

## CHANGE NOTE

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Try Galaxy

Experience the  
Galaxy UI even on  
a non-Android  
device

SALES TALK

# Galaxy AI CUSTOMER ENGAGEMENT



Galaxy AI is here





# Galaxy AI Customer Engagement

Try Galaxy

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a non-Android  
device

## Pitchline

"Have you heard about all the ways you can use Galaxy AI? Experience how effortless & convenient **your Galaxy devices are** with Galaxy AI."

## RECOMMENDATION FLOW

### Life Maximizer



Maximize a convenience in your daily life

1st

S24 Ultra



The 1<sup>st</sup> Galaxy AI Phone

Z Fold5



Galaxy AI with an immersive screen

2nd

S23 Ultra



All-round performance, powered by Galaxy AI

### Social Expresser



Express yourself in the way you imagine

1st

S24+ / S24



The 1<sup>st</sup> Galaxy AI Phone

Z Flip5



Maximized convenience with Galaxy AI in a compact design

2nd

S23 / S23 FE



Reasonable price, even with Galaxy AI



More  
Recommendations



Tab S9  
Series



Buds  
Series



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device

# Full Galaxy Device Lines that Support Galaxy AI Features



## S24 Series

“ Are you interested in learning of **the first AI Phone?** S24 Series with Galaxy AI makes **your everyday effortless & more convenient!** ”



## S23 Series

“ Upgrade your phone and get **the best Galaxy camera** that’s **more powerful with Galaxy AI** at a great deal. ”



## S23 FE

“ The S23 FE is the **newest** member of the S23 family! You can enjoy **the flagship AI experience** you want at a **friendly price** and for longer by **future-proofing!** ”



## Z Fold5

“ The one and only large screen for viewing, working and playing. It has become even **cooler & more stylish with Galaxy AI!** ”



## Z Flip5

“ Innovative premium design with a full Flex Window. It’s a **beautiful masterpiece inside & out with Galaxy AI!** ”



## Tab S9 Series

“ **Exceptional performance on a massive screen** with outstanding **durability** finally paired with **Galaxy AI.** ”

# Circle to Search with Google



Try Galaxy

Experience the Galaxy UI even on a non-Android device

## Supported Models



S24 Series



S23 Series



S23 FE



Z Fold5



Z Flip5



Tab S9 Series

\* Check available language options in the page 15.

\* Available to demonstrate the feature in Retail Mode.



## Sales Talk

“

With Circle to Search, instantly mark (circle/underline/scribble) an image or text on the screen of your Galaxy devices by simply circling it.

”

## Use Case

While making plans with a friend through a messenger, underline the location or menu you're curious about using your finger or S Pen. Circle to Search will instantly display all the relevant information.

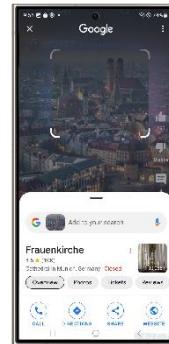


## More Benefits



### Image searching

Simply search for images, not only for text



### Travel spot searching

Easily explore and get info on travel spots, nearby hotels & attractive tours



### Generated overview

Type a question to find more in-depth information after checking the initial results



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# Live Translate (Interpreter)

## Supported Models



S24 Series



S23 Series



S23 FE



Z Fold5



Z Flip5



Tab S9 Series

\* Check available language options in the page 15.

\* Available to demonstrate the feature in Retail Mode.

