

SAMSUNG

W H Y

Galaxy



VS

OTHER BRANDS

CUSTOMER ENGAGEMENT

Target Customers

Identify customer's interest based on phones they're considering



Other Brands
Fence Sitters

Galaxy
Fence Sitters

Model Recommendation

S24
Series



S24 Ultra



S24+



S24

Engagement Flow

Hands-on experience

Create
Excitement



Comparative advantages



Switching

Reduce
Barriers



Purchase



CREATE EXCITEMENT

HOW TO ENGAGE

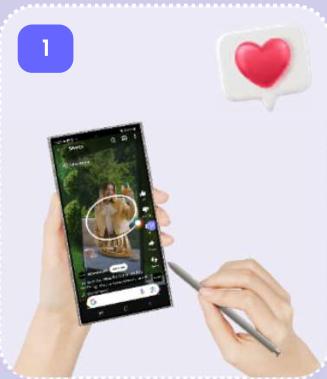
Opening Talk

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

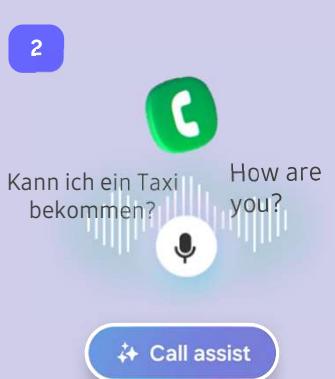


Hands-on Demo

Give customers the CX Demo experience to create WOW moments



Circle to Search with Google
Get info effortlessly



Live Translate
Real-time call translation

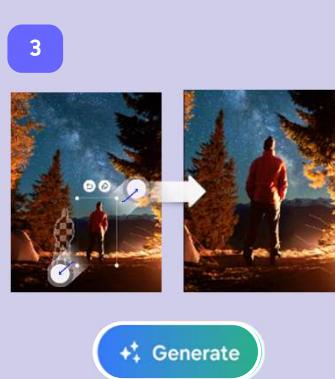


Photo Assist (Generative Edit)
Re-create effortlessly

Comparative Advantages

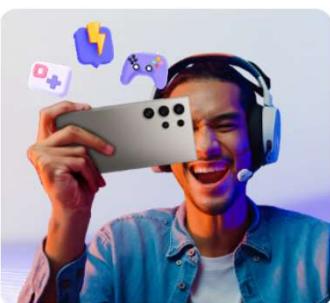
Introduce the comparative advantages of the S24 Series



AI Phone
Intelligent AI features to enhance your life



More Epic Camera
Overwhelming zoom and high resolution in day & night



Powerful Gaming Performance
Smooth gaming on an immersive display for longer

CREATE EXCITEMENT



HANDS-ON DEMO

“

Opening Talk

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

3 Key Demos

Must give **Demos of 3 key AI features** for **wow**

* Available in the Experience app.

KEY HIGHLIGHT



Circle to Search with Google

Get info effortlessly

1

“Circle a fashion item you saw on social media to search for it instantly!”

- 1 Circle the shoes on Camera.
- 2 Type “Blue” to search again.



Live Translate

Real-time call translation

2

“AI translates your call into your respective language in real time.”

- 1 Tap > while calling.

- 2 Check the language options and enjoy your call.



Photo Assist (Generative Edit)

Re-create effortlessly

3

“AI lets you move and resize objects however you want, even from its amazing night photos.”

- 1 In Gallery, tap . Then, tap after moving or resizing objects.

- 2 Show the result. Then, introduce more editing tools.



CREATE EXCITEMENT

GALAXY COMPARATIVE ADV.

Highlight detailed Galaxy-exclusive advantages



S24 Series

Galaxy Advantages



AI Phone



Image search results

Circle to Search with Google

Intelligent image searching across all your apps



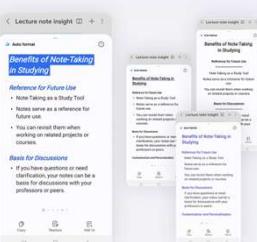
Live Translate

Real-time, call translations without language barriers



Chat Assist

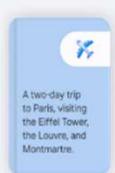
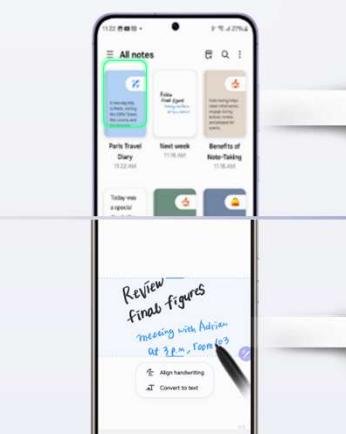
Instantly translated chats, Tone Change to match your situation



