency so you can enjoy a more immersive gaming experience. You can also easily share music with friends — without compromising sound quality — using the new **Buds Together**[[10]](#footnote-10) feature.

For more convenient navigation, Galaxy Buds Live feature an intuitive **touch-based PUI** (physical user interface) [[11]](#footnote-11) for touch control, as well as **Bixby voice wake-up**[[12]](#footnote-12), which allows you to navigate music, open apps, and send messages hands-free and eyes-free. Plus, Galaxy Buds Live come with **long-lasting battery life**. When fully charged, your earbuds can support up to 6 hours of playback, and the charging case allows you to enjoy an additional 15 hours over multiple charges[[13]](#footnote-13). And when you need to top up on charge quickly, you can gain **1 hour of play time with just 5 minutes of charging[[14]](#footnote-14)**.

**Availability[[15]](#footnote-15)**

Galaxy Watch3 is available in 41mm and 45mm. Galaxy Watch 41mm variant are available in Mystic Gold and Mystic Silver, while the Galaxy Watch 45mm variant will be available in Mystic Silver and Mystic Black. The Galaxy Buds Live come in Mystic Bronze, Mystic White, and Mystic Black.

Prices vary according to model:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model** | **UAE** | **Qatar** | **Kuwait** | **Bahrain** | **Oman** |
| **Galaxy Watch3 - 45mm** | AED 1,599 | QAR 1,529 | KWD 126.90 | BHD 163.90 | OMR 159.90 |
|
| **Galaxy Watch3 - 41mm** | AED 1,499 | QAR 1,429 | KWD 118.90 | BHD 153.90 | OMR 149.90 |
| **Galaxy Buds Live** | AED 579 | QAR 549 | KWD 45.90 | BHD 59.90 | OMR 57.90 |
|

For more information about Galaxy Watch3 and Galaxy Buds Live, please visit:  
Galaxy Watch3: <https://www.samsung.com/global/galaxy/galaxy-watch3/>

Galaxy Bud Live: <https://www.samsung.com/global/galaxy/galaxy-buds-live/>

**Galaxy Watch3 and Galaxy Buds Live Specifications[[16]](#footnote-16)[[17]](#footnote-17)**

|  |  |  |
| --- | --- | --- |
| **Galaxy Watch3[[18]](#footnote-18)** | | |
| **Color** | Stainless Steel: Mystic Bronze, Mystic Black, Mystic Silver  Titanium: Mystic Black |
| **Material** | Stainless Steel case with premium leather strap  Titanium case with metal strap |
| **Dimensions**  **& Weight** | 45mm: 45 x 46.2 x 11.1 mm, 53.8g (Stainless Steel) / 43g (Titanium)  41mm: 41 x 42.5 x 11.3 mm, 48.2g (Stainless Steel)  *\*measured without strap* |
| **Display** | 45mm: 1.4” (34mm) / 41mm: 1.2” (30mm)  360 x 360 Super AMOLED, Full Color Always On Display,  Corning® Gorilla® Glass DX |
| **Battery** | 45mm: 340mAh / 41mm: 247mAh  WPC-based wireless charging |
| **AP** | Exynos 9110 Dual core 1.15 GHz |
| **OS** | Tizen Based Wearable OS 5.5 |
| **Memory** | 1GB RAM + 8GB internal storage |
| **Connectivity** | Bluetooth v5.0, Wi-Fi b/g/n, NFC, GPS/Glonass/Beidou/Galileo |
| **Sensor** | Accelerometer, Barometer, Gyro Sensor, Light Sensor,  Optical Heart Rate Sensor, Electrical Heart Sensor |
| **Durability** | 5ATM + IP68 / MIL-STD-810G |
| **Compatibility** | Android: Android 5.0↑, RAM 1.5GB↑ / iOS: iPhone 5↑, iOS 9.0↑ |