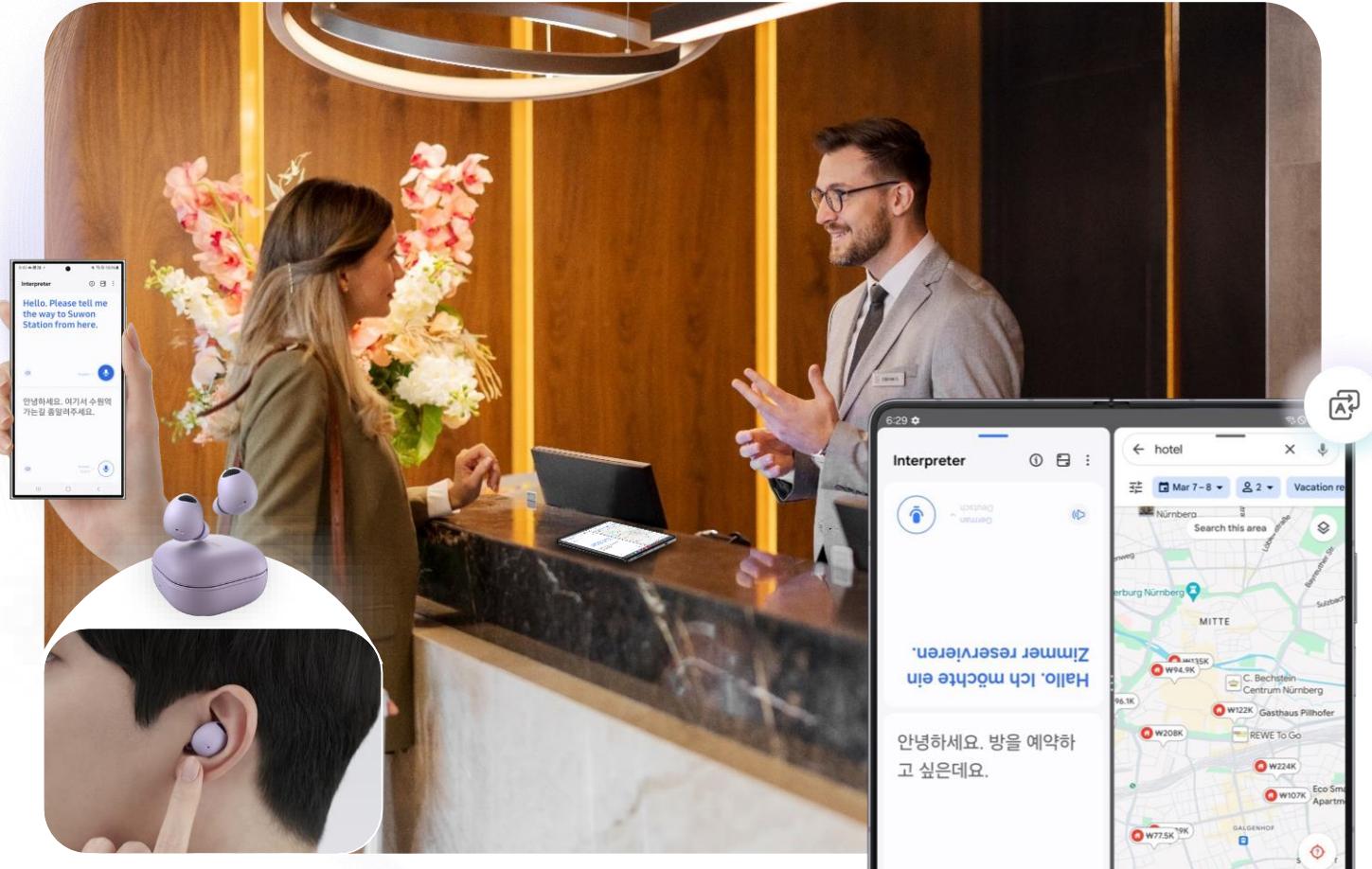
## Sales Talk

“ With Interpreter, confidently communicate with people all over the world, no matter what language they're using. ”



## Use Case

When booking a room during a trip abroad, just go to the desk and talk to the receptionist in your native language after activating Interpreter on the Quick Panel. All communication will be automatically translated in real time. It's even smoother when used with the Buds, since there's no need to take them off.\*



\* Earphones from other brands are not supported.



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# Photo Assist

## Supported Models



S24 Series



S23 Series



S23 FE



Z Fold5



Z Flip5



Tab S9 Series

\* Check available language options in the page 15.

\* Available to demonstrate the feature in Retail Mode.

## Sales Talk

“

With Photo Assist, recreate your photo effortlessly by moving or resizing objects, no need to retake the photo.

”



## Use Case

If you're dissatisfied with some photos from your last summer vacation, just move and resize objects as you like. It will feel like you're retaking them, without needing to go back there.



## More Benefits



### Generative Edit

When readjusting your photo's frame, the empty areas will be automatically filled in with Galaxy AI.



### Edit Suggestion

Instantly enhance your photos by just tapping an automatically recommended effect.



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# Note/Browsing Assist on a Massive Screen

## Supported Models



S24 Series



S23 Series



S23 FE



Z Fold5



Z Flip5



Tab S9 Series



Z Fold5



Z Flip5



Tab S9 Series

\* Check available language options in the page 15.

