Samsung CES Script
1/9 FINAL LP

»**GARY SHAPIRO:**
Good morning and welcome to our
final keynote of this year's
International Consumer Electronics Show.

We like to finish with
big news from a
big name in the industry.

And you can't get much
bigger than
Samsung Electronics.

Samsung is one of the
top technology companies
in the world and recently ranked by Interbrand as the
9th most valuable brand
in the world -
up from 17th in 2011!

As a global technology leader, Samsung is constantly introducing
new products
to predict future demand
as well as to meet
the current needs of the consumer...

Employing over
200,000 people across
72 countries...

Operating nine independent business units including
today's keynote presenters:

Samsung Electronics Device Solutions,
the world leader in advanced semiconductor and display solutions
for the IT industry.

These great leaps forward are taking user experiences – and industry possibilities – into exciting, new territory.

Now, pivotal to ALL great new devices and applications
are great components.

Samsung Electronics Device Solutions is delivering component innovation at an unprecedented rate.

As a President at
Samsung Electronics,
Dr. Stephen Woo
leads a tremendous team that is working hard
to build on and accelerate
that momentum...

Catalyzing a whole new era for the electronics industry...
especially in mobile device solutions.

Stephen has been at the forefront of
electronics innovation
his entire career.

Before joining Samsung
in 2003, he held
senior research and management positions
at Bell Labs, Sansearch -
a startup company he founded – and
Texas Instruments.

His enthusiasm for the field
is clear.

And he is devoted
to developing innovations that meet industry needs.

Samsung Device Solution's revenues are a
testament to that.

In third quarter 2012 alone, Samsung Device Solutions posted over
16 Billion dollars in revenue.

Whether as a research scientist, manager,
or leader of a
global enterprise,
Stephen remains at heart,
a passionate geek who loves this industry...

and relishes every opportunity to take it
to new heights through component innovation.

Ladies and gentlemen,
please welcome,
Dr. Stephen Woo.

[EXITS STAGE LEFT]

»DR. WOO:
Thank you, Gary.

Good morning, everyone!

What an amazing place
this is!

What an awesome show!

And what an inspiring community CES attracts

every year.

Thank you for
welcoming me as part of this great community.

I’m here to share
great news.

News of component innovation.

Innovation that spans
multiple categories but shares one goal...
Mobilizing Possibility.

At Samsung's Component Business,
we're all about taking
big ideas off the
drawing board...
and making them real.

Putting them in the hands of manufacturers and
eventually, users.

Delivering the components
our industry needs
to start a whole new era of mobile experiences.

Today, I will focus on
three areas with
major implications
for many mobile devices:

You will learn how advances in processing are driving a whole
rethink of device capability.

You will hear how new
memory solutions are
speeding up
data response times
while saving energy.

You will see
display technology with new form factors
previously seen only in
science fiction.

And you will learn about
new ideas and
a new focus on
Mobilizing Possibility for
all the world's people.

By the end of this hour,
I hope you will share
our vision...

A vision of a world with
limitless possibility.

The electronics industry has been fortunate.

Global consumers have
eagerly adopted
our mobile technologies and welcomed
new advances.

Right now,
there are more than
6 billion mobile devices

in use.

... And last year alone
over half a billion
smart phones were sold.

[PAUSE]

Now, as users have become more attached to their devices,
they have also become
more sophisticated
in their desires.

They notice the slightest improvements in weight...
size... speed... battery life...
form factor.

And manufacturers know they are on notice
to deliver.

Look at what we can see
on the expo floor
this week in Las Vegas.

We see that the
battle of the innovators has intensified.

And yet, amid this proliferation of exciting products
we see that our industry's center of gravity is and remains...
Mobile Devices.

[PAUSE]

Today, we see devices that place enormous focus
on the ease and simplicity of the user experience.

But, what is driving these advances?

Their components.

As a mobile device user,
you probably don't
think about components
very often.

And that's okay.

It means manufacturers and developers are delivering
great experiences
on that outermost layer...
that world you see and touch and enjoy every day.