|  |  |
| --- | --- |
| **Galaxy Buds Live** | |
| **Dimensions & Weight** | Earbuds: 16.5 x 27.3 x 14.9 mm, 5.6g  Charging Case: 50 x 50.2 x 27.8 mm, 42.2g |
| **Speaker** | 12mm speaker |
| **Microphones** | 3 mics (2 outer + 1 inner ) |
| **Battery Capacity** | Earbuds: 60 mAh  Charging Case: 472 mAh |
| **Play Time**[[19]](#footnote-19) | 6 hours / total 21 hours (ANC or Bixby Voice Wake-up ON)  5.5 hours / total 20 hours (ANC and Bixby Voice Wake-up ON)  8 hours / total 29 hours (ANC and Bixby Voice Wake-up OFF) |
| **Talk Time**22 | 4.5 hours / Total 17 hours (ANC ON)  5.5 hours / Total 19 hours (ANC OFF) |
| **Charging** | 1 hour play time with 5 minutes quick charging[[20]](#footnote-20)  Qi-certified wireless charging |
| **Connectivity** | Bluetooth v5.0  Codec: Scalable (Samsung proprietary), AAC, SBC |
| **Sensor** | Accelerometer, IR, Hall, Touch, Grip, VPU (Voice Pickup Unit) |
| **Compatibility[[21]](#footnote-21)** | Android: Android 5.0↑, RAM 1.5GB↑ / iOS: iPhone 7↑, iOS 10.0↑ |
| **Water Resistance** | IPX2 |

**About Samsung Electronics Co., Ltd.**

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

1. Measurements taken from the 45mm model; will vary by model and size. [↑](#footnote-ref-1)
2. This device and related software are not intended for use in the diagnosis of disease or other conditions, or in the cure, mitigation, treatment or prevention of disease. SpO2 feature is not available at the time of launch, will become available during Q3 2020. Feature will require a software update. Feature currently not available in Algeria, Angola, Canada, France, Iran, Libya, Japan, South Africa or Thailand. [↑](#footnote-ref-2)
3. Fall detection recognizes falls when engaged in dynamic motion, not when still. Requires network connection to notify emergency contact. GPS accuracy may be affected by obstructions to satellite signal such as buildings. [↑](#footnote-ref-3)
4. Running analysis will not be available at the time of launch, will become available during Q3. Feature will require a software update. [↑](#footnote-ref-4)
5. VO2 max feature is not available at the time of launch, will become available during Q3 2020. Feature will require a software update. [↑](#footnote-ref-5)
6. Availability may vary on previous Samsung Smart TV models, 2019 or newer. [↑](#footnote-ref-6)
7. [↑](#footnote-ref-7)
8. Ability to turn on Gesture controls is available in the ‘Labs’ menu of the Galaxy Wearable app. Active Noise Cancellation (ANC) on Galaxy Buds Live received UL Verification for cutting background noise by up to 97% in low frequency bands. Features including Active Noise Canceling are enabled through a Bluetooth connection or the Galaxy Wearable app on Android, available through the Galaxy Store or Google Play Store, and the Galaxy Buds app on iOS devices, available through the App Store. [↑](#footnote-ref-8)
9. Requires Android P OS or higher & Gaming Optimizing Service ver. 2.1.02 or above; running on Samsung Scalable Codec. Available in the Labs menu of the Galaxy Wearable app. [↑](#footnote-ref-9)
10. Scanning feature is available on all devices supporting One UI 2.5 or later, including the Galaxy Note20 and Tab S7/S7+; the sharing feature is available on all devices supporting One UI 2.1 or later. [↑](#footnote-ref-10)
11. Users can customize their tap shortcuts in the Settings of the Galaxy Wearable app. [↑](#footnote-ref-11)
12. Availability may vary by market. [↑](#footnote-ref-12)
13. Actual battery life may vary and depend on usage conditions such as function settings, playback file type, and Bluetooth signal strength. [↑](#footnote-ref-13)
14. Charging time is based on the battery of earbuds being less than 30% when they start to charge. [↑](#footnote-ref-14)
15. Availability may vary by market. [↑](#footnote-ref-15)
16. All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice. [↑](#footnote-ref-16)
17. Availability may vary by market or operator. [↑](#footnote-ref-17)
18. This device and related software are not intended for use in the diagnosis of disease or other conditions, or in the cure, mitigation, treatment or prevention of disease. [↑](#footnote-ref-18)
19. Actual battery life may vary and depend on usage conditions such as function settings, playback file type, and Bluetooth signal strength. [↑](#footnote-ref-19)
20. Charging time is based on the battery of earbuds being less than 30% when they start to charge. [↑](#footnote-ref-20)
21. Some features may not be available on non-Samsung devices. Compatible devices may vary by market, operator or device brand. [↑](#footnote-ref-21)