

CHANGE NOTE

Date	Details
2023.12.21	1 st version upload (Subject to continuous updates)
2024.01.02	#11P_Supported games updated (Ray Tracing)
2024.01.08	#9P_Edit Suggestion image updated
2024.01.09	#9P_Edit Suggestion icon updated
2024.01.10	#9P_Background Fill UX updated Edit Suggestion's feature number updated (8 → 7) #11P_Ray Tracing icon deleted
2024.01.16	#Product name applied #5P_Live Translate/Chat Assist UX/icon updated Vapor Chamber image updated #8P_WhatsApp/Instagram icon deleted Line icon added #9P_Text updated (Edit Suggestion) #11P_Supported game disclaimer deleted (Ray Tracing) Vapor Chamber image updated #12P_Text updated (S24+/S24) #13P_Durability figures deleted (Enhanced frame)

Q & A

(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

Improvements

1. What are the most significant improvements to the S24 Series?

Galaxy AI

2. What is the AI function update plan for other models and what plans are there for expansion of AI functions for other languages/countries?
3. What is Circle to Search with Google and which countries is it supported in?
4. How do I launch the Circle to Search with Google function?
5. Which languages are supported for each AI feature?
6. What are the main AI features for photo editing?

Camera

7. Are there any improvements when shooting photos/videos on Instagram?

Performance

8. How has gaming performance been improved over the previous model?

Design

9. Regarding design, what are the main differences compared to the S23F?

Durability

10. Are there any durability improvements compared to previous models?

Large Storage Variants

11. What are the advantages of purchasing a larger storage option?



What are the most significant improvements to the S24 Series?

* 1st asked & most frequently asked questions from customers
(Customer response survey for + 3 days after unpacking)

Answers

UPGRADING

S23 Series → S24 Series

Circle to Search with Google

The S24 Series lets you **effortlessly search for anything on the screen** with a simple circling gesture to **get information instantly**.



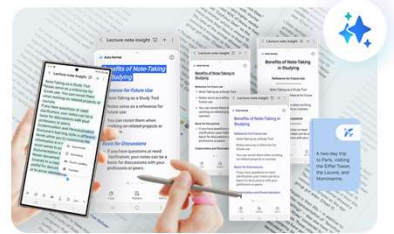
Live Translate / Chat Assist

The S24 Series lets you freely communicate your thoughts with **real-time, language barrier-free voice calls and chats**.



Note Assist

With Notes, you can magically organize what you write. It generates a **summary cover** of your notes, and **transforms your notes into various formats**.



+ S24 Ultra + Quad Tele System

The S24 Ultra's new tele lens lets you take **50 MP high-resolution shots at 5x**. The result is **clear and bright, even at night**. Also, its **optical quality is maintained at all quad zoom level**.



Powerful, Stable Gameplay

With the **fastest AP ever in a Galaxy**, you can enjoy more **immersive gaming** than before.



More Immersive Viewing

The S24 Series boasts the **brightest display with Vision Booster** in the S Series, so you can a great viewing experience, **even outdoors**.





What is the AI function update plan for other models and what plans are there for expansion of AI functions for other languages/countries?

Answers

Supported Models

Not only the S24 Series, the **Z Fold5**, **Z Flip5**, and **S23 Series**, including the **S23 FE**, will support AI functions through a firmware update.

Language Supports

I'm sorry. I can't provide detailed scheduling information yet, as the expansion of **language support is currently under review**.
(The first half of next year)





What is Circle to Search with Google and which countries is it supported in?

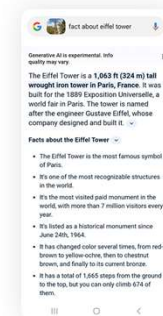
Answers

Circle to Search with Google

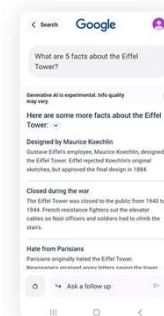
Circle to Search is an **intelligent search feature**, co-developed by Samsung and Google.

When you are enjoying something on social media or the web, you can **directly search for something by drawing a circle around it without any search terms**.