But, if we want to see where the real action occurs and
where our industry is going,
we must peel back
that top layer.

We must dive deep inside
our devices
to the world where the
“magic” happens...

[DR. WOO EXITS stage left]

»[QUIXOTIC Dance Performance]

»DR. WOO:
Components determine our ability to meet —
and to exceed —
consumer expectations.

Components are
building blocks.

[Pause for pulse]

Components are the foundations on which devices are built.

And we at
Samsung Component Solutions are creating new,
game-changing components across all aspects of devices.

We take a comprehensive approach...
creating total solutions...

Fundamentally,
we believe the right
component DNA
drives the discovery of what's possible.

It’s a journey we are on in collaboration with
our partners and customers.

So today,
I invite you to join Samsung in mobilizing a new
world of possibility...
building your vision
with Samsung components.

OK, let’s start at the heart of the smart mobile device — its processor.

Last year,
Samsung introduced the
Exynos brand of
application processor.

Our first Exynos product,
the Exynos 4 Quad,
proved to be a hit with the industry.

Incorporating four cores
of the most advanced
processor available,
the Exynos 4 Quad
offered unpressedented levels of PC-like performance...

Allowing tablet and smartphone users to perform several tasks
at once without compromising speed,
all while they enjoyed seamless graphics performance.

Many of you have likely seen these benefits for yourselves.

In less than a year,
Samsung’s Exynos 4 Quad Application Processors
have been sold in
more than 53 million devices.

Last year we added
"Exynos 5 Dual" into our
Exynos line-up.
It’s the processor behind this Chromebook and this
Nexus 10 by Google.

You see, Google had
lots of options in

processor selection.

But in order to stand out
in the mobile device market,
they needed to use the best performing application processor;
a processor that could support the best
display resolution,
WQXGA.

Our Exynos 5 Dual,
based on ARM's
top-of-the-line processor,
is the only solution
powerful enough
to support this level of
display resolution.

So the choice was simple.

And users could see the difference.

E-books, photos, and
even full HD playback became more lifelike
than ever.

Now we are inspired to do
even more, even better.

The question that keeps me
up at night is:
How can we increase processing power while decreasing energy consumption?

Well, I can report I've been sleeping pretty well lately.

Because we have

leveraged the benefits of
Exynos 4 Quad and
Exynos 5 Dual
to create the next breakthrough for our Exynos line-up,
the Exynos 5 Octa.
[move right]

The Exynos 5 Octa
introduces a whole new concept in processing architecture.

An architecture that includes two sets of
four cores each.

An architecture that gives you all the power you want
to run intensive applications,
but is smart enough to
conserve energy
when running more
basic tasks.

Ultimately we're saving energy and prolonging battery life.

So let's see what the processing power of
Exynos 5 Octa
will allow devices to do.

We built this reference device incorporating
Exynos 5 Octa
for this year's CES.

This device is intended to show the amazing possibility
the Exynos 5 Octa offers.

One key difference is
the level of
pure processing power
never seen before
in a mobile device.

And not just for individual applications,
but for heavy multitasking
as well.

Say I wanted to do
a quick web search for
a good dinner spot tonight.

I could load that page.

I could simultaneously download an app
to make a reservation...

And retrieve GPS and mapping information...

All without lag or disruption
to any of the applications.

[tap screen]
It almost goes without saying that the
Exynos 5 Octa
easily handles rich
HD movie streaming.

No dropped frames...

No image freeze...

And of course,

razor-sharp picture quality.

The Exynos 5 Octa is designed for high-end smartphones
and tablets.

[tap screen again]

It has the power to
handle every step of my
restaurant search...

While simultaneously streaming an HD movie.

Bottom line:
When you want multiple applications to perform
at their best...

You want the best
application processor
currently available...

The Exynos 5 Octa!

[PAUSE]

Perhaps the most powerful multimedia performance
can be seen in 3D games.

The Exynos 5 Octa provides 3D performance that is twice as good
as any previous generation processors,
including the
Exynos 4 Quad.

