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CeBIT 2008: Samsung focuses on business products

Wants to be a top tier IT solutions provider by 2012

by Amy-Mae Elliott published on 3 March 2008

Samsung says it has ambitions to enter the top tier of IT solution providers by 2012, and as such, has chosen CeBIT as the venue to unveil some office-friendly goodies.

An expanded portfolio of printers, new monitors and one new notebook PC product have all been launched in Hanover.

In total, Samsung has launched 22 new printing devices along with 16 new solutions, each tailored to meet a range of needs for companies of all sizes.

Included in the business-focused line up are some of the world's smallest colour laser printers (the CLP-310 Series) to the fastest A4 digital MFPs (the MultiXpress C8380ND) which will launch over the next 6 months.

Still on the business side of things, three new Large Format Displays have also been revealed, 40 and 46-inch models with an ultra-slim bezel of 11mm and an 82-inch model.

A little more of interest to the common man, Samsung has unveiled the 12.1-inch P200 Ultra Portable Notebook PC, described as a high-performance device built for mobile workers.

Aimed at the small to medium business user, the P200 weighs 1.89kg, offers Intel Core 2 Duo Processor technology, ATI's Radeon Xpress 1250 graphics card and offers a rugged casing.

The P200 offers 3 hours battery life, 10/100 Ethernet, Bluetooth 2.0+EDR, Atheros Super G wireless, an integrated digital camera, 6-in-1 card memory reader, PCI Express card slot and two USB ports.