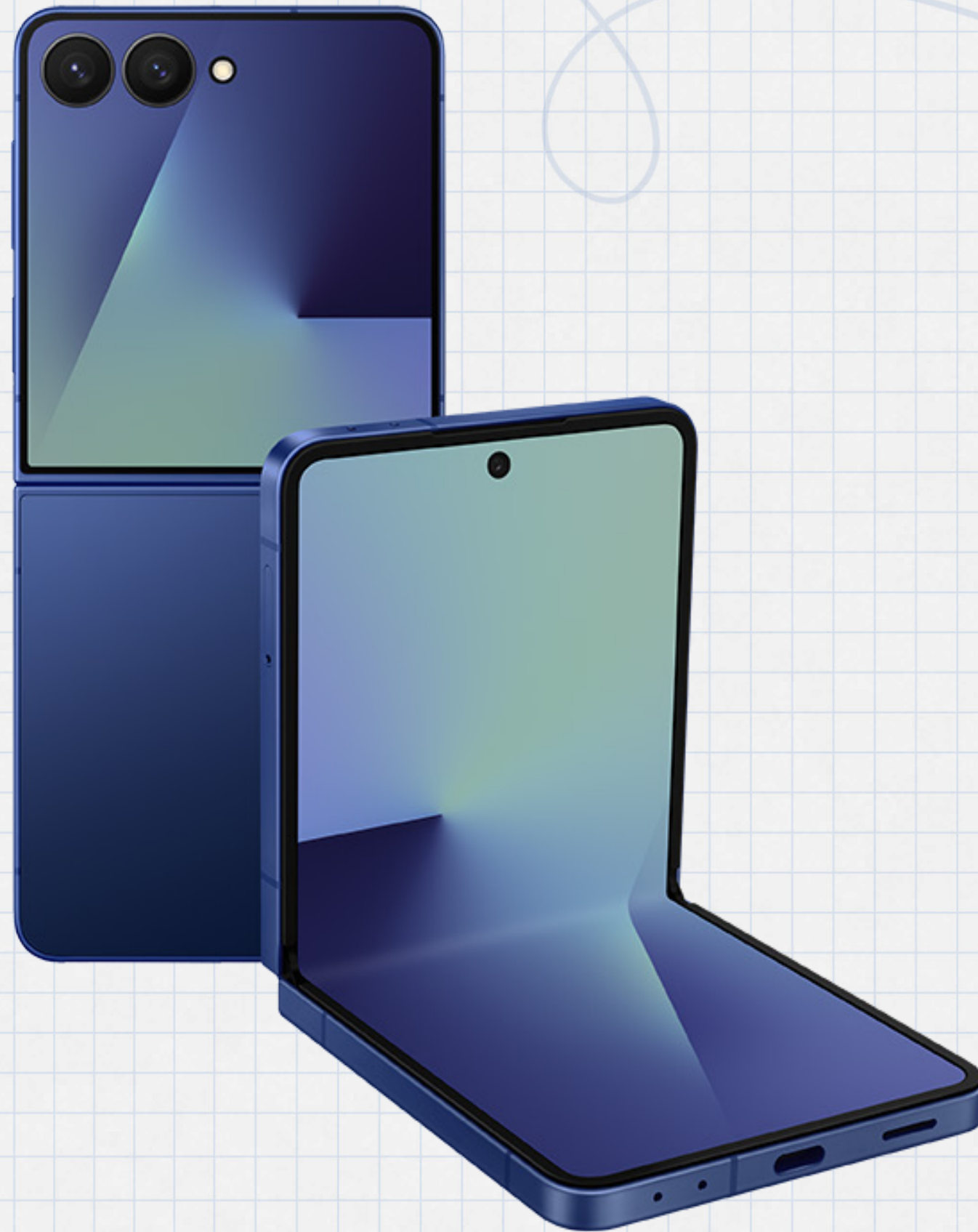


SAMSUNG

Galaxy Z Flip7



Top features

Cover screen

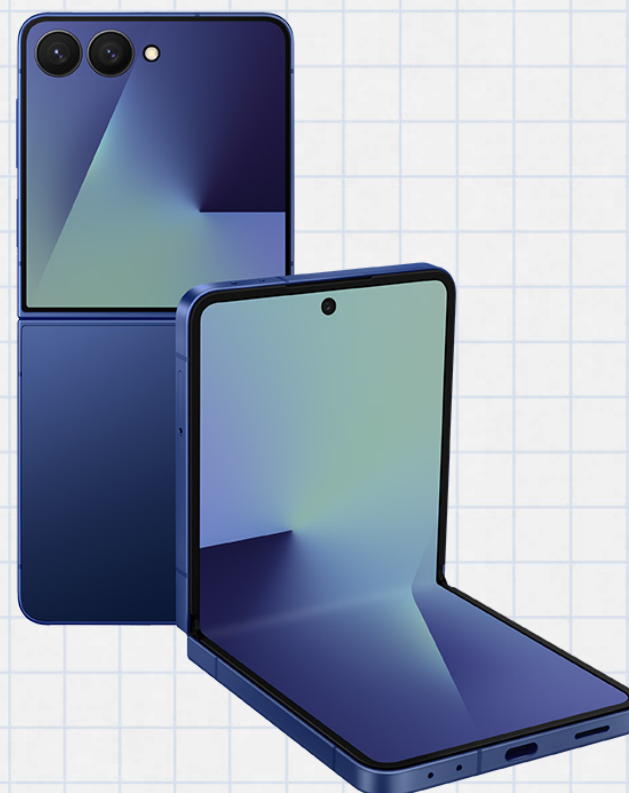
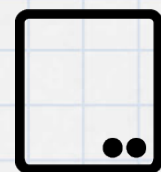
Get ready for Z Flip7! It puts all the user's essential stuff front and center, exactly where it's wanted. Thanks to the redesigned edge-to-edge FlexWindow, it's super simple for users to check their messages, change their music, or just stay in the loop at a glance.

Design

Love a traditional phone but wish it was a bit more flexible? That's Galaxy Z Flip7! It takes everything users already enjoy and makes it more compact. It's the familiar phone users know, reinvented to fit easily into smaller pockets. Users can just open it up for a full screen experience, then fold it away when they're out and about.

