

## Samsung Galaxy S8 - A premium handset in every sense of the word!

Samsung have really shaken up the smartphone industry with their newest flagship, the Galaxy S8. The innovative end-to-end 5.8-inch, curved-glass display is a real turning point in smartphone design, prompting rumours that Apple will follow suit later this year with a re-design of the iPhone 8.

A big feature that's launched with the S8 is Bixby, the brand's AI voice assistant rivalling Siri, Alexa and Google Assistant. Samsung have made some big promises, pledging that Bixby will soon be able to do things contextually, for example turning your heating on when you're 20 minutes from home, or reminding you to get milk when you're near a shop. On testing, Bixby seems to be a bit of a work in progress but as the technology advances, I can see it becoming invaluable.

With new biometric security, the S8 is one of the most secure phones around - you can unlock it with your face, a fingerprint or an iris scan, or even a PIN if you're feeling retro.

Samsung has also delivered on everyday performance - the sharp, slick camera is better than ever in low light, the battery lasts all day, and the clean, crisp interface is insanely easy to use. I could write all day about the brilliance of the S8, but don't just take my word for it – pop in-store and give it a spin!

*The Samsung Galaxy S8 is available in Midnight Black, Coral Blue, Arctic Silver and Orchid Grey 64GB, with no upfront costs when you take out an airtime plan. Pop in-store today.*

