

## CHANGE NOTE

### Date

2023.11.17

### Details

1<sup>st</sup> version upload (Subject to continuous updates)

P4/5/15/17/21/22 Feature names updated (Live Translate, Transcript Assist, Browsing Assist)

P10 Text deleted

P18 Supported languages updated (Chat assist)

P30/31 Text updated (Intelligent Gallery: Photo Assist)

P31 Image updated

P38 Text updated (Up to 1.9x), Text deleted (Touch response)

P51/52/53 Image Library updated

2023.11.24

2023.11.30

P6/38/49 Chipset name updated (Snapdragon 8 Gen 3 for Galaxy)

P16/17/18/19/20/21/22 Disclaimers of supported languages updated

P23 Content deleted (Photo ambient)

P46 Quick Share icon, Buds Auto Switch image updated

2023.12.14

P4/5/14/15 Feature names updated (Circle to Search with Google)

P6 Disclaimer added

P13 Images updated (Flipsuit Case)

P16/17/18/19/20/21/30 UX updated (SGE, Call Assist: Live Translate, Chat Assist, Keyboard translation, Note Assist, Transcript Assist, Generative Edit)

P16 Text updated (SGE)

P17/18 Supported languages updated (Call Assist, Chat Assist)

P30 Precondition to fill the background added

P36 Text updated (Default 24MP Capturing)

P47 Text and image updated

P49 Weights updated

2023.12.29

P5 Tagline updated

P6/38/51 Chipset name updated (Exynos 2400 for Galaxy)

P7/14/15/16 UX updated (Circle to Search with Google)

P9 Bezel thickness updated

P12 Text updated

P14/15/17 Images updated

P17 Text updated

P18 Supported apps updated (Google Messages)

P19/20/21/22 Supported languages updated (Samsung Keyboard, Note Assist, Transcript Assist, Browsing Assist)

P35 Image updated

P38 Chipset comparison figures updated, Text updated

P40 Usage time and text updated

P48 Page added (Samsung Wallet)

P49 Page added (Microsoft 365)

P51 Optical quality updated

2024.01.02

2024.01.08

2024.01.09

2024.01.10

P38 Ray Tracing supported games updated

P31 Image and editing suggestion list updated

P31/32/33 Gallery UX updated

P6/26/51 Spec updated

P19 Disclaimer updated

P27 Text and image updated

P28 Text updated

P30 UX updated

P32 Feature name updated

P38 Image updated

2024.01.18

Product name and logo updated

P4/5/7/14 CXP 1 title updated

P7/9/10/12/21/22/25/51 Spec, text updated

P7/14/15/17/18/19/20/22/23 UX updated

P17 Text, image added (Interpreter)

P17/18/19/20/22/40 Disclaimers updated

P25/27/29/31/32/33/36/38/39/49 Text, image updated

2024.02.13

P52 Page added (Galaxy AI Comparison)

2024.02.19

P53/54 Spec Table updated

Galaxy AI  is here

# Galaxy S24 Series

Workshop Deck



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### INTRODUCTION



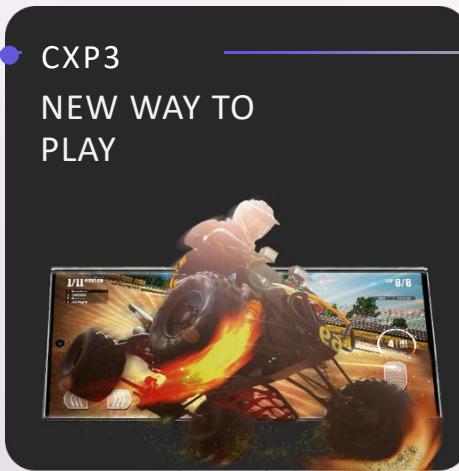
### PREMIUM DESIGN



### CXP1 NEW WAY TO GET THINGS DONE



### CXP2 NEW WAY TO CREATE



### CXP3 NEW WAY TO PLAY

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# Galaxy S24 Series

# Galaxy AI is here

Premium Design



Authentic Galaxy Design

Durability

Treasures of the Earth

Sustainability

Accessories

## Key CXPs



### 1 NEW WAY TO GET THINGS DONE

1. Circle to Search with Google
2. Live Translate
3. Chat Assist
4. Note Assist
5. Transcript Assist
6. Browsing Assist



### 2 NEW WAY TO CREATE

1. Space Zoom
2. High-resolution
3. Intelligent Gallery
4. Advanced Camera Experience



### 3 NEW WAY TO PLAY

1. Gaming Performance
2. Immersive Display
3. Longer Battery Life



Galaxy Foundation



One UI 6



Galaxy Ecosystem



Samsung Account

## PRODUCT OVERVIEW



### S24 Ultra



Wide  
Ultra Wide  
Tele1/2

200 MP

12 MP

Optical

10MP (3x) / 50MP (5x)

Optical Quality

2x, 10x



12 MP



Snapdragon 8 Gen 3  
for Galaxy

Wide

Ultra Wide

Tele1

50 MP

12 MP

Optical

10 MP (3x)

Optical Quality

2x

### S24 | S24+



+ S24 Ultra +

5,000 mAh



TITANIUM  
BLACK



TITANIUM  
GRAY



TITANIUM  
VIOLET



TITANIUM  
YELLOW

+ S24+ +

4,900 mAh



ONYX  
BLACK



MARBLE  
GRAY



COBALT  
VIOLET



AMBER  
YELLOW

\*AP specification may vary by region/country.

## KEY IMPROVEMENTS



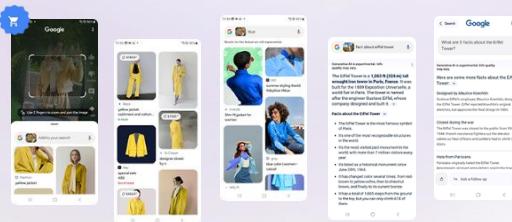
### NEW WAY TO GET THINGS DONE

Effortlessly search anything

Gesture search  
on any screen



AI-powered overview  
& further info



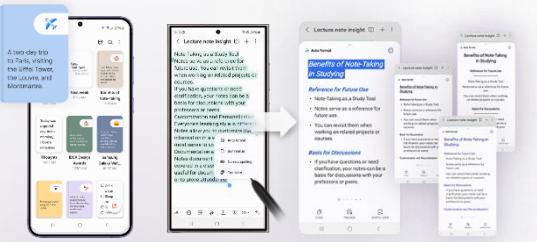
Freely communicate what  
you think

AI Translation



Magically organize what  
you write

AI Summary



### CREATE

Nightography  
zoom



View  
the results vibrantly



Higher-resolution zoom



50MP  
5x optical  
Wider OIS  
Edit  
with the intelligent Gallery



### Quad Tele System

S23 Ultra

S24 Ultra

3x 10x

2x 3x 5x 10x



### PLAY

Powerful, stable  
gameplay



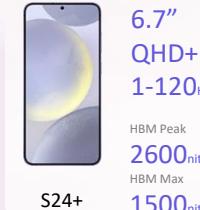
S23



S24



6.2"  
FHD+  
1-120Hz  
HBM Peak  
2600nits  
HBM Max  
1500nits



6.7"  
QHD+  
1-120Hz  
HBM Peak  
2600nits  
HBM Max  
1500nits



6.8"  
QHD+  
1-120Hz  
HBM Peak  
2600nits  
HBM Max  
1500nits

### More immersive viewing

### DESIGN

Streamlined Galaxy design with premium  
materials

S24 Ultra

S24+

S24

- Astonishing Titanium design
- Flat display

- Rounded form



# PREMIUM DESIGN

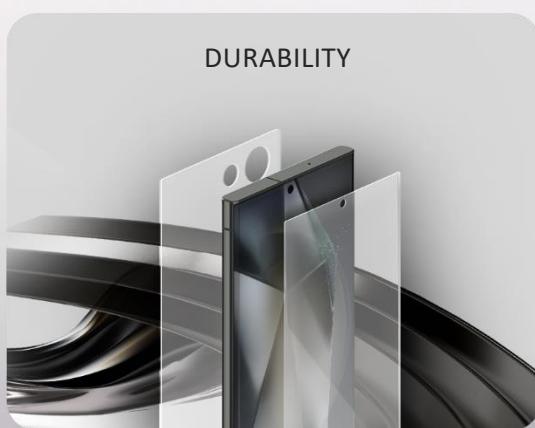
Blending precision technology with a geometric elegance –  
The premium Galaxy S you've been waiting for.



AUTHENTIC GALAXY DESIGN



DURABILITY



TREASURES OF THE EARTH



SUSTAINABILITY



# 1 Authentic Galaxy Design

Elevated precision in every detail solidifies the impactful design identity of the Galaxy S

## S24 Ultra

### Ultra Design Identity

Outstanding performance in a sleek design  
with a flat display & even bezels

#### Bezel thickness

S24 Series : All 1.5 mm



## S24 | S24+

### Streamlined Design

Rounded form  
with a matte finish



## 2 Durability

Meticulously selected materials for a premium and durable design

### 01 S24 Ultra Titanium frame

- The toughest metal ever in Galaxy, with enhanced hardness (vs. S23 Ultra)

### S24+ Enhanced Armor AL

- Stronger Armor Aluminum with more hardness (vs. S23+/S23)

### 02 Tough glass

- S24 Ultra: Corning® Gorilla® Armor for improved durability (front glass)
- Reduced glare ensuring a smooth, comfortable viewing

Premium matte satin finish



### 3 Treasures of the Earth

Timeless color collections derived from nature's enduring solidity

Design

CXP1

CXP2

CXP3

Foundation

◆ S24 Ultra

Signature

TITANIUM  
GRAY

MARBLE  
GRAY



TITANIUM  
BLACK

ONYX  
BLACK



TITANIUM  
VIOLET

◆ S24+

Signature

COBALT  
VIOLET



SAMSUNG

◆ S24

Signature

TITANIUM  
YELLOW

AMBER  
YELLOW



# 4 Sustainability

A phone made for the planet with more eco-conscious materials

Expanded recycled materials across  
the product

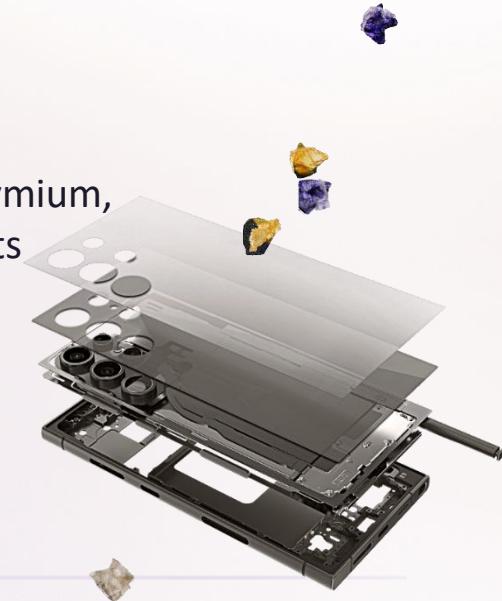


NEW

Recycled materials

Recycled cobalt, neodymium,  
steel in key components

- Batteries & speakers



NEW

+ S24 Ultra +

Recycled metal  
for titanium frame



# ACCESSORIES

A wide selection of case accessories that complete Galaxy premium

HERO

Standing Grip Case



HERO

Flipsuit Case



Smart View Wallet Case



- Touch interaction
- Card pocket included
- Contains a new bio-material

Silicone Case



- Various trendy colors
- Maximized softness

NEW

Anti Reflecting Screen protector



- Shock and scratch resistance
- Low-reflectivity & high-strength



- Multifunctional stand and strap grip
- Comfortable viewing experience with the stand module
- Supports wireless charging



- Automatically changing lock screen & AOD with an inserted card
- Various flipsuit card line-ups for your style and mood