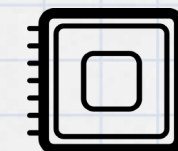
Camera

Don't miss a single great moment! Galaxy Z Flip7 is ready to capture them all with its impressive 50MP high-resolution camera. Users get stunningly crisp and vibrant photos, from sunup to sundown.



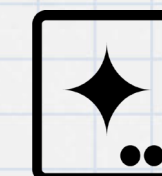
Performance

Sure, Galaxy Z is compact, but it packs the power! We're talking about the biggest battery ever in a Z Flip, a super powerful processor, and tons of storage. Users can go ahead and stream on their commute, make quick edits on the fly, or effortlessly switch between all their must-have apps.



Galaxy AI

Gemini Live efficiently streamlines searches, identifies top options, handles restaurant reservations in real time and provides directions. With added camera and screen-sharing capabilities, users can even ask Gemini about the environment around them or what's captured on their screens. Plus, get personalized insights with AI FlexWindow, custom shortcuts with MultiStar and personalized favorites and designs with the customizable FlexWindow.



GCE and services

Pay in installments with Samsung Wallet, and users can track their vascular load, antioxidant level, and get personalized exercise and sleep suggestions with Samsung Health.



Galaxy Z Flip7 specs

	Display
	Dimensions/Weight
	Rear camera
	Front camera
	Processor
	RAM/Storage
	Battery/Charging
	Durability/Connectivity
	Colors

Cover: 4.1" Super AMOLED, 120Hz Adaptive Refresh Rate, 2,600 nits Peak Brightness Main: 6.9" FHD+ Dynamic AMOLED 2X Flex		
Folded: 3.37 x 2.96 x 0.54in Unfolded: 6.56 x 2.96 x 0.26in		6.63 ounces
50MP Main, 12MP Ultra Wide, 10x Digital Zoom		
10MP (F2.2)		
Exynos 2500		
12GB		256GB/512GB
4,300mAh	Super Fast Charging Fast Wireless Charging 2.0 Wireless PowerShare	
Corning® Gorilla® Glass Victus® 2, Enhanced Armor Aluminum, IP48 4G LTE 5G (sub6, mmW) Wi-Fi 7, BT v5.4		
		
Blue Shadow		Jetblack

10MP Front

50MP Main

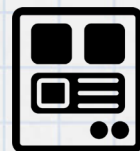
12MP Ultra Wide

Other features

Next Gen ProVisual Engine, FlexCam, Auto Zoom, Cover screen Preview, Portrait, Portrait Video, Hyperlapse, Super Steady, Single Take, Dual Rec, Auto Framing Video, Nightography, Hyperlapse, Expert Raw, 4G LTE 5G (sub6, mmW), Wi-Fi 7, Capacitive Fingerprint, Face Unlock, Android 15, One UI 8, Galaxy AI, SIM + eSIM, FlexMode, Stereo Speakers, Dolby Atmos, Samsung Wallet (Folded Support), FlexWindow Widgets



Cover screen



Edge-to-edge Cover Screen

Do this:

Know: The edge-to-edge FlexWindow on Galaxy Z Flip7 allows for comfortable closed use and next-level personalization. The 6.9" bar phone you know and love folds for compact pocketability.

Greet: "The cover screen really adds a unique, convenient touch. Do you have any specific features or customizations you'd like to explore about it?"

Ask: "Have you considered buying a flip phone but hesitated due to concerns about the cover screen's limited functionality?"

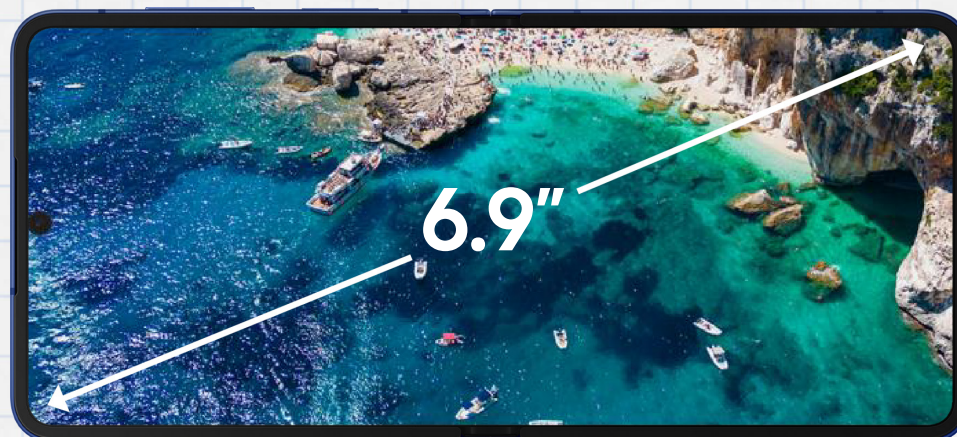
Say: "The new edge-to-edge cover screen gives you more screen to use and personalize. Even better is that Z Flip7 opens up to a gigantic 6.9" screen."

Show: Hand the device to the customer, let them open and close the phone, and see how much screen space is available for use and how compact it folds up.

Close: "Right now, with a new line or upgrade you can get up to \$700 credit with a qualified trade-in. If you purchase it today, you'll get that offer".

Edge-to-edge Cover Screen

The edge-to-edge cover screen on Galaxy Z Flip7 makes go-to features accessible the moment the user needs them.