Here to demonstrate that
3D performance is
the Head of Mobile Platforms at EA,

Glenn Roland.

[ENTERS STAGE RIGHT]

Welcome, Glenn.

»**GLENN ROLAND:**
Good Morning!!!

The first thing I want you
to appreciate about
the new Exynos 5 is a
level of pure processing power never seen before
in a mobile device.

This is not just for individual applications, but also
for heavy multitasking and it's not just down to
the speed of the processor.

This capability is going
to become more critical
in the future as
mobile applications with
3D Gaming Image Processing become available.

Let's see the Exynos 5 in action on my (reference device or gameplay footage).

Greg Brandmeier is playing EA's beautiful 3D racing game, Need for Speed Most Wanted.

This is a very
processor-intensive game,
with highly detailed graphics.

Yet you can see this device
is handling them with

no problem it's all
rendering very smoothly.

The collaboration between Samsung and EA
enables optimizations that enhance both the
Exynos 5 and
Need for Speed Most Wanted, this results
in several benefits,
such as…

- Smoother frame rates which are important for a
fantastic experience in
a racing game,
where timing and proper controls are essential
for competitive game play

- High poly models and extra detail going into
every car

- Over the top collision mechanics allowing players
to accrue more detailed damage to cars
than ever before –

This means every smash into walls, competitor cars,
or pursuant cops creates an adrenaline pumping
frenzy of shattered windows, cracked headlights and
flying parts.

- Real-time reflections on the car immerse gamers
in the fantasy locations of the Need for Speed Most Wanted world

- Advanced paint shaders improve the look of the light hitting the car,
helping bridge that gap to
real-world action

- Stunning graphics let racers see the world flashing by and gives the fastest sense of

speed
ever in a Need for Speed mobile title.

- Beautiful radial motion
blur effect, takes
console techniques and
brings them onto a
mobile device.

EA continually strives to bring high quality,
diverse and graphically impressive games
to our consumers.

We work closely with our partners to improve upon the experience fans
have come to expect from EA as new technology
becomes available.

Thank you.

»DR. WOO:
Glenn, thanks for
joining us.

[MR.ROLAND EXITS STAGE RIGHT]

DR. WOO:
So, what we saw there was
a completely new level of processing performance
from a mobile device.

Now, computing power is important,
but in mobile devices
battery life is an equally important factor.

The Exynos 5 Octa's architecture

offers up to 70% energy savings,
prolonging the life of your battery.

What helps make
this possible is
our advanced silicon technology.

Over the last five years,
Samsung has continued
to shrink the process nodes
of our silicon technologies,
all the way from
90nm to 28nm
in five generations.

Each time we shrink the node we gain speed
and improve
energy efficiency.

In the coming years,
we plan to shrink
even further;
20nm, 14nm and even 10nm.

We're talking about a
signal line that is
5,000 times thinner than a strand of human hair.

At Samsung,
we will continue to lead the industry with advanced
silicon technology.

But that's only half
the story.

For years Samsung has been working in
close collaboration with ARM to set the standard
for low-power mobile architecture.

This year,
that collaboration has produced a revolutionary
new processing architecture,
called bigLITTLE.

Here to tell us more is
my friend and colleague,
the CEO of ARM,
Warren East.

[WARREN EAST ENTERS STAGE LEFT]

»DR. WOO:
Hi Warren.
Welcome!

It's great to have you here today.

»**WARREN EAST:**
Hi Stephen.

We're so excited to
be able to share this
next evolution of our partnership...
the new Exynos 5 Octa.

DR. WOO:
Together, we have been relentless about challenging the
status quo.

We have worked together
to create CPU solutions and application processors,

offering more and more computing power…
with less and less
energy consumed.

WARREN EAST:
To me, Stephen,
it's a story about efficiency.

While legacy processors focused on increasing performance at all costs,
we have chosen
to meet the needs of consumers in a mobile world.

This requires providing the
right amount of performance at the lowest possible
power consumption.

