

CHANGE NOTE

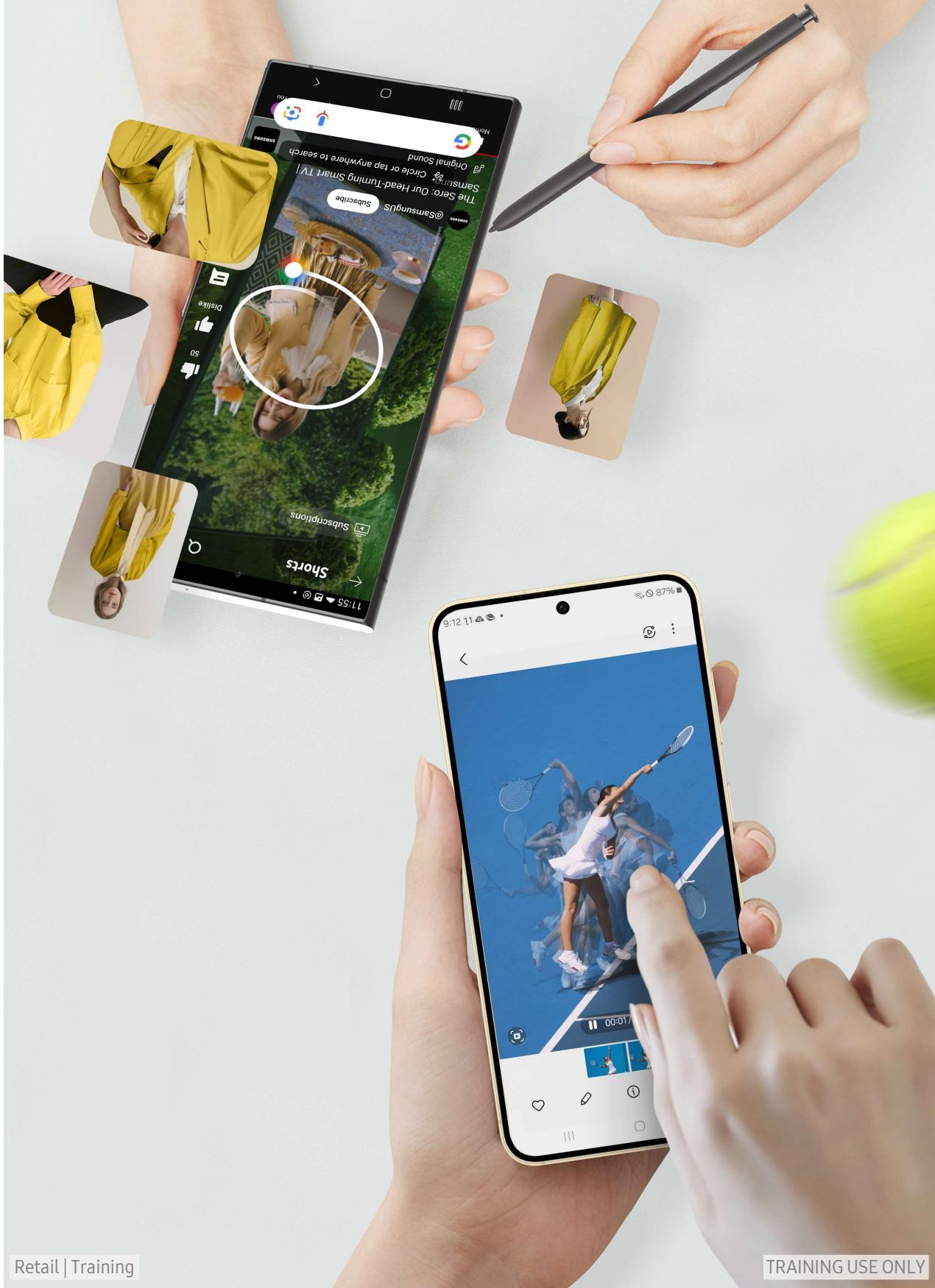
Date	Details
2023.11.24	1 st version upload (subject to continuous updates). Image simulated. UX/UI/feature names are subject to change. Use cases are subject to be added or deleted in continuous updates.
2023.11.29	#P5-P16 Disclaimers updated. #P24 Copy changed.
2023.12.04	#P4/15/17 Images updated. #P16/24/25 Copy changed & images updated.
2023.12.11	#P5-P8 Circle to Search with Google (naming update) #P6 One follow-up question about "Plan" is deleted.
2023.12.15	#P3-7 Circle to Search with Google UX updated. #P9/11 UX and disclaimer updated. #P10 Copy changed & Image and disclaimer updated. #P12/13 Disclaimers updated. #P14 Copy changed & Image and disclaimer updated. #P15 Image updated. #P16 Page order changed & UX and disclaimer updated. #P18/19 Photo Assist (Generative Edit) (naming update) #P19 Image updated & Photo Assist (Generative Edit) (naming update) #P20 Photo Assist (Edit Suggestion) (naming update) #P25 Copy changed.
2023.12.18	#P13/14 Disclaimers updated. #P22 Use case added (Photo Assist & Nightography Zoom)
2023.12.19	#P4 Text updated. #P10 Copy changed. #P13/14 Disclaimers updated.
2024.01.09	#P3/24 Gallery UX updated.
2024.01.10	#P24 Feature name updated. (AI Slow Motion → Instant Slow-mo)
2024.01.16	Product name applied. #P4/9/10/11/13/15 UX updated.
2024.02.22	#P4 Copy & image updated. #P9/10 Use cases added (Circle to Search)

SAMSUNG

Galaxy S24 Series

SALES TALK

Use Cases



Galaxy S24 Series ✓



New Way to Connect

- Interactive search to instantly find anything
- AI translation for calls or chatting without language barriers
- AI features for Samsung Notes and Voice Recorder to save time and effort

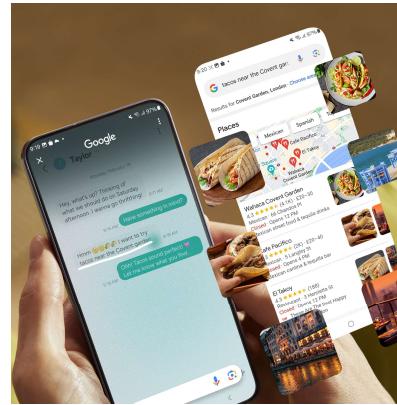
Real-life Use Cases



Find fashion items while watching videos



Discover a travel spot you saw on the feed



Highlight to find meet-up spots while texting



Make calls to book a taxi with real-time translation



Chat with global friends through auto-translation



Post in multiple languages with ease



Summarize your notes to save time and effort



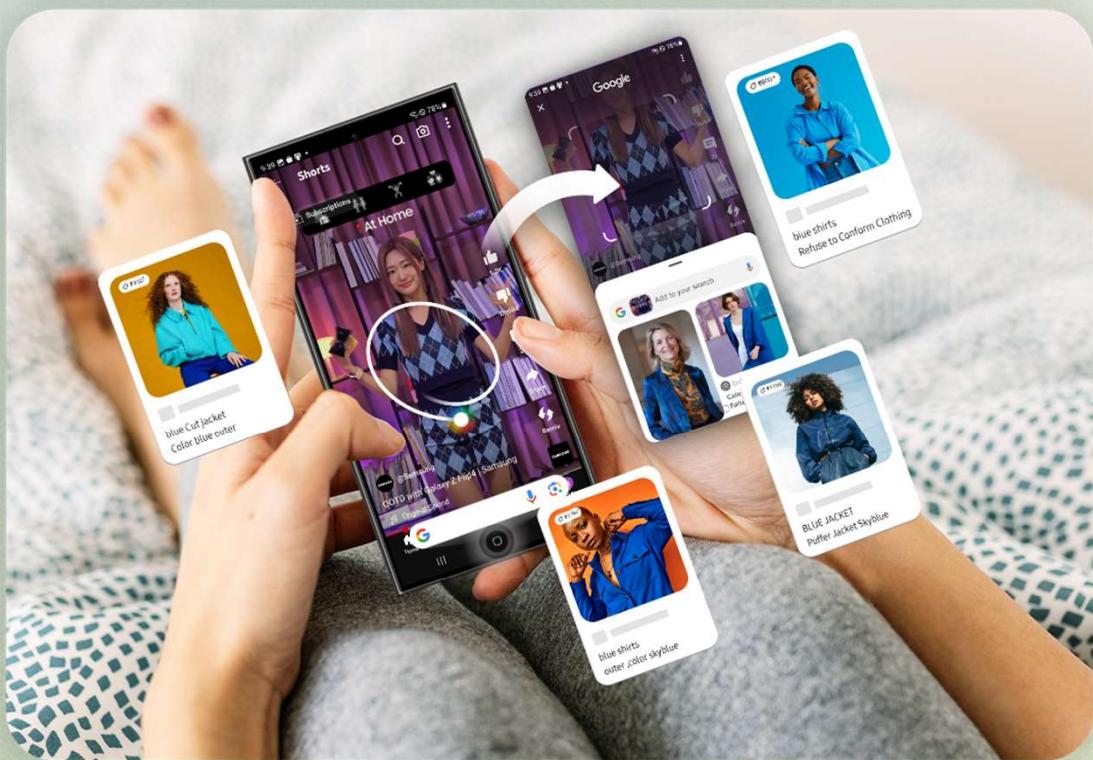
Jot down ideas and neatly clean up handwriting



