Device Makers Debut Handsets

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A host of new handsets is hitting the market: Samsung wants wireless consumer to express their personal style; NEC goes thin with a new fold-type device; and Nokia is once again going after emerging markets.

Samsung Telecommunications America is introducing its first VibeTonz-enabled phone to the U.S. market, which is designed to vibrate to select ringer rhythms. The n330 also supports downloadable VibeTonz-enabled games that offer wireless customers the "feel of acceleration, roughness of off-road terrain and shock and rumble of explosions." The handset also features SMS messaging, wallpapers, personalized ringtones and a pop-up screen.

The Samsung n330 handset is available through MetroPCS at a suggested retail price of $169.

NEC Corporation's latest entry is an ultra-thin clamshell style handset that comes equipped with a 1.3 megapixel camera, a 1.9-inch digital display, Bluetooth capability and 64-polyphonic ringtones. The handset, which will initially be available in Hong Kong, is said to be the thinnest clamshell-style cameraphone, according to NEC.

The handset also features MP3, PictBridge, Java and support for a two-minute movie to be shot.

NEC plans to introduce the phone in additional markets as well, including Italy, Russia, Australia and China. The company did not reveal pricing for the new handset.

Nokia has been working to gain traction in emerging markets. The company is continuing along that vein with the introduction of the Nokia 2652 phone. The Nokia 2652 will makes its commercial debut in October and will carry an estimated retail price of $122 before subsidies or taxes, Nokia says.

The handset will be available in Europe, Middle East, Africa and the Greater China region. Nokia says it is committed to facilitating wireless growth in Brazil, Russia, India, China and countries in Africa. "In these markets, affordability of mobile communications for subscribers is the key factor," Nokia said in a statement.

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