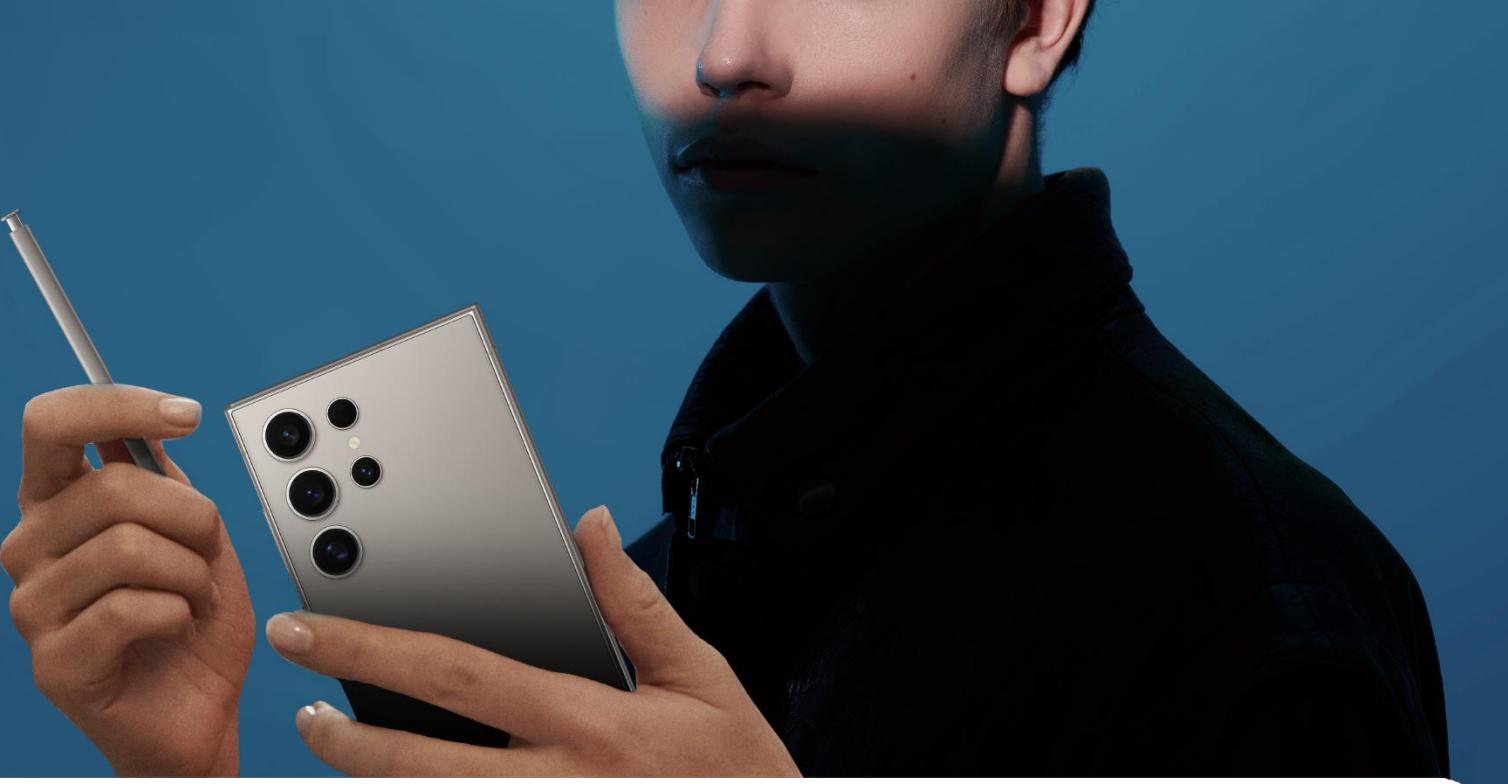


- Ring structure for extended usability
- Scratch-resistant

Clear Gadget Case

# NEW WAY TO GET THINGS DONE

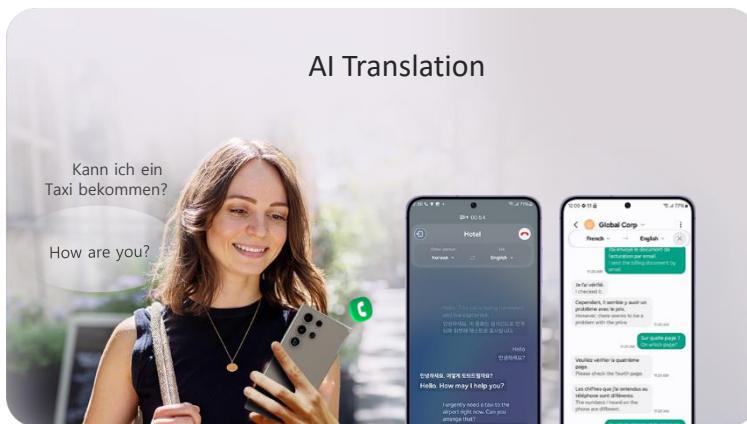
Whether you're jotting down ideas, staying in touch, or expressing yourself, the AI-powered Galaxy streamlines your experience.



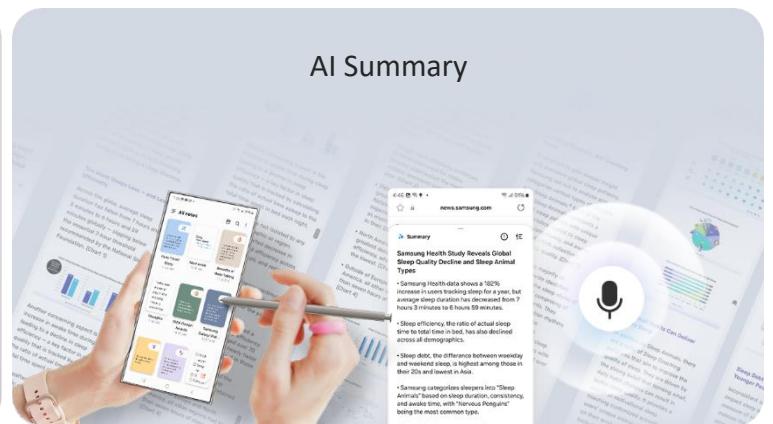
Circle to Search with Google



AI Translation



AI Summary



# AI-POWERED GALAXY

Galaxy AI  makes your everyday effortless

## Interactive Search

Circle to Search with Google

Instantly search what you see and get more insights about it



## AI Translation

Live Translate

Communicate without language barriers



## Chat Assist

Chat in any language, directly on message apps



## AI Summary

Note Assist

Organize & summarize your notes



## Transcript Assist

Transcribe & summarize all your conversations



## Browsing Assist

Convert webpages into summaries



# 1 Circle to Search with Google

Instantly discover all your curiosity, anywhere on the screen

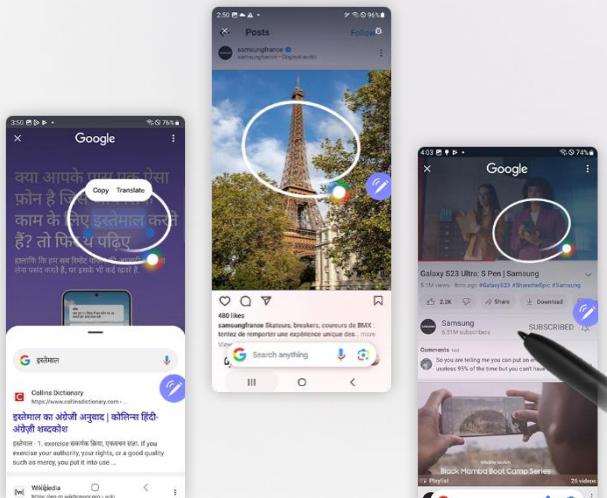


Circle any areas on the screen  
to directly search info



Search for images with text,  
AI generates an in-depth overview

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



Long-press  
Home button

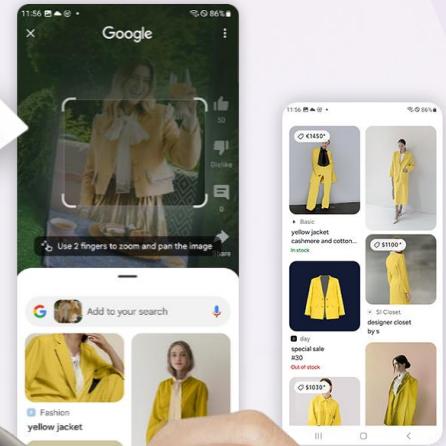
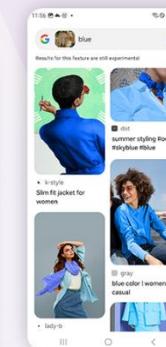
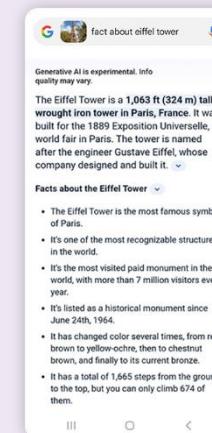


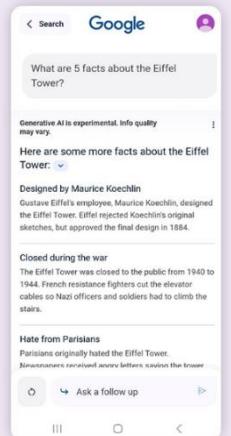
Image search results



Generative  
overview



Follow-up  
questions



## 2 Call Assist: Live Translate

Design

CXP1

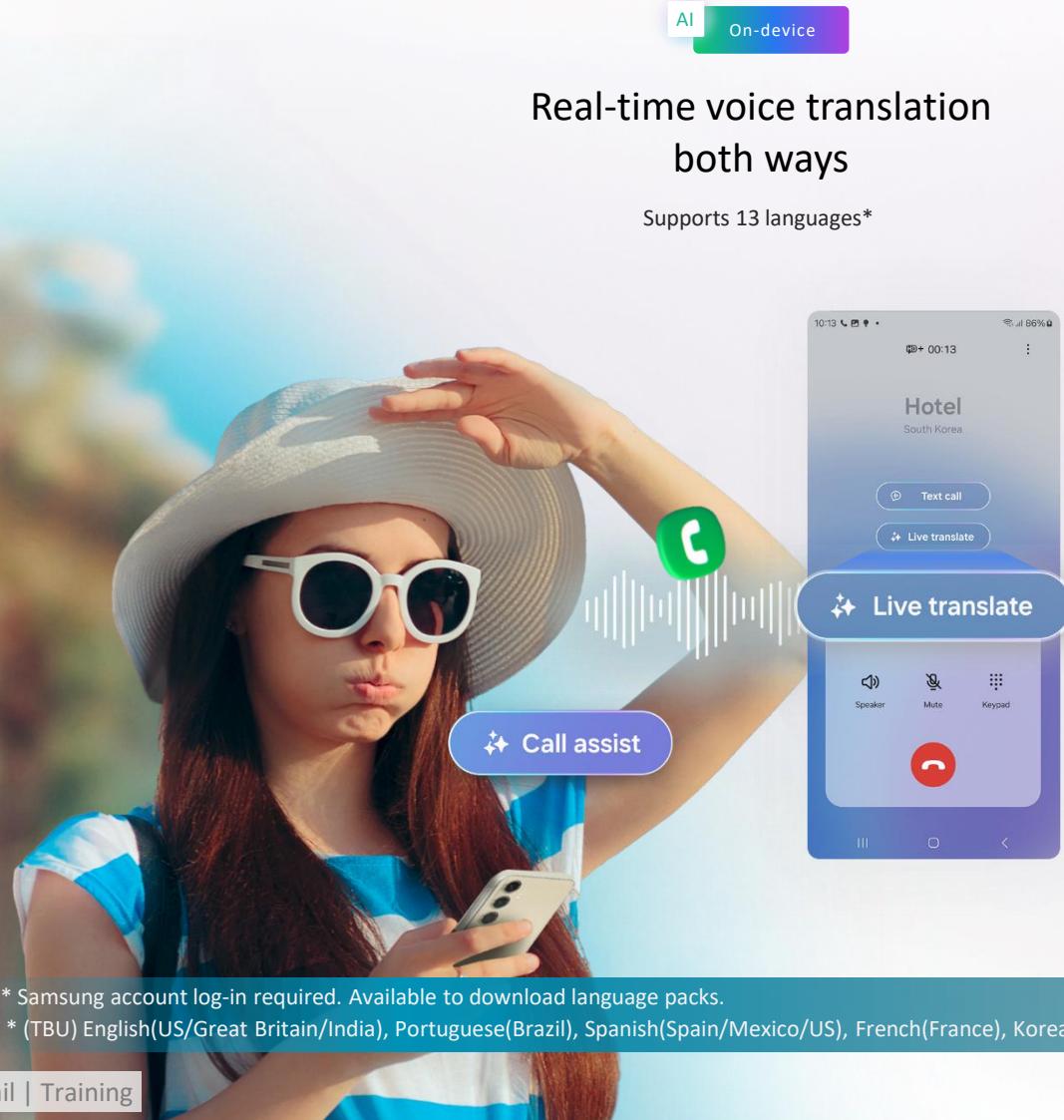
CXP2

CXP3

Foundation

Travel confidently and communicate without language barriers

Precondition: Launch Phone > More options icon > Settings > Activate Live translate