\* Available to demonstrate the feature in Retail Mode.

## Sales Talk



With Note & Browsing Assist, save time when summarizing or translating long notes and websites. It's especially useful on the massive screen, which really elevates the productivity of the Notes/Internet app!



## Use Case

When preparing materials for an international meeting, **summarize notes and translate them** with Note Assist to save both time and effort.

You can also quickly **understand the content of big websites by summarizing or translating** text with Browsing Assist.



**Note Assist**

The Note Assist interface shows a summary of a long document with key points highlighted and translated into another language.

**Browsing Assist**

The Browsing Assist interface shows a summary of a complex website with key points highlighted and translated into another language.

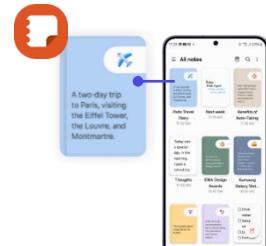
## More Benefits



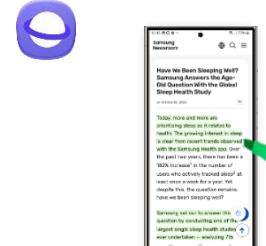
Align handwriting  
Easily clean up your  
handwriting



Auto format  
Organize your note with  
various layouts



Generate covers  
Create unique covers to  
easily find them



Highlight  
Get highlights of the most  
important points

\* (TBD) Available after MR update

# Galaxy AI with Z Fold5



Try Galaxy

Experience the  
Galaxy UI even on  
a non-Android  
device

## Sales Talk

“

Highlight the Galaxy AI features that enhance the  
usability of the Z Fold5.

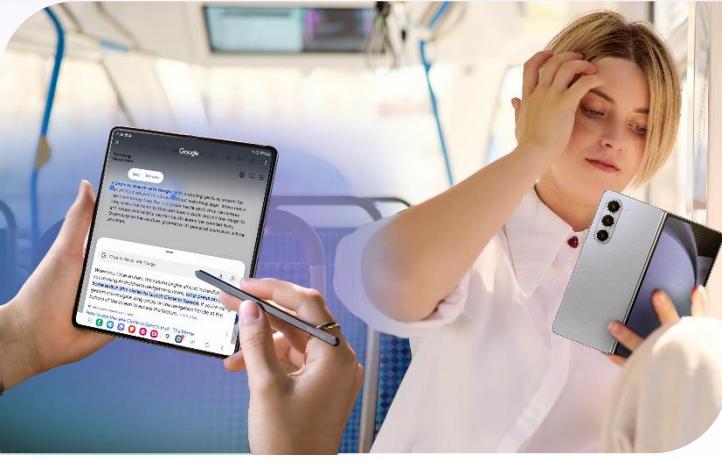
”

\* Check available language options in the page 15.

\* Available to demonstrate the feature in Retail Mode.



### Circle to Search with Google



“ During exams when it's important to study efficiently, easily find information on unfamiliar terms by underlining or writing them with the S Pen. Then, read up on them on the wide screen, even on the bus.”

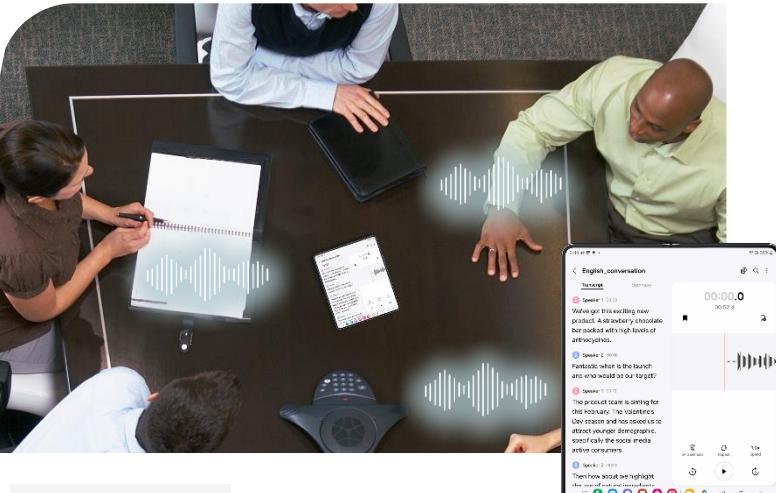


### Note Assist

“ When faced with too many foreign materials to read for a presentation, utilize Note Assist to translate them. Quickly memorize the contents while reading on its super wide display during your spare time.”



