

# CHANGE NOTE

Date	Details
2024.2.29	1 <sup>st</sup> version upload (Subject to continuous updates)

# Q & A 3

## (Handling Objection)

Galaxy S24 Series



Here comes the latest Galaxy S lineup, the S24 Series!

The more you learn about it, the more you'll love it!



# Questions

What customers might ask about the new Galaxy S24 Series



## I S24 Series

### Security & Privacy

1. Can you highlight the security and privacy benefits if I upgrade to the S24 Series from my phone?
2. What kind of security and privacy features can I expect on the Galaxy S24 series?
3. How does Samsung safeguard Galaxy AI features?
4. Can you explain what Samsung Knox is exactly?
5. Could you specify which products will have the updated Knox Vault, and when can we expect it to be added to more Samsung models?
6. Do all Samsung apps and services benefit from Enhanced Data Protection?
7. I noticed that Enhanced Data Protection relies on a decryption key stored on the device. What happens if I lose my Galaxy device? Can I still access my stored data?

### Display

8. I heard that the S24 Series' display is less vibrant and not as clear as the previous models. Is this true?
9. Can you explain what the Adaptive color tone feature is?
10. I turned my S24's Adaptive color tone on, and the display color looks kind of strange. The color looks really blue. Why is this?

### Camera

11. When I change the zoom ratio on my S24 Ultra camera, I notice afterimages. How can I fix this?
12. When adjusting the zoom ratio for the S24's rear camera, it seems like the preview is either getting cut off or the camera view is changing. Any idea why this is happening?



# Can you highlight the security and privacy benefits if I upgrade to the S24 Series from my phone?

## Answers

The S24 Series prioritizes security with new, more accessible measures.

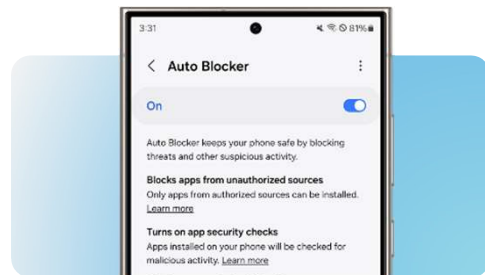
As a leader in mobile security, it introduces Advanced Intelligence settings, **giving users control over data processing for AI features in online**. The Security and Privacy Dashboard **provides transparency and precise control over app permissions**.

### Process data only on device

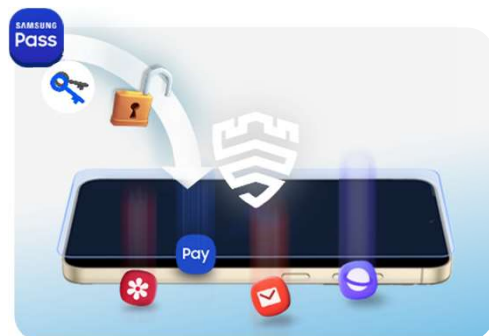
For added privacy, process data for advanced intelligence features on your device instead of online. Online processing of data provides the best results and is required for some advanced intelligence features.



Auto Blocker offers **extra security for side loading and app checks**, and Enhanced Data Protection ensures **end-to-end encryption for your synced data** via Samsung Cloud during backup and restoration.



Knox Matrix **manages digital credentials in the form of passkeys** for easier authentication on websites and apps with end-to-end encryption. And **Samsung Pass has enhances this ability through One UI 6**, marking a step towards a password-less future with improved security and user control.



Other features include Knox Vault, Secure Wi-Fi, Private Share, Maintenance Mode, and more, enhancing overall device security and privacy.