Also, it provides follow-up questions and advanced results by understanding your searching context.



Generative overview



Follow-up questions

Supported Countries

It supports **7 languages in over 120 countries and territories** – English, Hindi, Portuguese, Spanish, Japanese, Korean, and Indonesian.



How do I launch the Circle to Search with Google function?

Answers

You can open the circle screen by **long-pressing the home button** on the navigation bar at the bottom of the screen.



Easy to start!



Which languages are supported for each AI feature?

Answers

**Call Assist (Live Translate) /
Chat Assist (Translation) /
Transcript Assist (Transcription) /
Translation (Note, voice recorder,
internet, keyboard)**

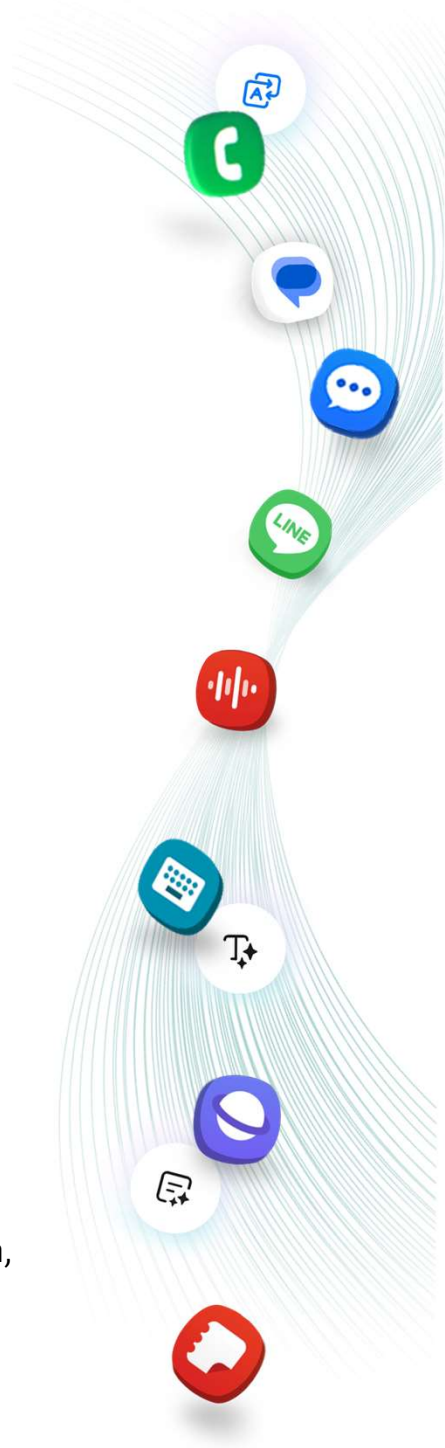
(TBD) These features support
13 languages in 17 locales:

English (US/Great Britain/India), Portuguese (Brazil), Spanish (Spain/Mexico/US), French (France), Korean, German, Italian, Chinese (Simplified), Japanese, Hindi, Polish, Thai, Vietnamese

**Keyboard (Writing style, spelling and grammar) / Note (Auto format, correct spelling, generate cover) /
Browsing Assist (summary)**

(TBD) These features support **38 languages:**

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





What are the main AI features for photo editing?

Answers

The S24 Series now provides the **Photo Assist experience** with two main AI editing features in the Gallery app.

Generative Edit

With Generative Edit, you can enjoy **generative AI-based editing**.

Its intelligent Gallery **automatically fills in the background in blank areas** when straightening images.

And you can **easily move or resize objects** in your photos with auto background filling.



Object Re-composition



Background Fill

Edit Suggestion

Edit Suggestion **recommends optimal editing effects** for the photo you choose from various options.

You can **instantly enhance your photos** by simply tapping the effect you want to apply.



Erase shadows



Remove moire



Erase reflections



Background effect



Are there any improvements when shooting photos/videos on Instagram?

Answers

The S24 Series' [camera has greatly improved](#), and now its advantages [can also be used on social media apps](#), such as Instagram, TikTok, Snapchat, and Facebook, thanks to its new technology.

