

## Samsung unveils new smartwatch

Samsung has entered the smartwatch market by unveiling its multi-function Galaxy Gear.

It is a digital watch with a difference. People can make phone calls, receive emails and take photos.

It can also run apps on its 1.6-inch screen. Users move through different screens and functions using swipes.

It comes in a range of bright colours that add a sci-fi feel to its stainless steel body.

The \$299 device will be on sale from September 25th. Samsung beat its main rival Apple to the market.

Industry insiders say Apple will unveil its smartwatch within a week or two.

There have been mixed reactions to the Gear. One analyst suggested it was overpriced.

He said the price should be under \$100 to get mass-market appeal.

He added: "At \$300, that's probably as much as most people will pay for a phone.

" Another analyst said the Gear "is another step into the future" and that Samsung continues to be innovative

He predicted it would be very popular. Samsung said: "We have created something incredible.

You don't need to get your phone out anymore. Gear takes...your digital world and places it right where you can see it."