### Transcript Assist (Voice Recorder)



“ While brainstorming in a meeting with your team, transcribe everyone's ideas while separating individual speakers and get a concise summary to easily review on its super wide screen.”

# Galaxy AI with Z Flip5



Try Galaxy

Experience the Galaxy UI even on a non-Android device

## Sales Talk

“

Highlight the Galaxy AI features that enhance the usability of the Z Flip5.

”

\* Check available language options in the page 15.

\* Available to demonstrate the feature in Retail Mode.



### Circle to Search with Google

If you and your friend want to explore a hard-to-understand restaurant menu while traveling abroad, just open the Camera app and easily look up items by highlighting the text.”



### Photo Assist

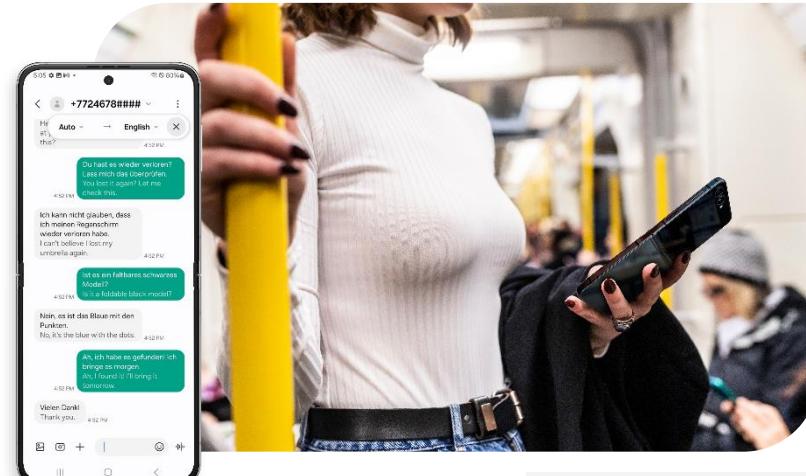


Even without somebody to take your photos, easily get pictures of yourself with a good pose. Then, enhance the quality by moving or resizing yourself as the subject, eliminating the need for retakes.”



### Chat Assist

In a crowded subway on the way to work, easily check a new chat from a foreign teammate. It can be automatically translated into the language you've set, and the wide display with a 22:9 aspect ratio lets you check them at a glance.”



# Galaxy AI with Galaxy Buds



Try Galaxy

Experience the Galaxy UI even on a non-Android device

## Supported Models



Buds2 Pro



Buds FE



Buds2

## Sales Talk

When paired with Buds series, you can use Galaxy AI more seamlessly to communicate in different languages



## Use Case : Face-to-face Interpreter

When having a conversation with a foreigner, you can listen to the translated voice of the other person through your Buds, while your translated voice comes out from the phone, making the conversation smoother.



## More Benefits

- ✓ No need to take off your Buds
- ✓ Able to manage your talking speed

\* Earphones from other brands are not supported.

## Use Case : Live Translate

When making calls with a foreigner, you can easily book a taxi or a hotel using Galaxy AI paired with Buds as you can see the real-time translation directly on your phone.



## More Benefits

- ✓ Able to check latency when speaking
- ✓ Enhanced voice detection accuracy

# For Upgraders



Try Galaxy

Experience the Galaxy UI even on a non-Android device

“

What phone do you currently use?

”



Recommend a model with Galaxy AI after identifying the user's needs, and consider their budget, current promotions, etc.

## Target Users

### S23/S22 Series

Recommended model



S24 Series

1. Powerful NPU



NPU 41%\*

for enhanced on-device AI experience

\* Comparison between the S24 Ultra and the S23 Ultra.

2. Hardware Improvements



Outdoor Visibility

- Improved brightness up to 2,600 nits (Peak)
- Low-reflection coating with Corning® Gorilla® Armor



Enhanced Durability

- Titanium frame & Corning® Gorilla® Armor (S24 Ultra)
- Enhanced Armor Aluminum frame & Corning® Gorilla® Glass Victus® 2 (S24+ & S24)

3. Hardware Improvements



Longer Lifespan\*

- 7 gens. of OS upgrades
- 7 yrs. of security updates

\* The update policy applies only to flagship models released after the launch of the S24 Series.

