

Features and Benefits

Samsung Galaxy S21 FE 5G

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ATL Marketing Feature Hierarchy

This is the order of features we will be focusing on in our above the line campaign. Key channels will include TV, OOH, Digital and Social.

Primary	1	Pro-grade camera
	2	Portrait mode
	3	Dynamic AMOLED 2x + Display
	4	Battery
Secondary	5	Processor + 5G
	6	Night mode
	7	Space zoom
	8	Video + dual recording
	9	Security

Website, Catalogue and ticketing Hierarchy

This is the order of features which should be adopted in browsing, purchase and retail environments. Key channels will include website, catalogue, retail and email.

Catalogue and Ticketing copy - Galaxy S21 FE 5G		
Feature	Long form	Short form
Camera	Triple rear camera with 30x Space Zoom ¹	Triple rear camera (12MP+8MP+12MP) with 30x Space Zoom ¹
Display	6.4" FHD+ Display & 120Hz refresh rate ⁴	6.4" FHD+ Super AMOLED Plus Display with 120Hz refresh rate*
5G / Performance	Flagship Exynos chipset	Seriously fast speeds with 5G ² and our flagship Exynos chipset
Battery	4,500mAh ³ long-lasting Battery	4,500mAh ³ long-lasting battery + 25W Super-Fast Charging ⁵
Night mode	Shoot clear night shots like a pro	Shoot clear night shots like a pro with Night Mode
Security	Optical Fingerprint Sensor	Advanced security with Optical Fingerprint Sensor
Storage	256GB and 128GB Storage option ⁶	256GB and 128GB storage option ⁶
Disclaimers	¹ 30 x Space Zoom which includes digital zoom which may cause some image deterioration. ³ Actual rated (minimum) battery capacity is 4,370 mAh Actual battery life may vary depending on network environment, usage patterns and other factors. ⁴ Measured diagonally, the screen is 6.4" in a full rectangle but actual viewable area is less due to the rounded corners and camera hole. ⁶ User cannot access entire memory capacity due to pre-installed content.	¹ 30 x Space Zoom which includes digital zoom which may cause some image deterioration. ² Available on selected plans on eligible 5G networks. Current availability is limited to major capital city CBDs and other select high traffic areas. Actual speeds achievable will vary depending on service availability and other factors. ³ Actual rated (minimum) battery capacity is 4,370 mAh Actual battery life may vary depending on network environment, usage patterns and other factors. ⁵ 25W charger required and is sold separately ⁶ User cannot access entire memory capacity due to pre-installed content.

Features and Benefits

Romance

Galaxy S21 FE 5G

Say hello to the newest edition to the Galaxy S21 family. Galaxy S21 FE 5G - Fan Edition. Jammed packed full of state-of-the-art flagship features without the price tag. Capture photos in stunning clarity with three lenses, ultra-wide, wide and telephoto and experience night photography to the fullest, making lo-lights the highlight of every feed. Get ready for dual video recording, a two-sided camera feature that lets you shoot the moment in one take, simultaneously. Design wise, the contour slim cut camera blends beautifully with the back of the phone - comes in Lavender, White, Graphite and Olive, an array of colours you'll want to get your hands on. And, have the power to last with an impressive display, fast processor and powerful battery.

Camera



Pro-grade Triple lens camera

Point-and-shoot beyond imagination with three lenses to choose from, ultra-wide, wide and telephoto and never feel camera shy with impressive front facing camera capabilities to snap studio quality selfies.

Portrait mode



Hello gorgeous. The perfect lighting in your portrait. Galaxy S21 FE analyses the surroundings in real time and uses AI to give images depth, lighting enhancement and clarity to give that DSLR feeling.

Display



Dynamic AMOLED 2X display

Experience oh-so-smooth scrolling, gaming and cinematic viewing with an ultra-responsive 6.4 inch dynamic AMOLED 2X display.* The intelligent display delivers vibrant colours and brightness and adapts screen performance to help minimise battery strain.

*Measured diagonally, the screen is 6.4" in a full rectangle but actual viewable area is less due to the rounded corners and camera hole.

Battery



Long-lasting Intelligent Battery + super-fast charging*

Get ready for endless entertainment with a 4,500mAh (typical) long-lasting battery*, Galaxy S21 FE has the power to last as long as you do. And, get back to full power from only minutes of charge enabled with 25W super-fast charging.^

* Actual rated (minimum) battery capacity is 4,370 mAh Actual battery life may vary depending on network environment, usage patterns and other factors.

^25W Super Fast Charger and sold separately

Features and Benefits

Performance



Seriously-Fast Processor + 5G

A seriously-fast processor- Built to enable lasting power and performance with the next-gen Exynos 2100 chipset, meaning fast frame rates and smooth graphics with minimal shutter – a real win for gamers. Plus supercharge your experience with incredible 5G speed technology.*

*Available on selected plans on eligible 5G networks. Current availability is limited to major capital city CBDs and other select high traffic areas. Actual speeds achievable will vary depending on service availability and other factors



Night Mode

Night Mode

Shoot like a pro, even in low light. Capture images with extra clarity and brightness. The large image sensor size lets you define rich photos even in the dark.



Space zoom

Space Zoom camera

Get close with minimal pixelation using 10x hybrid zoom and get even closer with 30x Space Zoom.

*30x Space Zoom includes digital zoom, which may cause some image deterioration.



Pro-grade video

4K video + dual recording

With 4k video quality so sharp, you can capture professional looking videos worthy of the big screen. Get ready for incredible dual video recording, a two-sided camera feature that lets you shoot the moment in one take, simultaneously.

Security



Impressive security

An entire chip dedicated to your security. Designed to help you stay safe from physical hardware and software hacking, topped with multi layers of security. Featuring optical in-screen fingerprint protection, facial recognition and secured by Samsung Knox.

Storage



Massive Storage

Forget deleting, keep all your cherished memories and files in one place with the option of 256GB or 128GB built-in storage.*

*User cannot access entire memory capacity due to pre-installed content.