

SAMSUNG

IoT & Smart Home

Samsung Electronics

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100 Years

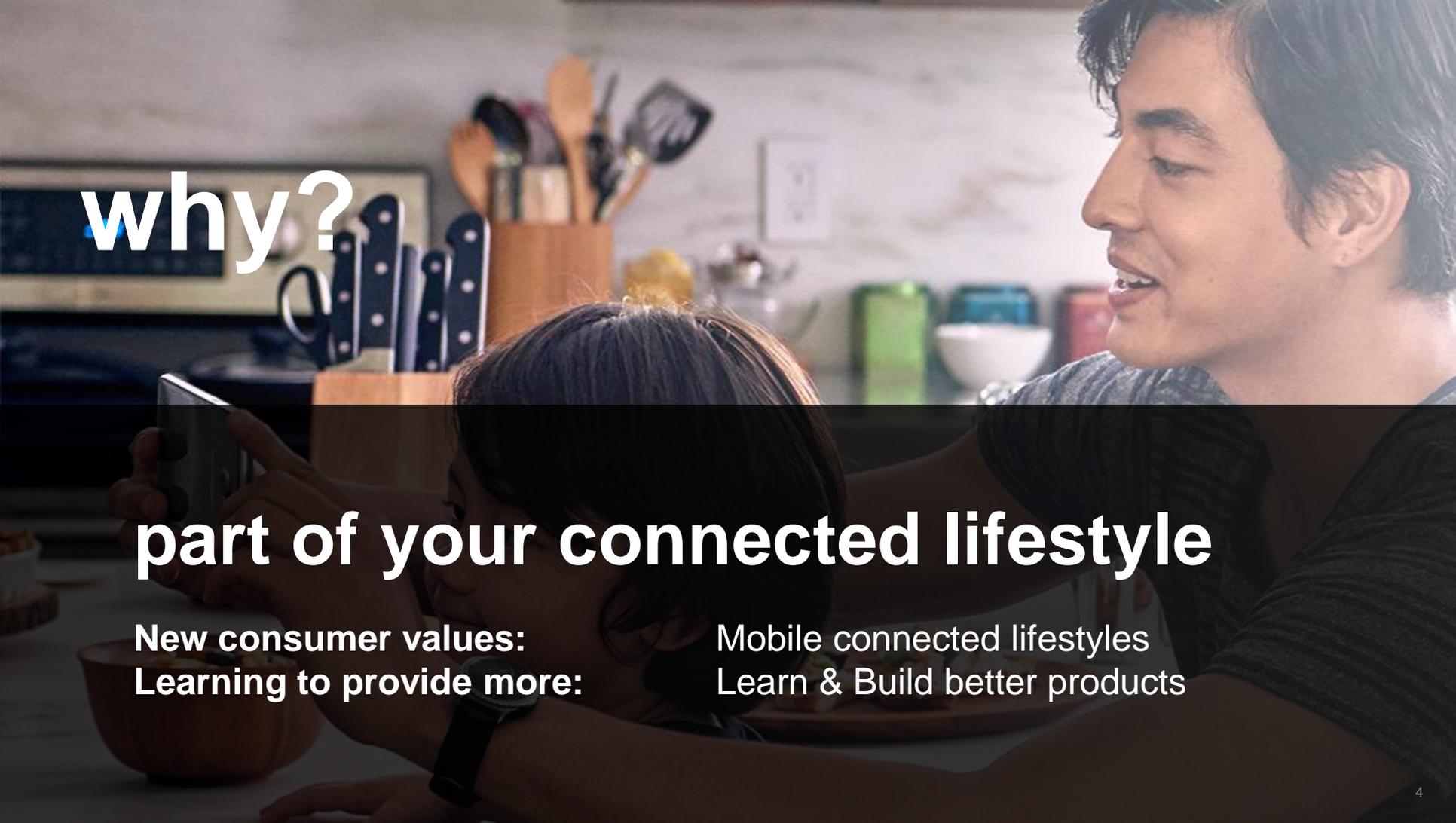
digital & global
is the new normal

Christian Steenstrup (1873-1955) of General Electric (GE) was responsible for the widespread introduction of domestic refrigeration when, in 1927, he designed the first all-steel refrigerator with a hermetically-sealed compressor mounted in a circular unit on top. The 14 cubic-foot refrigerator sold for 525 dollars in the United States, half the price of its competitors, and made General Electric the industry leader by 1930. This model was made by BTH (General Electric) in 1934 and supplied by the International Refrigerator Company of London.