Show this:

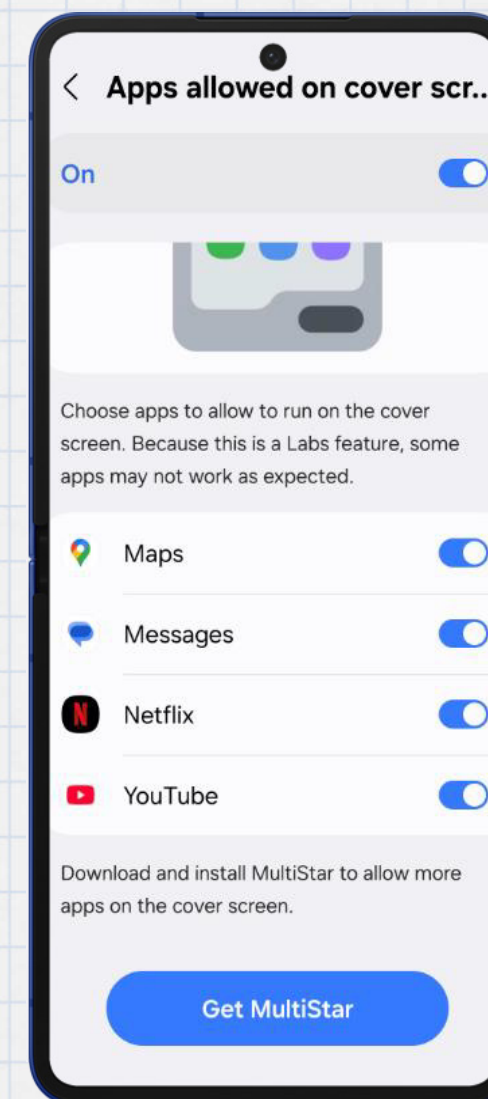
1. Hand Galaxy Z Flip7 to the customer.
2. Have them use the front cover screen to check social media or send a text.
3. Next have them open up the device and open multiple windows to see how much screen space is available.

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#2

Feature of interest
was the pocketability
of a large smartphone

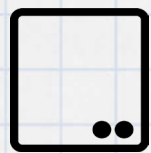
Source: Z Flip7 Considerer Study



MultiStar

Easily add compatible apps, widgets and shortcuts directly to the FlexWindow for on-the-go access to favorites.

Design



Thin, light and durable

Do this:

Know: Z Flip7 is now .54" thick when folded and .26" when open. The hinge and frame are made from Enhanced Armor Aluminum and Gorilla Glass Victus 2 (front and back), resulting in a lightweight design of only 6.63 oz.

Greet: "Hello! I'd love to show you how versatile the Z Flip7 design is and how it makes everyday use even more enjoyable."

Ask: "Have you considered buying a flip phone but hesitated due to concerns about the thickness when folded?"

Say: "Z Flip7 is now thinner, lighter and stronger than our previous flip devices. See for yourself."

Show: Hand the device to the customer, let them open and close the phone, and feel how well-built it is.

Close: "You don't have to worry about durability with your Z Flip7. Also, if you sign up with Care+, make it a worry-free purchase."

Thin, light design

Galaxy Z Flip7 combines the charm of a traditional phone with modern convenience. Its compact design fits easily in pockets, offering a full-screen view when opened and foldable for easy use on the go.



7th-generation established durability

Backed by seven generations of foldable innovation, Galaxy Z Flip7 is designed to handle everyday life.



SAMSUNG

#1

Reason for purchasing Galaxy Z Flip6 was exterior design

Source: HQ CMI Z6 Study

Camera

50MP camera with FlexCam

Do this:

Know: Z Flip7 features a 50MP camera coupled with our Next Gen ProVisual Engine, enabling users to capture their favorite moments with consistently detailed photos across various lighting conditions.

Greet: “Hi, thanks for stopping by! We’re excited you’re interested in the Z Flip7 50MP camera. It’s a fantastic feature, and we’d be happy to show you how it can capture amazing photos.”

Ask: “Have you thought about purchasing a flip phone but hesitated because of the camera?”

Say: “The 50MP camera not only captures all the detailed selfies, but with the Next Gen ProVisual Engine, you’ll get more natural skin tones and lighting.”

Show: Hand the device to the customer. Have them open the camera app and take a 50MP photo. Have them try holding the phone closed in FlexCam or using Flex Mode for a hands-free shot. Afterward, have them zoom in on the photo to see how much detail is captured, as well as how the colors are closer to the natural tones we see.

Close: “Let’s look at your upgrade options. Right now, with a new line or upgrade you can get up to \$700 credit with a qualified trade-in. If you purchase it today, you’ll get that offer”.

High-Res 50MP camera with Nightography

Galaxy Z Flip7 is built to make every photo a flex. The high-res 50MP camera brings out crisp details and vivid color that is sure to stand out on users’ feed.

Show this:

1. Hand Galaxy Z Flip7 to the customer.
2. Have them use the front cover screen to take a selfie.
3. Next, have them open up the device and select a filter to apply to their picture.

FlexCam + FlexMode

FlexCam¹ makes content creation simple, allowing users to shoot, film and frame hands-free from almost any angle. Whether it’s taking group pics, filming a fit or on a video call, FlexMode allows the phone to stand on its own so the user’s hands can stay free.

Show this:

1. Hand Galaxy Z Flip7 to the customer.
2. Show them how to take a photo using Flex Mode.
3. After taking the photo, zoom into the shot to see how much detail was captured.

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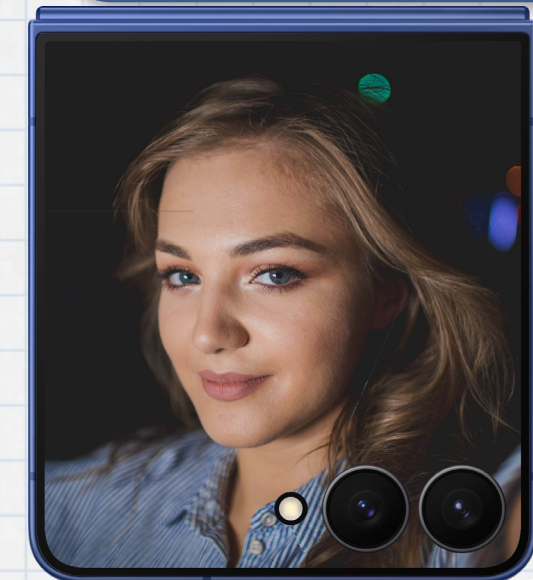
#1

“Premium”
feature is high-
res camera

Source: Counterpoint Research

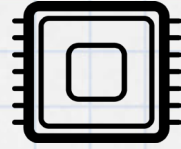
Portrait Selfie

With Galaxy Z Flip7 Series, users can take photos that capture their true self with natural skin tones and textures.^{1,2}



Performance

Flagship Performance



Do this:

Know: The customized Exynos 2500 Processor for Galaxy, powers the fastest Z Flip yet. Enhanced for smoother streaming and gaming with a powerful performance boost and AI-driven enhancements for next-level video recording and real-time noise reduction.