See translations of texts instantly

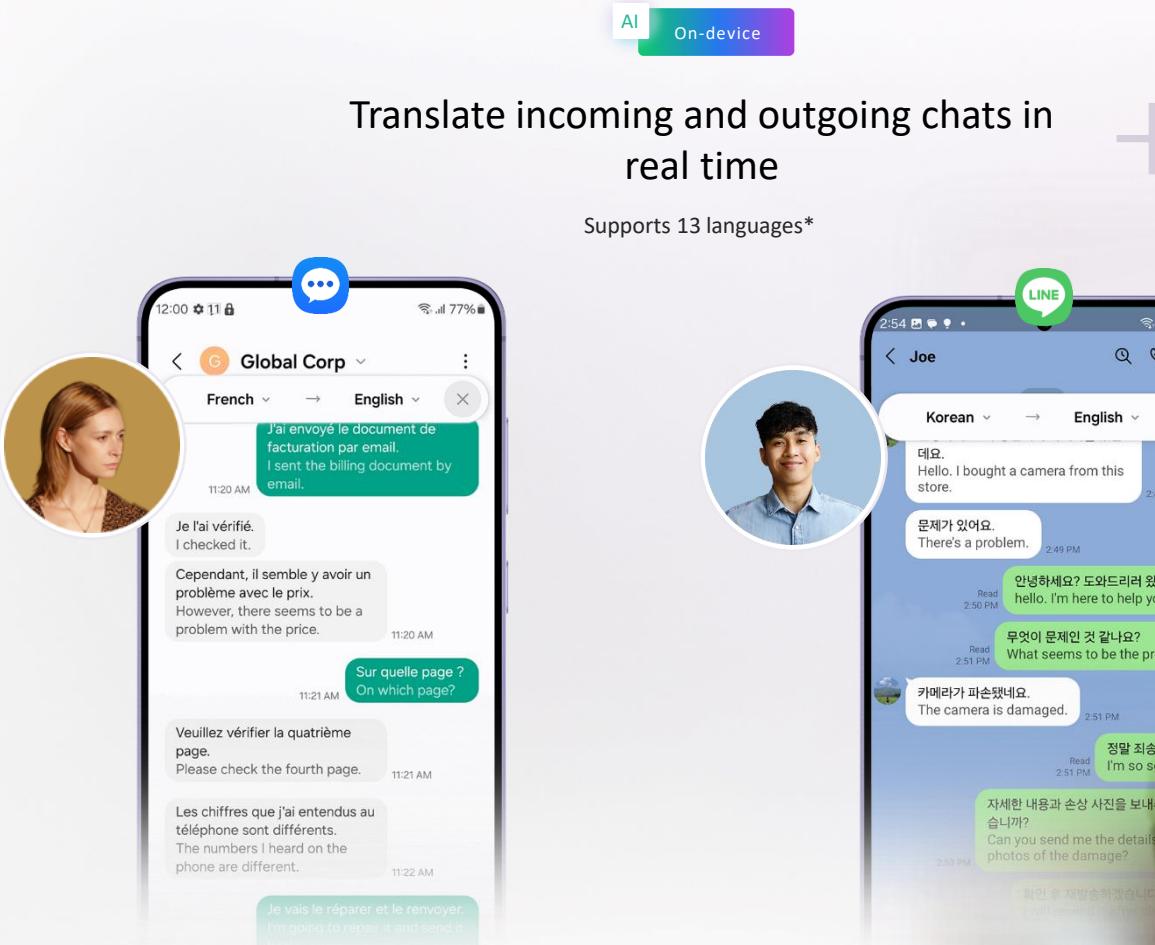
Interpreter from the Quick Panel

- Instantly translate your conversations, either as text or read aloud

\* Samsung account log-in required. Available to download language packs.  
\* (TBU) English(US/Great Britain/India), Portuguese(Brazil), Spanish(Spain/Mexico/US), French(France), Korean, German, Italian, Chinese(Simplified), Japanese, Hindi, Polish, Thai, Vietnamese

# 3 Chat Assist: Boundless Communication

Chat in any language, no copying and pasting needed!



\* Samsung account log-in required. Available to download language packs.

\* (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

Precondition: Settings > Advanced features > Advanced intelligence > Samsung Keyboard > Activate Chat translation

Works with 3<sup>rd</sup> party apps, without switching to another translation app

Supported apps: Samsung Messages,  
Google Messages, Line Messenger



# 4 Chat Assist: Convenient Communication

Design

CXP1

CXP2

CXP3

Foundation

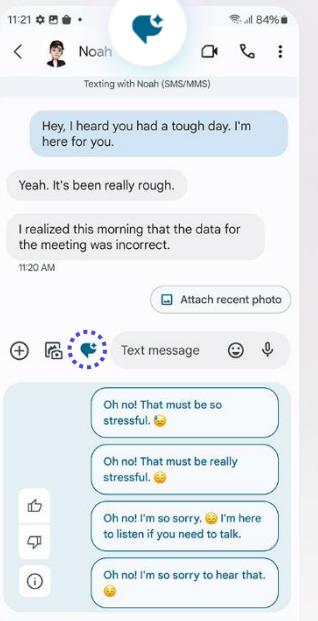
Express your thoughts, emotions, and mood without limit

Available for all apps when using the Samsung keyboard

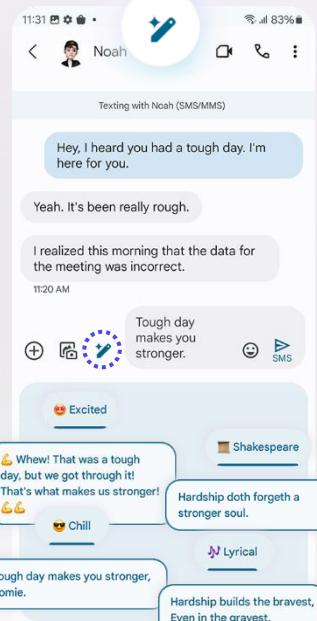
## 01 Google Message



Suggested replies  
with the context of  
your message



Rewritten replies  
in various style



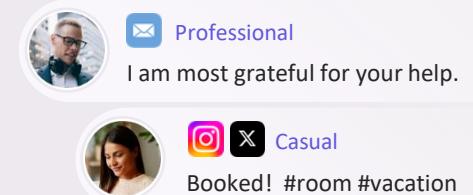
## 02 Samsung Keyboard



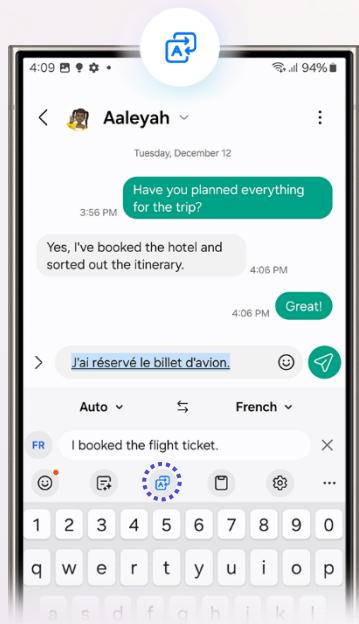
Tailors the tone  
to your situation



+ Real-time proofreading



Instant translations



\* Suggested Text: EN only

\* Magic Rewrite: EN(US/GB), FR, DE, IT, ES(US), KR

\* 5 kinds of writing style supported: Professional, Casual, Social Post, Polite, Emojify

\* Tone Change, Spelling and grammar, Keyboard Translation: (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

# 5 Note Assist: Powerful Note Experience



Design

CXP1

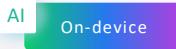
CXP2

CXP3

Foundation

Stay organized when you're writing, structuring, to summarizing your notes

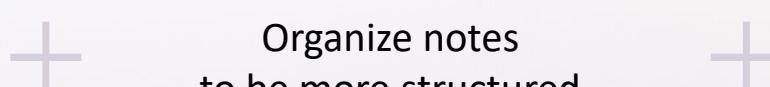
Precondition: Settings > Advanced features > Advanced intelligence > Notes > Activate Notes assist



Automatically align & space  
S Pen handwriting



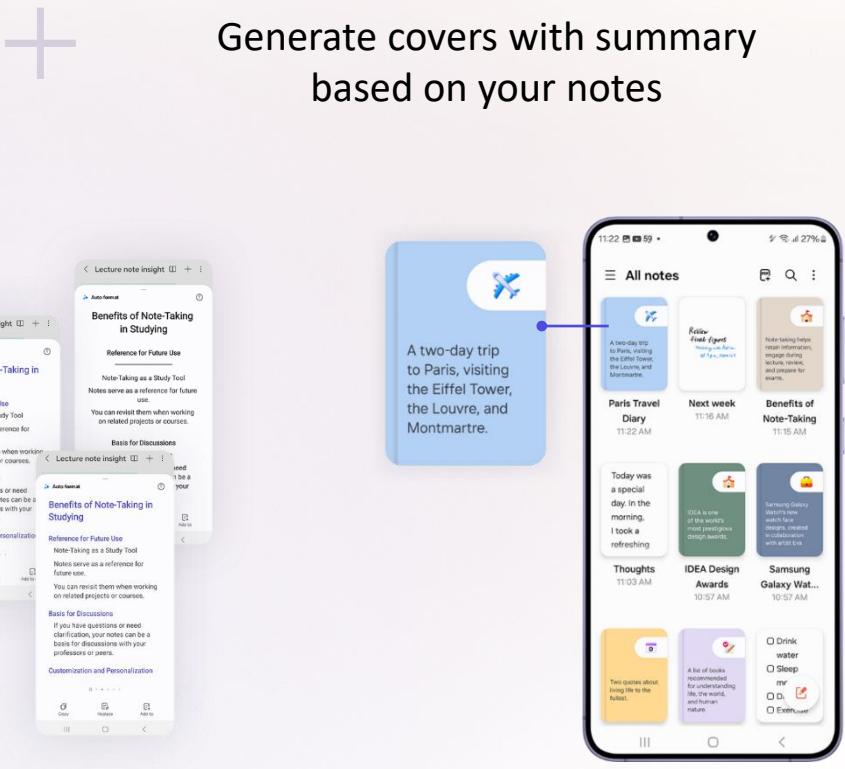
Organize notes  
to be more structured



Title, Structure, Paragraph



Generate covers with summary  
based on your notes



\* Samsung account log-in required.

\* Clean-up handwriting supported 100 languages.

\* Auto format, Summary: (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)

# 6 Transcript Assist: Voice Recorder



Design

CXP1

CXP2

CXP3

Foundation

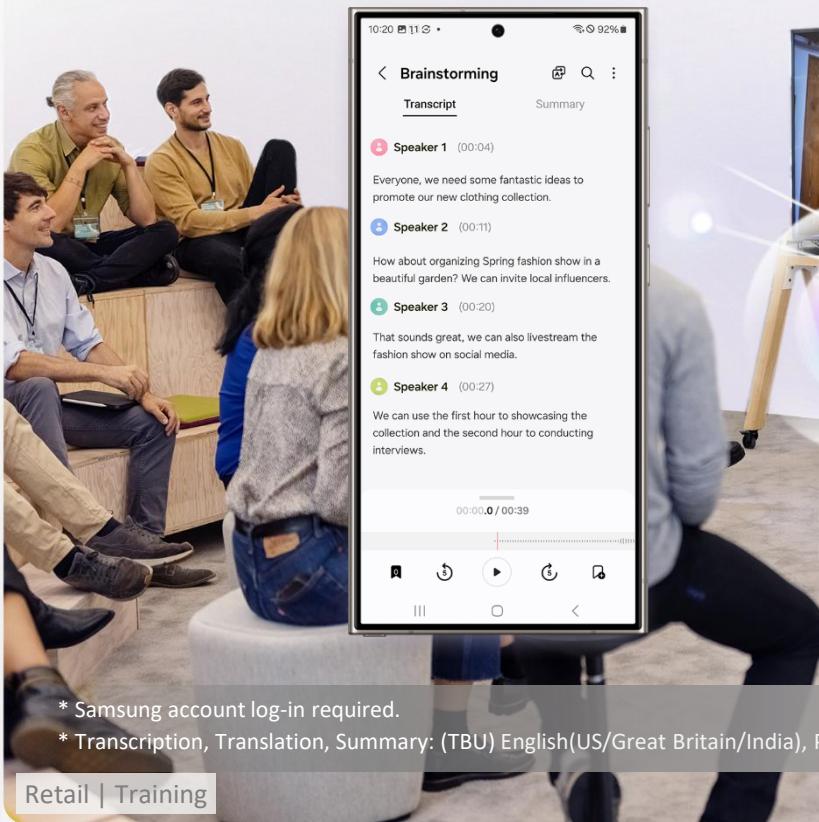
Convert your random voice and conversations into structured text summaries

Precondition: Settings > Advanced features > Advanced intelligence > Voice Recorder > Activate Transcript assist

AI  
On-device

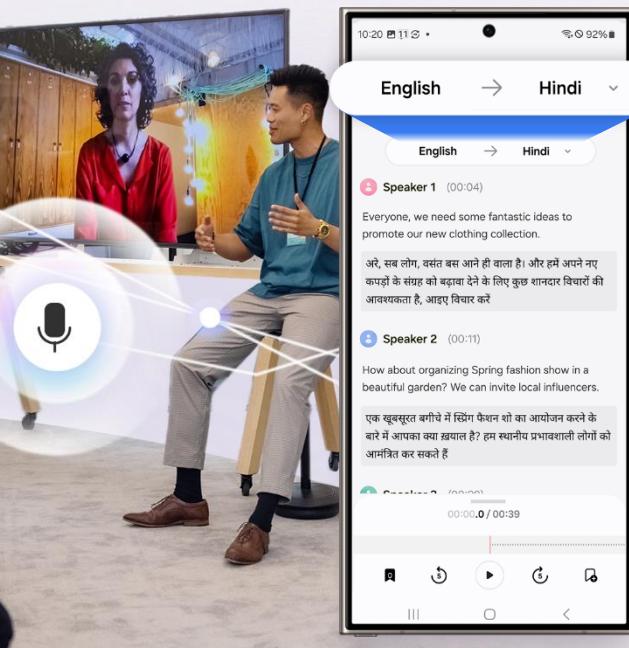
Transcribe voice  
into text script

Segregated all speakers



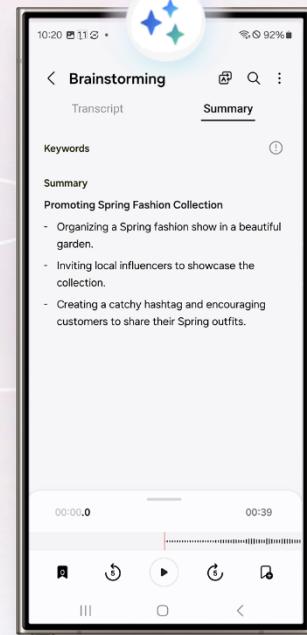
AI  
On-device

Translate the transcript  
right away



AI  
Cloud-based

Generate quick conversation  
summaries



\* Samsung account log-in required.