# What kind of security and privacy features can I expect on the Galaxy S24 Series?

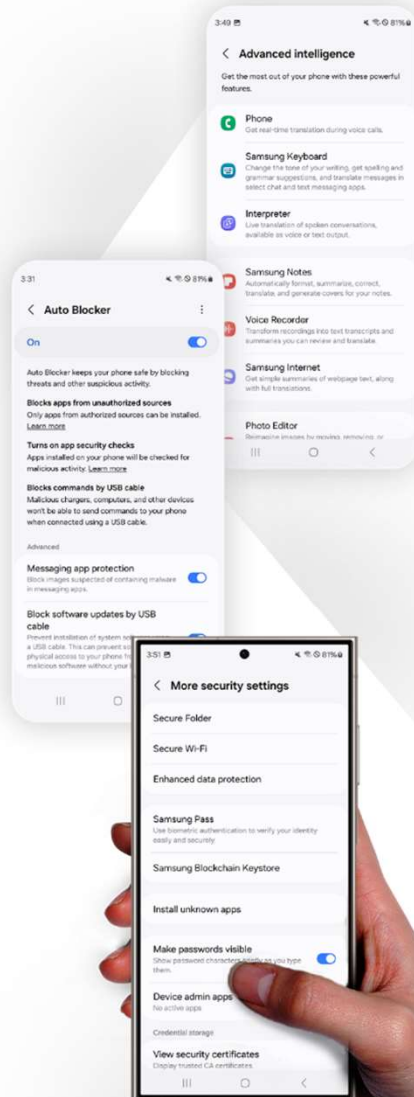
## Answers

The Galaxy S24 Series maintains industry-leading security and prioritizes user privacy and control.

With **Advanced Intelligence settings**, users can customize data collection for each AI features. The **Security and Privacy Dashboard** provides transparency and precise control over app permissions.

**Knox Matrix** ensures advanced support for passkeys and end-to-end encryption for enhanced cloud data protection. **Auto Blocker** provides additional security measures, including sideloading controls, USB protection and more zero-click attack prevention.

Other features include **Knox Vault**, **Secure Wi-Fi**, **Private Share**, **Maintenance Mode**, and **more**, enhancing your device's overall security and privacy.







# How does Samsung safeguard Galaxy AI features?

## Answers

As AI continues to become an essential part of our digital tools and our lives, we are committed to ensuring that **Galaxy AI upholds our principles of fairness, transparency, and accountability.**

### Data Protection

**On-device Galaxy AI** is designed to **generate vast generative AI outputs within the device**, protecting it with strong security and privacy.

Some AI services need to access cloud servers to work, but you can rest assured that your privacy is **protected by the industry-leading Samsung Knox platform.**

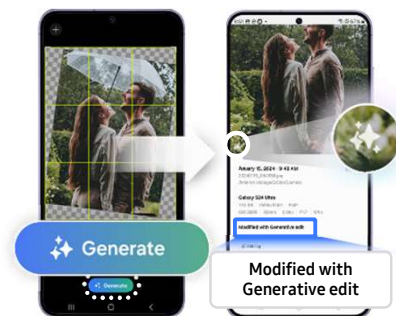
New **Advanced Intelligence settings** give you **transparent options to control** the online collection and processing of your data for AI features.



**Process data only on device**  
For added privacy, process data for advanced intelligence features on your device instead of online. Online processing of data provides the best results and is required for some advanced intelligence features.

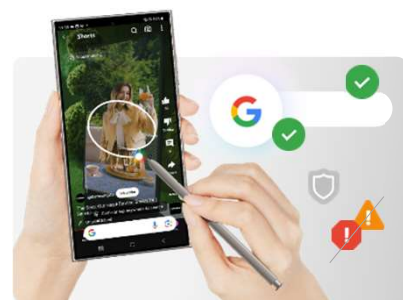
### Creative Rights Protection

Images that have been composed with generative AI will have a **small visible watermark in a lower corner** as well as a **watermark within the metadata.**



### Safety Filter

Cloud-based AI features co-developed with Google, such as Circle to Search, are in line with **Safe Search**, which **filters out responses such as derogatory, sexually explicit, toxic, or violent information.**