Record meetings and get a quick summary

When watching YouTube

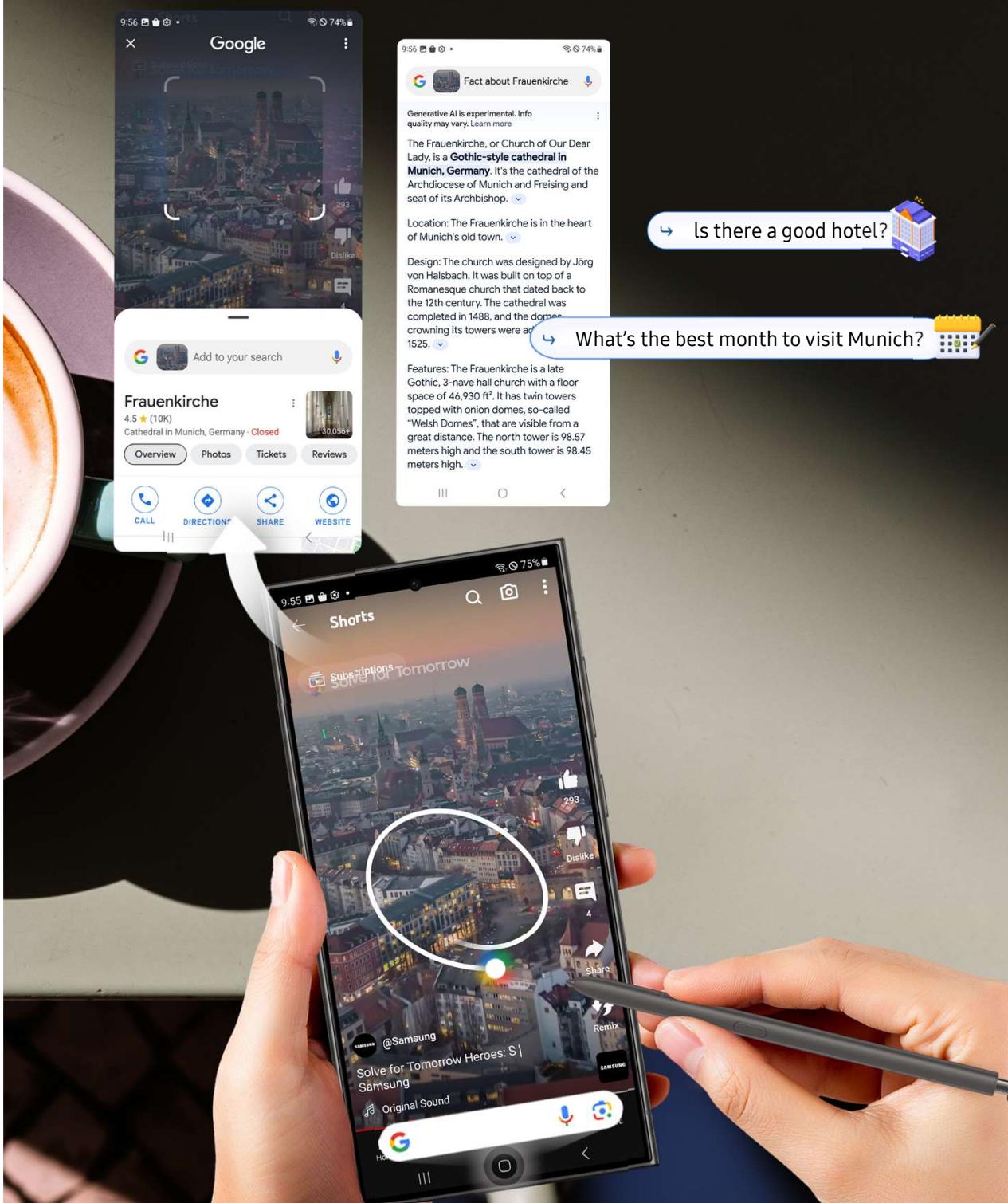
"While watching outfit inspiration videos, just circle items to find out where you can buy them."



Circle to Search with Google

While browsing social media

**"See a great travel spot on your feed?
Instantly learn about it and ask about
nearby hotels and more info."**



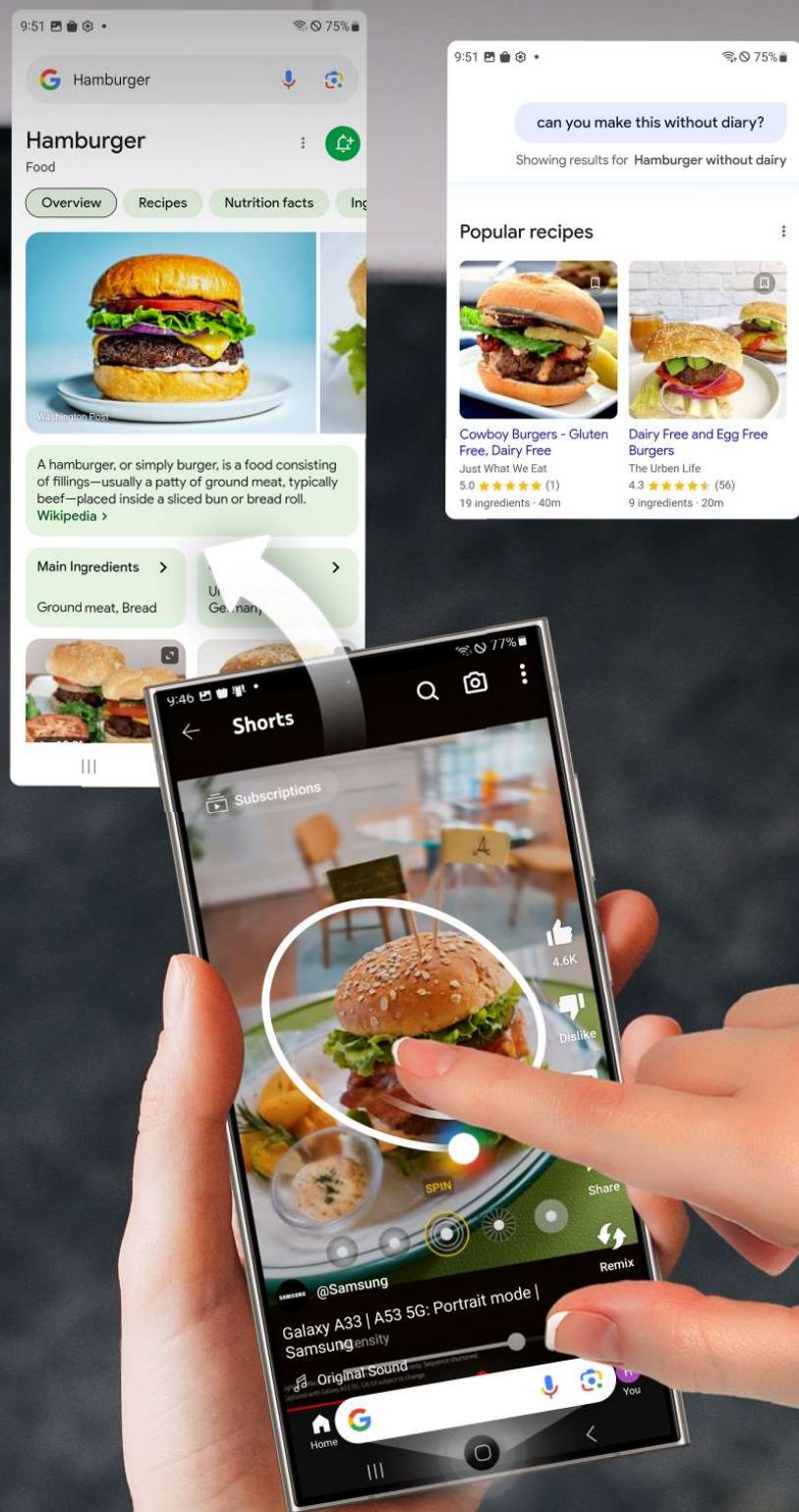
Circle to Search with Google

* Generative overview & follow-up questions:

Supported 7 languages - English, Hindi, Indonesian, Japanese, Korean, Portuguese(Brazil), Spanish(Mexico)
Supported in over 120 countries and territories

When you want to find a recipe

"When you spot a mouth-watering dish, directly search for a recipe so you can whip it up for tonight's dinner."



Circle to Search with Google

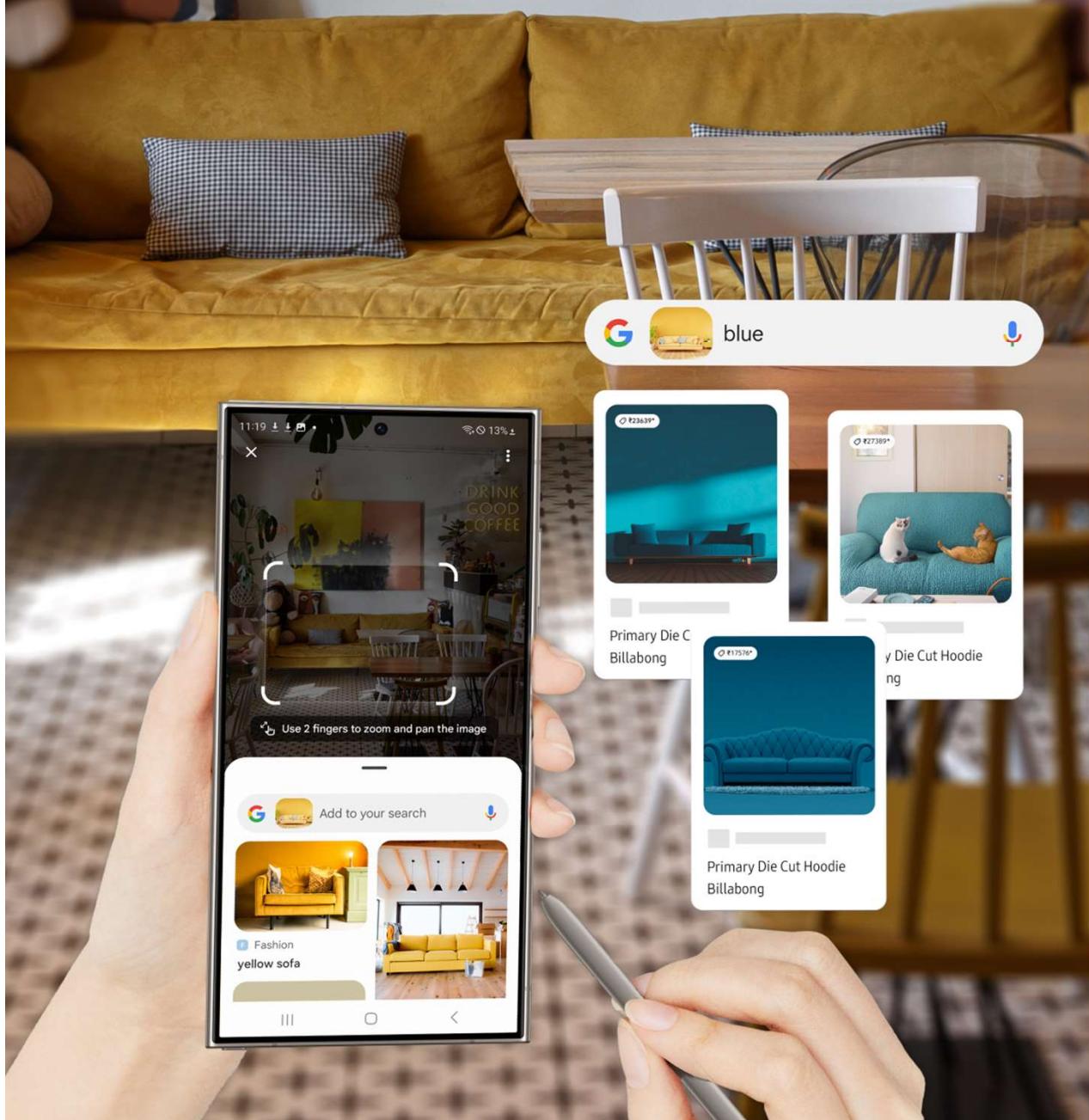
* Generative overview & follow-up questions:

