

## CHANGE NOTE

# Q & A 2

## (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

1

## General

- Most significant improvements
- Value for price
- Reasons to upgrade



2

## Galaxy AI

- AI update plan
- About Circle to Search
- Supported regions
- ... and 6 more Q&As



3

## Camera

- Zoom experience
- Improvements for social media apps



4

## Performance

- Gaming performance
- Chipset variations
- Large storage variants



5

## Design & Display

- Design/Display improvements



6

## Battery & Charging

- AI impact on battery
- Fast charging



7

## Durability

- Durability improvements



8

## Sustainability

- Eco-conscious features



9

## Security & Privacy

- Safeguard for Galaxy AI





# 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**.





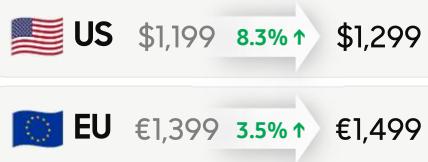
## The S24 Ultra costs more than the S23 Ultra. Can you explain the reason why?

### Answers

Some of the reasons for the price increase of the S24 Ultra are the **rising raw material prices** and **fluctuating foreign exchange rates**.

However, the S24 Ultra also gives users **completely new, innovative mobile experiences**, and we're confident they will see the **incredible value**.

The prices for the S24+ and S24 will stay the same, as we strive to give customers the best value possible.

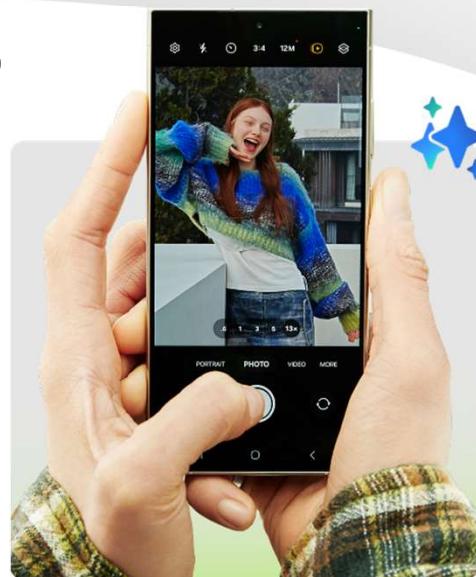


## Why should customers upgrade to the S24 Series?

### Answers

The S24 Series creates a **new, ultra-personalized experience**, and it allows users to experience the **incredible possibilities by Galaxy AI**.

As **our first-ever truly AI-powered phone**, the S24 Series will give **the best premium experience** with Galaxy-exclusive experiences and performance.





**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, S23 Series** (incl. the **S23 FE**), and the **Tab S9 Series** will support Galaxy AI features through a firmware update **within the first half of 2024**. Stay tuned for more details.

#### 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 how do I launch it?

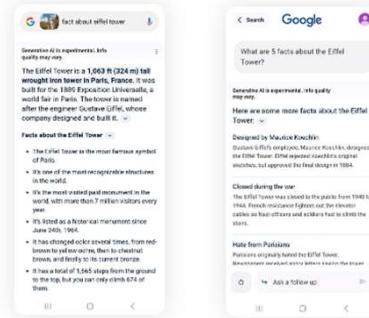
## Answers

### Circle to Search with Google

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

When you're 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.