Greet: “If you’re looking for a slim, powerful pocketable phone, then Z Flip7 has a processor which is known for its performance and AI capabilities.”

Ask: “Have you thought about purchasing a flip phone but hesitated because the processor isn’t as good?”

Say: “The custom processor in this phone is what allows it to have the powerful AI features as well as letting you play your favorite games.”

Show: Hand the device to the customer. Have them navigate through the phone and then open and switch between apps to experience the smooth and responsive performance powered by the advanced processor. Highlight the fast speeds and experience.

Close: “Are you ready to own this powerful phone?”

Flagship Performance

Behind the sleek design is serious performance. From scrolling through social media to editing videos, Galaxy Z Flip7 handles it all with ease.



Flagship-level processor and large battery

Galaxy Z Flip7 is compact yet powerful, featuring a fast processor, a long-lasting battery and ample storage. Users can seamlessly stream, edit and switch between apps, all within a foldable design that fits their lifestyle.

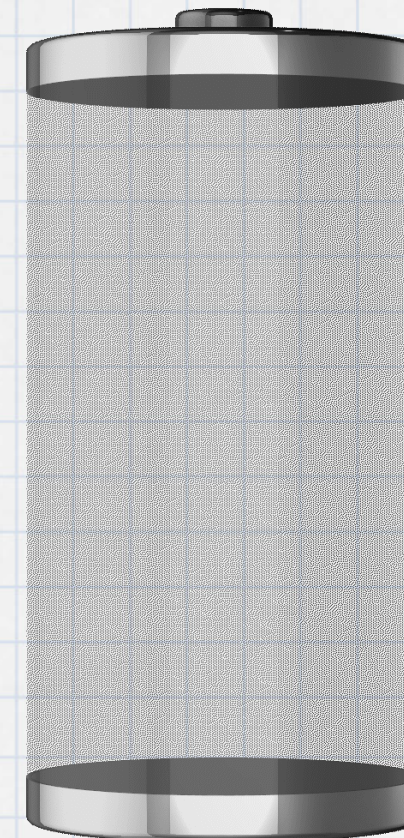
SAMSUNG

#1

Most impactful improvement is battery life

Source: Z Flip7 Considerer Study

4,300mAh
Super Fast Charging
Fast Wireless Charging 2.0
Wireless PowerShare



Gemini Live

AI FlexWindow, custom quick access

Do this:

Know: Do more than ever right from your cover screen with the help of Gemini and voice commands to take care of tasks with just a few words.

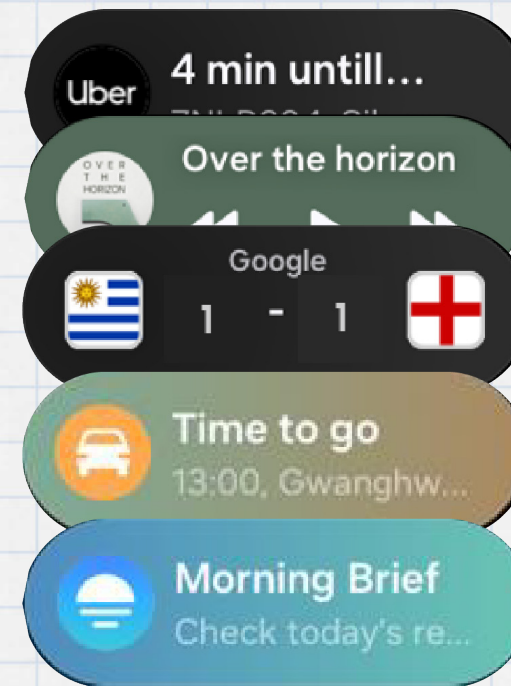
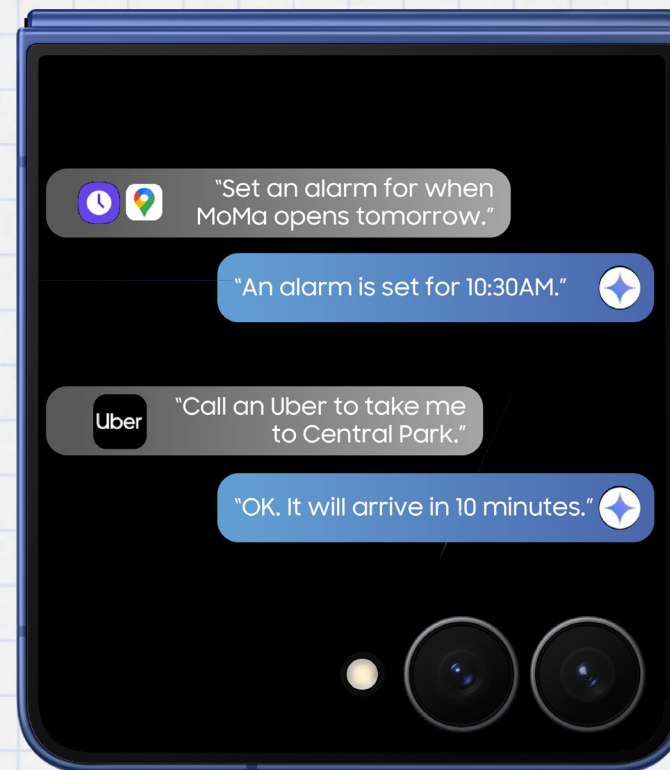
Greet: “Do you have a phone in mind, or can I show you something cool with Galaxy AI? I’d love to show you the latest features.”

Ask: “Have you ever wanted to do more with your phone in fewer steps?”

Say: “With the phone closed, just ask your question and get the answers right on the cover screen.”

Show: Long-press the Side button. Ask questions by speaking or typing. Check the results or take follow-up actions.

