

## **Create your own music with the Samsung M7600 Beat DJ**

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So many phones in the current mobile phone market are remarkably similar. They have similar functions and features, but generally it's their visual appeal that makes the difference. However, the Samsung M7600 Beat DJ is a phone with a unique selling point, its offers its user the ability to imprint their own musical tastes onto music tracks, hence its name.

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This phone offers real time editing of music. This in itself is unrivalled in any other phone of this ilk. It's a unique feature which has endeared it to many. The Beat DJ application and DISC interface provides the ability to add a voice and special sound effects to tracks, which means that the tracks then take on a new identity and become personalised. Tracks can be recorded and played back whenever desired. The phone offers SRS Virtual Surround Sound 5.1 as well as built in stereo speakers that are powered by Bang & Olufsen's ICEpower amplifier. This provides a sound quality that is second to none.

The phone has a 2.8 inch AMOLED touch screen which accurately displays 16 million colours. The resolution is 240 x 400 pixels and gives a vibrant, clear and crisp image on its capacitive display screen. The phone provides an accelerometer function to auto rotate images to their correct aspect, for optimum viewing.

The phones internal memory is 50MB but by utilising the microSD slot, this can be expanded to 16 GB, which is large enough for anyone's music collection. GPRS, EDGE, Blue tooth and microUSB provide connectivity as well as the HSDPA internet connection for web browsing on the move. A 3.15 mega pixel camera is provided with auto focus, LED flash, Geo tagging and face and smile detection. Video is offered at VGA quality at 15 frames per second as well, as an alternative to photos. Satellite navigation is provided with the GPS element of this phone which also has A-GPS support.

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The Samsung Beat DJ is a comprehensive package of functionality, but it offers a twist. The real time editing options on this phone set it apart from many of its competitors and it is this element that this phone is becoming renowned for. In fact it appears that many phone manufacturers could learn a valuable lesson from this phone, in that, at a time when many phones are very similar, the phones that stand out are often the ones that have a unique function or feature. This may well be the way that future generations of phones are supplied.

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