Supported 7 languages - English, Hindi, Indonesian, Japanese, Korean, Portuguese(Brazil), Spanish(Mexico)

Supported in over 120 countries and territories

When finding different version

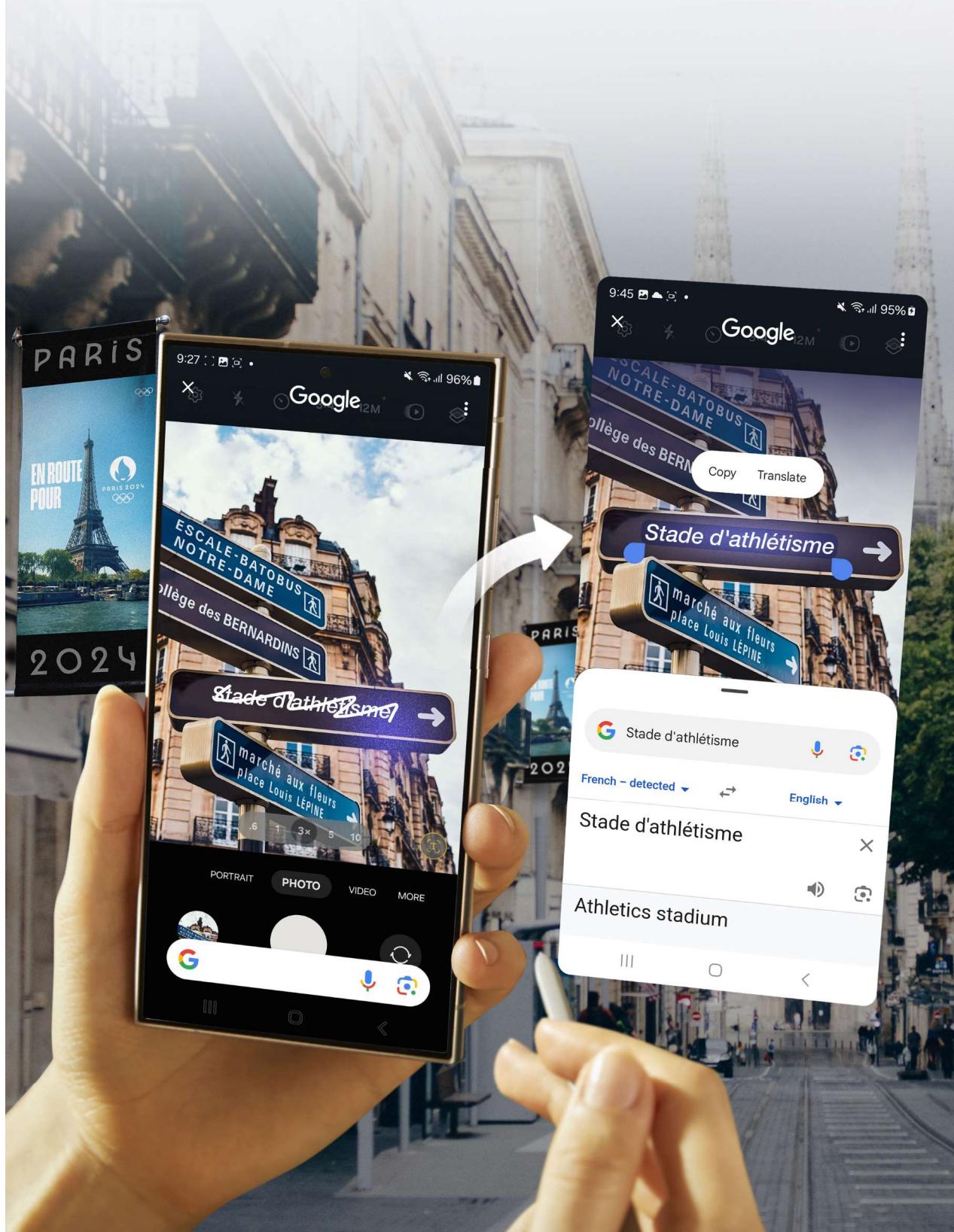
"If you like a design but want different colors, try adding keywords to find exactly what you're looking for."



Circle to Search with Google

* The accuracy of search results generated through keywords may vary.

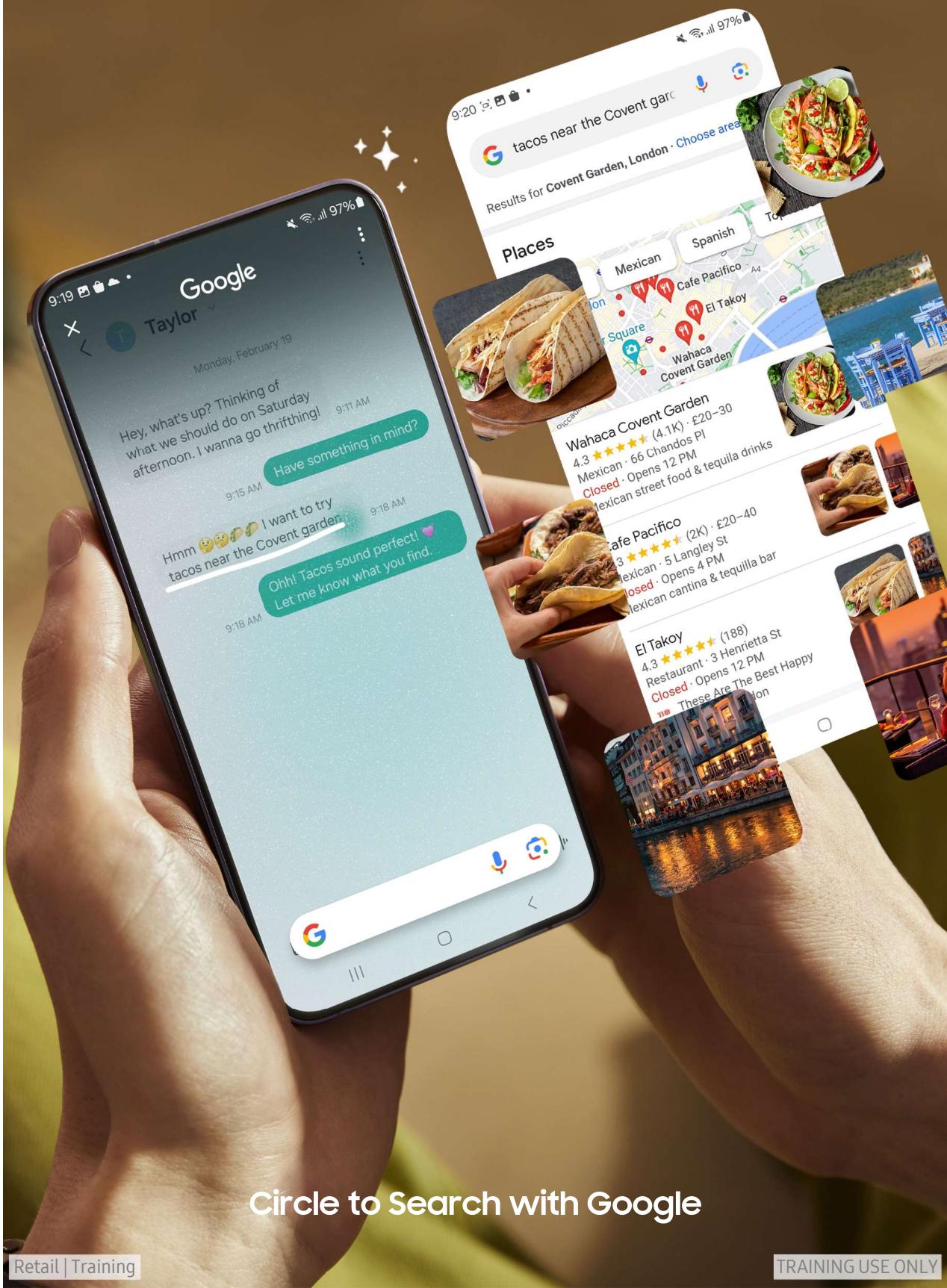
"When going to watch a Olympic game, scribble and translate the milestone to find a way to the stadium."



Circle to Search with Google

While texting friends

"When your friend is asking for a place, trace it over to search the best place to meet up."



Circle to Search with Google

When traveling abroad

"Even if you don't know the local language, you can call a taxi driver with real-time translation."

A woman wearing sunglasses and a white t-shirt is smiling and talking on her phone. A man with a beard is driving a car, looking towards the camera. A smartphone screen shows a translation app interface between German and English.

Flag of the United States: Hello, can I get a taxi?

Flag of Germany: Ja. Wohin gehen Sie?

Translation App Screenshot:

- Other person: German
- Me: English
- Text exchange:
 - and live captioned.
Hallo. Dieser Anruf wird übersetzt und direkt mit Untertiteln versehen.
 - Hello, can I get a taxi?
Hallo, kann ich ein Taxi bekommen?
 - Ja, Wohin gehen Sie?
Where do you go?
 - I'm trying to get to the convention center and I am currently at the hotel.
Ich versuche, zum Kongresszentrum zu gelangen und ich bin derzeit im Hotel.