## Can you explain what Samsung Knox is exactly?

### Answers

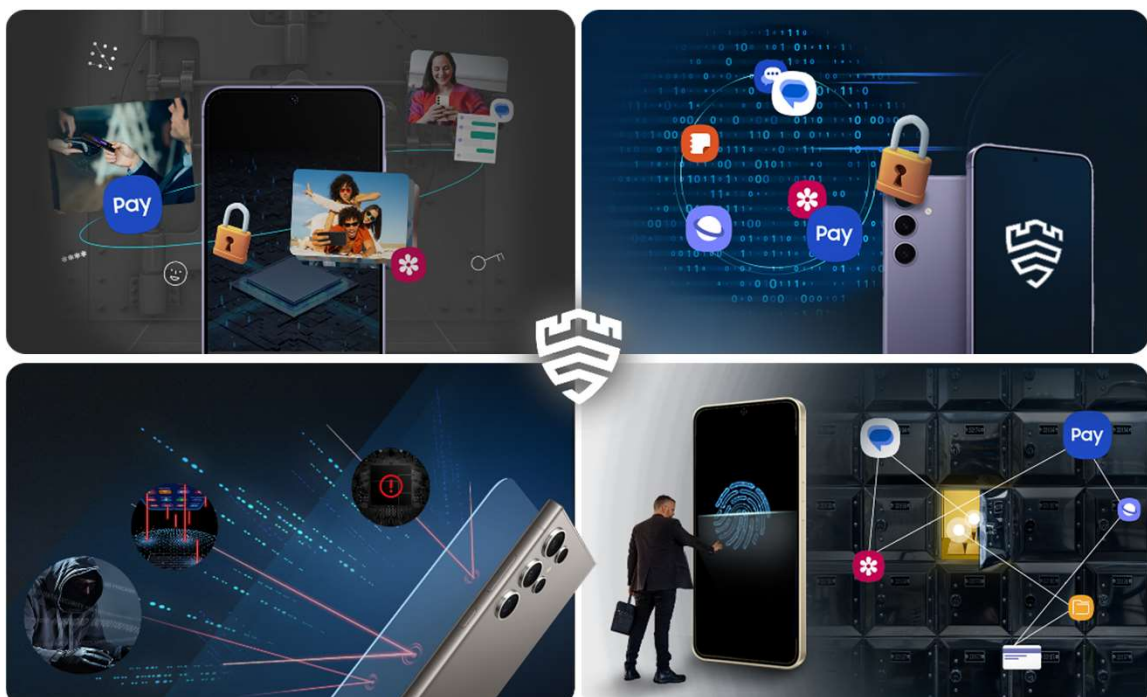
With **Samsung Knox**, every layer of your Samsung Galaxy devices, including your confidential, sensitive data, **stays safe**.

As a multilayered security solution, **devices are protected at every level, from the chip all the way to the apps**, through Real-Time Kernel Protection (RKP).

Samsung Knox was created to protect users' private data from software and hardware attacks, **ensuring devices are secure from the inside out in real time**.

Samsung Knox is **globally trusted and uses security platforms with various certifications from governments and industries** and is used by people around the world every day.

It takes a holistic approach to ensure true end-to-end protection across the entire Galaxy ecosystem.





## Could you specify which products will have the updated Knox Vault, and when can we expect it to be added to more Samsung models?

### Answers

We're thrilled to let you know that **Samsung Knox Vault has expanded to the Galaxy A Series devices running One UI 6 and later.\*** The **expansion is actively continuing**, bringing the benefits of Knox to more Galaxy devices soon. Additionally, we are extending it to our TV models, including QLED, starting from 2023Q.

\* Availability may differ by market.

One UI version  
6.1

Knox version  
Knox 3.10  
Knox API level 37  
Knox ML 1.4  
DualDAR 1.6.0  
HDM 2.0 - 1D



## Do all Samsung apps and services benefit from Enhanced Data Protection?

### Answers

Enhanced Data Protection on the S24 Series **provides end-to-end encryption when users sync their data via Samsung Cloud**, allowing them to connect to other devices while staying synchronized and secure. If access to a trusted device is lost, a recovery code helps prevent data loss. This builds on the latest **end-to-end encryption for backed-up and restored Samsung Cloud data**.