And, as we both know,
we can't rely on incremental improvements in manufacturing processes alone if we are to enable the rapid evolution of
mobile devices.

We must look for new ways to accelerate progress...

Which is why we created a new processor technology – launched just last year...

Stephen, you talked about it a moment ago.

And we're very
proud of it.

It's called bigLITTLE.

If we look back inside the reference device,
we can see that the
Exynos 5 Octa employs our bigLITTLE processor technology.

Each processor is designed for different types of workloads
and they work in
concert with one another
to provide optimal efficiency.

There is a cluster of
big processors,
four ARM Cortex-A15
processor cores.

They’re designed for
high performance workloads.

And there is a cluster of
LITTLE processors,
four ARM Cortex-A7 processor cores.

They’re designed
to handle the majority of
mobile workloads
and are optimized for the lowest energy consumption.

DR. WOO:
Let's remind ourselves of the huge difference
bigLITTLE makes.

»[BEGIN CUBEWAVE, touch]
I'm going to demonstrate
the balance of
computing power and efficiency.

The bars on the left
show the workload
of every processor in the
Exynos 5 Octa.

As you can see,
for basic applications –
like that
light web search and
mapping we saw earlier –
we're using the little processors.

Then, for more heavy-duty applications –
like that
graphics-rich gaming and
HD streaming –
we switch over to the
big processors.

[start to walk]
Matching the right processor
to the right job and
using only the energy needed for the task
at hand.

WARREN EAST:
This approach is really going to improve the user experience...

Providing roughly twice the performance of today's smartphones at half the power consumption when running common workloads.

DR. WOO:
Really, the best of both worlds.

So, Warren,
what's next for Samsung and ARM?

WARREN EAST:
Samsung and ARM are both committed to bringing outstanding experiences to end consumers,
and as partners,

we will continue to
drive innovations to enable
better lives.

At ARM, we will continue to drive efficient,
low-power processing platforms offering more performance
at less power to enable our
partners to build market leading system-on-chip solutions for not only mobile,
but also for a
broad range of applications from the home to the enterprise.

An example -
We have added
general purpose compute capability to our
Mali graphics technology
to enable seemless interacition with the bigLITTLE concept.

This further extends the ability of the system to use all available processing units at the right time for the most appropriate task.

This results in greater system level efficiencies and frees up the
main CPUs further to run other activities.

ARM Mali GPUs are enabled with
Full Profile GPU Compute,
and it opens up opportunities for new applications to come
to mobile as well as
making existing use cases more efficient
so they can be
more widely deployed.

Facial recognition is an example.

It also enables new use cases such as
multi viewing of
3D content so individuals all get the same experience,

independent of
where they are sitting relative to the DTV
for instance.

For CPU technology,
it means continuing
our processor roadmap with efficient 64-bit processing technology and
continuing to work closely
with our ecosystem
to ensure each stage of
design is focused on efficiency.

»DR WOO:
All amazing possibilities!

And I'm confident that Samsung and ARM
will be the first to
make them a reality.

[move]
Warren, thank you for
your partnership and inspiration.

And thank you for joining us today.

[WARREN EAST EXITS STAGE LEFT]

So bigLITTLE is a revolution.

It's the kind of thing that really excites guys
like me and Warren.

But what do these processing advancements mean for consumers?

Well, let's consider how consumers interact
with products.

[PAUSE]

[WALK OVER TO PICK UP SAMSUNG GALAXY CAMERA FROM STAGE BLOCKS]

Here's the Galaxy Camera,
which you can see
on display in
Samsung's CES booth.

This camera combines
a great image sensor...

... great processing power...

... and great software
to create sharp pictures
in even the most challenging conditions.

And all these great components are from
our team at
Samsung's Component Business.

Now, because Samsung creates a total solution,
fully integrating ALL
of these components,
we have been able
to completely rethink the future of mobile device imaging.

A future that closes the remaining gap between
mobile devices and
specialist cameras.

And a future that makes cameras connected
and smart.