Close: “Let’s look up your finance options so you can start using these awesome features right away.”



Customizable FlexWindow

Users can personalize the cover screen of their dreams with shortcuts, widgets and a design that captures their vibe.



SAMSUNG

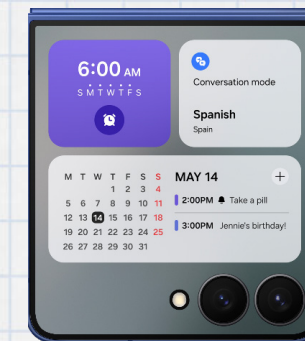
~70%

Of Z Flip7 considerers would be more likely to purchase

Source: Z Flip7 Considerer Study

AI FlexWindow

Users can own the day with personalized insights and notifications that keep them in the loop right on their cover screen.



Galaxy Connected Experience

Galaxy Ecosystem

Do this:

Know: The Galaxy ecosystem connects a Galaxy phone, Watch, Tab and more for a seamless experience. Effortlessly share, control and collaborate across devices.

Greet: "I see you have our latest Galaxy phone. Let me show you other Galaxy devices to complete your Galaxy family."

Ask: "Have you ever wanted to send information from your phone directly to another device?"

Say: "Galaxy AI Ecosystem allows you to connect across your devices to track your health and lifestyle better. It acts as a 24/7 health and life assistant with Watch8 Classic and Ring, a voice assistant with Buds3 Series and a work assistant that connects to a Galaxy Tab or Galaxy Book. You can even control your Smart appliances."

Close: "Galaxy Ecosystem is really cool. Being able to seamlessly jump between your phone, tablet, watch and headphones makes everything so much smoother. Ready to make Z Flip7 yours and start building your own Galaxy setup today?"



Galaxy Ring



Watch8 Classic



Galaxy Buds 3 Series



Galaxy Tab Series



Galaxy Book Series



Samsung Home

Samsung Wallet

GCE and services



SAMSUNG

Buy now in store,
pay later.

Do this:

Know: Samsung installment payments offers more flexibility and wider acceptance, even offline.

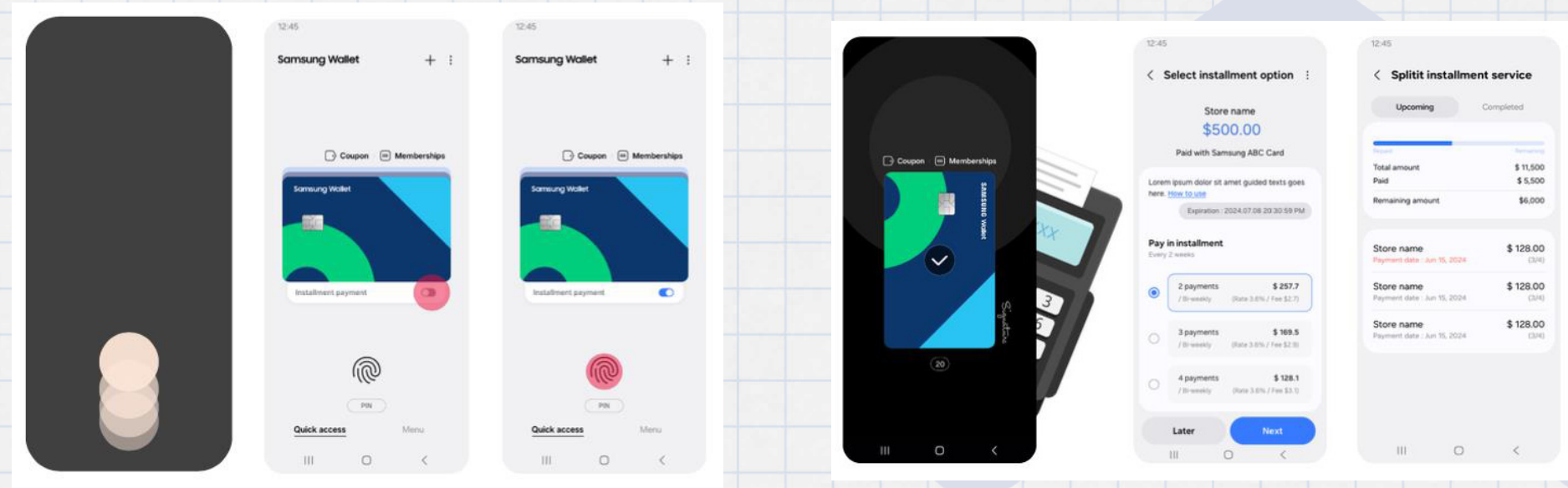
Greet: “Do you have a phone in mind, or can I show you something cool with Galaxy AI? I’d love to show you the latest features.”

Ask: “Do you use Klarna, Affirm, Paypal or other payment option services?”

Pitch: “Samsung Wallet now offers an extra convenience feature with installment payments. This allows you to have more flexibility and wider acceptance when paying, even when offline.”

Demo: Follow the steps outlined. If you do not have a demo unit, use Retail Mode to show the demo.

Close: “Let’s look at the current promos to see how little it will cost you to add on these devices. Right now, with a new line or upgrade you can get up to \$700 credit with a qualified trade-in. If you purchase it today, you’ll get that offer”.



Show this:

1. Hand Galaxy Z Flip7 to the customer. Open the Samsung Wallet app.
2. Show the customer how to activate the installment payments.



Tap to Transfer

Samsung Tap to Transfer allows users to transfer between mobile wallets offline with any other wallets, even Apple® Wallet® or Google™ Wallet™. Just tap the receiver’s phone or contactless card.

Samsung Health

GCE and services



SAMSUNG

66%

of users changed behavior
based on insights
American Academy of Sleep Medicine

Do this:

Know: Samsung Health is a free app that allows users to track various aspects of their health and fitness, including physical activity, sleep, antioxidant index, vascular load and more. It supports over 100 exercise types and can be connected to Galaxy wearables like Watch8 Ultra. The app aims to help users achieve their health and fitness goals by providing insights, coaching and personalized programs

Greet: Hi! Health and wellness is something we all benefit from. Can I show you an app that will provide a comprehensive picture of your personal health and wellness?

