

Samsung Hits Decade Mark With its Galaxy S

Tech Giant Presents New Models and Features, Improved Functionality; Better Sales Than the S9

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Celebrating a decade since the launch of the first Galaxy S, Samsung Electronics Latin America and telecommunications services company Claro introduced in Puerto Rico the new line of Galaxy series smartphones.

The new lineup of devices includes the Galaxy S10e, which is built for users who want a flatscreen with all premium essentials, at a lower price and in a compact package. However, the Galaxy S10 and Galaxy S10+ include new consumer features and improved battery, display, camera, access, security and performance.

Among the new features offered are the world's first Dynamic AMOLED (active-matrix organic light-emitting diode) display. As the first high dynamic range (HDR10+) certified smartphone, the display delivers vivid digital content and, with dynamic tone mapping, users will see a wider range of color for a brilliant, realistic picture. The Galaxy S10's display is also certified by the VDE technical-scientific association for vibrant bright colors and extraordinary contrast ratio for even deeper blacks and brighter whites. The display also reduces blue light through its TÜV Rheinland-certified "EyeComfort" display without compromising picture quality or adding a filter.

The S10's unique Infinity-O Display packs an array of sensors and camera technology into a hole-in display, so users can maximize their screen real estate without any distractions. In addition, it has the first-ever in-display Ultrasonic Fingerprint Scanner that reads the 3D contours of the user's physical thumbprint for improved anti-spoofing. With the world's first FIDO Alliance Biometric Component certification (FIDO stands for Fast IDentity Online), this next-generation biometrics authentication offers vault-like security to keep the device safe.

These devices introduce new camera technology and advanced intelligence that makes it easy to take better shots and videos with up to five

cameras—three on the back that include a regular lens rear camera, ultra-wide lens, telephoto/porrait lens, and on the front a selfie camera and an RGB depth camera—in the S10+ model.

The S10 improved its battery capacity and is built with premium hardware and machine-learning-based software that include brand new power-sharing capabilities with the wireless PowerShare feature. This makes it possible to easily charge Qi-certified—which is an open interface standard that defines wireless power transfer using inductive charging over distances of up to 4 cm—smartphone devices and even compatible wearable devices from any brand, including older models that support wireless charging.

In addition, "the Galaxy S10 is capable of charging itself and up to two additional devices simultaneously via wireless PowerShare, while connected to a regular charger, enabling users to leave their second charger at home," the product manager & master trainer at Samsung, Gianmarco Leri, told Caribbean Business during the Galaxy S10's release event at the Art & Design Studio in Old San Juan's Puerta de Tierra community. He said the phone has to have a minimum 30 percent battery charge to enable the PowerShare feature.

On that topic, this newspaper asked how secure it is for consumers to have a new feature for energy "power sharing" available for other devices—which requires the use of more amps, changes in voltage and the transfer of energy with Qi technology—after some lithium-ion batteries in previous Samsung Galaxy phones were overheating from battery management system failures, causing phones to smoke, catch fire or even explode for consequently starting a recall process for the Note 7 smartphone back in 2016 after dozens of reports of overheating.

The senior sales manager at Samsung Electronics Latin America, Terry Weech, answered: "There is no doubt that the Note 7 for us was a challenge, and because of that, Samsung went back to the lab and created a seven-step process for quality control. Some of those processes include that all of their devices are X-rayed, charged, X-rayed again, turbo-charged and X-rayed once again, all to see if each individual device, not a batch of devices, is safe to be released to the public. Consumers can assure themselves that these devices are safe. Samsung is now pioneering that seven-step process and other manufacturers are actually emulating that," he stressed.

Meanwhile, pre-sales of the Galaxy S10 were four times greater in Puerto Rico than for last year's Galaxy S9, Weech said. Likewise, the president & CEO of Claro, Enrique Ortiz de Montellano, said the pre-registration of customers wanting to acquire the Galaxy S10 has doubled in comparison with the Galaxy S9 last year.

Birling Hires Former Treasury Secretary

Teresita Fuentes to Lead Key Puerto Rico Growth Areas, Contribute to Island's Development From 'Other Side of the Fence'

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The president and chief executive officer of the financial consulting firm Birling Capital, Francisco Rodríguez Castro, announced this week the appointment of CPA and former Puerto Rico Treasury Secretary Teresita Fuentes as vice chairperson and member of the firm's executive committee, as well as director of its corporate, biotechnology, pharmaceutical and Acts 20 & 22 advisory areas.

"I'm joining the Birling Capital group, basically doing a lot of what I was doing when I worked in public accounting. Much of the consulting I did was for business with global companies that are always doing transactions, such as mergers and acquisitions or acquiring some line of business, or had some discrepancy with an exemption decree that required consulting or have investments and are eligible for tax credits," Fuentes recalled, noting that she will be in charge of related duties in her new position with Birling Capital.

Fuentes explained that among the first steps she will take in her new role is developing a strategic plan to identify companies that could use her specialized consulting and present these entities a value proposition.

"Puerto Rico is going through very complex economic situations, the tax systems are just as complex and businesses, more than ever, need good advice on a wide range of services, which is where the synergy that Birling can provide to these businesses comes from," the CPA explained, stressing "that is our interest, to begin to approach companies to see what their challenges are and how we can help them."

Fuentes stressed that Birling Capital developed a suite of services that enable it to deal with debt issues, treasury, asset management, acquiring or selling a business, and sophisticated advice on incentive matters, providing a valuable service, she said, that banks cannot offer, especially during uncertain times such as the one Puerto Rico is living.

The finance expert, who was briefly head of Treasury, focused on Puerto Rico's economic expansion, an objective that aligns with her new role as well. She is now intent on helping businesses achieve their potential, which would accomplish the same goal of benefiting the island.

"Now that I'm on the other side of the fence, I would like to help them [businesses] grow, to be successful. That they develop to give opportunities to young people, so they can stay in Puerto Rico and not leave...for these businesses to flourish because that's what our economy needs," she said.

"We cannot depend on the government. Businesses have to do a series of things, some



easier than others, but with the right advice they have to refocus and not depend on the government because the government has its hands full," she assured.

Fuentes acknowledged that the island is experiencing challenging times, but she believes that with each obstacle an opportunity for growth exists and that is the approach businesses in Puerto Rico should develop.

For his part, Rodríguez Castro was enthusiastic about the veteran CPA joining his firm.

"Teresita is a leader who has made important contributions from the public and private sectors, both to her clients and to Puerto Rico. We are very pleased that she is joining the Birling Capital team," he said.

Fuentes graduated magna cum laude from the University of Puerto Rico, with a degree in business administration and accounting; and from the executive leadership program of the Kellogg School of Management in Chicago. Her experience in accounting includes national and international firms such as Laventhol & Horwath.

Birling Capital also recently hired CPA César E. Hernández-Monagas, as head of the Hospitality, Healthcare and Government Practices team. He was CFO of International Hospitality Enterprises Inc. for more than 22 years.

The firm focuses on institutional, government and middle-market and family-owned corporations. Its senior leadership combines decades' worth of advisory and transactional experience and also offers consulting in the retail, education, insurance, banking and government markets, as well as public-private partnerships.

CEO Rodríguez Castro writes a column for Caribbean Business, where he delves into the week's political and market developments, utilizing his 25 years of experience working with government, multinational and public corporations to provide a unique understanding of their implications.