Live Translate

* (TBU) Supports 13 languages (17 locale): English(US/Great Britain/India), Portuguese(Brazil), Spanish(Spain/Mexico/US), French, Korean, German, Italian, Chinese(Simplified), Japanese, Hindi, Polish, Thai, Vietnamese

When global conference calls

"Translate all the voices in real time during global conference calls, even without an interpreter."

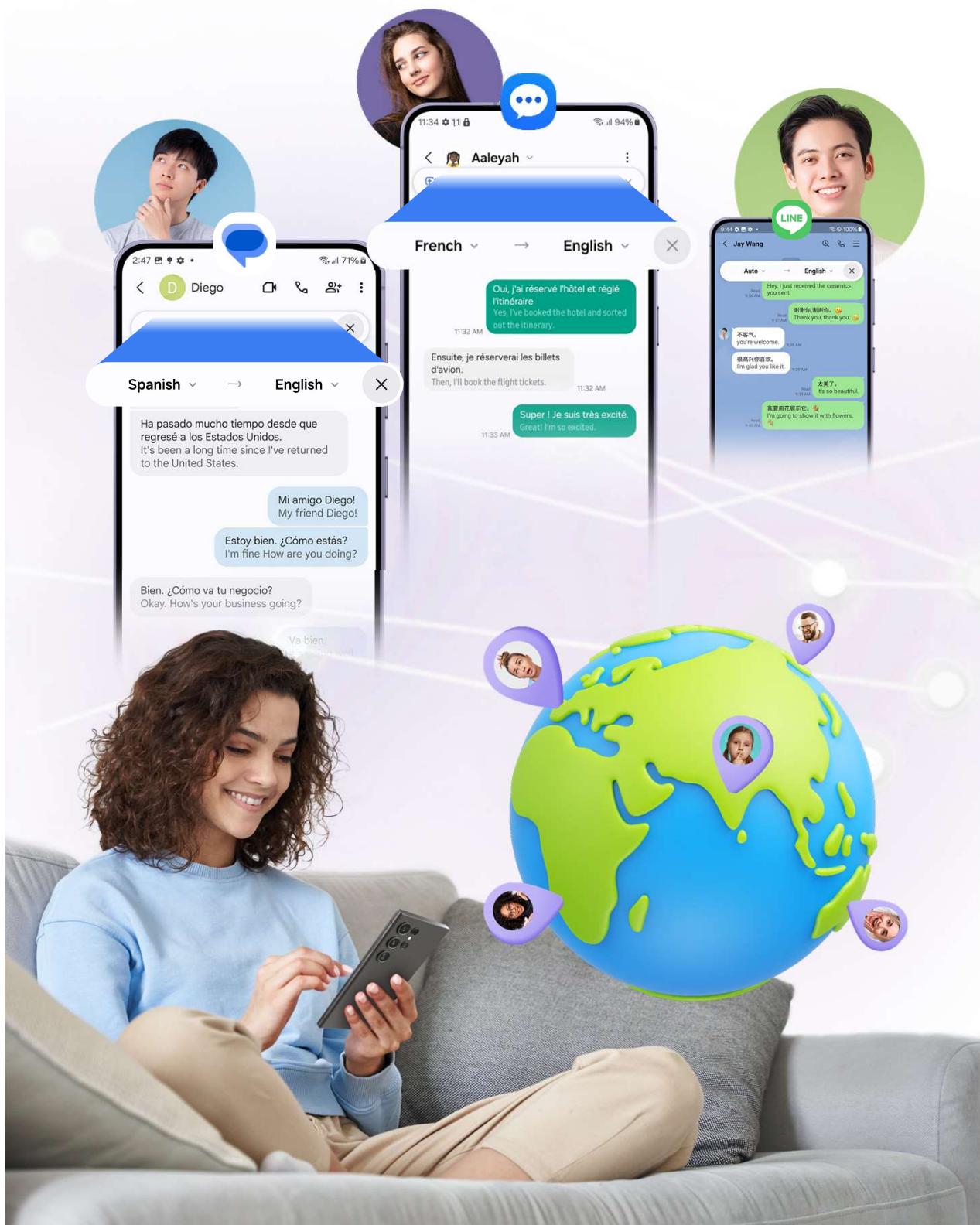


Live Translate

* (TBU) Supports 13 languages (17 locale): English(US/Great Britain/India), Portuguese(Brazil), Spanish(Spain/Mexico/US), French, Korean, German, Italian, Chinese(Simplified), Japanese, Hindi, Polish, Thai, Vietnamese

Chatting with foreign friends

"Chat with people in languages you don't know - all chats are automatically translated."

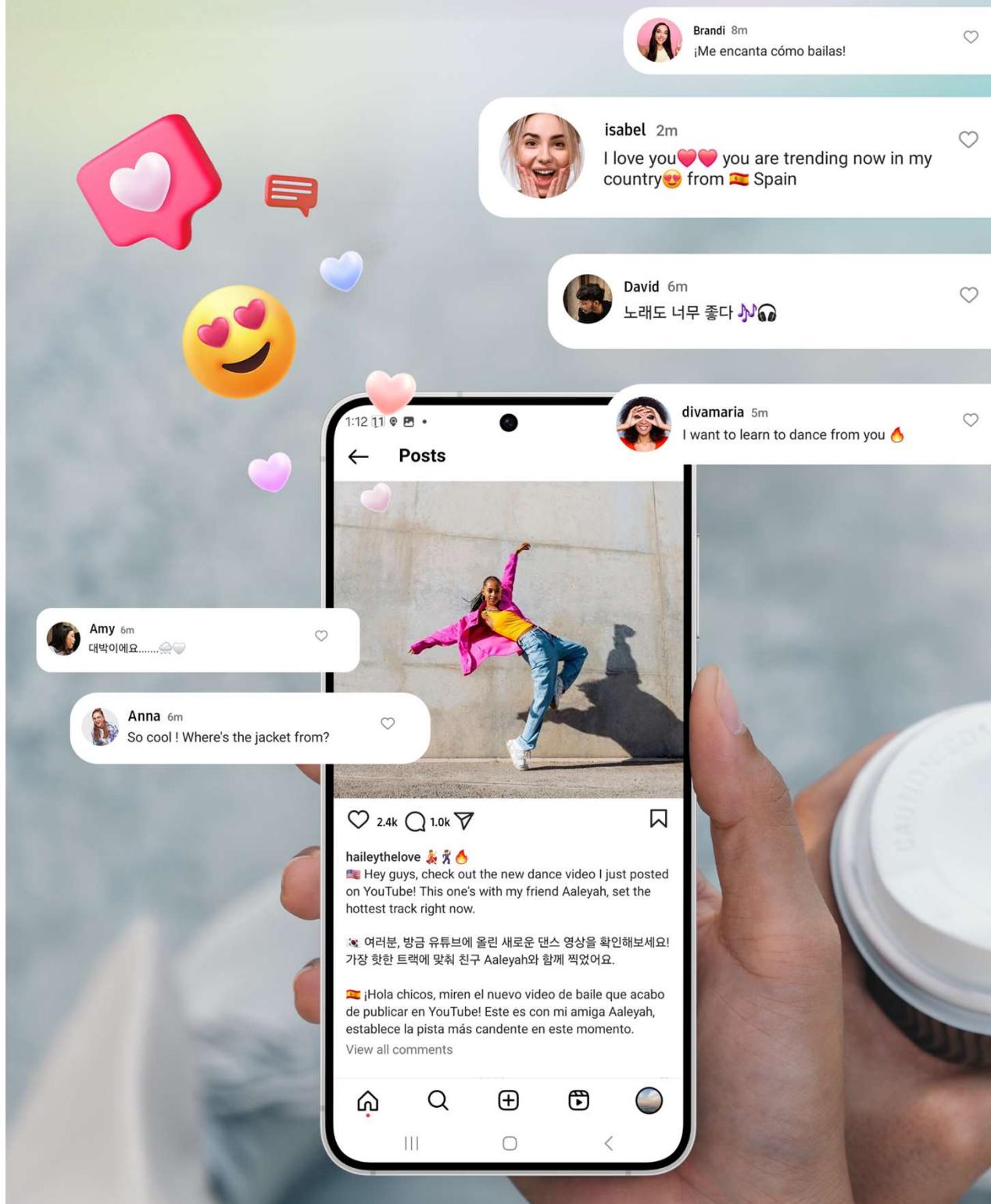


Chat Assist (Chat Translate)

* (TBU) Supports 13 languages (17 locale): English(US/Great Britain/India), Portuguese(Brazil), Spanish(Spain/Mexico/US), French, Korean, German, Italian, Chinese(Simplified), Japanese, Hindi, Polish, Thai, Vietnamese

When posting for worldwide

"Post in multiple languages to engage a global audience and get more likes on your posts."



Chat Assist (Translation on Keyboard)

* (TBU) Supports 106 languages in Cloud mode, Supports 13 languages (17 locale) in On-device mode: English(US/Great Britain/India), Portuguese(Brazil), Spanish(Spain/Mexico/US), French, Korean, German, Italian, Chinese(Simplified), Japanese, Hindi, Polish, Thai, Vietnamese

Sharing updates across different platforms

**"Share your latest achievements!
Use a professional tone on LinkedIn,
switch to a social tone for Instagram."**



Professional

I recently completed my Master's degree in Exercise Science and organized a seminar to put my skills to use.

Copy Insert



#social

Just finished my Master's in Exercise Science 💪 and organized a seminar to put my skills to use 🧠📚 #newgrad #exercisephysiologist #seminar

Copy Insert



Chat Assist (Tone Change)

* (TBU) English, Portuguese, Spanish, French, Korean, German, Italian, Chinese(Traditional/Simplified), Japanese, Russian, Arabic, Hindi, Polish, Thai, Vietnamese, Indonesian, Turkish, Rumanian, Dutch, Swedish, Czech, Danish, Finnish, Hungarian, Ukrainian, Hebrew, Greek, Serbian, Bulgarian, Croatian, Norwegian, Slovak, Lithuanian, Slovenian, Latvian, Estonian, Bengali, Swahili(Africa)

"Organize long notes with a neat format, and create an eye-catching summary to save time and effort."