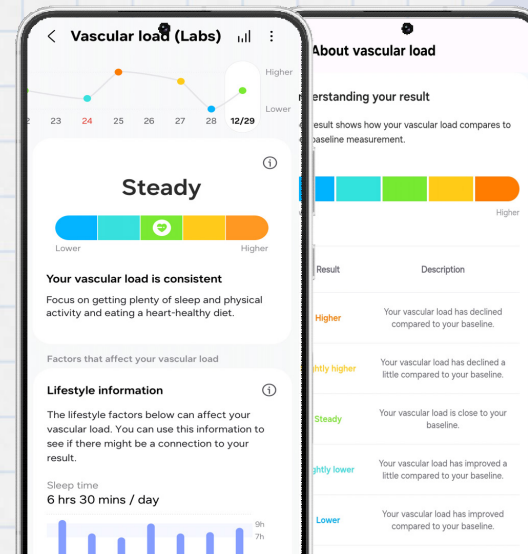
Ask: “Do you currently use an app or device to track your fitness goals, sleep habits and activity?”

Say: “Samsung Health helps track health and wellness factors like vascular load, antioxidant index, sleep habits, activity, mindfulness and more. By connecting to a wearable like Watch8 Classic or Galaxy Ring, it uses data to suggest a health and wellness plan, provided running coaching, better sleep habits and mindfulness techniques.

Show: Follow the steps outlined. If you do not have a demo unit, use Retail Mode to show the demo.

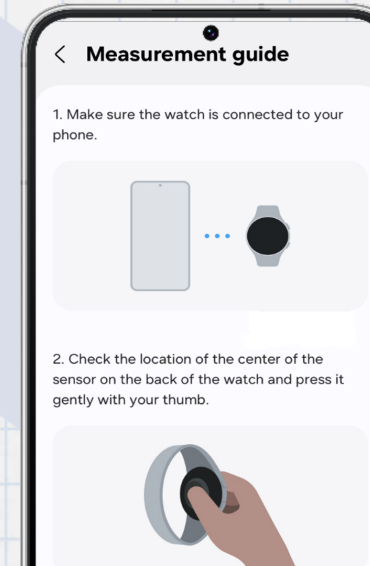
Close: “Let’s look at the trade-in specials so you can start your wellness journey today!”

Vascular load



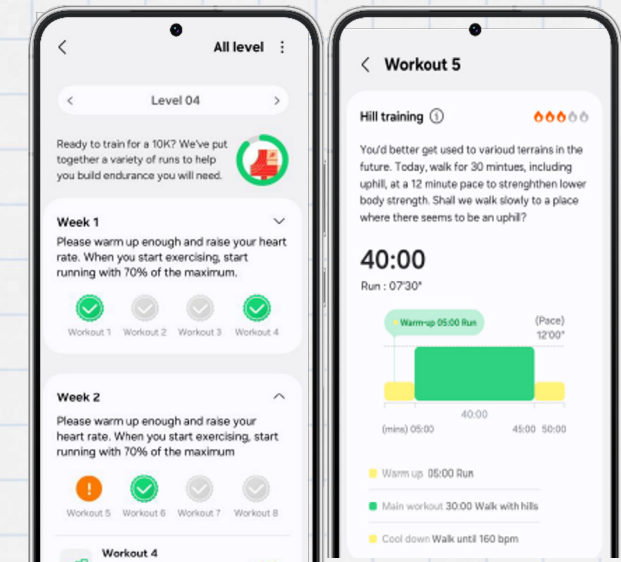
Tracks daily blood flow supplied to the body.

Antioxidant index



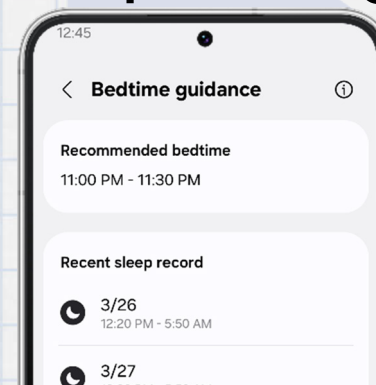
Measures skin antioxidant score using thumb on Galaxy Watch.

Running coach



Creates personalized running training program based on current fitness level and adjusts based on progress.

Sleep tracking



Personalized sleep suggestions based on sleep habits.

Show this:

1. Hand the device to the customer and walk them through the Samsung Health app.

Samsung Care+

The ultimate protection

Do this:

Know: Samsung Care+, is an optional insurance package that extends beyond the standard manufacturer’s warranty, offering enhanced protection for your Samsung Galaxy devices (smartphones, tablets, smartwatches, and notebooks) against accidental damage, mechanical breakdowns, and sometimes theft or loss, with various coverage options and service fees depending on the plan and device.

Greet: “Hi! Looks like you are interested in learning more about how to protect your Samsung devices.”

Ask: “Did you know that Care+ with Theft and Loss includes screen repairs at \$0, but without it, the cost can be as high as \$599?”

Say: “Samsung Care+ with Theft and Loss includes three categories: Phones, Tablets and Watches with enhanced value-added benefits compared to the other Care+ plans. You can protect your devices for less than \$0.27 per day.”

Demo: Show the price and protection chart by clicking here.

Close: “We know that accidents happen. Samsung Care+ will help you save money in the long run when something goes wrong. Which plan would you like to sign up for?”

Here’s what’s covered



Accidental damage

Breathe easy. Care+ provides unlimited repairs for drops, spills, and mechanical breakdowns, including batteries, as well as \$0 same-day cracked screen and back glass repairs at over 700 Samsung-authorized locations nationwide.



Software issues

Replacing a lost or stolen device is a breeze, so customers won’t miss a beat in their busy lives.



Certified care

Get immediate answers from a Samsung Care+ expert 24/7 via phone or online for device setup, content transfers and connecting with other devices.



Theft and Loss coverage

We’ll replace a lost or stolen device as soon as the same day and help set it up.



Battery replacement

We’ll replace a battery if it has a capacity below 80%.



At home or abroad

Enjoy the benefits of Samsung Care+ at home or abroad.