The Galaxy Camera incorporates
Google's interface,
powered by our
Exynos processor.

This means users can upload photos to Facebook or email them to friends directly from the device.

In essence,
we're creating a new
product category...
connected smart cameras.

And the data-driven implications will be nothing short of revolutionary...

[CATS VIDEO]

»DR. WOO:
Too true!

Capturing an image is important –
but processing it efficiently
is just as important.

With Samsung components handling both,
we're able to create enjoyable experiences –
especially cat-related experiences –

right from our mobile devices.

It’s exciting.

The mobile revolution
powered by advances in processing,
has put data creation into the hands of billions.

And as you saw
in the video,
people are sharing
more than ever.

So, we believe this
explosion of data
will accelerate.

But what does an
“explosion of data”
really mean?

Where does it go?

Where is the "cloud"?

Well, there are
data centers all around
the world —
rooms full of servers.

And these servers help
traffic information
from user to user,
connecting all the
6 billion mobile devices
I mentioned earlier.

Now, data storage might not be the most exciting part of our mobile experience,
but it's a critical factor
none the less.

And the fact is,
these data centers require
a massive -
and ever increasing -
amount of energy.

[Pause for sound effect]

At Samsung, we decided
to tackle this challenge.

So we created more sophisticated memory components
for these data centers.

Components that once again deliver
increased speed
while using less energy.

(pick up SSD)
We are replacing
Hard Disc Drives with new
Solid State Drives,
an essential part of
Samsung's Green Memory Solution.

This Solid State Drive is
based on Samsung's advanced
Flash memory technology.

It's a solution that offers our customers —

and every end user —
more of what they want.

In fact, we tested our
Green Memory solution
by running
multiple applications and
processing
thousands of transactions
per second.

And I'm happy to report that
we observed
improved processing performance:
6 times faster and
using 26% less
electrical power
than current solutions.

What I found
most amazing was that,
if every data center in the world switched to Samsung's Green memory solution,
in one year we'd save
32 Billion killowatt hours,
enough to light up
all of New York City
for 6 months!

Again, it’s a story of
fantastic balance...
performance, in harmony with energy efficiency.

To share more about the benefits of faster,
more efficient memory
I've invited one of our
key customers

from Hewlett Packard...
Trevor Schick.

[TREVOR ENTERS STAGE RIGHT]

Welcome, Trevor.

»**TREVOR SCHICK:**
Thank you, Stephen.

It's great to be part of your keynote today.

Every 7-10 years,
technology delivery undergoes a tectonic shift;
one that opens up new business and access models to information.

A shift that changes the way technology is consumed and the value
it can bring.

A change in what is possible.

[Slide #2]
Today, mobility,
social media, big data, and
the advent of cloud computing are representative of
such shifts.

If you look to the past,
we see similar periods of dramatic industry evolution.

Times when a new generation of technology takes hold
and significantly advances the way we live and work.

Now we have the advent of cloud, big data and mobility...
which promises an even bigger shock wave
this time,

and data centers are
going to be the key
to delivering fast, smooth, and seamless
user experiences
to an increasingly mobilized world built on cloud-based content and services.

Today, the cloud service
has become one of the
most important pillars
in the mobile era.

It’s going to change the game for enterprise computing.

So, what does all of this mean?

Every day,
over 20,000 servers are shipped to data centers worldwide to power our connected society.

This explosive growth
marches on and it is estimated that in 2013,
the world needs
34 million servers,
which will consume
167 billion kWh per year.

This server number is expected to grow
to greater than
39M installed servers
by 2015.

HP and Samsung have partnered as part of
HP's Pro-Active Insight Architecture Alliance,
which has delivered
"HP Smart Memory."

When this memory is plugged into a HP Proliant Gen8 server,
it will run 25% faster
and utilize 20% less power.

But now imagine
if we were able to reduce energy and save costs
by slashing those colossal requirements by 50% or
even better 90%.

[Slide #3]

Innovating and improving
the performance of the
data center is central to HP’s vision and future as a business.

