

# Samsung Z smartphone ditches Android for Tizen software

Consumers now have another alternative to Apple and Google software with the launch of a smartphone powered by Samsung's Tizen

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The Samsung Z is the Korean electronic company's first Tizen smartphone - it's first mainstream break from Google's Android. Photograph: Samsung

The Samsung Z will be its first smartphone to ditch Google's Android and run its own Tizen software, the manufacturer has announced.

The launch means that consumers now have more choice of mobile phone software beyond the dominant Google Android and Apple iOS operating systems.

The Samsung Z device will now compete directly with smartphones running Android and Microsoft's Windows Phone, employing the Tizen software that will be incompatible with Android applications and Samsung's Galaxy smartphones.

“Samsung is committed to enhancing the mobile experience of consumers with innovation that is both personal and unique to their needs,” DJ Lee, president of global sales and marketing for Samsung noted in a blog post.

“The Samsung Z integrates the power and adaptability of the Tizen platform, enabling users to browse the web faster and utilise applications more effectively.”

The Z has features comparable to Samsung’s flagship Android smartphone, the Galaxy S5, with a 4.8in high definition screen, 2.3GHz quad-core processor and a fingerprint scanner – something the Korean electronics giant only introduced to its mobile devices with the S5 in April. The Samsung Z will launch in Russia first with plans to expand to other markets.

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## **Tizen versus Android**

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Samsung’s Tizen software is similar to Android and based on the Linux open source software, but is controlled by companies including Samsung and Intel, rather than Google. It is not compatible with Android and its applications. Android development is driven by Google with the Android Open Source Project and the Open Handset Alliance, of which Samsung is also a member.

Tizen affords Samsung more control over its software and avoids the need to include Google's software, search and applications such as Gmail, Google Maps and Google+. It also allows Samsung reduce its dependence on Google, something the company has tried in the past with its own Bada smartphone software, which eventually became part of Tizen.

Samsung expects Tizen devices could make up as much as 15% of the company’s mobile shipments per year, a potential threat to Google’s Android where Samsung makes up 65% of all Android devices, according to data from analytics firm Localytics.

Samsung claimed 31.3% of fourth-quarter smartphone shipments last year, with Apple making up 15.3% of the market in second with Samsung’s Korean rival LG in third with 4.8%, according to data from IDC.

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## **‘What does it mean to consumers? Nothing’**

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“The launch of Tizen on Samsung handsets provides an exciting proposition for emerging market consumers, where accessibility to truly localised content and appropriate payment mechanics could at last become a reality,” said Marco Veremis, chief executive

of mobile marketing specialists Upstream.

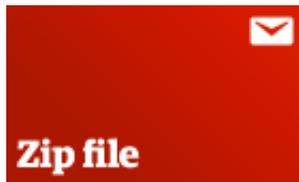
Others are not quite as enamoured with the prospect of yet another mobile software platform.

“What does it mean to consumers? Nothing. No additional value to make the switch from Android worth it,” [said Francisco Jeronimo](#), research director at firm IDC.

The Samsung Z follows the introduction of the Tizen-powered Gear 2 smartwatch, which replaced the originally Android-powered Galaxy Gear smartwatch from 2013. Samsung recently issued a software update that replaced Android with Tizen software on the Galaxy Gear, removing Android from all of Samsung’s smart wearable devices.

The smartphone will be shown off at Samsung's Tizen developer conference on 3 June.

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