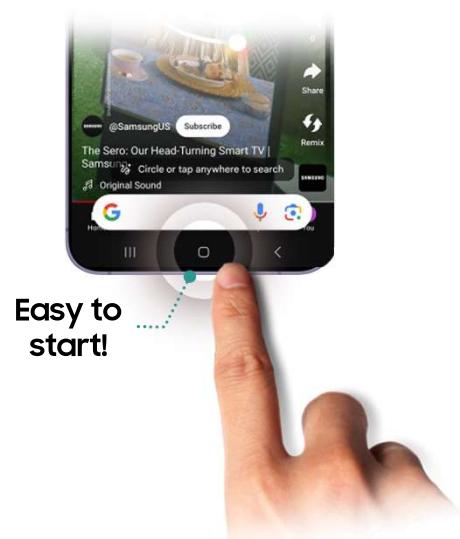


**Generative overview**

**Follow-up questions**

### How to Use

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!**

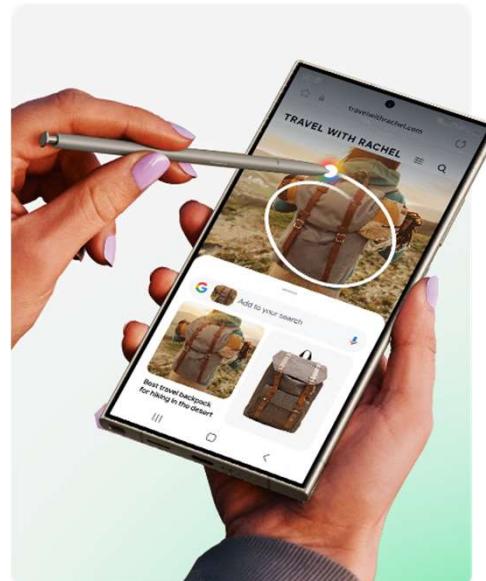


# Which countries is Circle to Search supported in and why is it not available in certain regions?

Answers

## Supported Countries

- ※ In case of continuous search for images with texts (or follow-up questions)
- It supports **7 languages in over 120 countries and territories** – English, Hindi, Portuguese, Spanish, Japanese, Korean, and Indonesian.



## Circle to Search with Google Expansion

Access to features is **based on the user's location at the time of use**.

Like all revolutionary AI experiences offered on the Galaxy, Circle to Search will evolve and **expand to meet consumers' needs**.

Stay tuned for future plans to expand the service.





# Which AI features were engineered by Samsung, and which are powered by Google?

Answers

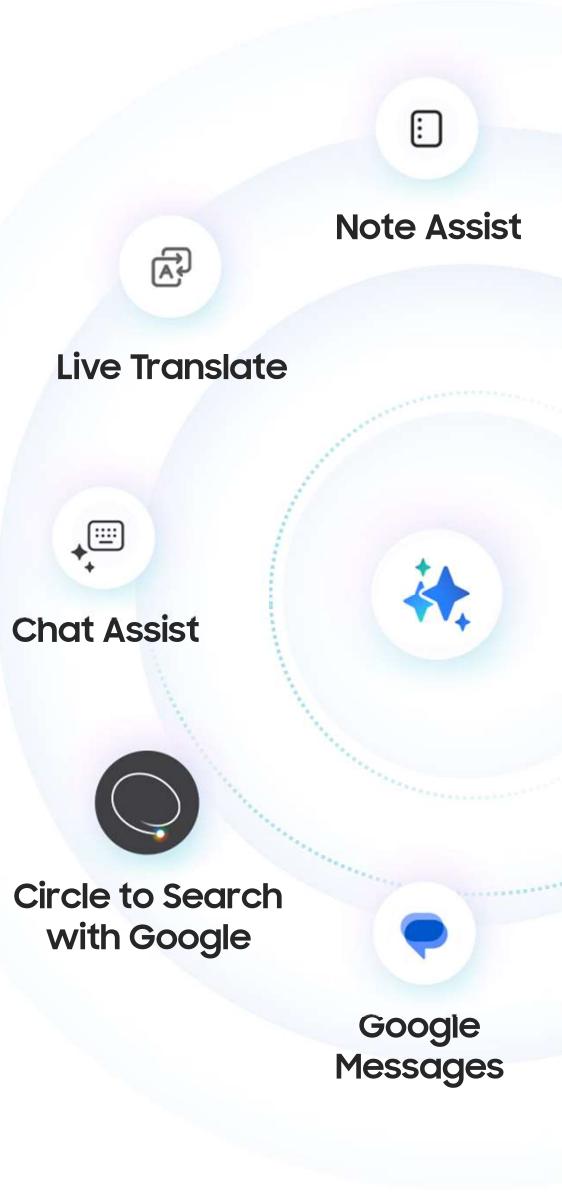
Galaxy AI is a **comprehensive mobile AI experience** that's powered by on-device AI and cloud-based AI.

## Engineered by Samsung

Samsung's AI research and development, and on-device AI innovations define the **S24 Series' core AI features, such as Live Translate, Chat Assist, Note Assist, and more.**

## Powered by Google

To bring the most powerful solutions and services to users, the S24 Series also features optimized AI capabilities **in collaboration with Google, including Circle to Search, Chat Assist, Google Messages, and many more to come.**





# Does Samsung plan to offer AI features as a subscription-based service?

Answers

## Committed Accessibility

We are committed to **making Galaxy AI features accessible to our users** and will provide them for free until the end of 2025 on supported Samsung Galaxy devices. Different terms may apply for AI features provided by third parties.