And utilizing HP's
Converged Infrastructure is central to that success.

It’s not every day that disruptive technology comes along and changes the face of computing and IT as we know it.

HP Project Moonshot is
one of those
paradigm-changing technologies to support
the tectonic shifts
taking place in the industry.

It is technology that was transferred from HP Labs,
and is turning research into
real innovation
and differentiated value.

The potential benefits are significant.

For those companies delivering web services, social media,

and simple content delivery
applications,
Project Moonshot will help them share resources — including storage,
networking, management,
as well as power and cooling — across thousands of servers.

-- Incorporating more than 2,800 servers in a single rack

-- Radically reducing management complexity by 97%

-- Consuming 89% less energy

-- Reducing overall costs by over 60%

Leveraging future DRAM and non-volatile memory technologies, will allow HP, together with Samsung,
to head towards
Green Solutions to promote the good of the public.

At the same time,
we endeavor to enhance the user experience for future mobile end-users by improving the performance of the cloud service
and minimizing
the environmental impacts.

Thank you.

»DR. WOO:
Thank you, Trevor!

[TREVOR EXITS STAGE RIGHT]

Now, we have talked about processors and memory,
and the possibilities
hidden deep within our devices.

Equally important are the components that
we see and touch
every day.

I'm talking, of course,
about displays.

Display technology determines how we experience and
interact with our
mobile-device world.

The display is where advancements become most tangible.

Where we see, touch, and experience possibility.

Here to tell us more
about the big steps we're taking in display...
please welcome my
Samsung colleague,
Brian Berkeley.

[BRIAN ENTERS STAGE LEFT]

Welcome, Brian.

»**BRIAN BERKELEY:**
Thanks, Stephen.
It's great to be here.

I want to talk a little about trends we have been seeing in the
display category.

Just like processors,
displays have been involved in an intense competition...
in this case, a pixel war.

On screen,
you can see how rapidly the quality and resolution of LCDs have been increasing.

It's a trend that has
swept across the entire industry - from the
smallest mobile devices to larger displays.

But if I had to pick one area where LCD advances
have captured the hearts and minds of consumers,
it would have to be tablets.
And Samsung is leading
the way.

Our 10.1 inch LCD for tablets is currently available on Google's Nexus 10,
and it provides unsurpassed image quality.

It offers the world's highest resolution tablet display.

With a brilliant resolution of 2560 by 1600,
our screen puts over
4 million pixels in the user's hands...

That's about one million more pixels than
previously available.

It creates crisper text...
more vibrant HD movies...
And crystal clear photos that come to life in
breathtaking detail.

DR WOO:
That photo looks incredible.

Stunningly beautiful.

And that's the highest pixel density ever seen

in a tablet, right?

BRIAN BERKELEY:
That's exactly right...
300 Pixels Per Inch!

DR WOO: Wow, that's great.

BRIAN BERKELEY:
And you can expect it
to get even better
in the near future.

We are currently developing a new
10.1 inch LCD for tablets that consumes
25% less power.

This kind of innovation is critical to mobilizing the possibility of better displays
for mobile devices.

And, as I mentioned,
this trend toward
higher-resolution is rapidly spreading to larger displays.

These advances will establish new benchmarks in LCD performance for notebook PCs
as well.

DR WOO:
Now, everyone is probably wondering
what this will do to their battery life.

Just as we saw with our latest Exynos processor,
Samsung component innovation delivers advanced display performance,
while actually lowering power consumption.

We are implementing a

New Pixel Structure
that will allow us to deliver
even-better image quality AND even-better
battery life.

We are calling this
Green LCD.

BRIAN BERKELEY:
At Samsung,
we are equally excited about mobilizing the possibilities of
OLED display technologies.

When it comes to displays, OLEDs deliver the ultimate screen experience,
with more vivid colors and
much deeper blacks than any other displays.

They're super thin and lightweight.

Because OLEDs produce
their own light,
they don't require a thick, heavy, power consuming backlight.