2 claims in 2 years

Make up to two claims within two years and save with a low deductible per claim.



Fast repair services

Get the assurance that a Samsung Certified Technician will repair the device using Samsung Genuine Parts.



Samsung proprietary and confidential. A deductible may apply. Claims may be fulfilled with new or refurbished product. If the same make and model is not available, a comparable model will be substituted. Please see terms and conditions for full coverage details. Unlimited Accidental Damage from Handling. Additional restrictions may apply. Repair eligibility is subject to change. Service fees may apply. Unlimited claims for mechanical failure. Please see plan terms and conditions for full coverage details. Unlimited battery repair subject to diagnostics test confirming 79% or less battery capacity. Availability of Worldwide accidental damage cover may vary depending on the time of Samsung Care+ purchase. Worldwide accidental damage cover only applies to accidental damage to your Galaxy smartphone if overseas product repair is available. Please refer to approximate service fees at <https://www.samsung.com/sg/support/mobile-devices/what-are-the-recommended-pricing-for-galaxy-smartphone-screen-replacement>. Samsung Care+ prices are subject to change without notice. Samsung Care+ coverage may vary by country, model and deductibles may apply. Samsung Care+ coverage, service type and promotion details may vary by country/region and deductible (service fee) may apply. To be eligible for Samsung Care+ promotion benefit, registration may be required. Theft or Loss services are only available for smartphones.

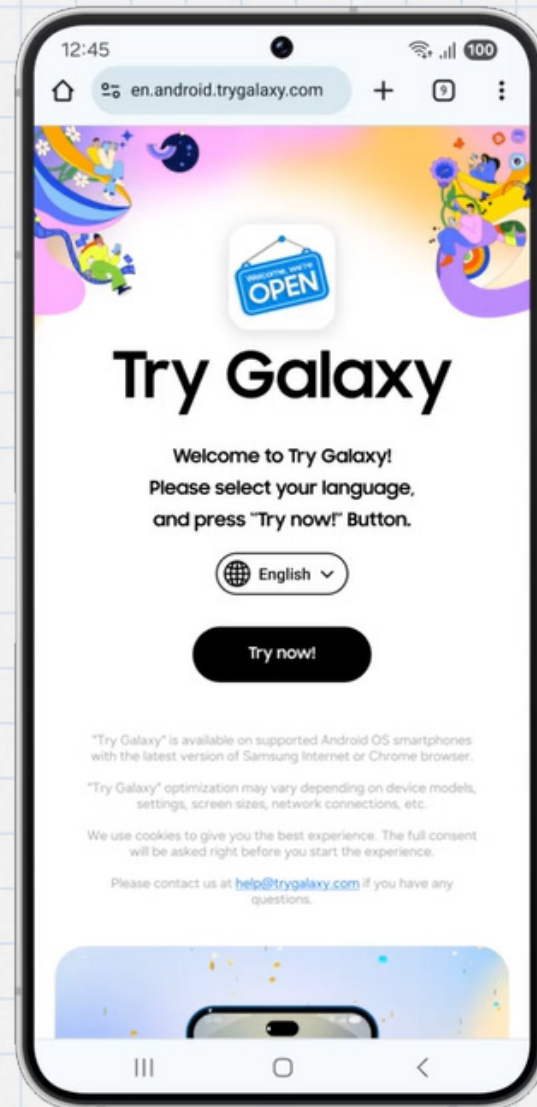
Try Galaxy

How to use Try Galaxy

Android

Using Chrome app:

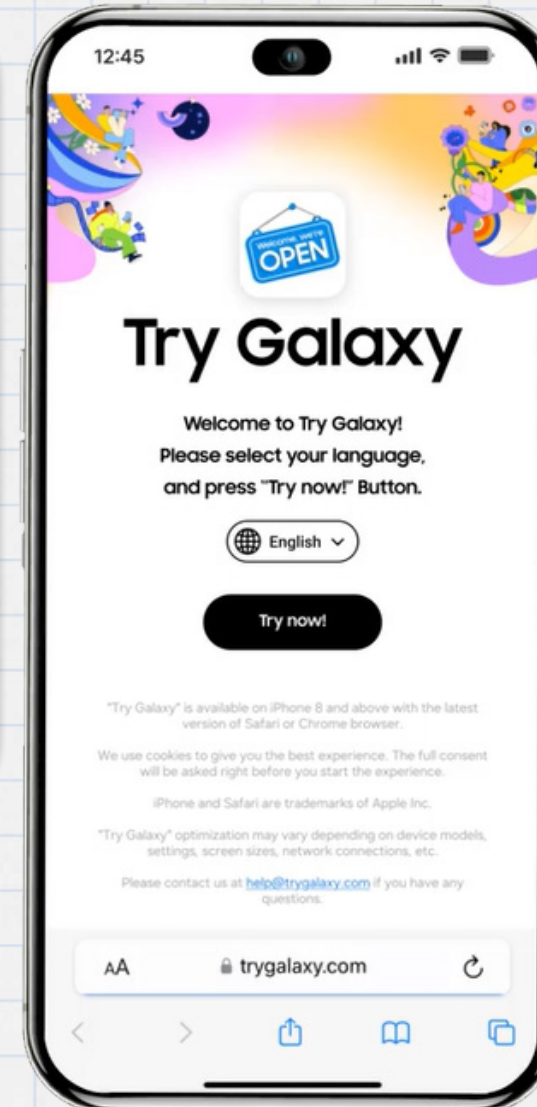
1. Scan the QR code or visit trygalaxy.com.
2. Tap **Try now!**
3. Tap the  button in the top right corner and press add to Home screen.
4. Press **Install** on the pop-up.
5. Tap the app from the Home Screen to open.



iOS

Using Safari app:

1. Visit trygalaxy.com through Safari.
2. Tap **Try now!**
3. Next, tap the  button at the bottom and press 'Add to Home Screen'.
4. Tap the app from the Home Screen to open.