The image is a composite of three main elements. On the left, a smartphone screen shows a note-taking application with a red circular icon in the top-left corner. The note content discusses 3D audio and its development by Samsung Research and Google. In the center, a screenshot of a Samsung Research document titled "Samsung Research and the Journey of 3D Audio" is displayed. The document includes a bulleted list about 3D audio's evolution and its standardization through the Immersive Audio Meta Format (IAMF). On the right, a portrait of a man with a beard and glasses, wearing a blue jacket and a smartwatch, is shown looking down at his watch.

3D audio makes listeners feel as if they're really in the middle of the action. Typically only supported at specific venues such as movie theaters or recording studios, 3D audio is making its way into homes to give viewers a new way to experience their favorite content.

Samsung Electronics' advanced research institute Samsung Research has been striving to popularize 3D audio since 2020. To this end, Samsung worked with Google to jointly develop Immersive Audio Model and Formats (IAMF) – an advanced 3D spatial audio technology that was adopted by the Alliance for Open Media (AOM)¹ in October 2023. Samsung Newsroom sat down with the team that developed IAMF to hear the story of how the technology came to life.

Ambient noise exists everywhere – from the sound of shoes scraping on the sidewalk to the gentle hum of cars driving down the road. While this noise may seem unnecessary in media, it's vital in adding depth and a sense of realness. 3D audio works to seamlessly blend ambient noise with conversations and other sound effects to create a more vibrant and authentic entertainment experience.

• 3D audio immerses listeners in content, making them feel like they're part of the action.

• Traditionally limited to specific venues, 3D audio is now accessible in homes.

Samsung Research, Samsung Electronics' advanced research institute, has been promoting 3D audio since 2020.

• Samsung collaborated with experts to develop the Immersive Audio Meta Format (IAMF).

• IAMF standardizes 3D audio metadata, enabling seamless playback across devices.

Samsung and Google collaborate to develop IAMF for 3D sound

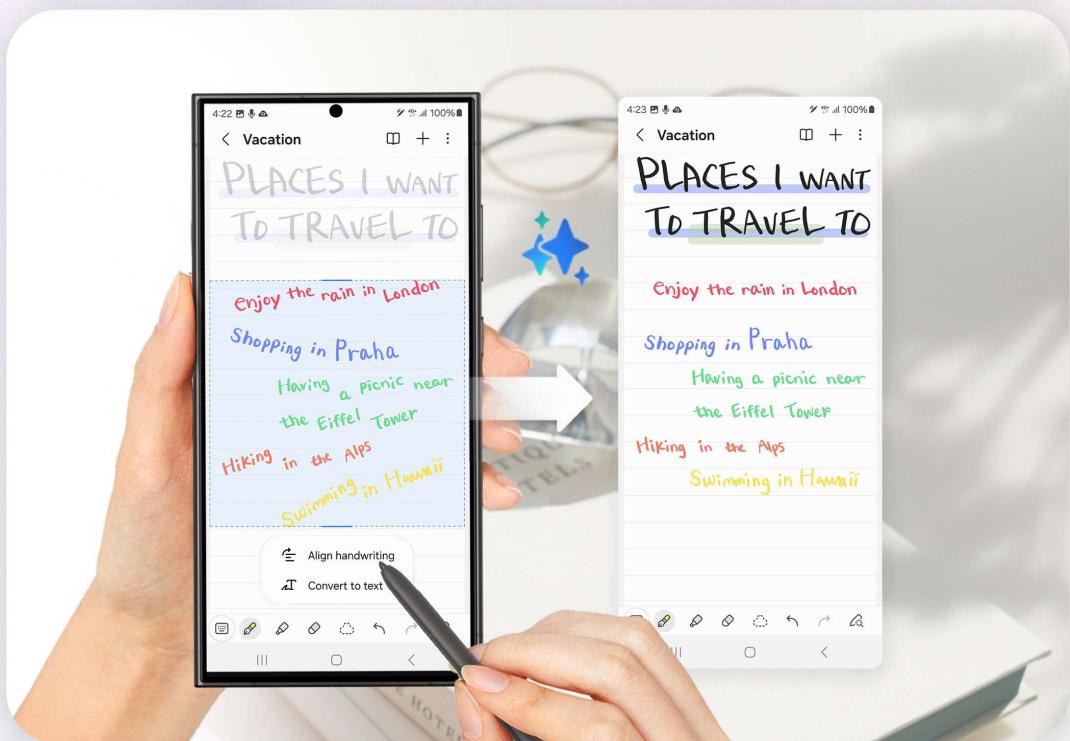
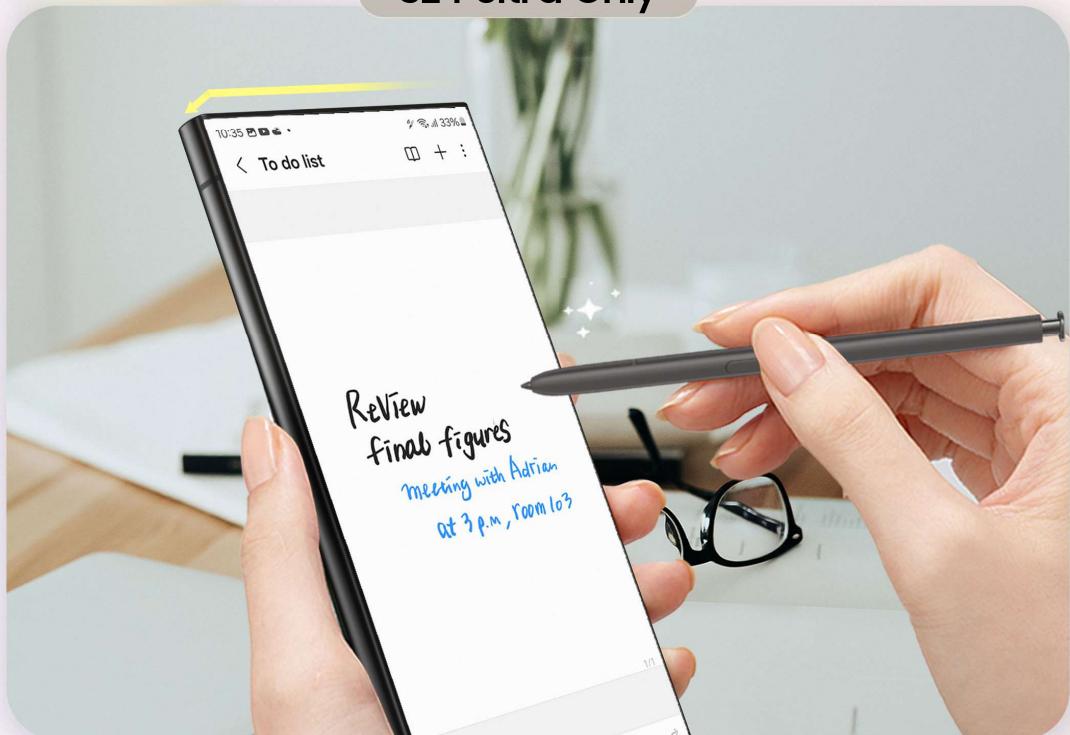
Note Assist

* (TBU) English, Portuguese, Spanish, French, Korean, German, Italian, Chinese(Traditional/Simplified), Japanese, Russian, Arabic, Hindi, Polish, Thai, Vietnamese, Indonesian, Turkish, Rumanian, Dutch, Swedish, Czech, Danish, Finnish, Hungarian, Ukrainian, Hebrew, Greek, Serbian, Bulgarian, Croatian, Norwegian, Slovak, Lithuanian, Slovenian, Latvian, Estonian, Bengali, Swahili(Africa)

When inspiration and ideas strike

"Use the S Pen on a convenient flat display to quickly jot down your ideas, then easily clean up your handwriting."

S24 Ultra Only



Note Assist & Flat Display (S24 Ultra)

* (TBU) Clean-up handwriting supported 100 languages.

While meeting with your team

"Record brainstorm meetings, transcribe everyone's ideas, and get concise summary in a snap."



Transcript Assist

* (TBU) Supports 13 languages (17 locale): English(US/Great Britain/India), Portuguese(Brazil), Spanish(Spain/Mexico/US), French, Korean, German, Italian, Chinese(Simplified), Japanese, Hindi, Polish, Thai, Vietnamese



Galaxy S24 Series ✓

New Way to Create & Play



- Intelligent Gallery's photo assist that makes your photos better
- Nightography zoom & high resolution wide shots
- Powerful performance inside and out
- Immersive viewing with an enhanced brightness & larger screen

Real-life Use Cases



Transform your photos while filling in the background



Resize or move objects in photos



Gallery recommends removing reflections



Clear, bright zoom even at a nighttime concert



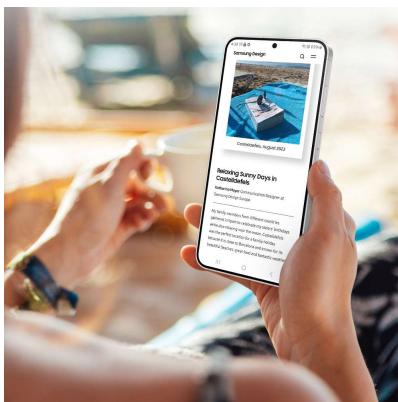
Capture all details as the way you see



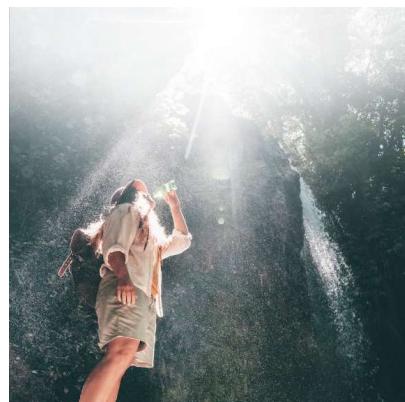
Film & watch yourself in slow motion to check your form