### S21/A7x,A5x Series

Recommended model

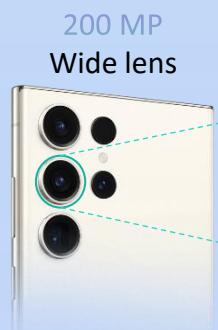


S23 Series



S23 FE

1. Unrivaled Camera



200 MP

Wide lens

S23 Series  
200 MP (Wide)\*  
Nightography

N-3/4  
VS  
108 MP  
(Wide)\*  
N/A

\* Ultra models only.

2. Powerful Gaming



Snapdragon 8 Gen 2  
for Galaxy



S23 Series  
4nm AP  
Ray Tracing  
VS  
N-3/4  
5nm AP  
N/A

3. Future-proof Features



Highlight

Galaxy AI



Large Storage  
Variants



OS & Security updates

# Try Galaxy

“ Encourage customers to try out Galaxy AI on their phones. ”

## Target Customers



### Galaxy Users

Hesitant to upgrade



### Non-Galaxy Users

Curious of AI features



Let customers experience Galaxy AI by scanning the QR code for Try Galaxy.



Circle to Search



Live Translate  
(Interpreter)



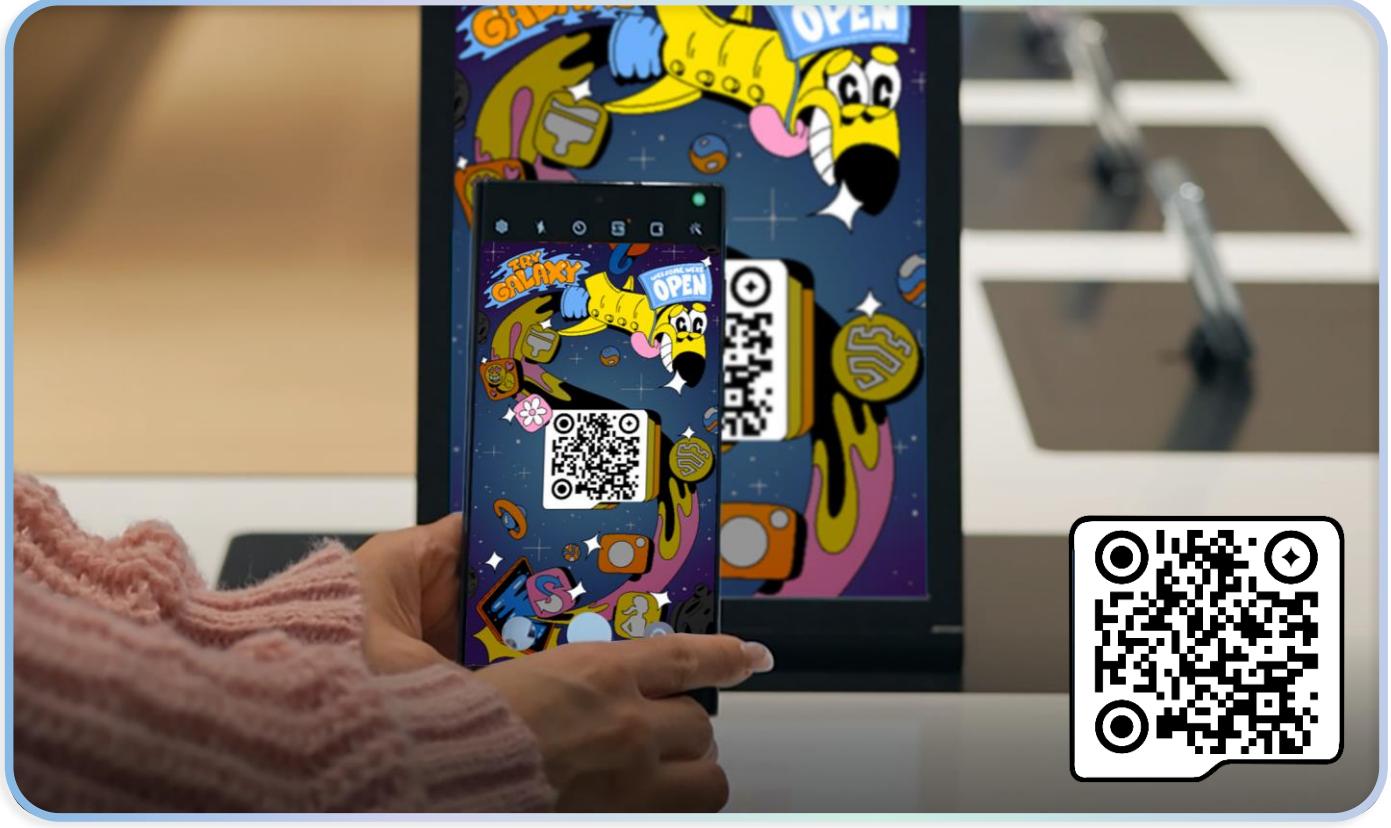
Photo Assist



Note Assist



Chat Assist



\* Supports 20 languages: English, Chinese (CN/TW), Spanish, French (CA/FR), German, Japanese, Arabic, Portuguese (BR), Vietnamese, Indonesian, Swedish, Italian, Turkish, Czech, Hungarian, Korean, LATAM Spanish, Russian

# Utilizing Tips at a Glance

“ When S24 users or other Galaxy users visit the store, introduce the Tips app to promote Galaxy AI. ”



“ Want to unlock the full potential of your Galaxy?  
The Tips app is an intelligent guide that makes using Galaxy  
AI and hidden features even easier. ”



Along with introducing the app, assist customers with moving the Tips app  
to the Home screen so they can experience it themselves later on.

## Insights on Customer Behavior & Tips Awareness



1



By S24 Purchasers

31% of purchasers revisit the store

2

### FAQs

From  
Returning  
Customers



63%

of FAQs are  
related to AI  
features

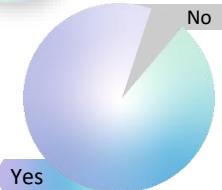
3

### AWARE MESS

of Tips

No

Yes



96% of FSMs responded that the Tips app will be helpful

\* Source: Retail Field Sensing (in Feb).

## Key Features Introduced in the Tips App



### Circle to Search with Google

Long-tap the Home, then circle or tap for info or exploration