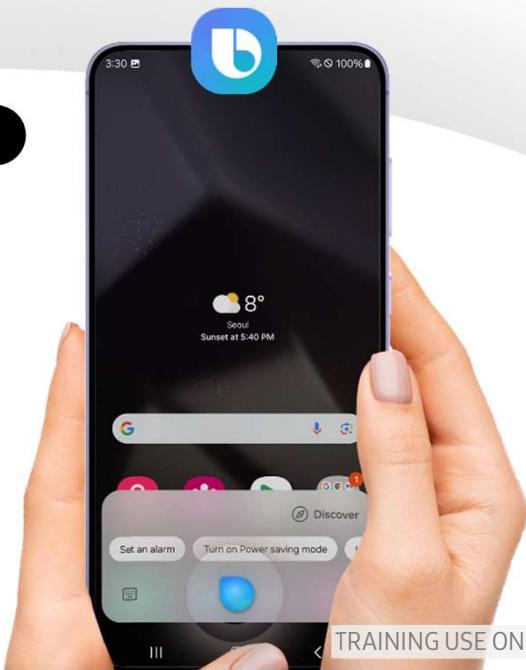


# What's in the future for Bixby?

Answers

## Bixby

Bixby **will remain as the voice-powered AI assistant on Samsung Galaxy phones**, and it will be the representative voice command across all Samsung product portfolios.





# Which languages are supported for each AI feature?

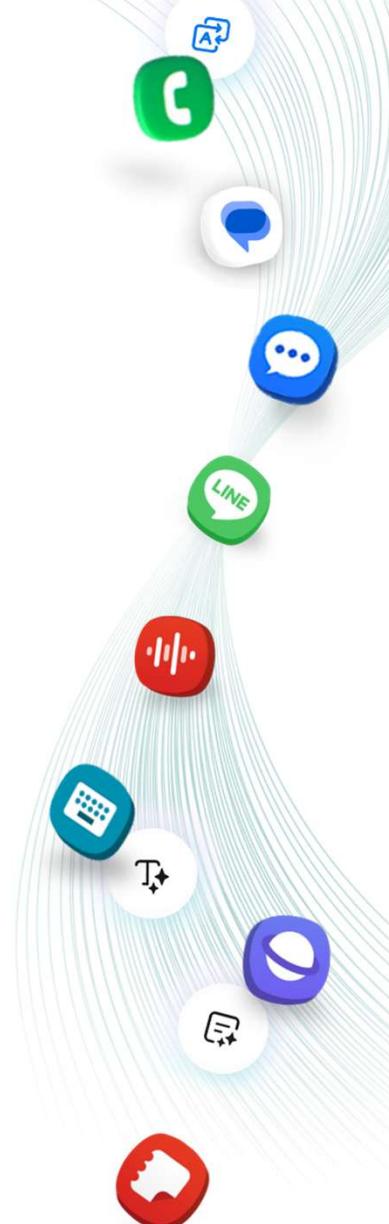
## Answers

At launch, 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)



# Are Galaxy AI features gradually evolving by learning from user data?

## Answers

### Plan to Make Galaxy AI Smarter

Samsung continues to advance and upgrade the Galaxy's Large Language Model (LLM) with rigorous training, and as a result, Galaxy AI will evolve over time.

Samsung will do its best to ensure that our users continue to enjoy more sophisticated, helpful mobile AI experiences.

### AI Evolution Safeguard

But like other popular AI models, Galaxy AI's LLMs do not evolve automatically from users' data, messages or conversations.





# 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**



# Why does the S24 Ultra feature a 5x optical zoom instead of 10x? How will it impact on overall zoom experience?

## Answers

In order to **maximize the zoom experience for the most common use cases**, we have made several powerful updates to the S24 Ultra's camera.

### User Preference

Galaxy users **most frequently take photos at 3x and 5x zoom**, which is why the S24 Ultra features a **Quad Tele System for the best results in 2x, 3x, 5x, 10x level**.



### Improved Zoom Quality

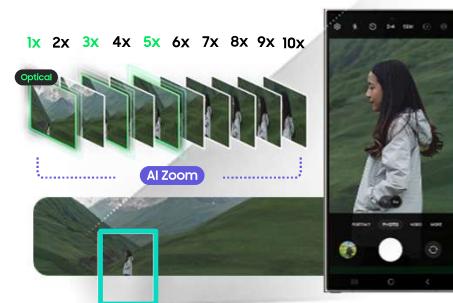
The S24 Ultra is able to capture **high resolution 50 MP photos at 5x zoom**, and it crops to **10x zoom** while maintaining **optical quality, without losing details**.



### AI Processing

**Thanks to the AI zoom** which enhanced the digital zoom quality, the S24 Ultra's camera **still provides the same high-quality 100x image outputs** as the S23 Ultra.

**Best optical quality zoom resolution across all ranges**





# 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 previous models?

## Answers

Gaming is **faster, smoother, and sharper** on the S24 Series\*.

**The hardware and software improvements** give users notable gaming upgrades.

\* Compared to the S23 Series.

### Hardware Improvements

**The powerful chipset**, enhanced heat dissipation with **a vapor chamber that's up to 1.9x larger**, and **various TIM structures** help sustain gaming performance and offer longer play times.

\* 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).

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

\* Image is for illustrative purposes only.