Play games faster, smoother, and longer than your friends



Enjoy a brighter outdoor visibility on a large screen



Durable frame protects from drops while hiking

When you have a tilted photo

**"Disappointed by a skewed landmark?
Just fix the tilted photo by intelligently
filling in the cut-off parts."**

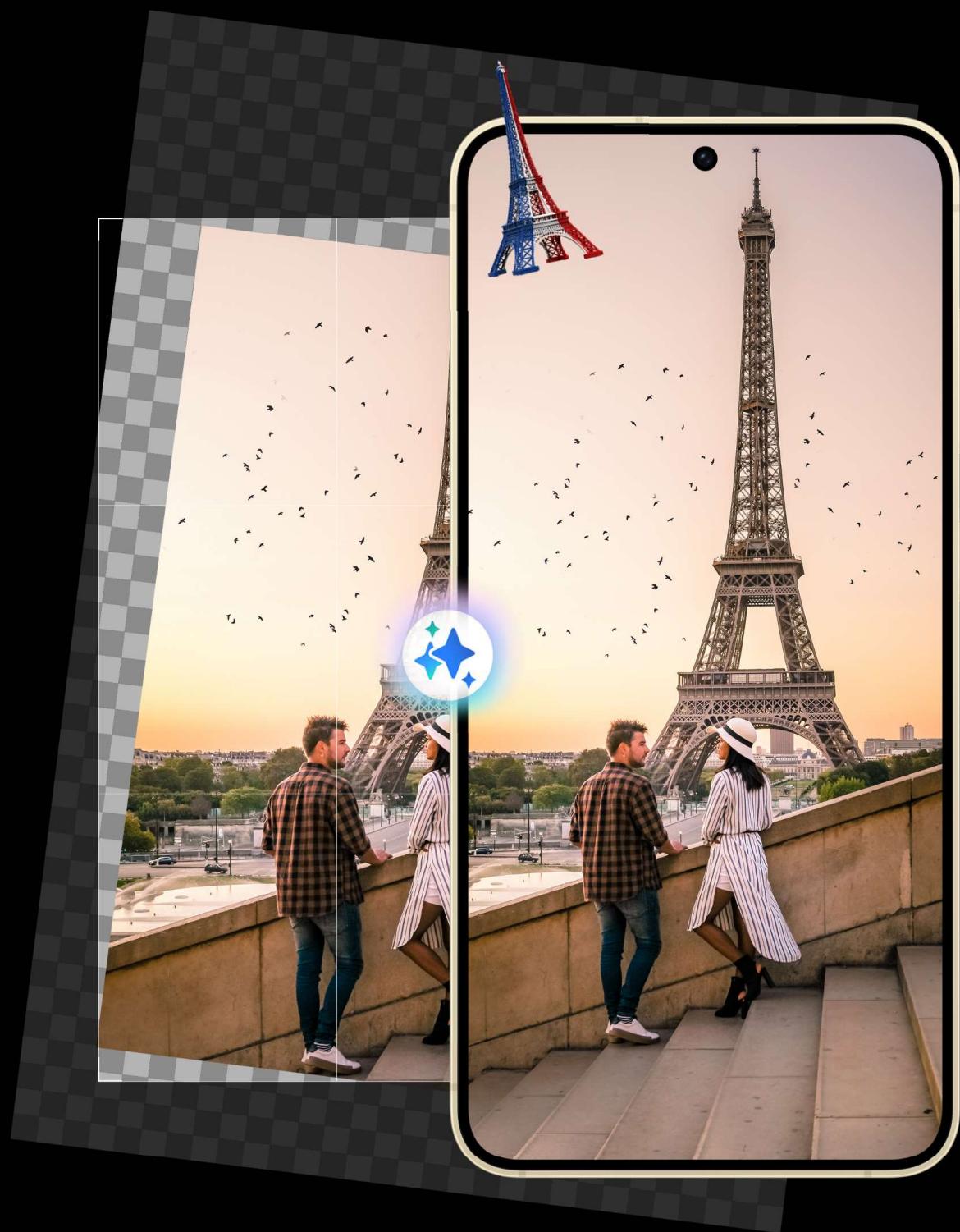


Photo Assist (Generative Edit)

Weekend at home with your pet

"Resize or move your cat in the photo to create a more funny photo."

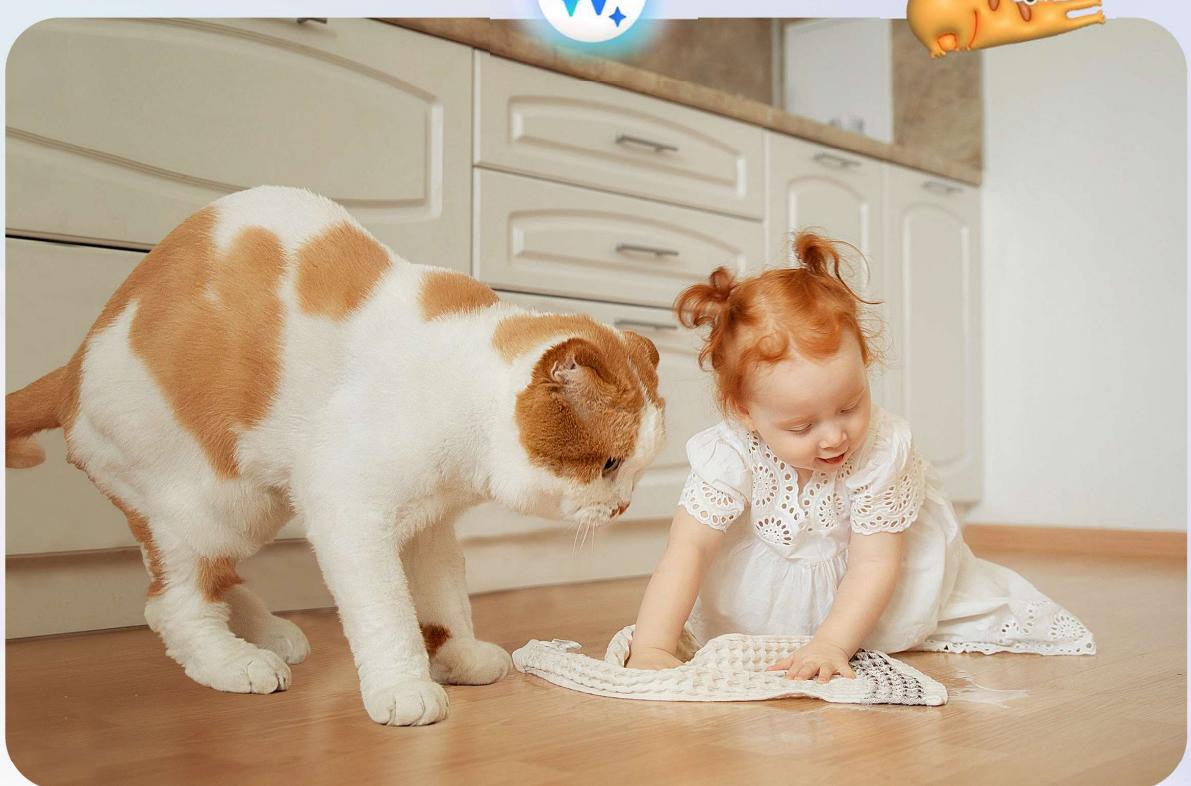
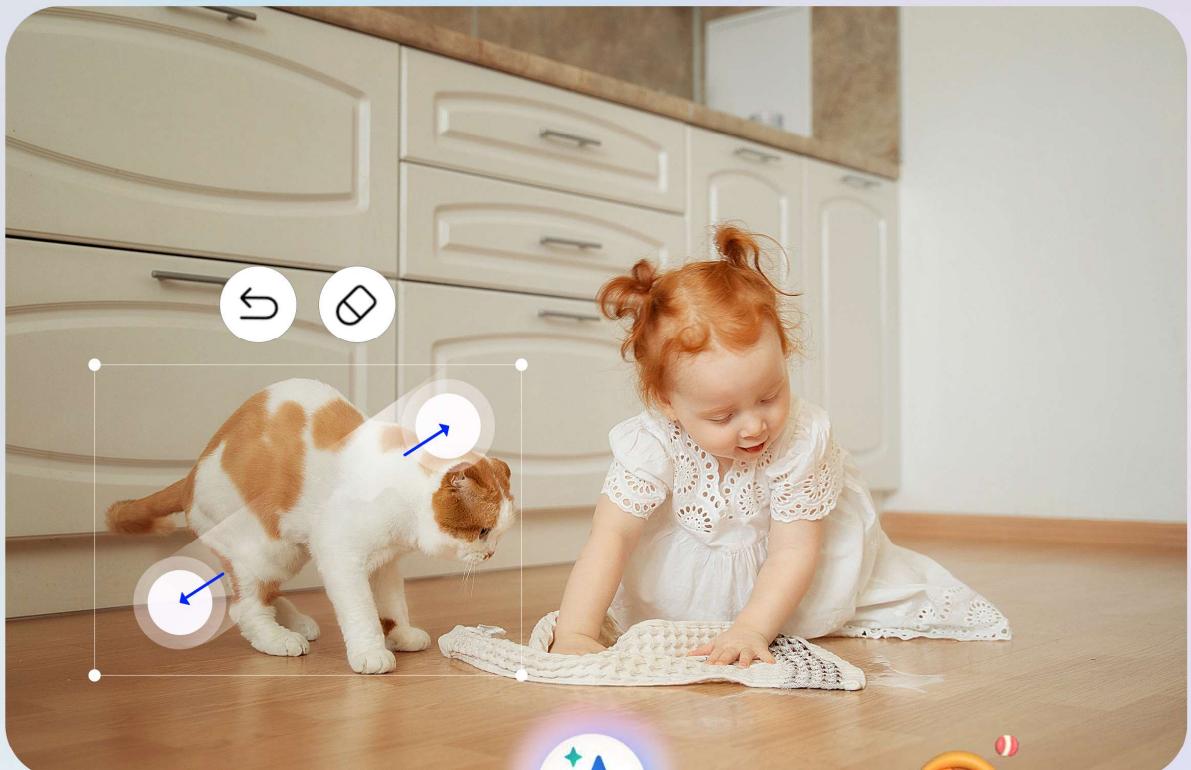


Photo Assist (Generative Edit)

When on a plane

"If you capture a cityscape at night during takeoff, the Gallery recommends ways to remove reflections and more!"