“100% connectivity by 2020”

Samsung Smart Home provides connectivity to all home appliances & connects to external eco systems

A man and a woman are in a kitchen, looking at a smartphone together. The man is on the right, smiling, and the woman is on the left, also smiling. They are both looking at the phone. The background shows a kitchen counter with various items like a knife block, a bowl, and a green container.

why?

part of your connected lifestyle

**New consumer values:
Learning to provide more:**

**Mobile connected lifestyles
Learn & Build better products**

Benefits

Convenience

- Multi-device control
- Personalized mode
- In/out of home

Services

- Contents (recipe)
- Shopping
- Entertainment

Energy

- Savings
- Control & Monitor
- Management

Security

- Monitoring
- Alerts & Activations
- Partnerships

 SAMSUNG
SmartHome

SmartThings

iot principles

A stylized globe composed of a network of blue nodes and lines, representing IoT connectivity. The globe is centered in the background, with the text overlaid on it. The nodes are small white dots, and the lines are thin blue lines connecting them. The overall color scheme is dark blue and black.

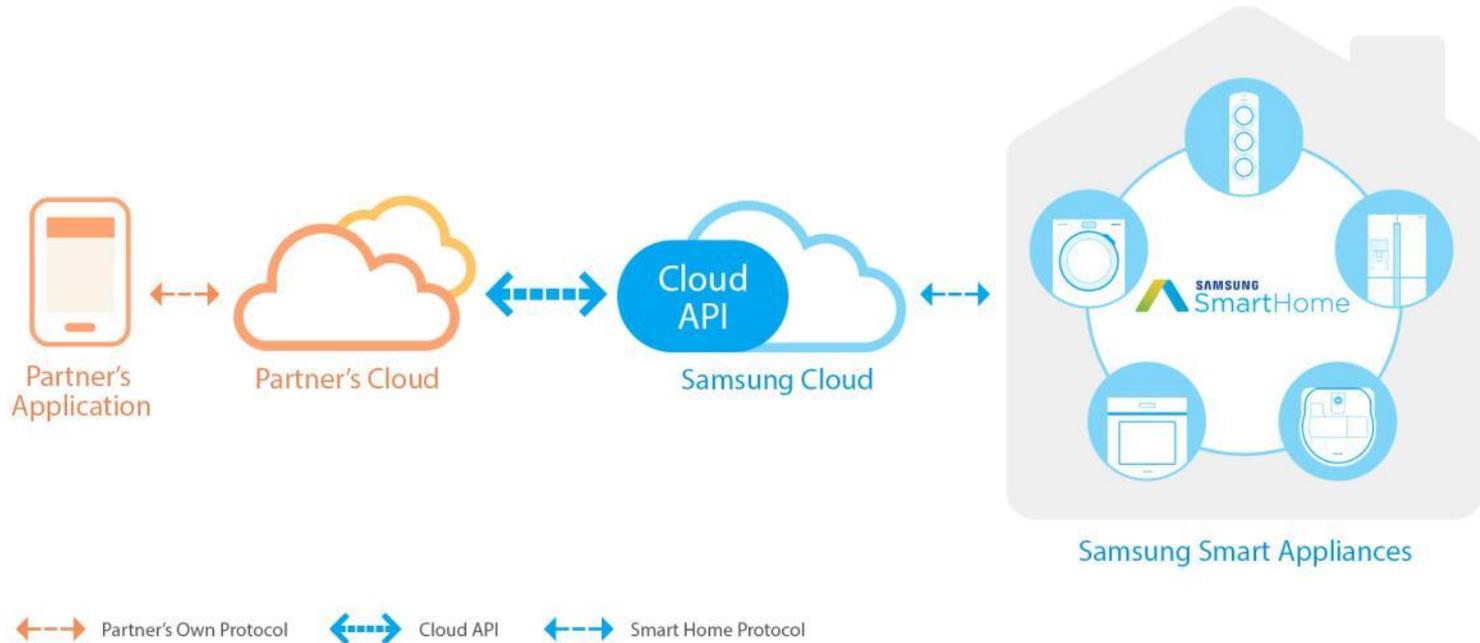
openness

interoperability

cross industry collaboration

Openness

Samsung Smart Home platform...