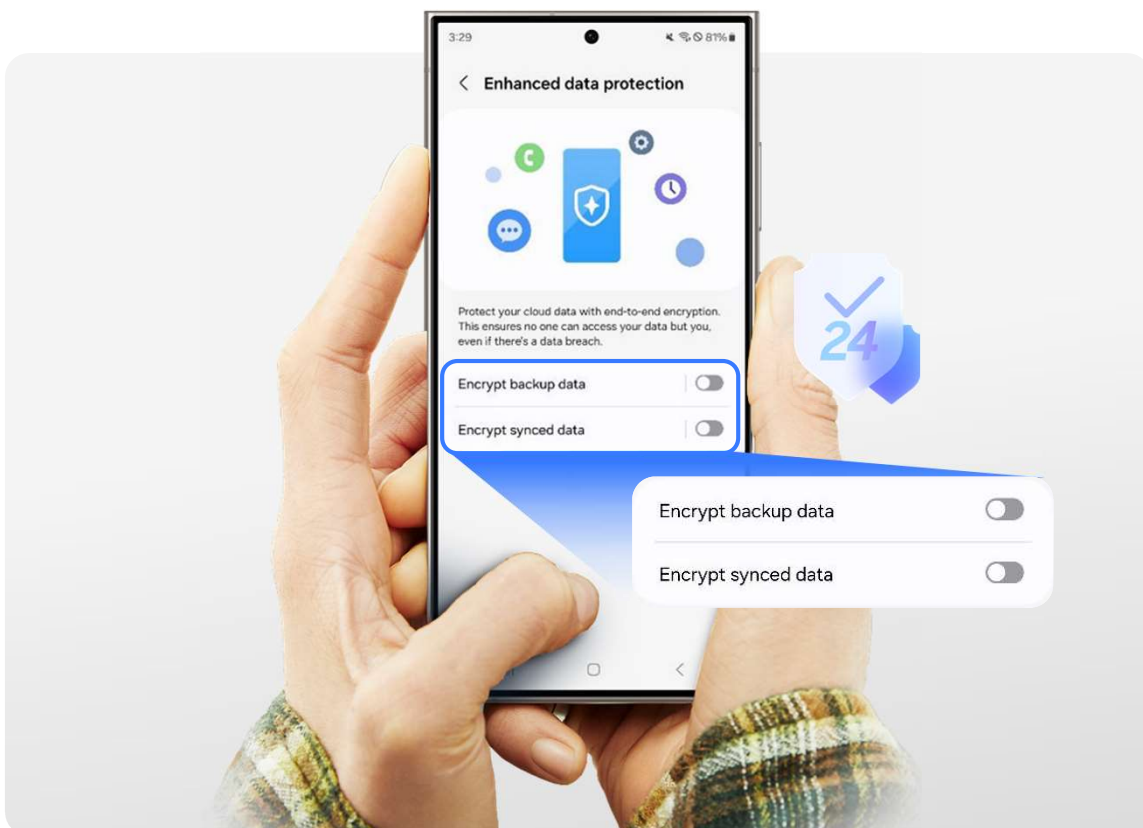


I noticed that Enhanced Data Protection relies on a decryption key stored on the device. What happens if I lose my Galaxy device? Can I still access my stored data?

### Answers

One of the factors that makes the Galaxy S24 Series so secure is that the decryption key is stored directly on the device, rather than on Samsung servers.

However, **when a user turns on backup data encryption, they are given a recovery code** to write down as a safeguard. This code allows **users to access their protected data if they should lose their Galaxy device.**



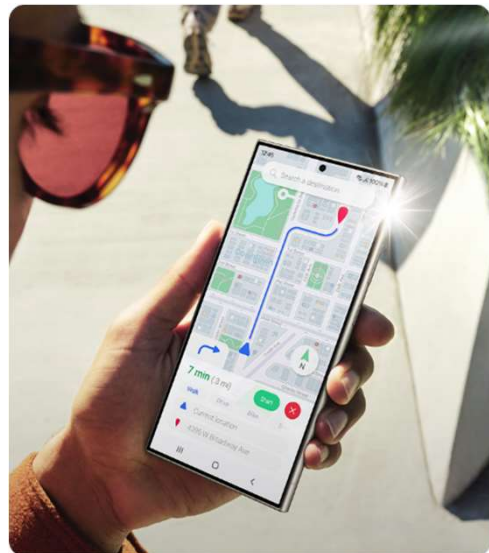


I heard that the S24 Series' display is less vibrant and not as clear as the previous models. Is this true?