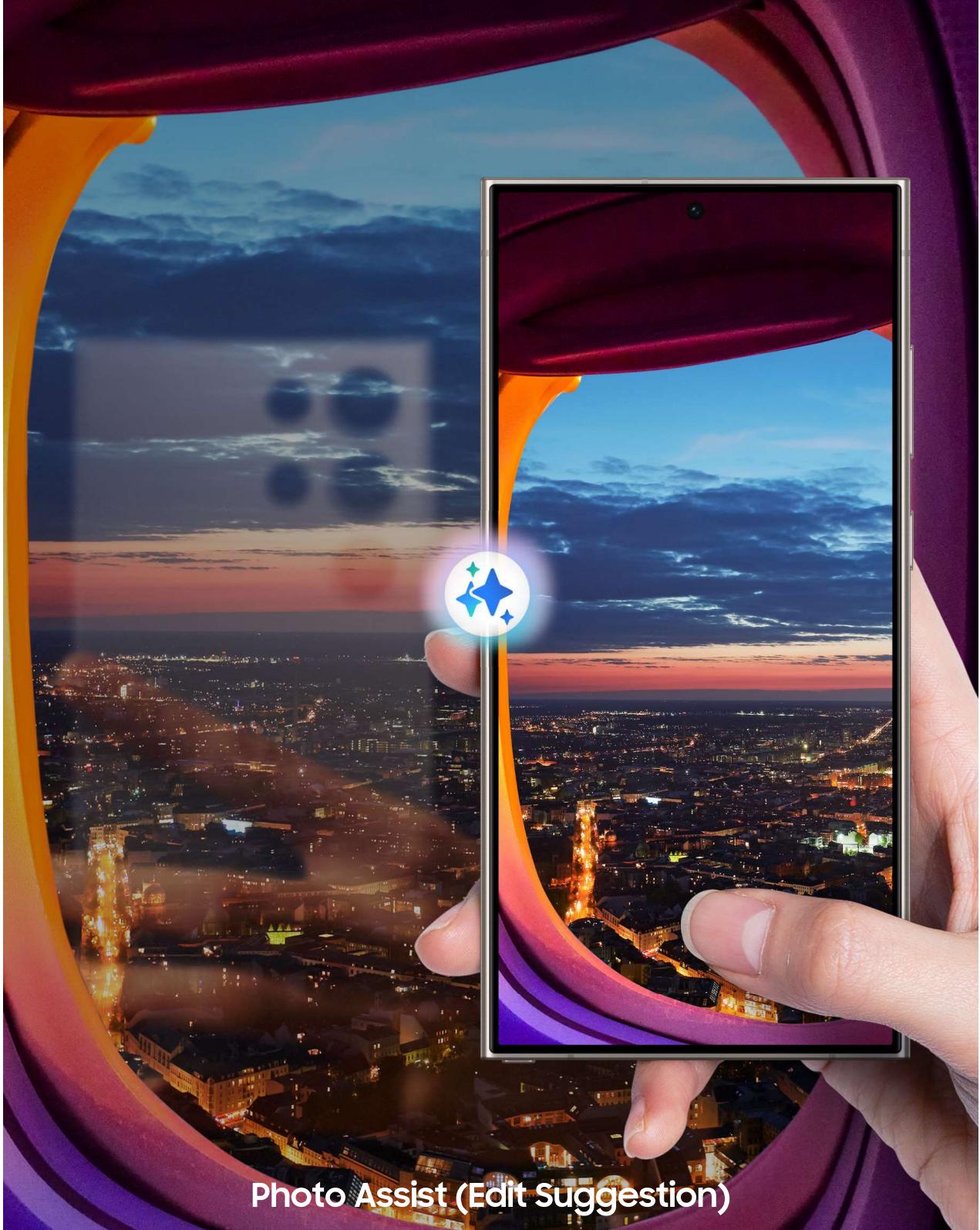
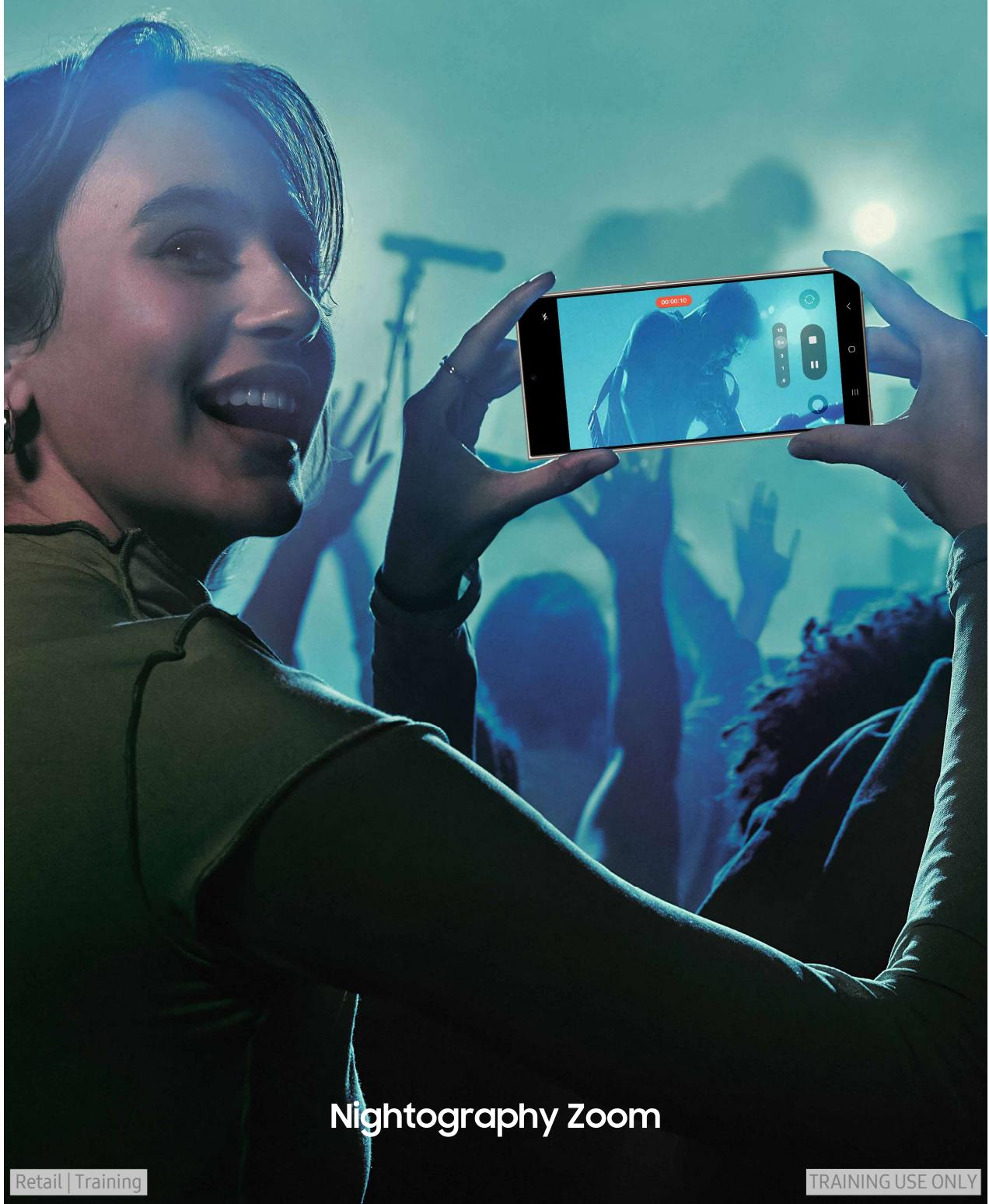


Photo Assist (Edit Suggestion)

