

Samsung Teases Foldable Phone

Written by Marco Attard
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Rumours involving a foldable smartphone from Samsung have been swirling around for what feels like an age, but 2018 might be the year when the company delivers on the promise, at least according to Samsung mobile business head DJ Koh.



In an interview with CNBC, Koh says "it's time to deliver" on the promise of a foldable device, since surveys conducted by the company reveal customers are interested in such a device. However actual details are hard to come by, outside of a hint the device might be unveiled at the November 2018 Samsung Developer Conference.

"You can use most of the uses... on foldable status. But when you need to browse or see something, then you may need to unfold it. But even unfolded, what kind of benefit does that give compared to the tablet? If the unfolded experience is the same as the tablet, why would they (consumers) buy it?," Koh tells CNBC. "So every device, every feature, every innovation should have a meaningful message to our end customer. So when the end customer uses it, (they think) "wow, this is the reason Samsung made it.""

But what would a foldable smartphone look like? The Wall Street Journal might have some ideas. According to a July 2018 report, the foldable device has a 7-inch display one can fold in half, like a wallet (earning it the internal codename "Wallet"). Interestingly, the folded device has a small display bar on one side, and cameras on the other.

Unnamed "people familiar with the matter" add Samsung does not expect the Wallet phone to be a big seller-- instead it will mainly serve as proof the S. Korean giant can make such a device. After all, while Samsung does own the technology allowing for a foldable OLED display, there are concerns over the components and battery powering it.

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The foldable phone is just one concept Samsung is looking into in order to spur a smartphone division currently struggling in the face of rivals Apple and Huawei. Koh also tells CNBC the company plans to make lower-priced devices with higher-end technology in an attempt to appeal to cash-strapped millennials.

Go [Samsung is Set to Unveil a Foldable Smartphone this Year \(CNBC\)](#)

Go [Samsung Plans to Launch Foldable-Screen Phone Early Next Year \(WSJ.com\)](#)