**Up to 1.9X larger Vapor Chamber**



**Snapdragon 8 Gen 3 for Galaxy**

**Exynos 2400 for Galaxy**

### Enhanced GPU & Ray Tracing

The S24 Series provides **smoother, lifelike visuals**, such as shadows bouncing off walls, water shimmering on the floor, images reflecting off a sword and more, **with incredible light reflection effects**.

\* Image is for illustrative purposes only.



### Various Partners

Through **collaboration with industry-leading gaming partners**, users can enjoy some of the most popular mobile games in the world.



# Why has Samsung chosen to revert to using different chipsets in different markets?

## Are there any noticeable differences between the two chipsets?



Answers

### Optimal Performance across Models

Many factors are considered when determining chipsets for different products and markets.

We always consider the strength of supply availability, Samsung's overall chipset strategy, varying network specifications across markets, and more.

However, to support the full power of Galaxy AI on all S24 models, both chipsets have been optimized to deliver strong NPU performance.



S24 Ultra



Snapdragon 8 Gen 3 for Galaxy



S24+

S24



Snapdragon 8 Gen 3 for Galaxy

or



Exynos 2400 for Galaxy



# 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**.





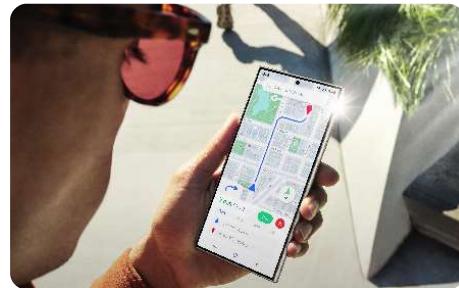
# Regarding the display/design, what are the main differences compared to the S23?

Answers

## Enhance Display

The S24 Series' display features **2,600nit peak brightness and improved Vision Booster** for improved outdoor visibility.

It also supports a **1-120Hz adaptive refresh rate** for more efficient usage time.



## Galaxy S24 Ultra

The **Ultra-first flat display with even bezels** provides an **optimal grip, more S Pen usability, and immersive viewing** for an ideal entertainment experience.

The **Ultra-exclusive Corning® Gorilla® Armor** touts an all-new low-reflection coating, **reducing glare by up to 75%**.

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



6.8" flat display



## 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

The S24 Series is equipped with more AI features than the previous series. Do these features affect battery life?



### Answers

#### Upgraded Battery

Thanks to the new chipsets with **enhanced battery management algorithms** and **increased battery capacity** in the S24 and S24+, the new Galaxy AI features will not impede battery performance.



Why does the S24 base model not support 45W charging speed? Are there any improvements?

### Answers

#### 25W Charging

Although the S24 base model doesn't support 45W charging, its **25W charging provides you enough speed** to fully charge your phone in a timely manner.





# Are there any durability improvements compared to previous models?

## Answers

The S24 features several **noteworthy upgrades** that set it apart as a premium device that also offers **protection from wear and tear**.

### 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.



### Tougher Glass

The S24 Ultra features the **Corning® Gorilla® Armor** as the front glass for optical clarity and durability.

It also boasts **4x more scratch resistance** than Gorilla® Glass Victus® 2.





# What are the eco-conscious features in Galaxy S24 Series?

## Answers

Samsung's new recycled material goal is that we will incorporate at least one recycled material in every module of every mobile product by 2030. And the S24 Series is a continuation of our efforts to advance the circularity and longevity of our products.

### Recycled Materials

The S24 Series continues to use recycled materials, like ocean-bound plastics, glass, and aluminum, in its components. And for the first time in the S Series, it uses recycled cobalt, rare earth elements, steel, and pre-consumer recycled TPU.



### Packaging

Our latest flagship comes in a packaging box made of 100% recycled paper, and this gets us one step closer to fully eliminate single-use plastics from device packaging.



### Lifecycle

It ensures an extended product lifecycle, offering 7 generations of OS upgrades and 7 years of security updates. The durable S24 Ultra, fortified with Corning® Gorilla® Armor, is scratch-resistant for enhanced longevity.



Q1.



# How does Samsung safeguard Galaxy AI features?

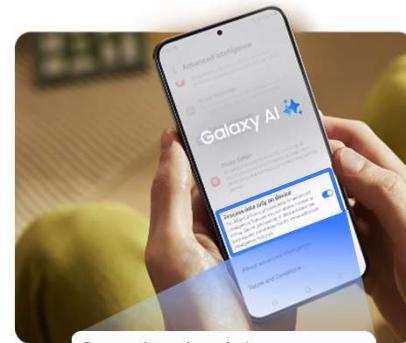
## Answers

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.

Also, the S24 provides **AI settings** giving you the transparency and control to decide whether to allow your data to be collected and processed.



### 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**.