\* Transcription, Translation, Summary: (TBU) English(US/Great Britain/India), Portuguese(Brazil), Spanish(Spain/Mexico/US), French(France), Korean, German, Italian, Chinese(Simplified), Japanese, Hindi, Polish, Thai, Vietnamese

# 7 Browsing Assist

Convert long online articles and webpages into summaries – right on your browser

**AI Cloud-based**

**Concise summaries of the websites you're viewing**

**Also available translated summary**

The screenshot shows a news article from news.samsung.com titled "Have We Been Sleeping Well? Samsung Answers the Age-Old Question With the Global Sleep Health Study". The summary highlights a 182% increase in users tracking sleep over a year, a decline in sleep efficiency, and a difference between weekday and weekend sleep. It also mentions Samsung categorizing sleepers into "Sleep Animals" based on duration, consistency, and awake time.

**AI Cloud-based**

**Get highlights of the most important points**

**\* (TBD) Available after MR update**

The screenshot shows the same news article from news.samsung.com. The key points highlighted include a 182% increase in users tracking sleep, a decline in sleep efficiency, and a difference between weekday and weekend sleep. The highlighted text is presented in a larger, bold font.

Precondition: Launch Samsung Internet > Tap Tools icon > Settings > Activate Browsing assist/Translator

# 8 Always-on Self-expression

Your phone never freezes, even as the weather changes or when your phone remains idle

Generative wallpaper AI Cloud-based

Create your own unique wallpaper from themes and prompts

Theme

A surreal lamp made of flowers in shades of pink and purple

Generate

Prompt & sub-design keywords

Show-off at all times, with the stylized AOD

- Seamless Lock screen to AOD transition
- See your essentials at all times (Clock, Music player, widgets)

Lock screen

AOD

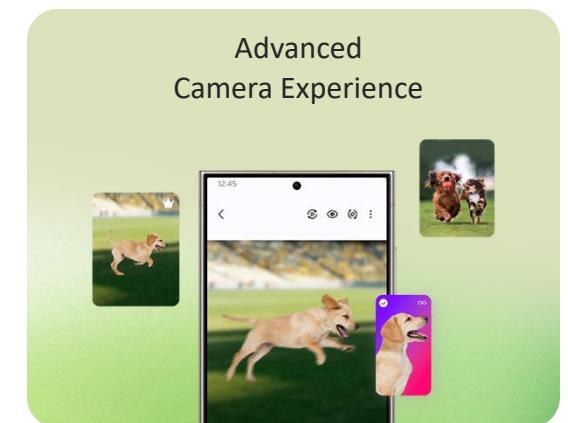
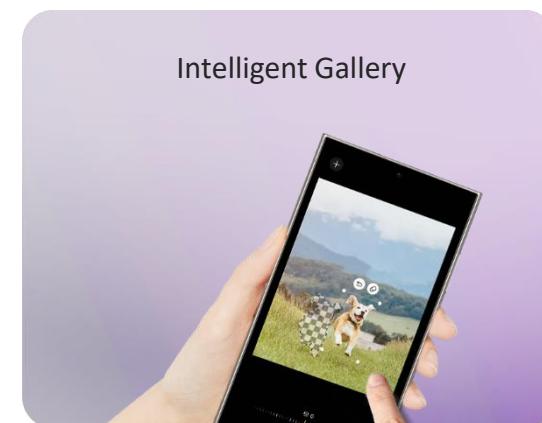
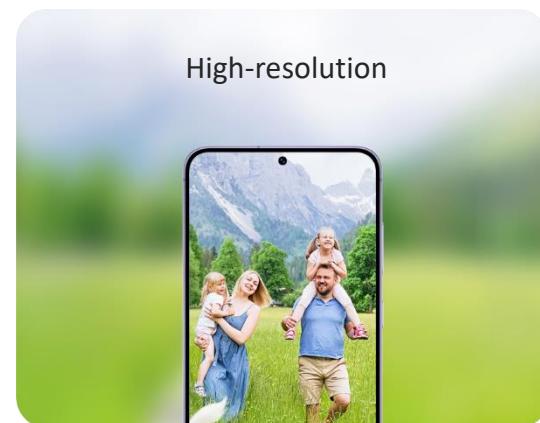
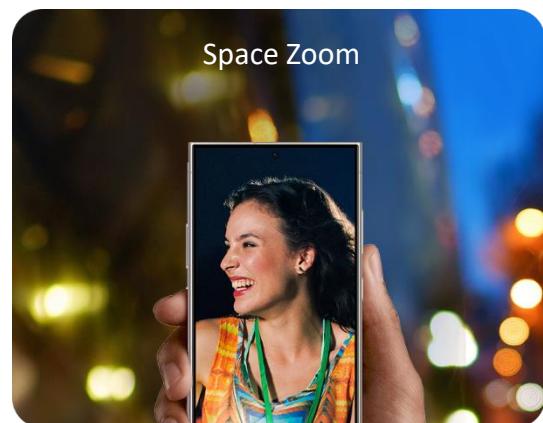
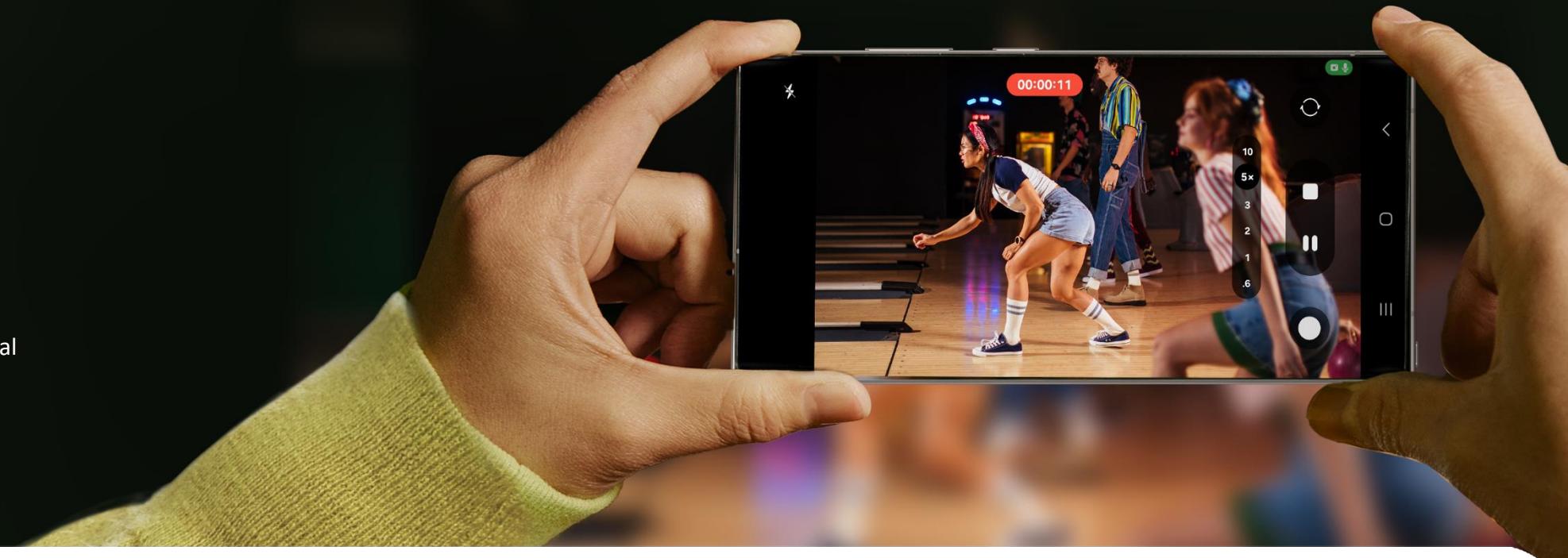
Lock screen

AOD

AOD

# NEW WAY TO CREATE

Unleash your full creative potential with the ultimate camera and a new way of editing.



# PROVISUAL ENGINE

The ultimate camera for an integrated visual experience, covering shooting, editing, and viewing



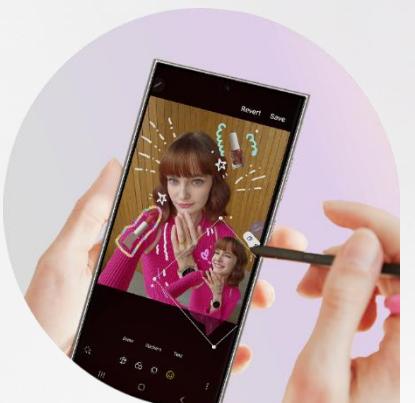
## Space Zoom

Close-ups from far away with improved resolution, even at night



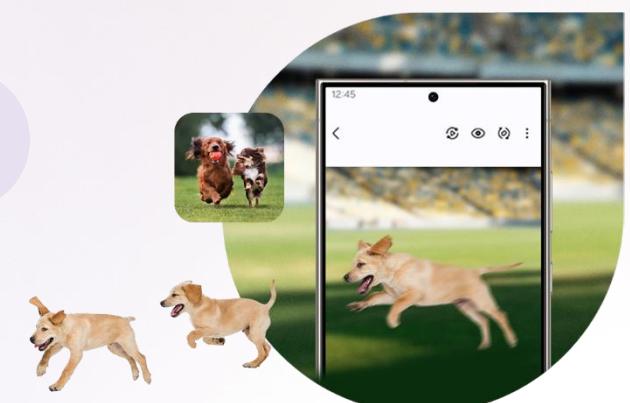
## High Resolution

More lifelike colors and detailed texture



## Intelligent Gallery

Great place to save and edit your favorite moments



## Advanced Camera Experience

New ways to seamlessly capture, view, and edit

# CAMERA OVERVIEW

## S24 Ultra



## S24 S24+



# 1 Space Zoom

The epitome of zoom technology powered by advanced hardware and software

## 01 S24 Ultra New Quad Tele camera

High-res 5x Tele

Available 50 MP high-res photos & 8K videos

2x/3x/5x/10x Optical zoom

Excellent zoom quality at all ranges

For photos & videos

S23 Ultra: 50MP/8K at 1x → S24 Ultra: 50MP/8K at 1x, 5x

Adaptive Pixel for optical quality at 2x & 10x

S24 Ultra

2x, 3x, 5x, 10x

\* Space Zoom: Up to 100x

S24+ S24

2x, 3x

\* Space Zoom: Up to 30x

\* S23 Ultra: 3x, 10x Optical zoom

S23/S23+: 3x Optical zoom

\* 2x Optical zoom: S23 MR updated



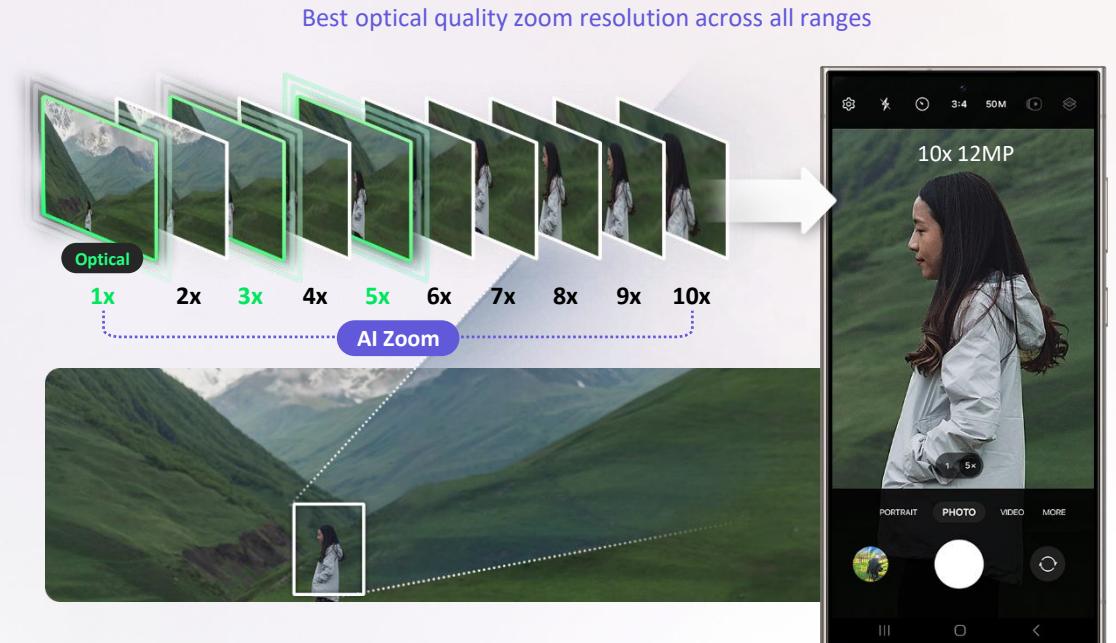
## 02 AI Zoom for photos



Multi-frame processing for all zoom ranges

\* S23 Ultra: Only activated above 20x

Super resolution based on deep learning



## 2 Nightography Zoom

S24 Ultra

Design

CXP1

CXP2

CXP3

Foundation

Sensational details in light and shadows, even when they are hidden in the dark from a distance