At a concert

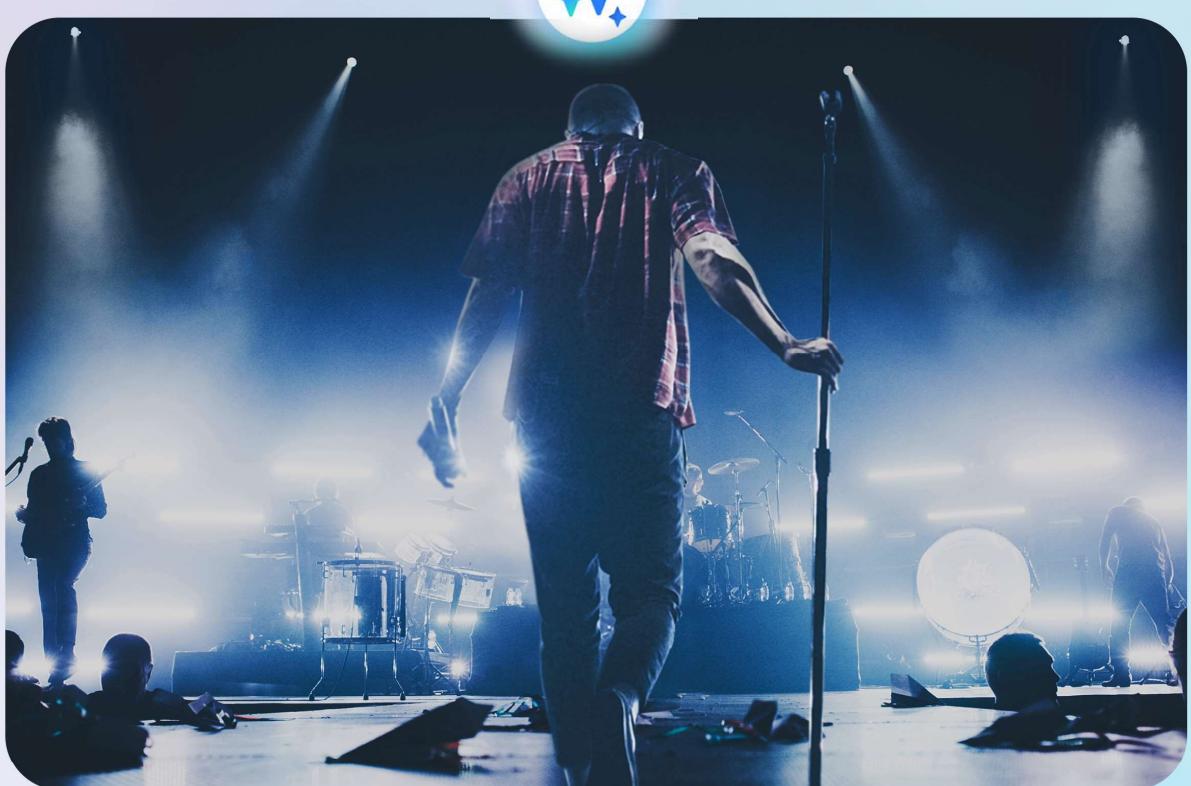
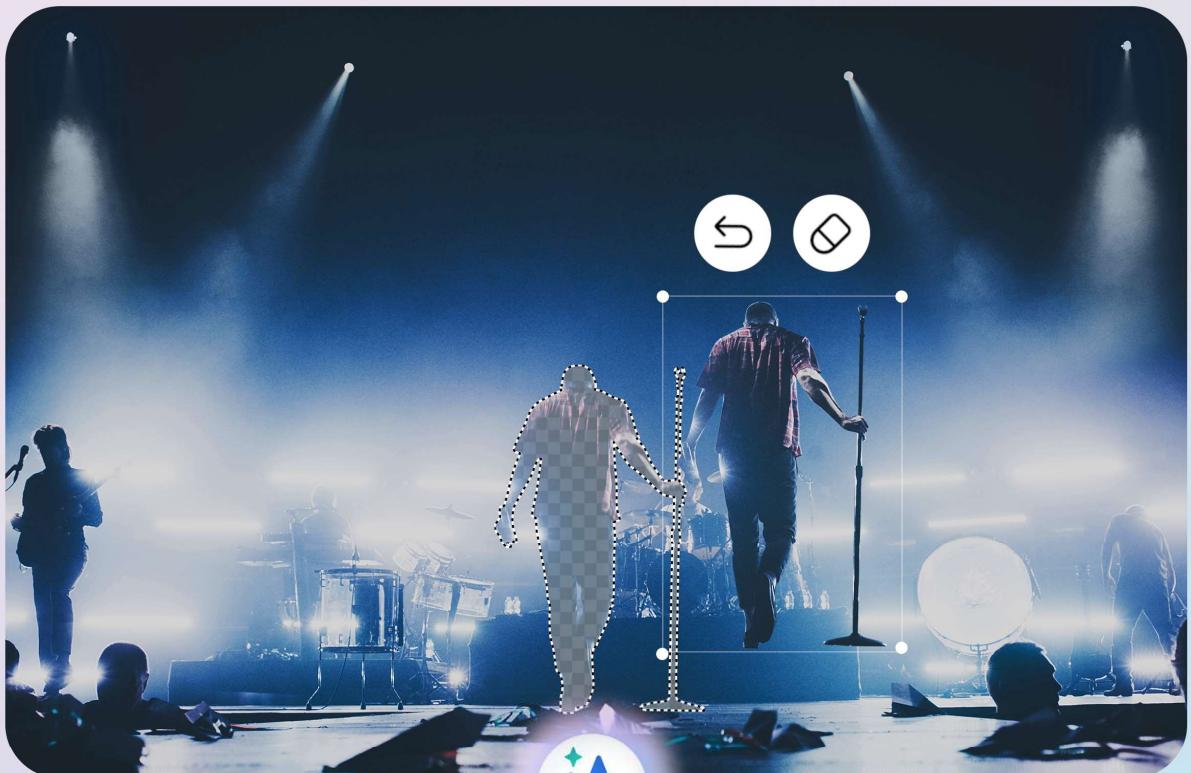
"Zoom in during a concert - you can capture your favorite band up close and clear, even at night."



Nightography Zoom

When capturing photos at a concert

"Capture clear night photos from far away and change the scene by moving the singer."



**Photo Assist (Generative Edit)
& Nightography Zoom**

Watching a sports match

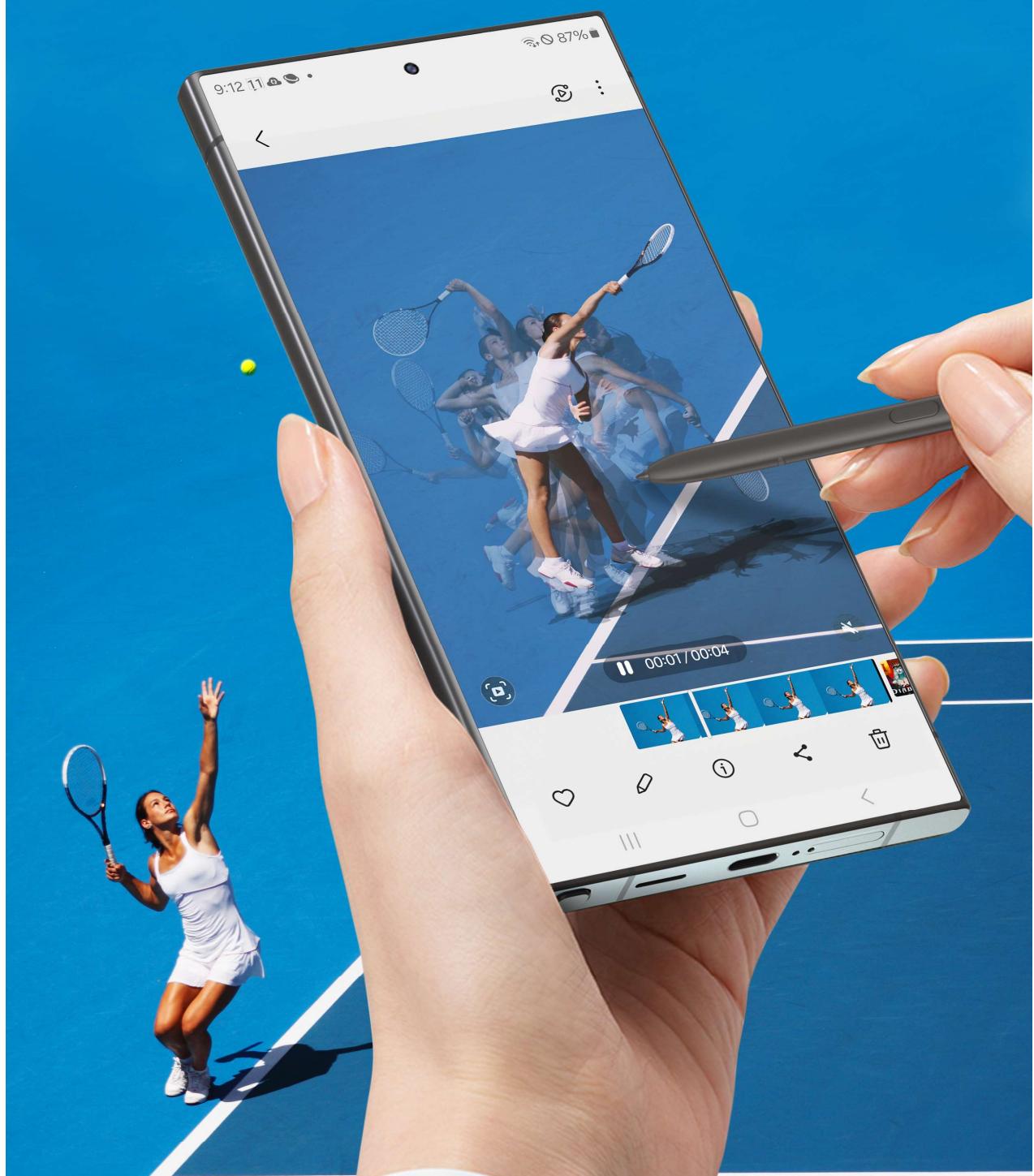
"Check out how all the details of your sports games are captured in just one shot."



200MP / 50 MP High Resolution
(S24 Ultra / S24+ | S24)

While practicing tennis

"Film and watch yourself in slow motion to fine-tune your form and maximize your potential."



Instant Slow-mo

When playing games with friends

"Challenge your friends and enjoy graphic-heavy games that are faster, smoother and longer!"

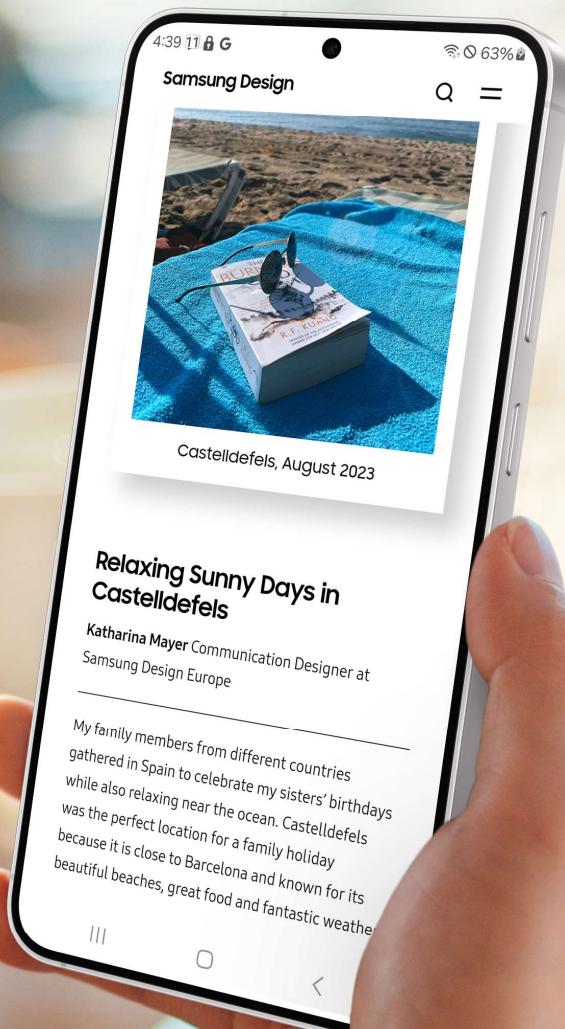


**Latest AP &
Long-lasting Battery**

When browsing outside during the day

"Dive into fascinating content on a bright, large screen with slimmer bezels, even outdoors on summer days."

- HBM Peak brightness 2,600 nits
- Vision Booster



Immersive Display

When enjoying outdoor activities

"If you've forgotten to take your phone cover on a hike, don't worry! Its frame is more durable than ever."



Titanium Frame (S24 Ultra)
Armor Aluminum Frame (S24+ | S24)