
Manna to deliver Samsung phones via drones from heavens

In a deal that is the first of its kind globally for tech giant Samsung, Irish company Manna is to make smartphone delivery via drones available to Irish customers.

The new partnership between Manna Drone Delivery and Samsung will see drone delivery available to Irish customers who buy the latest Samsung devices, including including the S21 Ultra, the Galaxy Buds Pro, the Galaxy Tab S7, the Galaxy Watch 3, and Samsung's recently launched Galaxy A Series via [Samsung.com/ie](https://www.samsung.com/ie).

Devices can be ordered and delivered from the air within three minutes for customers in Oranmore, Galway.

The new service, which is a first for Samsung globally, will facilitate an end-to-end contactless experience for Samsung customers from their initial online order through the company's Irish eStore, right through to fulfilment.

A new meaning for over-the-air

The service will first be made available from today (23 March) to customers based in Oranmore with Samsung and Manna keen to expand this service nationwide in the future.

“At Samsung we are always looking for ways to bring meaningful innovation to our customers so we’re really excited to be the first technology company in Ireland to make our products available to our customers via drone delivery,” said Eamonn Grant, head of Online for Samsung in Ireland.

“To be able to deliver our products to our customers within three minutes of leaving the dispatch centre is a brilliant example of innovation in motion. Superior customer experience is at the heart of what we do and with this new service we are embracing what we believe will be the future of retail. In the current environment, there is no better time to provide a contactless alternative to ‘click and collect’ and we are really thrilled to be partnering Manna to achieve this.”

Manna, headed by Irish entrepreneur Bobby Healy, uses custom-developed aerospace grade drones to deliver products directly to customer's homes. Their drones fly at an altitude of 50-80 metres and a speed of over 60kph - enabling delivery to homes in Oranmore within three minutes.

“This partnership with Samsung marks the first of its kind in the world. To date, we have been working with Tesco and local businesses to deliver grocery, hot food, books and pharmacy items, to people in the area,” explained Manna CTO Alan Hicks.

“We recognise that the potential for the application of drone delivery is enormous. Samsung is one of the most innovative and widely recognised brands globally that always puts its customers front and centre. It’s for this reason we are genuinely excited to be embarking on this next chapter with them.”

Pictured at top: Eamonn Grant from Samsung and Alan Hicks from Manna with one of the drones

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