And now thanks to
Samsung technology they can be flexible as well.

We're so confident about the market potential of
flexible OLEDs,
we're creating an entire
new line of them under the
YOUM brand name.

YOUM doesn't just bend the rules of display technologies,
it completely rewrites them.

[BRIAN PICKS UP FLEXIBLE OLED]

Take a look at this flexible OLED prototype.

Our team was able to make a high resolution display
on extremely thin plastic
instead of glass.

So it won't break even if it's dropped, and
we can actually bend the screen!

Imagine the products you could design with this!

DR WOO:
That's amazing!

BRIAN BERKELEY:
It really is!
[put down proto]

[PAUSE]
[BRIAN BERKELEY PICKS UP YOUM BENDED DEVICE]

Have a look at this
bended YOUM prototype device.

See how the screen curves beyond the edges?

With this bended display,
we have expanded the canvas available for content...
content can now flow along the sides of the device.

So, for example,
if someone sends me an important message...

[DEMO MSG THIS ON BENDED DEVICE E.G. "SPEECH GOING WELL. REMEMBER 2 SMILE!"]

I can see it come through...
while the device is flat
on the table in front of me.

This new form factor will really begin to change
how people interact with
their devices...
opening up new lifestyle possibilities.

And it’s only going
to get better.

This kind of display technology is going to allow our partners
to create a whole new ecosystem of devices...

Devices with bended...
foldable...
and rollable screens.

»DR. WOO:
That's very exciting Brian!

Now, let's take a look at how this new display future
might play out...

[LIGHTS GO DOWN]
»[FOLDABLE / ROLLABLE VIDEO]

DR. WOO:
Not so long ago,
these shape-shifting displays seemed
out of reach...
but that is no longer
the case!

Brian, thank you for your time today.

[BRIAN EXITS STAGE LEFT]

We have just talked about
three key areas of
component innovation:
Processing, Memory and Display.

But what happens when you put all these
state-of-the-art components together?

We are working with our partners to add
their value on top of
these components.

One such partner is Microsoft.

Here to tell us more about
how they are using
Samsung's components
to extend their solutions is
Microsoft's Chief Technical Strategy Officer...
Eric Rudder.

[ERIC ENTERS STAGE RIGHT]

Welcome, Eric.

»**ERIC RUDDER:**
Thank you, Stephen.

2012 was a busy and exciting year for Microsoft.

We had an amazing launch
of new products as we continued our transformation from a software company
to a devices and services company.

Devices and Services (0:50)
We've been incredibly
focused on the
User Experience from
end-to-end --
from the data center where your information is stored
and secured to the
Modern UI applications that are always up to date.

Our journey has made us appreciate partners
like Samsung,
who enable us to deliver
our vision across
a full spectrum of devices and services.

Great experiences like
Outlook, SkyDrive and
Xbox Music

demand great devices.

Samsung's new ATIV family of devices truly highlights the
Modern UI of Windows.

In fact, Samsung was the
first company to cover
all of the major form factors for this wave of Windows
from the phone to
the desktop,
which was a fantastic achievement!

Beyond Windows Tablets,
PCs, and Phones,
we've also worked together
to bring Skype to
Samsung Smart TVs –
so people can have a great communications experience from the comfort of
their living rooms.

Components and Displays (0:45)
We sometimes take
for granted that every
new device
will have better graphics and battery life than the
previous generation, however, the reality is that
it takes careful coordination across the entire
supply chain

to make this happen.

In the case of
Microsoft Surface,
Samsung is one of our strategic suppliers for components.

The result of this cooperation is
a Windows 8 device
with great battery life,
and a vibrant display —
so you can see more,
share more, and do more,
with a Surface.

We have a long history of working with Samsung
to push the limits of
display technology.

You can see this clearly in the massive Microsoft
Multi-touch display that took center stage when we launched Windows 8
and the new version of Office.

New Frontiers (0:40)
After today's announcements,
it should be clear that
there is no rule that says displays or computers
need to be flat, opaque
or rigid – just look at

the YOUM screen.

