

Features and Benefits

Samsung Galaxy A73 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 Digital and Social.

Primary	1	Camera
	2	Display
	3	Water Resistant
	4	Battery
Secondary	5	Stereo speakers
	6	Storage
	7	Processor
	8	5G
	9	Security
	10	Fun mode

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 A73 5G		
	Long form	Short form
Camera	108MP Quad camera with OIS	
Display	6.7" Infinity-O Display ¹ with 120Hz refresh	
Durability	Rated IP67 for Dust & Water*	
Battery	5,000mAh Battery ² + 25W Fast Charging ³	
Performance	Seriously-fast 5G ⁴ with Octa Core Chipset	
Security	Optical In-Display Fingerprint	
Sound	Stereo speaker for immersive sound	
Storage	128GB on board [^] + 1TB mSD Card ⁵	
Disclaimers	¹ Measured diagonally without accounting for the rounded corners and camera hole. * The Galaxy A73 5G provides ingress protection (IP67) against dust and fresh water to a maximum of 1 meter for up to 30 minutes. Please refer to user manual for further information including care/use instructions ² Rated (i.e. minimum) battery capacity value is 4,860mAh. Actual battery life varies by network environment, features and apps used, frequency of calls and messages, number of times charged, and many other factors. Please see user manual for instructions on how to care for the battery and achieve optimum battery life. ³ 25W charger and cable required and sold separately. ⁴ 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. [^] User cannot access entire memory capacity due to pre-installed content. ⁵ MicroSD card sold separately.	

Features and Benefits

Romance

Galaxy A73 5G (mint and grey) 6GB + 128GB

Awesome screen. Awesome Camera. Awesome battery life. Galaxy A73 5G has everything you love without the price tag. Take your photography up a notch with the super sharp 108 mega pixel camera and get ready for full-screen 6.7 inch viewing[^] perfect for gaming, video binging and oh-so smooth scrolling on the 120 hertz display plus the power to last with incredible battery life and seriously-fast 5G speed.*

*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.

[^] Measured diagonally without accounting for the rounded corners and camera hole.

Camera



Awesome Camera

Point-and-shoot in stunning clarity with 108 mega pixel quad rear camera with optical image stabilisation and channel that inner photographer switching between a suite of lenses including main, ultra-wide, depth and macro lenses. Never feel camera shy with an impressive front-facing camera to snap studio quality selfies.

Display



Immersive Infinity-O Display

Discover the screen with a lot of view. Galaxy A73 5G has an immersive 6.7 inch screen* coupled with super smooth 120 hertz refresh rate meaning fast gaming, viewing and multi-tasking without interruption.

*Measured diagonally without accounting for the rounded corners and camera hole.

Water resistant*



Water resistant rated IP67*

Now there's less to worry about. Enjoy the freedom to explore, stay connected, and capture your adventures with Galaxy A73 5G's in-built protection helping to defend your device from accidental splashes and dust.*

*The Galaxy A73 5G provides ingress protection (IP67) against dust and fresh water to a maximum of 1 meter for up to 30 minutes. Please refer to user manual for further information including care/use instructions.

Battery



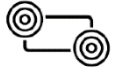
2-day Long-lasting battery*

Freely connect, stream and share with the incredible 5,000mAh (typical) 2-day long-lasting

Battery* and the 25W super-fast charger^ will deliver power in a flash.

*Estimated against the usage profile of an average/typical user. Independently assessed by Strategy Analytics between 2022-01-20 to 01-31 in UK with pre-release versions of SM-A73 under default setting using LTE and 5 G Sub 6 networks (NOT tested under 5 G mmWave network). Actual battery life varies by network environment, features and apps used, frequency of calls and messages, number of times charged, and many other factors. Rated (i.e. minimum) battery capacity value is 4,860mAh.

^25W charger and cable required, sold separately.



Immersive speakers

Stereo speakers with Dolby Atmos

Galaxy A73 5G produces an incredible audio experience that puts you in the centre of it all. The speakers work together to create an immersive 3D stereo sound with Dolby Atmos.



Storage

Storage

Forget deleting Galaxy A73 5G has spacious storage of up to 128GB with 6GM RAM plus the added option for 1TB microSD card support, so you can focus on the now.*

* User cannot access entire memory capacity due to pre-installed content. MicroSD card sold separately.



Performance

Fast Processor

Experience fast processing with Octa core chipset built to enable lasting power and performance to maximise speed, gaming, camera and so much more.



5G

Seriously fast 5G

Get access to seriously-fast download and upload speeds with 5G technology.* Galaxy A73 5G gives you power to download music, stream movies and game on with minimal lag to keep you moving with the speed of life.

*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.



Security

Security

Privacy is everything, so we built in high-tech biometric authentication. Unlocking is

simple with the Optical In Display Fingerprint Sensor. Plus, your sensitive info is protected by Samsung Knox security.



Fun Mode

Fun Mode

Turn up the creativity with Fun Mode. Galaxy A73 5G's Camera app features an in-built Snapchat AR lenses, so your selfies can be weirder and wilder than ever imagined. Plus we've also added portrait lighting effects to enhance those portrait snaps.