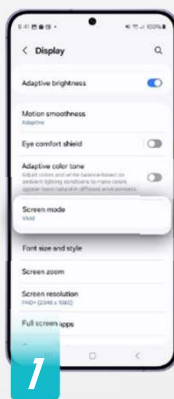
### Answers

Samsung consistently enhances Galaxy device experiences based on user feedback. The **display of the S24 Series has been tuned for a more comfortable viewing experience**. You may notice the color of the display is different compared to previous models.

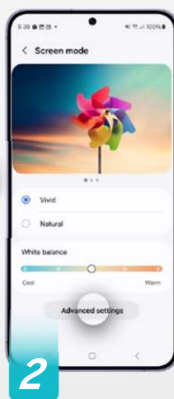
We respect all the feedback about the display, and additional updates will be performed to improve users' satisfaction. **For further customization, we offer natural display option settings.** Please refer to the following.



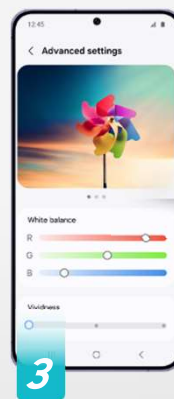
### How to adjust vividness level



Tap Settings > Display > Screen mode



Tap Advanced settings



Adjust the Vividness by moving the slider bar



\* If "Natural or Eye comfort shield" is selected in Screen mode and "Adaptive color tone" is enabled in Display settings, you cannot adjust the Vividness option, as the Advanced settings do not appear on the settings menu (To use the feature, set 'Vivid' mode and turn off those options.)



# Can you explain what the Adaptive color tone feature is?

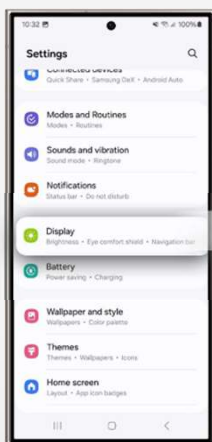
## Answers

The Adaptive color tone feature is a **color optimization function available for the S24 series**. It adjusts the color and white balance\* of the device screen based on the ambient brightness, **providing more natural colors suited for different environments or lighting conditions**.

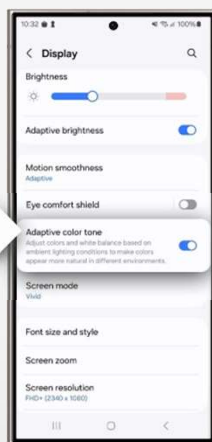
\* This refers to the adjustment of colors in an image so that the colors of objects appear as they would under normal lighting conditions.



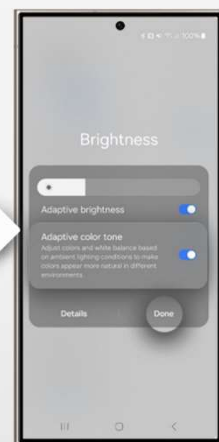
## How to activate

**1**

Tap **Settings** > **Display** > Turn on the **Adaptive color tone** switch

**2**

Swipe down on the **Quick Panel** > Tap the **More options** icon > Turn on the **Adaptive color tone** switch, and tap **Done**.