### 01 Nighttime zoom at 5x

1.6x Larger Pixel\*

Brighter, clearer  
zoom photos at night



Wider OIS

Enhanced hand-shake  
compensation

S23 Ultra: 1.12µm → S24 Ultra: 1.4µm



\* Based on pixel area

### 02 Night portrait with zoom

AI ISP (Night Solution) + AI Stereo Depth Map

Bright night portraits with  
exceptional depth & artful blur effects



Training Use Only

27

Capture a new level of detail and color at some of the highest resolutions available

### Reinforced AI Engine

Enhanced details & reduced noise through upgraded noise & object recognition

S23: Fixed → S24: Continuous augmentation database



### New Adaptive Pixel

Natural & accurate color tone

S23: Only 12 MP → S24: 12 MP & High-res photos

More lifelike colors and detailed textures



### Object-aware Engine

Recognizes various subjects to optimize exposure, color, and resolution in low light

S23: Front only → S24: Front & Rear

## 4 Intelligent Gallery: Photo Assist



Design

CXP1

CXP2

CXP3

Foundation

New way of generative AI based editing & optimal editing suggestion

### Generative Edit



Fill the background  
while straightening images



Activated only when images are tilted



Before



After

Move or resize objects  
in photos with auto-fill



Before



After

\* Samsung account log-in required.

# 5 Intelligent Gallery: Photo Assist



Design

CXP1

CXP2

CXP3

Foundation

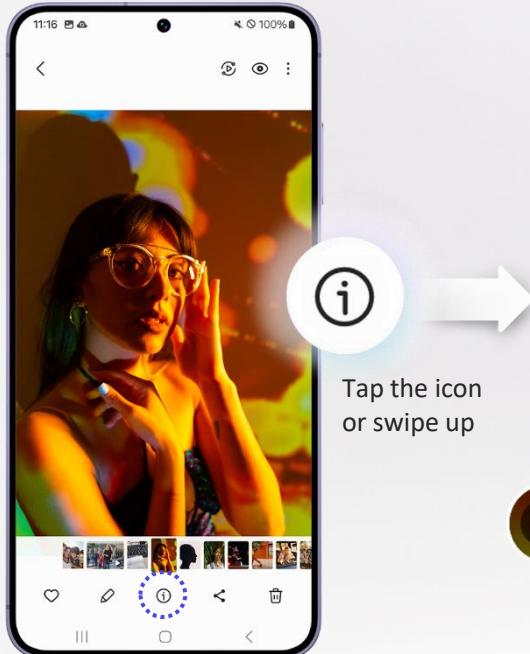
New way of generative AI based editing & optimal editing suggestion

Edit Suggestion

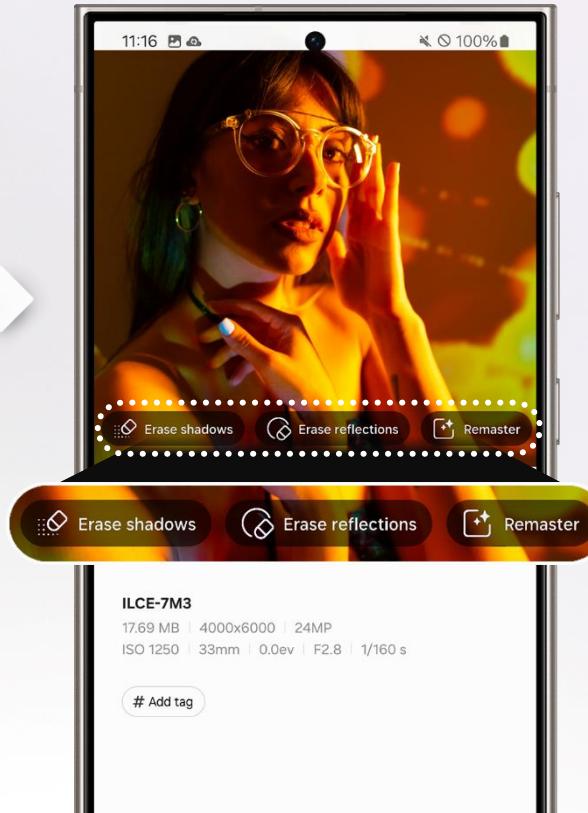
AI On-device

Instant editing suggestions to enhance your photos

Portrait effect, Remove reflection, Remove shadows, Remove moire, Background effect, Long exposure, Remaster, and more

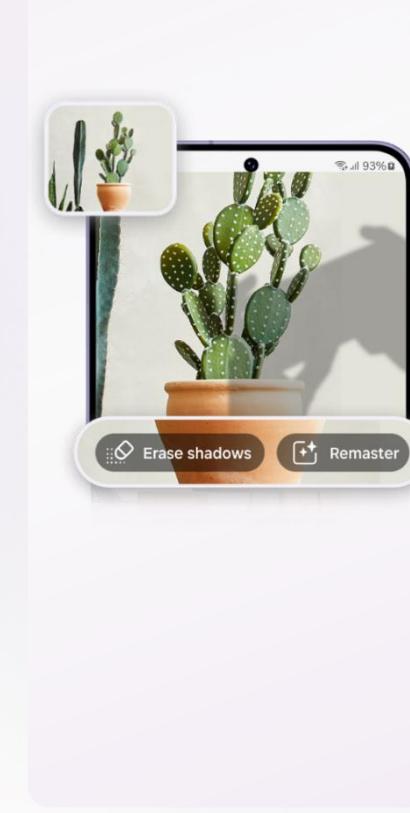


Tap the icon or swipe up



ILCE-7M3  
17.69 MB | 4000x6000 | 24MP  
ISO 1250 | 33mm | 0.0ev | F2.8 | 1/160 s

# Add tag



\* Samsung account log-in required.

# 6 Intelligent Gallery: Viewing



Design

CXP1

CXP2

CXP3

Foundation

Explore your memories with the newly enhanced Gallery experience

## 01 Super HDR

NEW

For photos

Brighten up  
the highlights in  
all images



For HDR format videos (HDR10+, HLG)

Enhance the HDR  
effect while dimming non-  
HDR areas

Also supported in YouTube & Instagram Reels



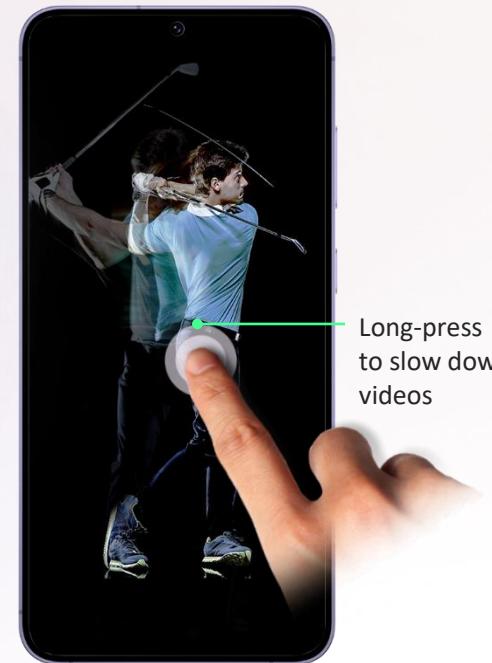
## 02 Instant Slow-mo

NEW

AI generates additional  
frames based on  
movements



Smoothly slow down  
exciting moments



Long-press  
to slow down  
videos

# 7 Single Take



Design

CXP1

CXP2

CXP3

Foundation

Get multiple high-res photos & videos with a single tap

## 01 Enhanced Single Take shooting

Able to choose from various lenses

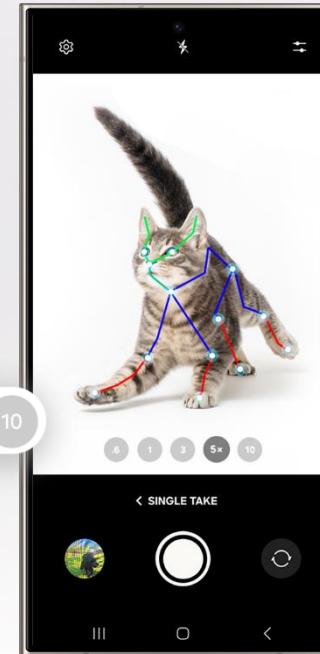


New pet recognition engine based on AI

8 Recognizable poses: Front, jump, mouth open, sit, run, walk, left side, right side



Lens selection



## 02 Single Take results

Capture 4 or more results with a single tap

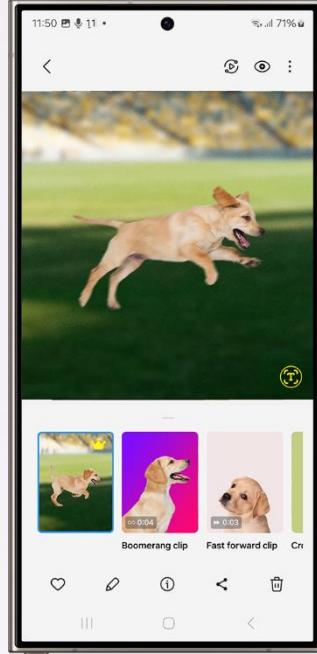
Including Original video, Boomerang clip, best photo



Best photo



Highlight video



Boomerang clip

Filtered

## 8 Expanded 3<sup>rd</sup> Party App Experience

Design

CXP1

CXP2

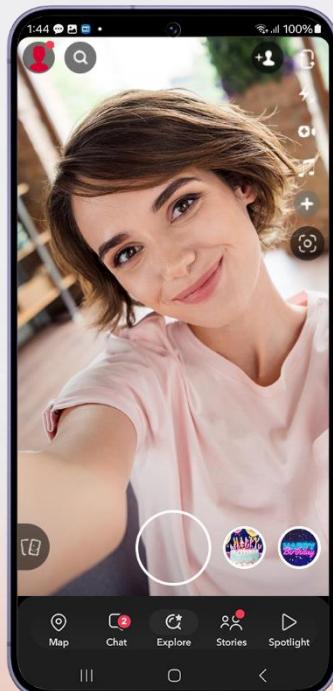
CXP3

Foundation

Take the full potential of the incredible Galaxy camera on social media apps' camera

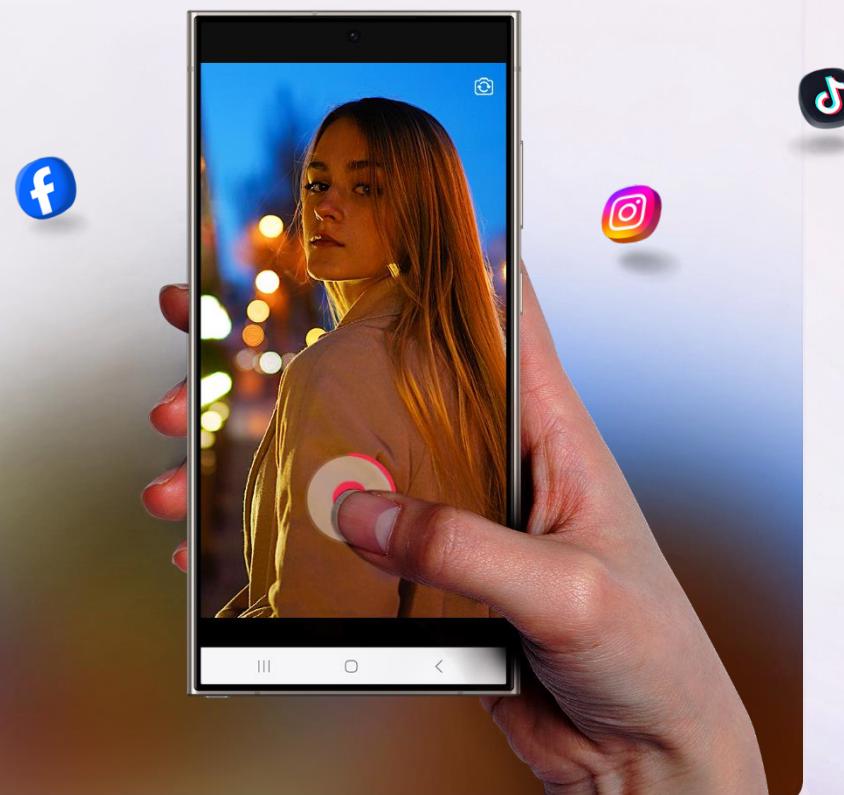
### 01 HDR Photos

Make both subject and background stand out, even in backlit



### 02 Nightography

Brighter night photos & videos with reduced noise



### 03 Video stabilizer

Steady, clear recordings for elevated content quality



# 9 Expanded 3<sup>rd</sup> Party App Experience



Design

CXP1

CXP2

CXP3

Foundation

Upgrade your visual experience through collaboration with the world's leading app, Instagram

## 01 HDR Photos

◆ Galaxy First

View & take HDR photos with highlighted bright areas



\* Available on the feed.