### Interpreter

Translate conversations using advanced intelligence to view the intelligence as text or hear it loud



### Photo Assist

Move, remove, or resize objects or change image angles, then AI will fill in background



### Object Eraser

Enjoy the automatic removal of shadows & reflections with the Object eraser



### Text Call

See what callers say via text chat, type or tap responses and have read aloud to the caller

# Galaxy AI Comparison

	S24 Series	S23 Series	S23 FE	Z Fold5	Z Flip5	Tab S9 Series
Circle to Search	0	0	0	0	0	0
Live Translate	0	0	0	0	0	0
Interpreter	0	0	0	0	0	0
Photo Assist	0	0	0	0	0	0
Chat Assist	0	0	0	0	0	0
Note Assist	0	0	0	0	0	0
Transcript Assist	0	0	0	0	0	0
Browsing Assist	0	0	0	0	0	0
Generative wallpaper	0	0	0	0	0	0
Instant Slow-mo	0	0	X	0	0	0
Labs						
Photo Ambient	0	X	X	X	X	X

# Disclaimers for Galaxy AI Features

Some languages may be preloaded on the device and others can be downloaded. We **plan to further expand language options** based on consumer needs.

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:

\*Communicate it as 13+ languages with customers.

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)

# Relieve Concerns on Privacy & Security

Q.

Do Galaxy AI features learn from user data?

A.

For cloud-based AI features from Samsung and Google, your data isn't stored to their cloud at all, and you can disable the features if you want\*.

\* Turn on the **Process data only on device** switch in [Settings > Advanced features > Advanced intelligence].



Q.

Are there any privacy threats, such as the leakage of user's private information?

A.

For on-device AI like Galaxy, user data is solely processed within the device, eliminating concerns about leakage. Additionally, Knox constantly safeguards your Galaxy devices.

With these protections in place, it's actually quite difficult for the user's data to be used for AI features against the user's intentions.

\* 39% of the customers who visited the store responded that they are slightly familiar with Knox. (Not at All: 4%, Slightly: 39%, Somewhat: 53%, Well-Known: 6%)

