

# Samsung sells 100m smartphones

SEOUL, SOUTH KOREA: Samsung Electronics said on Monday (14 January) that global sales of its flagship Galaxy S smartphones had topped 100m since the first model debuted in 2010, cementing its dominant position over US rival Apple.



The original Galaxy S phone, launched in June 2010, sold 25m units, the South Korean electronics giant said in a statement.

The Galaxy S II, launched in April 2011, racked up sales of more than 40m, and the S III has reached the same volume since coming on the market in May last year.

For Samsung, 2012 was a watershed year that saw it take a giant bite out of Apple's market as it carved out a dominant position in the global mobile computing sector.

Samsung saw its share of the lucrative smartphone market surge to 31.3% in the third quarter of 2012, up from just 3.3% in late 2009.

It extended its lead over Apple as the top manufacturer of smartphones worldwide, according to research firm IHS iSuppli, which gave Samsung 28% of the market in 2012, up from 20% the previous year.

Apple's share rose to 20% in 2012 from 19%, IHS said.

The two technology companies have been embroiled in a long-running patent battle with each accusing the other of stealing designs and technology.

Source: *AFP* via I-Net Bridge