## 02 HDR Videos

View and record high-contrast HDR videos



\* Available through Reels.

## 03 Motion Photos

Post a motion photo on your Instagram story

Supports various effects including Boomerang



Training Use Only

34

# 10 Greater Control for Pros in Expert RAW



Design

CXP1

CXP2

CXP3

Foundation

New controls let you get the most out of your photography and videography, just like a pro

## 01 Digital ND Filter

Filter to adjust the amount  
of light when  
there's a lot of light



Control overexposure and  
retain color balance



Before

After

## 02 Default 24MP Capturing

Combines various exposure in multi-  
frames to achieve 24MP photos  
with low noise



12MP  
Low noise



50MP  
High-res details



24MP

- CXP3

## NEW WAY TO PLAY

More than enough power for gaming, viewing, and creation.



GAMING PERFORMANCE



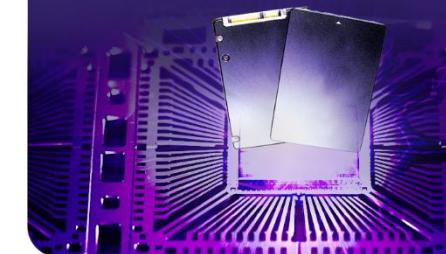
IMMERSIVE DISPLAY



LONGER BATTERY LIFE



MEMORY & STORAGE



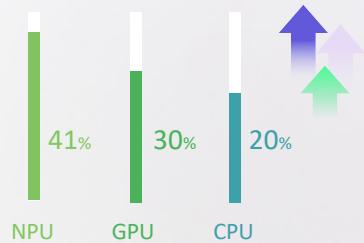
# 1 Gaming Performance

It's the next-level gaming with power, stability, speed, and realism



## Snapdragon 8 Gen 3 for Galaxy Exynos 2400 for Galaxy

The fastest processor ever in a Galaxy



Snapdragon 8 Gen 3  
for Galaxy (S24 Ultra)

vs

Snapdragon 8 Gen 2  
for Galaxy (S23 Ultra)



Up to **1.9x**

larger Vapor Chamber

Enhanced cooling performance

\* S24 Ultra 1.9x, S24+ 1.6x, S24 1.5x

## Ray Tracing

Enhanced hardware-accelerated Ray tracing for a more realistic gaming experience

## 2 Immersive Display

The brightest, clearest screen for an unforgettable viewing experience

ENHANCED

Larger screen with slimmer bezels

S24 Ultra 6.8" | S24+ 6.7" | S24 6.2"

ENHANCED

The brighter outdoor visibility

Up to  
**48 %** brighter  
in the sun

HBM Peak 1750 → 2600 nits

HBM Max 1200 → 1500 nits

\* Compared to S23 Series



ENHANCED

Vision Booster

Vibrant color & sharp contrast even outdoors



Adaptive color tone

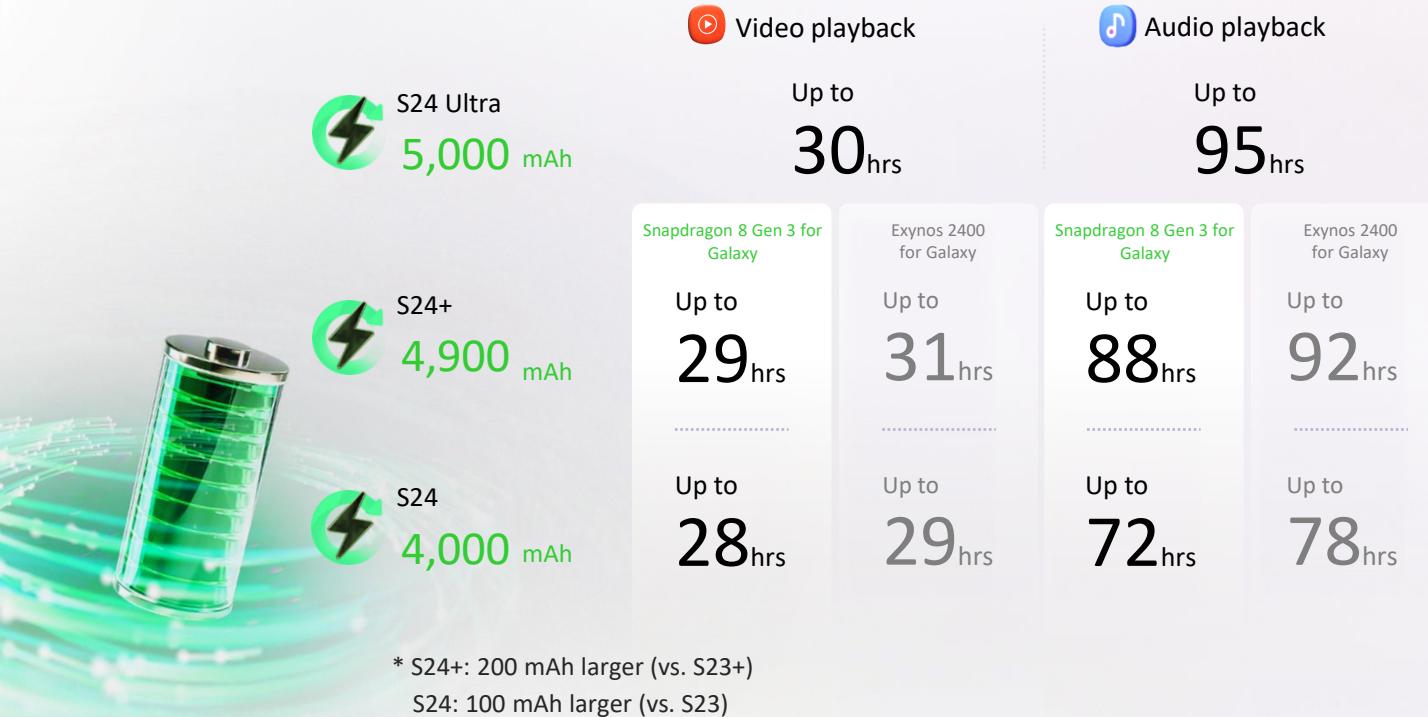
Color tone adjustment for each surrounding color temperature



# 3 Longer Battery Life

The longest battery life ever in a Galaxy so that you can enjoy content for longer

## Longer Usage Time



\* Usage time tested in an internal laboratory with unused products. Usage time on the official website may vary with other test method, considering the deviation in actual user environment. Actual battery life, charging time, and usage time may vary depending on the network environment, usage patterns, amount of calls and messages, charging frequency, and other factors.

\* Tested with downloaded videos (720p) and music.

## Improved Hardware

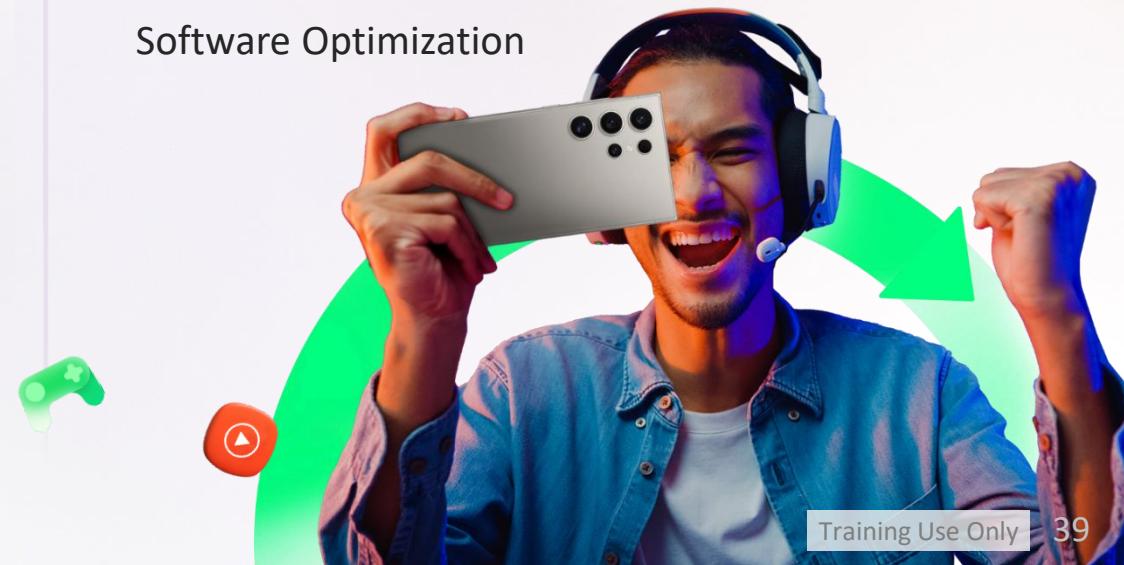
1-120Hz in all models  
+ Next Gen AP

Adaptive refresh rate by content type to maximize battery efficiency

\* Previously, only S23 Ultra supported 1-120Hz



## Software Optimization



# 4 Memory & Storage

Larger storage variants secure sufficient room for all your data and files



Large and reliable internal storage  
for quick, seamless access

## S24 Ultra

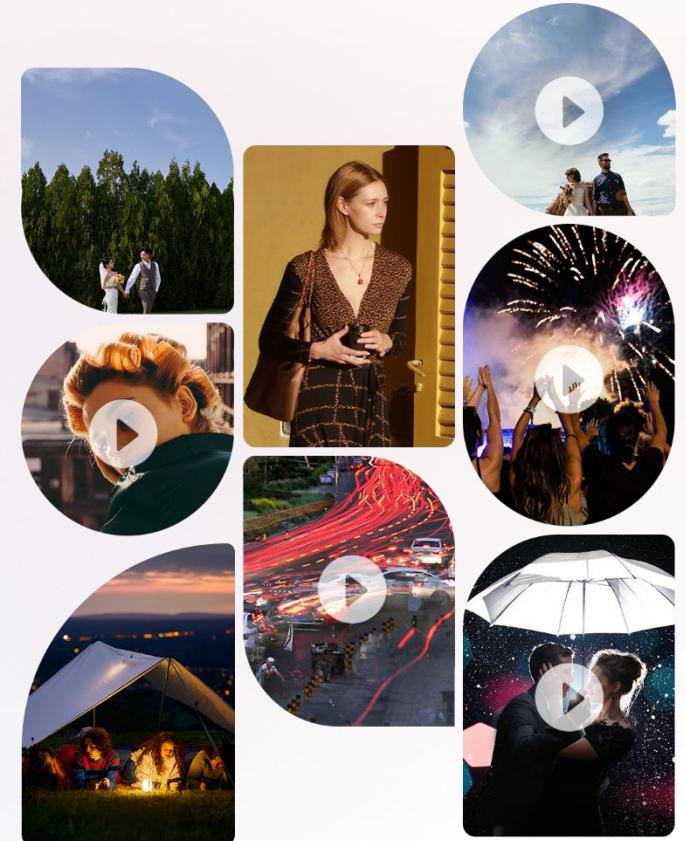
- 12 GB + 256 GB
- 12 GB + 512 GB
- 12 GB + 1 TB

## S24+

- 12 GB + 256 GB
- 12 GB + 512 GB

## S24

- 8 GB + 128 GB
- 8 GB + 256 GB
- 8 GB + 512 GB



# GALAXY FOUNDATION

# 1 One UI 6: Customization & Personalization

A beautiful, intuitive design that draws everyone in

## Premium Aesthetics

### Quick Panel

- Easy-to-navigate layout for fast access to essential features
- Eye-catching Music Player with album art visualization and a waveform progress bar