HDR Photos & Videos

Not only can you [view HDR photos and videos](#) with highlighted and backlit areas, [you can also take them](#).

Nightography

Through low-light image quality improvement, you will get [brighter night photos and videos with reduced noise](#).

Video Stabilizer

[Hand shaking correction enhancement](#) enables [steady, clear recording](#) to elevate your content quality.

Motion Photos

Motion photo lets you capture what happens in the moment. You can [post it on your Instagram story with various effects](#), such as Boomerang.





How has gaming performance been improved over the previous model?

Answers

The Latest AP

The S24 Series comes with the **fastest processor ever in a Galaxy**, so you can **smoothly enjoy even more graphic-intensive games**.

* S24 Ultra: Snapdragon 8 Gen 3 for Galaxy,
S24+/S24: Exynos 2400 for Galaxy or Snapdragon 8 Gen 3 for Galaxy (May vary by country/region).

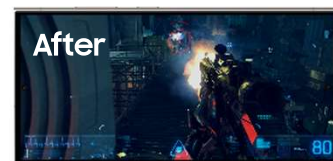


**Snapdragon 8 Gen 3 for Galaxy
/ Exynos 2400 for Galaxy**

Ray Tracing

HW-accelerated Ray Tracing **enhances visual elements**, such as lighting effects and shadows, for **more realistic graphics**.

* Image is for illustrative purposes only.



Vapor Chamber

With the **1.9x larger Vapor Chamber**, the S24 Series provides **enhanced cooling performance** to let you enjoy more stable gaming.

* S24 Ultra / S24+ / S24: 1.9x / 1.6x / 1.3x

* Image is for illustrative purposes only.

**Up to 1.9X larger
Vapor Chamber**





Regarding design, what are the main differences compared to the S23?

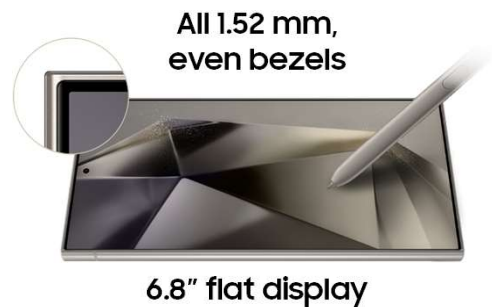
Answers

Galaxy S24 Ultra

One major difference of the S24 Ultra compared to previous Ultra models is that it still maintains the Ultra's design heritage.

It also comes with the **Ultra-first flat display** to increase S Pen usability, so the **front design is simpler and cleaner, with even bezels**.

And the S24 Ultra uses **titanium for the frame for the first time in a Galaxy**, which adds even more exclusivity.



All 1.52 mm, even bezels

6.8" flat display

Galaxy-first titanium frame



Galaxy S24+ / S24

The S24+ and S24 provide you with a **better grip** that fits in your hand **with a more rounded back**.

And **premium matte finish** is applied to the back glass and metal frame **to improve the sense of unity in its streamlined design**.



Rounded form with a matte finish



Are there any **durability improvements** compared to previous models?

Answers

1

Enhanced Frame

The S24 Ultra comes with a premium, **titanium frame**, **the toughest metal ever in a Galaxy**. Its **hardness has also increased**, compared to the S23 Ultra.

The S24+/S24 also has an **enhanced Armor Aluminum frame**, and it is **stronger** than the S23+/S23.

2

Tougher glass

The S24 Ultra features the latest **Corning® Gorilla® Armor** as the front glass, which is **stronger** than Gorilla® Glass Victus® 2.





What are the advantages of purchasing a larger storage option?

Answers

Wide Range of Storage Options

The S24 Series comes with various storage options.

The S24 Ultra is available with **256/512 GB** and **1 TB** of internal storage.

The S24+ is available with **256/512 GB** of internal storage.

And the S24 is available with **128/256/512 GB** of internal storage.

Larger Storage Variant

The benefit of getting a larger storage option is that it allows you to **save more photos and videos without relying on the cloud.**