INTEROPERABILITY



Interoperability brands, categories, services



cross industry collaboration



Cross Industry Collaboration



Shopping



Advertisement



24 hour service



Delivery & Collection



Data



Customer service



Loyalty programs

**translates into...
products you live with**



Refrigerator



Temperature Setting

Control and monitor the temperature



Door Alarm

Get notification when you left the door open



Rapid Cooling

Cool the food easily and rapidly



“I’ll be the family hub in your kitchen”

Washing Machine



Smart Control

Control and monitor
the washing machine remotely



Alarm

Get notification when
your laundry is finished



“I’ll help you manage time w reminders”



Oven



Remote Control

Start and control the oven with various cooking mode remotely



Auto Cook

Preprogrammed recipes for simpler cooking



Club Des Chefs Recipe

Start and control the oven with various cooking mode remotely



Monitoring

Check the status of your cooking remotely

“I’ll save your time & make it easy”

Vacuum Cleaner



Select & Go™

Clean the area you want only

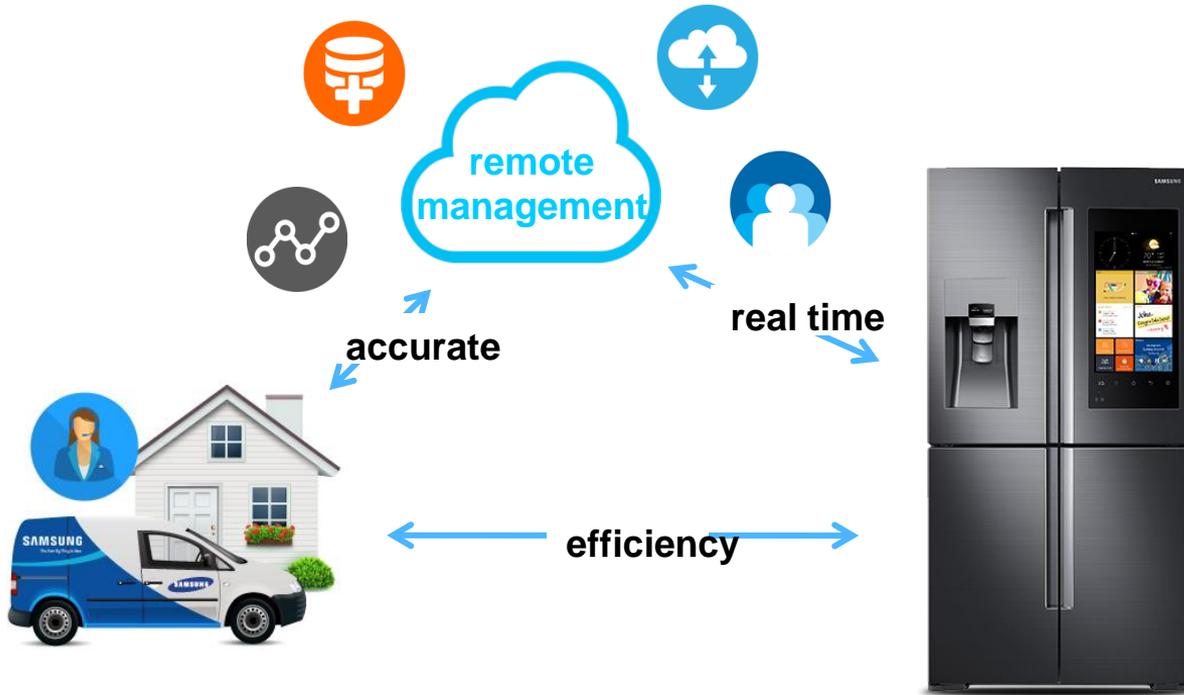


Wi-Fi Control

Turn it on or off and even book cleaning schedule remotely



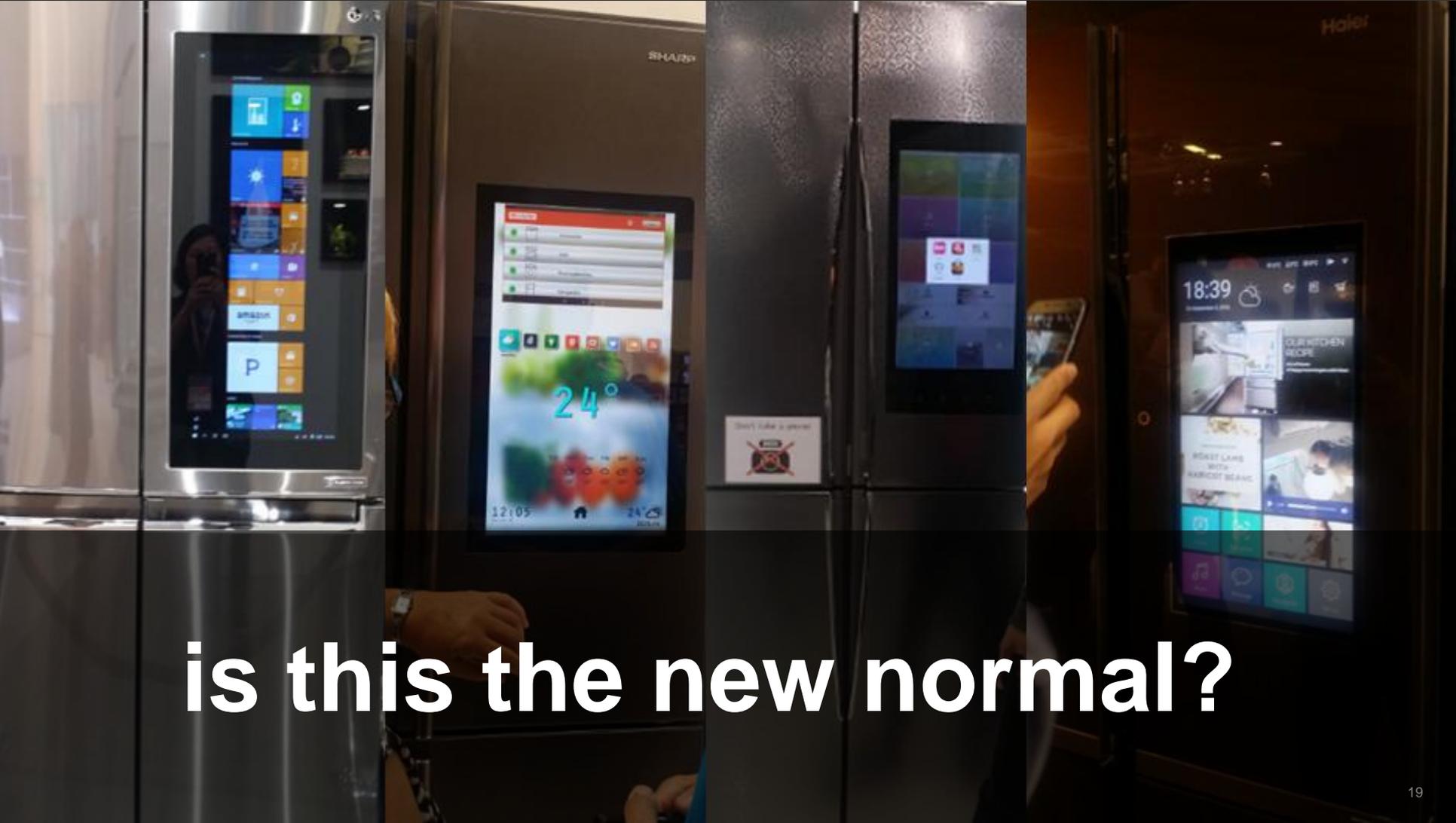
“I’ll clean the floors when you’re away”



Remote management...better experience

homes, communities, cities





is this the new normal?

not innovation for innovation sake “solve real life problems”

consumer needs

optimized for me •————•

convenience •————•

solves real problem •————•

make it secure •————•

iot possibilities

profile, patterns

anytime, interoperable

save cost, time

security, responsibility

SAMSUNG

Thank You!