One UI 5



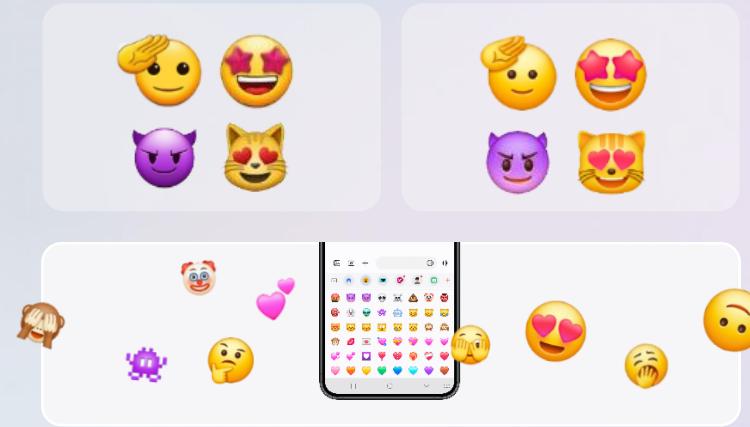
One UI 6



### New Samsung Emoji

- Improved emoji design with colors, dimension, and visual elements

One UI 5



One UI 6

### New Typeface

- A geometric, sans-serif style with rounded edges that exudes a soft, cheerful vibe
- Designed to improve readability on digital screens

One UI 5



One UI 6



## 2 One UI 6: Customization & Personalization

Design

CXP1

CXP2

CXP3

Foundation

Express yourself like never before

### Self-expression

#### Custom Sticker



- Long press the subject through Image clipper and save it as a sticker
- Use your stickers to decorate photos and videos

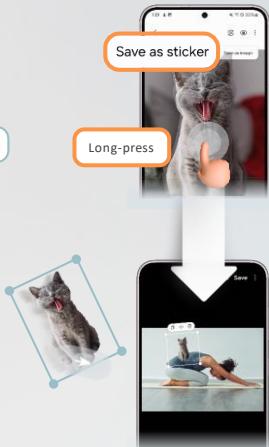
#### One UI 5

Save or copy



#### One UI 6

Making a sticker



### Fit to my taste

#### Lock Screen Clock Style

- Personalize the clock's font style, color, and placement to match your lock screen wallpaper

#### One UI 5

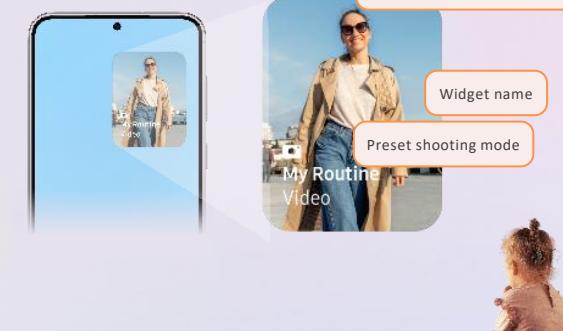
#### One UI 6

Size, font, color



#### Camera Widget

- Once you select a shooting mode and save location, just tap the widget to capture a photo or video instantly



#### Weather insights widget

- Shows core weather information at a glance (high UV, snowfall and rain, severe thunderstorms, etc.)



※ The actual forecast changes according to the information relayed from CP

# 3 One UI 6: Privacy & Security

Protect your personal information and enjoy peace of mind

## Auto Blocker

### Security for everyone

- Prevent unknown apps or software from installing, ensuring the safety of users unfamiliar with mobile devices
- Able to prevent threats via USB cables and 3<sup>rd</sup> party messaging apps



## Samsung Knox

### Knox Vault / Knox Matrix

- E2EE supported for both data syncing and Cloud backup



### Passkey

- Effortless fingerprint login, no passwords needed
- Passkey synced across multiple devices, secured by Knox



# 4 Galaxy Ecosystem

Upgrade your experience across the Galaxy's expanding ecosystem

## SmartThings & SmartTag2

Intuitive and versatile  
location tracking



## Phone - Tab - Book

S Pen note-taking experience across  
all Galaxy devices

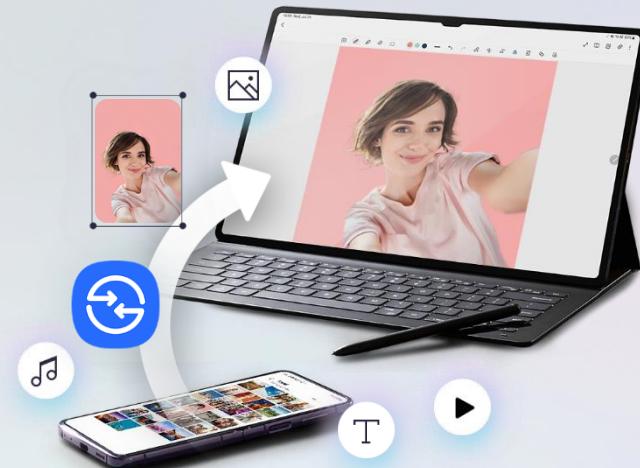


Samsung Studio to continue  
video editing on another Galaxy device



## Quick Share

Perfectly compatible  
sharing between phone and PC



## Buds2 Pro & Watch6

Auto switching for audio  
and Always on Health

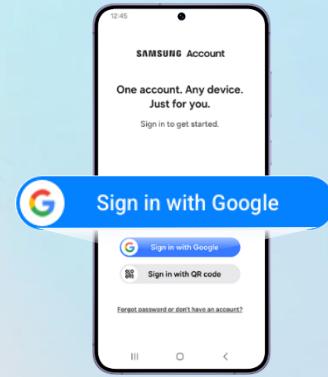


# 5 Samsung Account

Encourage users to log in with their Samsung account for added convenience and benefits

## Continue with Google

One-step login to your Samsung account with your Google account



## 4 Samsung account benefits



### Galaxy AI

Enriched AI experience to make life effortless



### Find My Mobile

Find your lost phone even if it's offline



### Security & Privacy

Two-step verification to protect your data



### Connected Experience

Access & sync all your Samsung services and devices



# 6 Samsung Wallet



Design

CXP1

CXP2

CXP3

Foundation

\* Feature availability may vary depending on the country.

A mobile wallet for carrying your essentials – your cards, car keys, digital IDs, boarding passes, and more

## Samsung Pay

Quick & safe payments both online and offline

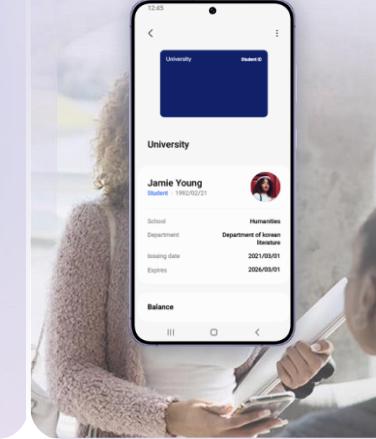
- ✓ Payment cards
- ✓ Transit cards



## Samsung Pass

Easily log in to various apps and services with your biometric data

- ✓ ID/Passwords autofill



◆ ENHANCED

## Digital IDs

Store your IDs and identify yourself

- ✓ Mobile driver's license (US Arizona, Iowa) (KR) Mobile driver's license (KR) eGOV national ID (KZ)
- ✓ Mobile student ID (More than 70 US universities)

◆ ENHANCED

## Digital Keys

Add your digital keys for your home or cars

- ✓ Expanded car key brands (+ MINI, BYD)
- ✓ Door locks



Car key

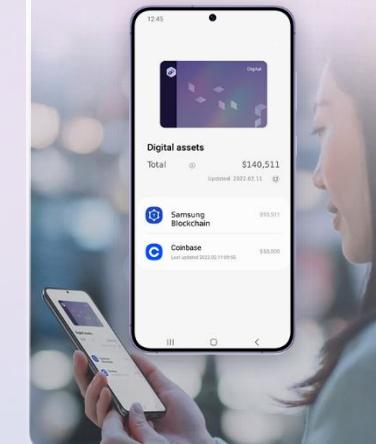


◆ ENHANCED

## Various items

Store and manage tickets, boarding passes, coupons, and memberships

- ✓ Tickets (+ CES Invitation)
- ✓ Boarding passes
- ✓ Coupons
- ✓ Membership cards
- ✓ Expanded options for generic passes



## Digital Assets

See all your digital currencies and crypto in one place

- ✓ Crypto assets

Retail | Training

Training Use Only 47

# 7 Microsoft 365

Get started with  
100 GB of cloud storage  
on Samsung Galaxy

With 6 months of Microsoft 365 Basic,  
you get storage plus ad-free, secure email and  
access to Microsoft support.



\* Six month trial of Microsoft 365 Basic available for consumers with OneDrive-Gallery Sync capable Samsung phones (phones on the Verizon network in the U.S. not eligible). After the 6 month trial, your subscription will automatically renew into a monthly paid subscription at the current price, subject to Google Play's terms and conditions. Cancel any time to stop future charges. Offer not available to existing Microsoft 365 or OneDrive premium subscribers (including trials), customers who previously redeemed an Office, OneDrive or other Microsoft storage bonus or free trial offer, customers with a locked OneDrive account, or former Microsoft 365 or OneDrive/Microsoft Storage premium subscribers who cancelled in the last 90 days. One offer per customer and per device. Offer cannot be transferred or combined with other Microsoft offers, and is available between March 15, 2023 and June 30, 2024. Offer must be redeemed during this period on the Google Play Store and participants must sync their gallery with OneDrive to commence the 6 month trial. Offer requires a Samsung and Microsoft account. Refer to <https://www.microsoft.com/onedrive-samsung-offer> for details.



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## APPENDIX

## GALAXY COMPARISON

	S24 Ultra	S24+	S24	S23 Ultra	S23+	S23	Note20 Ultra	Note20
Display	6.8" Dynamic AMOLED 2X QHD+ (3120 x 1440) 505 ppi, 1-120Hz S Pen support	6.7" Dynamic AMOLED 2X QHD+ (3120 x 1440) 516 ppi, 1-120Hz -	6.2" Dynamic AMOLED 2X FHD+ (2340 x 1080) 418 ppi, 1-120Hz -	6.8" Dynamic AMOLED 2X QHD+ (3088 x 1440) 500 ppi, 1-120Hz S Pen support	6.6" Dynamic AMOLED 2X FHD+ (2340 x 1080) 393 ppi, 48-120Hz -	6.1" Dynamic AMOLED 2X FHD+ (2340 x 1080) 425 ppi, 48-120Hz -	6.9" Dynamic AMOLED 2X QHD+ (3088 x 1440) 496 ppi, 60-120Hz S Pen support	6.7" Super AMOLED Plus FHD+ (2400 x 1080) 393 ppi, 60Hz S Pen support
Rear Camera	Ultra Wide	12 MP F2.2 FOV 120°, 1.4µm	12 MP F2.2 FOV 120°, 1.4µm	12 MP F2.2 FOV 120°, 1.4µm	12 MP F2.2 FOV 120°, 1.4µm	12 MP F2.2 FOV 120°, 1.4µm	12 MP F2.2 1.4µm	12 MP F2.2 1.4µm
	Wide	300 MP OIS F1.7 FOV 85°, 0.6 µm Adaptive Pixel Optical Quality 2x	50 MP OIS F1.8 FOV 85°, 1.0µm Adaptive Pixel Optical Quality 2x	50 MP OIS F1.8 FOV 85°, 1.0µm Adaptive Pixel Optical Quality 2x	300 MP OIS F1.7 FOV 85°, 0.6 µm Adaptive Pixel Optical Quality 2x	50 MP OIS F1.8 FOV 85°, 1.0µm Adaptive Pixel Optical Quality 2x	50 MP OIS F1.8 FOV 85°, 1.0µm Adaptive Pixel Optical Quality 2x	108 MP OIS F1.8 0.8µm 12 MP OIS F1.8 1.8µm
	Tele1	50 MP OIS F3.4 FOV 22°, 0.7µm 5x optical zoom Optical Quality 10x	10 MP OIS F2.4 FOV 36°, 1.0µm 3x optical zoom	10 MP OIS F2.4 FOV 36°, 1.0µm 3x optical zoom	10 MP OIS F4.9 FOV 11°, 1.12µm 10x optical zoom	10 MP OIS F2.4 FOV 36°, 1.0µm 3x optical zoom	10 MP OIS F2.4 FOV 36°, 1.0µm 3x optical zoom	12 MP OIS F3.0 1.0µm 5x optical zoom 64 MP OIS F2.0 0.8µm 3x optical zoom
	Tele2	10 MP OIS F2.4 FOV 36°, 1.12µm 3x optical zoom	-	-	10 MP OIS F2.4 FOV 36°, 1.12µm 3x optical zoom	-	-	-
Front Camera	12 MP F2.2 FOV 80°, 1.12µm	12 MP F2.2 FOV 80°, 1.12µm	12 MP F2.2 FOV 80°, 1.12µm	12 MP F2.2 FOV 80°, 1.12µm	12 MP F2.2 FOV 80°, 1.12µm	12 MP F2.2 FOV 80°, 1.12µm	10 MP F2.2 1.22µm	10 MP F2.2 1.22µm
Performance	Snapdragon 8 Gen 4 for Galaxy (4 nm)	Snapdragon 8 Gen 3 for Galaxy / Exynos 2400 for Galaxy (4 nm)	Snapdragon 8 Gen 3 for Galaxy / Exynos 2400 for Galaxy (4 nm)	Snapdragon 8 Gen 2 for Galaxy (4 nm)	Snapdragon 8 Gen 2 for Galaxy (4 nm)	Snapdragon 8 Gen 2 for Galaxy (4 nm)	Snapdragon 865+ / Exynos 990 (7nm)	Snapdragon 865+ / Exynos 990 (7nm)
	Memory: 12 GB Storage: 256/512 GB, 1 TB Micro SD: N/A	Memory: 12 GB Storage: 256/512 GB Micro SD: N/A	Memory: 8 GB Storage: 128/256/512 GB Micro SD: N/A	Memory: 8/12 GB Storage: 256/512 GB, 1 TB Micro SD: N/A	Memory: 8 GB Storage: 256/512 GB Micro SD: N/A	Memory: 8 GB Storage: 128/256/512 GB Micro SD: N/A	Memory: 8GB(LTE)/12GB(5G) Storage: 128/256/512 GB Micro SD: Up to 1 TB	Memory: 8 GB Storage: 128/256 GB Micro SD: N/A
Battery	5,000 mAh Super Fast Charging 2.0 Fast Wireless Charging 2.0 Wireless PowerShare	4,900 mAh Super Fast Charging 2.0 Fast Wireless Charging 2.0 Wireless PowerShare	4,000 mAh Super Fast Charging Fast Wireless Charging 2.0 Wireless PowerShare	5,000 mAh Super Fast Charging 2.0 Fast Wireless Charging 2.0 Wireless PowerShare	4,700 mAh Super Fast Charging 2.0 Fast Wireless Charging 2.0 Wireless PowerShare	3,900 mAh Super Fast Charging Fast Wireless Charging 2.0 Wireless PowerShare	4,500 mAh Super Fast Charging Fast Wireless Charging 2.0 Wireless PowerShare	4,300 mAh Super Fast Charging Fast Wireless Charging 2.0 Wireless PowerShare
Dimensions	79 x 162.3 x 8.6 mm, 232g (Sub6) 233g (mmWave)	75.9 x 158.5 x 7.7 mm 196g (Sub6) 197g (mmWave)	70.6 x 147 x 7.6 mm 167g (Sub6) 168g (mmWave)	78.1 x 163.4 x 8.9 mm, 233g (Sub6) 234g (mmWave)	76.2 x 157.8 x 7.6 mm 195g (Sub6) 196g (mmWave)	70.9 x 146.3 x 7.6 mm 168g (Sub6) 168g (mmWave)	77.2 x 164.8 x 8.1 mm, 208 g	75.2 x 161.6 x 8.3 mm, 192 g (Sub6) 194 g (mmWave)