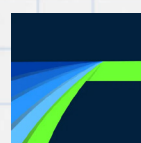
Samsung perks

Exciting, added value



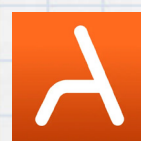
Offer: Three months of Peacock Premium, good until September 30, 2025

Value: Currently a \$7.99/month retail value



Offer: Galaxy exclusive 50% discount, plus a 30-day Creator Pass Subscription: \$24.99, until Nov 30, 2025

Value: LumaFusion is a one-time paid application. Galaxy exclusive 50% discount value \$14.99. Thirty day subscription of Storyblocks for LumaFusion value \$9.99



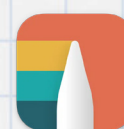
Offer: Thirty-day trial with all Premium Features unlocked, 30% off user discount (for the first subscription month)

Value: Up to \$38



Offer: Download Perplexity from the Galaxy Store and receive a year of Perplexity Pro for free

Value: Currently a \$200 retail value



Offer: 30% discount for Noteshelf 3 premium upgrade, no set end date



Offer: Six months of the EX version (Premium). No set end date

Value: \$53.94



Offer: Two-month offer of Premium Access (Adobe Lightroom for Samsung)

Value: \$19.98



Offer: One-year full version of Goodnotes, 20% discount on the first purchase afterwards, Exclusive offer – premium templates, good until July 31, 2025

Value: Up to \$29.95



Offer: Six months of SiriusXM streaming, good until July 31, 2025

Value: Up to \$29.95

Target audience

Self-Expresser

Hazel



Who is your customer?

Self-Expressers desire a compact phone with a large screen for easy travel and photography, along with customizable features like the exclusive FlexWindow on the Flip.

1. How do you use your device for self-expression?
2. How important is camera quality and performance in your daily life?
3. What is your experience with AI on devices?
4. What features do you like to customize on your phone?

What do they need?

Ask more questions to better determine what they need in a new phone.

1. How often do you use your phone for calls, texts, emails and social media?
2. Do you watch videos, listen to music or play games on your phone? If so, how often?
3. How important is camera quality to you? Do you take a lot of photos or videos?
4. Do you use your phone for content creation or social media?

Devices owned

Ask the customer more questions.

1. What devices have you owned in the past?
2. What are you looking for?
3. What phone do you have currently?

Remember

Get to know your customers!

By understanding a customer's specific needs, you can help them choose a phone that best suits their lifestyle and preferences.

Overcoming common objections

Objection: "It's too expensive. I'll wait until my current phone breaks."

"Upgrading your phone is a significant investment, so choosing one that meets your needs and enhances your daily life is important. Galaxy Z Flip7 offers time-saving seamless actions across apps for quick tasks and features like Now Brief to stay informed, boost productivity and enhance user experience. While the initial cost may seem high, consider the long-term value. With advanced features like the AI-powered camera and powerful processor, Galaxy Z Flip7 will remain relevant for years. Plus, you can easily capture and edit stunning photos and videos with Audio Eraser and Selfie Portrait."

Objection: "I've been using CoA for years. I don't want to switch and learn all the new features."

"I understand that switching to a new ecosystem can be intimidating. The transition is smooth on Galaxy Z Flip7 with its redesigned Android interface. Plus, with Smart Switch, we can transfer all your data such as photos, contacts and messages seamlessly from your current phone. You won't lose a thing, and you will get to enjoy features such as Seamless Actions Across Apps, Now Brief, Audio Eraser and more!"

Objection: "I'm concerned about the durability of a folding phone."

"That's a really common concern, and I understand why you'd think that! Many people worry about the durability of folding phones. But honestly, the technology has come a long way. The new Galaxy Z Flip7 is built with incredibly advanced, much more robust materials, including Corning® Gorilla® Glass Victus® 2, Enhanced Armor Aluminum and an IP48 rating. The phone has been tested for tens of thousands of folds, proving their long-term reliability. Plus, with the added protection of Samsung Care+ you can feel confident using your phone all day without worry."

Objection: "How is the battery life?"

"Along with its durability, Galaxy Z Flip7 is equipped with a powerful battery for long-lasting viewing and entertainment. The advanced processor's increased power efficiency contributes to a longer-lasting battery. Play videos and stream your favorite show without worrying about the battery. Efficient battery quality for longer, more immersive content viewing and Fast Charging to keep you going all day!"

Galaxy Z Flip7 at a glance

Iconic design

Flex Window

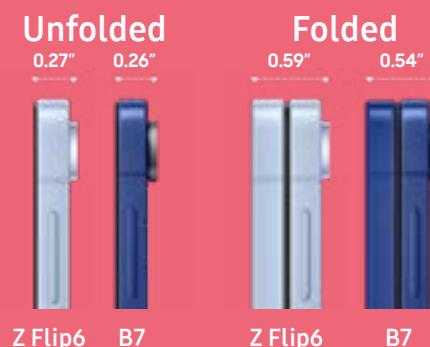
Thinner, lighter and stronger than previous foldable devices



Galaxy Z Flip7 merges tradition with modern convenience, featuring a compact design that opens to a full screen.



Thinnest Flip ever



Powerful performance

FlexCam experience

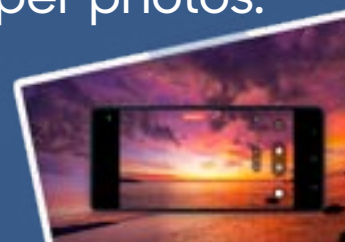


Sturdy durability

- Dual Rail Hinge



ProVisual Engine brings out finer details for sharper photos.



Long-lasting battery



4,300mAh

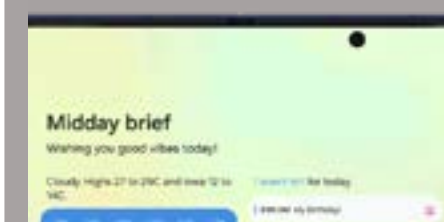
The power of AI in hand

Convenient Gemini



- Gemini Live with camera
- Gemini Live with screen sharing

Now Bar and Now Brief



FlexWindow AI features

- Quick panel
- Brief widget
- 2x2 widget



Galaxy experience

Samsung Health



Galaxy Connected Experience



Samsung Wallet



Samsung Care+



Try Galaxy



Personalized running coach



Tap to transfer