Note Assist

Summarize & Auto Format

Instantly summarize long notes in various formats



Generate Cover

Easily find your notes



Clean Up Handwriting

Auto align & spacing for better S Pen handwriting

CREATE EXCITEMENT

GALAXY COMPARATIVE ADV.

Highlight detailed Galaxy-exclusive advantages



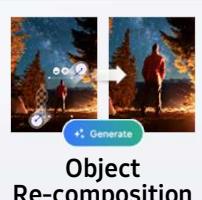
S24 Series

Galaxy Advantages



More Epic Camera

Background Fill



Edit Suggestion



Photo Assist

Magical Gallery tools to quickly edit your results

Generative Edit,
Edit Suggestion



Space Zoom

Incredible zoom that is clear & bright

Tele 50 MP at 5x (S24 Ultra), Nightography Zoom



High Resolution

Ultra-fine details & textures

Wide 200 MP (S24 Ultra)/
50 MP (S24+, S24)

Powerful Gaming Performance

Vision Booster for brighter, clearer viewing anytime, anywhere



Bright & Vivid Display

Immersive viewing, even in direct sunlight

HBM Peak/Max: 2,600/1,500 nits

Vision Booster

Gorilla® Armor to reduce glare (Ultra Only)



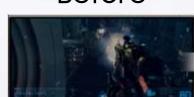
Long-lasting Battery

Enjoy your favorite content longer

S24 Ultra/S24+/S24: 5,000/4,900/4,000 mAh



Before



After



Superior Ray Tracing Tech.

More realistic graphics

More accurate lighting effects

* A simulated image for illustrative purposes.



Vapor Chamber

Enhanced cooling performance

Up to 1.9x larger (vs. S23 Series)

* A simulated image for illustrative purposes.

REDUCE BARRIERS

Facilitate product onboarding by introducing Galaxy continuity features & purchase benefits

1. SWITCHING

1 Equivalent, essential apps on Galaxy

🔍 File share, Video call?

Quick Share
Google Meet

* Source: Google search data analytics (12/22)
Among the most frequently searched questions on Switching



2 Easy to switch

🔍 Transfer data? (Photos, Videos, Apps, etc.)

Smart Switch



3 Connected experience

🔍 Seamless multi-device experience?

Watch6, Tab S9,
Buds2 Pro, Galaxy Book



2. Purchase



Trade-in

Get instant trade-in credit for a new device



Finance

Purchase with monthly payments and financing benefits, no need to pay all at once



Samsung Care+

Get peace of mind and a higher trade-in value for your next upgrade

1 EIP

2 Student Offer



Try Galaxy

Recommend Try Galaxy to customers who are hesitant to buy.



Experience the Galaxy UI on a non-Galaxy device

One UI 6 Advantages



Intuitive Quick Panel

Quickly access to essential features with enhanced visualizations

Easy-to-navigate layout



Eye-catching Music Player

Custom Camera Widget

Instantly capture photos any time, with your favorite camera preset

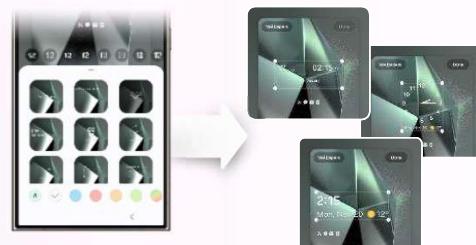


Widget name

Preset shooting mode

Lock screen clock

Personalize the clock style to match your lock screen wallpaper



Size/font/color/location

Weather insights

See core weather information at a glance



Snowfall

Severe thunderstorm

Rain

Edit Suggestion

Get specific editing effects on photos



AI Editing Tools

See all your editing tools in one place



Samsung DeX

Work productively on the big screen

Tablet mode
↔
DeX mode



Scan Documents

Automatic document & text scanning