I turned my S24's Adaptive color tone on, and the **display color looks kind of strange. The color looks really blue. Why is this?**

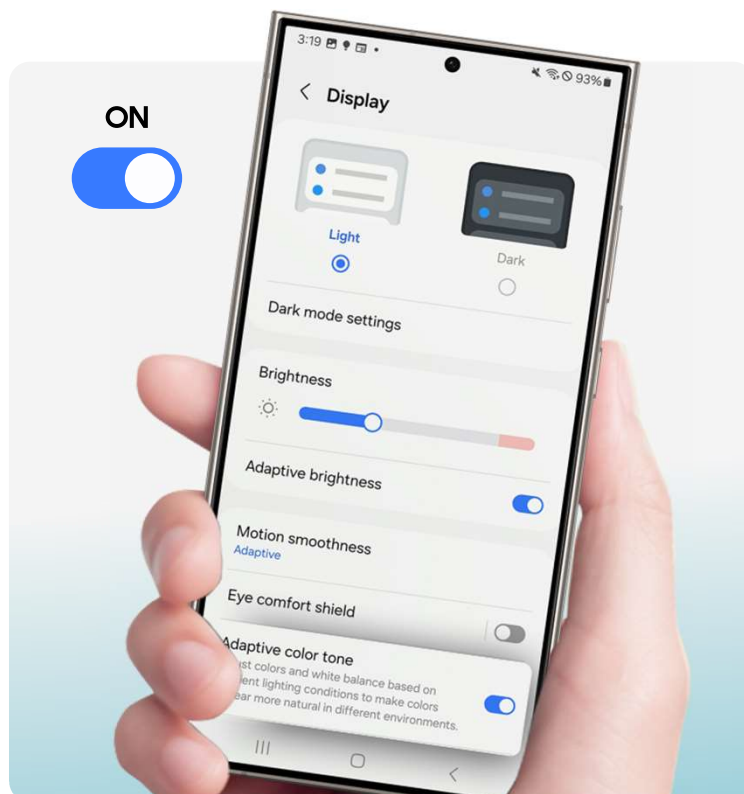
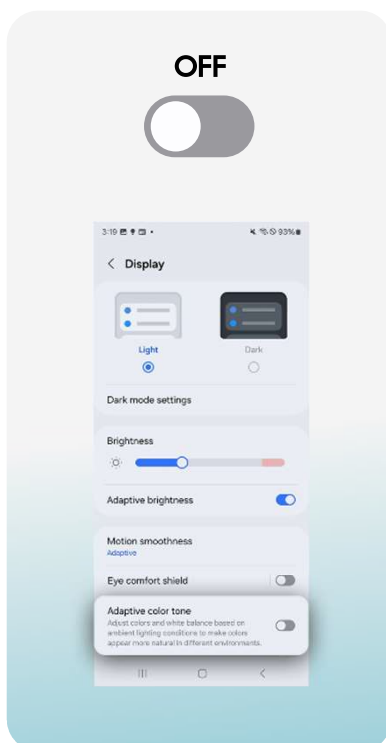
### Answers

After enabling the Adaptive color tone feature, you may notice some changes in the colors displayed on the screen that can be seen more intensified and prominent, particularly the blue tones.

This **can be attributed to the adjustment in the white color temperature**. As a result, other complementary colors may appear slightly darker or different than they normally would.

This is due to an **optical illusion created by contrast and should not cause any concern**.

\* Images are for illustrative purposes only.







# When I change the zoom ratio on my S24 Ultra camera, I notice afterimages. How can I fix this?

## Answers

### Supported Models

The S24 Series' camera has **newly applied image fusion and animation effects** that blend two images together **for smoother lens transitions**.

When changing the zoom ratio from 3x to 5x, afterimages may temporarily appear **because of nearby objects, but this is not a problem**, so please rest assured while using it.



### Best optical quality zoom resolution across all ranges





**When adjusting the zoom ratio for the S24's rear camera, it seems like the preview is either getting cut off or the camera view is changing. Any idea why this is happening?**

### Answers

#### Supported Models

Since the Ultra wide, Wide, and Tele lenses are located in different positions, the cameras' points of view are slightly different.

This **may cause a subtle difference in the angle of view when switching lenses by changes in the zoom ratio.**

Also, when changing the zoom quickly, the preview screen may temporarily disappear, as it takes time to switch between the Ultra wide, Wide, and Tele cameras.

If you **move the zoom slowly**, the **screen transition will become smoother.**

