

Real or fake? The Samsung S9 features debunked

- **Revealed: the Samsung S9 features Brits thought were too good to be true!**
- **Battery life the most valued phone feature in the UK**
- **Experts provide tips on how to take the best pictures and videos with the S9's revolutionary dual lens camera**

The long-awaited Samsung Galaxy S9 and S9 Plus were announced at the Mobile World Congress 2018 in Barcelona last weekend. To mark the release of Samsung's latest handset, award winning mobile phone insurers, [Insurance2go](#), tasked Brits with spotting the fake phone feature out of a range of new, soon-to-be released features. The results were surprising with many identifying the new Samsung S9 features as too good to be true!

Six Samsung S9 features that people thought were fake:

1. An 'AI Avatar', an emoji that's actually you (51%)
2. A screen reaching all four corners (27%)
3. Super slo-mo 960FPS filming to capture the moment within the moment (21%)
4. Bixby translation - smart instant translation of the world around you (20%)
5. Water resistance up to 1.5 meters for 30 minutes (15%)
6. A dual lens, dual pixel 12MP camera allowing high quality pictures without blur or pixelation (14%)

The research also revealed which phone features smartphone users value the most, and which they are most looking forward to having on their handsets in the future.

The top ten phone features Brits value the most when looking to upgrade their handset to a new model?

1. Battery life (55%)
2. Memory (39%)
3. Camera capabilities (31%)
4. Processing speed (26%)
5. Low price (24%)
6. Durability (21%)
7. Brand (20%)
8. Large screen (17%)
9. Small size/weight (17%)
10. Screen resolution (15%)

Out of the all of their phone functions, more than a third (35%) of women value the camera on their phone amongst the highest, and a third (31%) of men value processing speed (compared to 21% of women). A phone that's low in price was valued by 55 to 64-year-olds the most, and a phone with a large memory capacity was the most important to 18 to 24-year-olds. The feature two fifths (46%)

of Brits are looking forward to having on a phone is a 'tap to charge' feature, enabling full recharge in under 15 minutes!

When asked which features phone lovers use the most, texting and calling came out top (69% and 55%) showing that despite all their phone's gizmos and gadgets, Brits still rely on their phones to stay in contact with loved ones first and foremost. The third most used feature on our smartphones is the camera (42%).

Commenting on the research, Gary Beeston, Sales & Marketing Director at Insurance2go said: "As smartphone features develop, it's easy to see why so many people thought the new S9's features couldn't be real. The developments to smartphone tech, particularly over the last few years, have been futuristic and far from our original expectations of what a handset is capable of doing.

"It's great to see that although our phones can do many different things, such as translating languages in real time, so many of us are still mainly using our phones to stay in contact with friends, family and capture memories through smartphone cameras. The Samsung S9's revolutionary dual lens camera should help people to keep taking their pictures and storing those memories, just in even better quality!"

Samsung's newest release comes outfitted with one of the best smartphone cameras on the market right now, offering supercharged photo and video functionalities. To get the most out of your S9's camera, and to learn a range of photograph and videography skills, visit Insurance2go's definitive guide to smartphone videography: [\[LINK\]](#)

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For any media enquiries, please contact:

Frances Mullaney, frances.mullaney@epiphany.co.uk or 0113 220 7301

Miranda Kyte, miranda.kyte@epiphany.co.uk or 0113 887 3306

Rachel Pountney, rachel.pountney@epiphany.co.uk or 0113 323 0536

Notes to Editor

All statistics, unless otherwise stated, are from a survey of 1,006 adults and was conducted by TLF in February 2018.

About Insurance2go

Insurance2go is a trading name of Loyal Insurance Services Ltd, founded in February 2005 by Duncan Spencer, Managing Director. The company was launched to provide great value insurance products for mobile phones.

Since its launch the company has expanded its services to offer cover for Laptops, Tablets, Business Mobile Phones and Smartphones. Insurance2go was awarded the 5 star Defaqto rating in February 2017.

Find out more about Insurance2go, here: <http://www.insurance2go.co.uk/>