(Eric points to device).

Microsoft's vision is that sensors like Kinect,
combined with flexible, transparent and
projected displays will bring us to a point where
any object or surface
can be a computer.

I'd like to close with a
short video from
Microsoft Research which extends interactivity
to every surface in your
living room.

Last year,
you may have seen some videos with
pre-computed projections.

What we're demoing today is both real-time and
fully interactive.

And, while you may find it
hard to believe,
the footage shown here,
is exactly what appeared
in our lab without

any special effects
being added.

Some companies talk about a “reality distortion field” –
we’ve actually built one!

[Cross to Dr. Woo]

»Play Demo / Vision video (1:30)

Close(0:25)
This is just a glimpse of
what our future may hold
in store for us.

We’re excited that this technology can be used in many different ways –
to enhance a TV or movie experience,
increase the reality of a
flight simulator,
or make educational scenarios more exciting.

We look forward to our continued partnership with Samsung to deliver

the next generation of devices and services.

Thank you.

»DR WOO:
It's exciting to work with Microsoft and
to be pushing boundaries
together.

Thanks Eric.

[Eric exits STAGE RIGHT]

It inspires me to see the significant advances
in user experience
that come from
leaps forward
in component solutions.

We are on the brink of the extraordinary.

Things that were
previously impossible,
are happening today
through advances in
3 key categories:

Firstly, ‘processing’ –
more powerful,
yet more energy and
space efficient brains
living at the cores
of devices.

Secondly, ‘memory’ –

faster, leaner and greener solutions to deal with
the ever-increasing
weight of data.

Thirdly, ‘display’ –
more advanced and ingenious windows onto
the world.

When these technologies harmonize,
amazing things happen.

Advances in components are giving rise to
a whole new era of possibility.

And at Samsung,
we are passionate about Mobilizing Possibility.

Not just for the
fortunate few,
but possibility for all.

Mobile devices
break down boundaries.

They bridge societies.

They catalyze progress.

They unlock potential.

We push ourselves
to innovate,
not just for innovation’s sake, but to create
a better world.

It was in this spirit that we created Samsung
Hope For Children.

It was our commitment as an organization to support education around the world,
primarily in Africa.

We currently have active programs running in
South Africa, Kenya,
Nigeria, Senegal
and Sudan.

We are proud to say
that Samsung Hope For Children will
help provide a
technology-rich education
to over two and a half million students
over the next five years.

We have also partnered with the
University of Cape Town
to create a
mobile innovation lab
focusing on technology
to address the needs of
African society.

But there is always
more we can do...

More inspiration we can seek...

And more innovation we can strive for.

In 2011, we were honored
to have someone who lives
this active, inspiring vision every day as the

Samsung Hope for Children ambassador.

His foundation is dedicated to improving the world
in many ways.

Let's take a look at
their work...

»Roll Clinton Video

DR. WOO:
Ladies and gentlemen,
here to share his vision and
his perspective
on the importance of
mobile technology in the developing world...

Please welcome,
Founder of the
William J. Clinton Foundation and
42nd President of the
United States...
President Bill Clinton.

**[PRESIDENT CLINTON ENTERS STAGE RIGHT --
SHAKE HANDS --
DR WOO EXITS RIGHT]**

»**PRESIDENT CLINTON:**
[INSERT REMARKS FROM PRESIDENT CLINTON]

»DR. WOO:
Thank you,
President Clinton,
for sharing your mission
with us today.

[PAUSE for handshake - Clinton exits STAGE RIGHT]

And I'd like to thank you all
for joining me to share Samsung's vision of
a whole new world...

A world where advancements in processing, memory and display are the
driving force behind the
mobile revolution.

A world where technology is harmonized
with people's lives.

A world where mobile devices are profoundly improving and impacting the lives of every citizen in
every country
across the planet.

A world we want you to be
part of.

A world where Samsung Components are
Mobilizing Possibility.

Thank you,
thank you all!
[exit stage left]
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