

# Samsung merges camera and mobile divisions in a bid to differentiate its smartphones

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The impact of this reorganization isn't yet clear, and might not be felt for a while to come, but it does reiterate Samsung's interest in hybrid devices like the Galaxy S4 Zoom. Bringing the camera and phone designers closer together should also result in tighter collaboration between their teams. Samsung promises to improve the "operation capabilities" of the newly reassigned imaging team and "promote its market leadership."

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