## GALAXY AI COMPARISON

	S24		S23		S23 FE		Fold5		Flip5		Tap S9	
--	-----	---	-----	---	--------	---	-------	---	-------	---	--------	---

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	
On-device support												
Tone Change		KR/EN		X		X		X		X		X
Spelling and grammar		KR/EN		X		X		X		X		X
Labs												
Photo Ambient	O		X		X		X		X		X	X

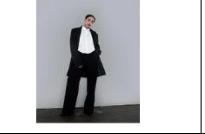
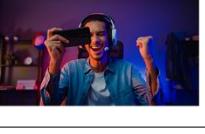
## SPEC TABLE: Galaxy S24 Ultra

Display	<p>6.8-inch* QHD+ Dynamic AMOLED 2X Display Super Smooth 120Hz refresh rate (1~120Hz) Vision booster</p> <p><small>*Measured diagonally, Galaxy S24 Ultra's screen size is 6.8-inch in the full rectangle and 6.8-inch with accounting for the rounded corners; actual viewable area is less due to the rounded corners and camera hole.</small></p>
Dimension & Weight	<p>79 X 162.3 X 8.6mm, 233g (mmWave) / 232g (Sub6)</p> <p><small>*Device weight may vary by market</small></p>
Camera	<p>12MP Ultra-Wide Camera • F2.2, FOV 120° 200MP Wide Camera • OIS F1.7, FOV 85° 50MP Telephoto Camera • 5x Optical Zoom, OIS F3.4, FOV 22° 10MP Telephoto Camera • 3x Optical Zoom, OIS F2.4, FOV 36° 12MP Front Camera • F2.2, FOV 80°</p> 
Memory	<p>12GB + 1TB 12 + 512GB 12 + 256GB</p> <p><small>*Storage options and availability may vary by carrier, country or region. Actual storage availability may vary depending on pre-installed software.</small></p>
Battery	<p>5,000 mAh</p> <p><small>*Typical value tested under third-party laboratory condition. Typical value is the estimated average value considering the deviation in battery capacity among the battery samples tested under IEC 61960 standard. Rated (minimum) capacity is 4,855mAh. Actual battery life may vary depending on network environment, usage patterns and other factors.</small></p>
Charging*	<p>Wired charging*: Up to 65% charge in around 30 mins with 45W Adapter** and 5A USB-C cable*** Fast Wireless Charging 2.0**** Wireless PowerShare*****</p> <p><small>*Wired charging compatible with PD. **45W Power Adapter sold separately. Using the original Samsung 45W Power Adapter and data cable is recommended. ***Results from internal Samsung lab tests, conducted with 45W Travel Adapter connected to newly pre-released version of Galaxy S24 Ultra while device had 0% of power remaining, with all services, features and screen turned off. Actual charging speed may vary depending on the actual usage, charging conditions and other factors. ****Wireless charging compatible with WPC. *****Limited to Samsung or other brand smartphones with Qi wireless charging, such as Galaxy S24 Ultra, S24+, S24, S23 Ultra, S23+, S23, Z Fold 4, Z Flip 4, S22 series, Z Fold3 5G, Z Flip3 5G, S21 FE 5G, S21 series, Z Fold2, Note20 series, S20 series, Z Flip, Note10, Note10+, S10e, S10, S10+, Fold, S9, S9+, S8, S8+, S8 Active, S7, S7 edge, S7 Active, S6, S6 edge, S6 Active, S6 edge+, Note9, Note8, Note FE and Note5. Only available with certain Samsung Galaxy wearables such as Galaxy Buds FE, Buds2 Pro, Buds2, Buds Pro, Buds Live, Watch6, Watch6 Classic, Watch5, Watch 5 Pro, Watch4, Watch4 Classic, Watch3, Watch Active2, Watch Active, Gear Sport, Gear S3, Galaxy Watch and Galaxy Buds. If battery power is lower than 30% Wireless PowerShare may not function. May not work with certain accessories, covers, other brand devices or some Samsung wearables. During PowerShare, it may affect call reception or data services, depending on your network environment.</small></p>
OS	<p>Android 14 One UI 6.1</p>
Network and Connectivity	<p>5G*, LTE**, Wi-Fi 7***, Wi-Fi Direct Bluetooth® v 5.3</p> <p><small>*Requires optimal 5G network connection, available in select markets. Check with your carrier for availability and details. Download and streaming speeds may vary based on content provider, server connection and other factors. **Availability of LTE model varies by market and carrier. Actual speed may vary depending on market, carrier, and user environment. ***Wi-Fi 7 network availability may vary by market, network provider and user environment. Requires optimal connection and a Wi-Fi 7 router.</small></p>
Water Resistance	<p>IP68</p> <p><small>* IP68 rating: Based on lab test conditions for submersion in up to 1.5 meters of freshwater for up to 30 minutes. Rinse residue/dry after wet. Not advised for beach or pool use. Water and dust resistance of the S Pen is not permanent and may diminish over time because of normal wear and tear.</small></p>

## SPEC TABLE: Galaxy S24 / S24+

	Galaxy S24	Galaxy S24+
Display	<p>6.2-inch FHD+*</p> <p>Dynamic AMOLED 2X Display</p> <p>Super Smooth 120Hz refresh rate (1~120Hz)</p> <p>Vision booster</p> <p><small>*Measured diagonally, Galaxy S24's screen size is 6.2-inch in the full rectangle and 6.0-inch with accounting for the rounded corners, Galaxy S24+'s screen size is 6.7-inch in the full rectangle and 6.5-inch with accounting for the rounded corners; actual viewable area is less due to the rounded corners and camera hole.</small></p>	<p>6.7-inch QHD+ *</p>
Dimension & Weight	<p>70.6 x 147 x 7.6mm, 168g (mmWave) / 167g (Sub6)</p> <p><small>*Device weight may vary by market</small></p>	<p>75.9 x 158.5 x 7.7mm, 197g (mmWave) / 196g (Sub6)</p>
Camera	<p>12MP Ultra-Wide Camera</p> <ul style="list-style-type: none"> <li>• F2.2, FOV 120°</li> </ul> <p>50MP Wide Camera</p> <ul style="list-style-type: none"> <li>• OIS F1.8, FOV 85°</li> </ul> <p>10MP Telephoto Camera</p> <ul style="list-style-type: none"> <li>• 3x Optical Zoom, F2.4, FOV 36°</li> </ul> <p>12MP Front Camera</p> <ul style="list-style-type: none"> <li>• F2.2, FOV 80°</li> </ul>	
Memory	<p>8 + 512GB</p> <p>8 + 256GB</p> <p>8 + 128GB</p>	<p>12 + 512GB</p> <p>12 + 256GB</p>
Battery	<p>4,000 mAh</p> <p><small>*Storage options and availability may vary by carrier, country or region. Actual storage availability may vary depending on pre-installed software.</small></p>	<p>4,900 mAh</p> <p><small>*Typical value tested under third-party laboratory condition. Typical value is the estimated average value considering the deviation in battery capacity among the battery samples tested under IEC 61960 standard. Rated (minimum) capacity is 3,880mAh for Galaxy S24 and 4,755mAh for Galaxy S24+. Actual battery life may vary depending on network environment, usage patterns and other factors.</small></p>
Charging*	<p>Wired Charging*: Up to 50% charge in around 30 mins with 25W Adapter** and 3A USB-C cable***</p> <p>Fast Wireless Charging 2.0****</p> <p>Wireless PowerShare*****</p> <p><small>*Wired charging compatible with PD.</small></p> <p><small>**Power Adapter and data cable sold separately. Using the original Samsung 45W Power Adapter and data cable is recommended for Galaxy S24+ and the original Samsung 25W Power Adapter and data cable recommended for Galaxy S24.</small></p> <p><small>***Results from internal Samsung lab tests, conducted with 25W Travel Adapter connected to newly pre-released version of Galaxy S24 and 45W Travel Adapter connected to newly pre-released version of Galaxy S24+ while a device had 0% of power remaining, with all services, features and screen turned off. Actual charging speed may vary depending on the actual usage, charging conditions and other factors.</small></p> <p><small>****Wireless charging compatible with WPC.</small></p> <p><small>*****Limited to Samsung or other brand smartphones with Qi wireless charging, such as Galaxy S24 Ultra, S24+, S24, S23 Ultra, S23+, S23, Z Fold 4, Z Flip4, S22 series, Z Fold3 5G, Z Flip3 5G, S21 FE 5G, S21 series, Z Fold2, Note20 series, S20 series, Z Flip, Note10, Note10+, S10e, S10, S10+, Fold, S9, S9+, S8, S8 Active, S7, S7 edge, S7 Active, S6, S6 edge, S6 Active, S6 edge+, Note9, Note8, Note FE and Note5. Only available with certain Samsung Galaxy wearables such as Galaxy Buds FE, Buds2 Pro, Buds2, Buds Pro, Buds Live, Watch6, Watch6 Classic, Watch5, Watch 5 Pro, Watch4, Watch4 Classic, Watch3, Watch Active2, Watch Active, Gear Sport, Gear S3, Galaxy Watch and Galaxy Buds. If battery power is lower than 30% Wireless PowerShare may not function. May not work with certain accessories, covers, other brand devices or some Samsung wearables. During PowerShare, it may affect call reception or data services, depending on your network environment.</small></p>	<p>Wired charging*: Up to 65% charge in around 30 mins with 45W Adapter** and 5A USB-C cable***</p> <p>Fast Wireless Charging 2.0****</p> <p>Wireless PowerShare*****</p>
OS	<p>Android 14</p> <p>One UI 6.1</p>	
Network and Connectivity	<p>5G*, LTE**, Wi-Fi 6E***, Wi-Fi Direct Bluetooth® v 5.3</p> <p><small>*5G services are only supported in 5G network enabled locations. Requires optimal 5G connection. Actual speed may vary depending on market, carrier, and user environment.</small></p> <p><small>**Availability of LTE model varies by market and carrier.</small></p> <p><small>*** Wi-Fi 6E network availability may vary by market, network provider and user environment. Requires optimal connection and a Wi-Fi 6E router.</small></p>	
Water Resistance	<p>IP68</p> <p><small>* IP68 rating: Based on lab test conditions for submersion in up to 1.5 meters of freshwater for up to 30 minutes. Rinse residue/dry after wet. Not advised for beach or pool use. Water and dust resistance of the S Pen is not permanent and may diminish over time because of normal wear and tear.</small></p>	

**APPENDIX**  
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