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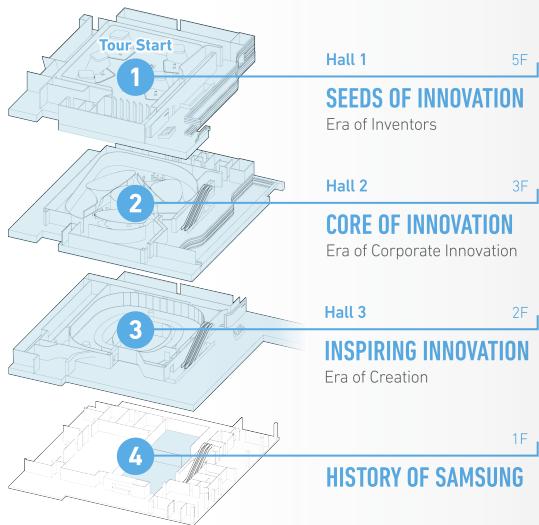
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SAMSUNG
INNOVATION
MUSEUM

Floor Guide



Museum Policies

- Smoking is prohibited throughout the entire museum. Visitors under the influence of alcohol may not be admitted.
- Photography is allowed inside the museum, but it is prohibited for commercial purposes or content creation.
- Food, beverages, and pets are prohibited. Certified service dogs are permitted to assist visitors with disabilities.
- Visitors may be subject to X-ray machines and/or metal detectors for the safety of our visitors and the security of the exhibitions.
- Bicycles, kickboards, inline skates, and wheeled shoes are not allowed in the museum.
- Abusive language, assault, sexual speech, and actions that create a sense of fear towards staff are punishable.

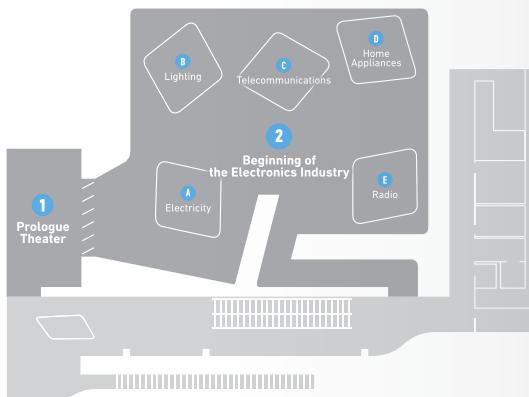
Hall
1

SEEDS OF INNOVATION

Era of Inventors :

Beginning of modern civilization of science

At <Seeds of Innovation>, where great technology, inventions and their inventors are presented, one may look back at the roots that led to the rapid blossoming of modern civilization and rapid growth of the electronics industry that has brilliantly developed.



1 Prologue Theater

In this area, information about Samsung's perspective of innovation is provided.

2 Beginning of the Electronics Industry

One may discover how our lives have changed from 600 B.C., when human civilization first discovered electricity, through the production and circulation process, to the invention of diverse electronic items such as lighting, telecommunications, home appliances, radios, and more.

- A The Discovery of Electricity
- B Lighting, Changing Night into Day
- C Telecommunication, Communicating without Boundaries
- D Home Appliances, Freeing People from Housework
- E Radio, Spreading Culture Far and Wide



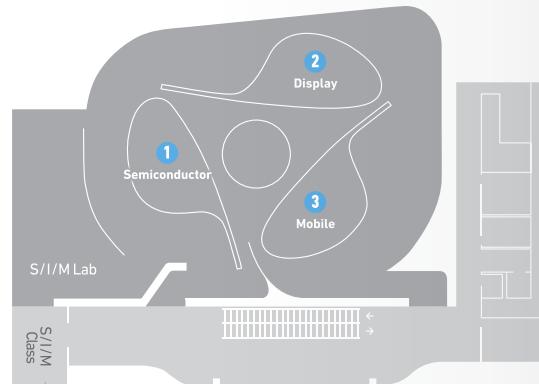
Hall
2

CORE OF INNOVATION

Era of Corporate Innovation :

Enriching the quality of life

<Core of Innovation> consists of three sections : semiconductor, display and mobile. In this hall, one may experience how the endless efforts of corporations have driven innovation and enriched people's lives.



1 Semiconductor, Accelerated Information Processing

The development of semiconductors has progressed along with the electronics industry.

One may view the close relationship between semiconductors and the electronics industry and how it has changed our lifestyles.

2 Display, Information Popularization

Through the display, we now live in a time where information may be popularized at anyplace, anytime.

3 Mobile, Information Lifestyle

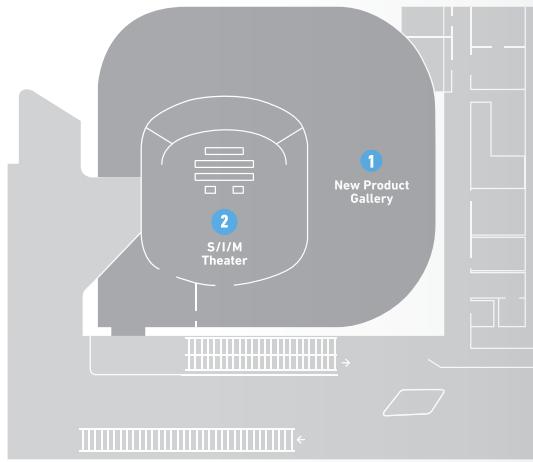
Come view the present and past of mobile devices that go beyond the mere means of communication and are now tools for creative expression.



INSPIRING INNOVATION

Era of Creation : Dreaming of a prosperous future

Samsung constantly strives to innovate in order to bring happiness and new value to people's lives. By viewing a short film at the S/I/M Theater and experiencing our new products and solutions, we hope to inspire you for a better tomorrow.



1 New Product Gallery

At <New Product Gallery>, one may experience the future that Samsung envisions through its latest products and solutions.

2 S/I/M Theater

Experience Samsung's commitment to innovation and vision for the future through 180 degree wide screen panoramic theater.



S/I/M Lab



S/I/M Lab is an area dedicated to learning about the principles of semiconductors, displays and mobile technology.

S/I/M LEARNING PROGRAMS



Self-Activity Zone

'HOGI S/I/M&GEURYEODO S/I/M' Every Saturday (Ongoing)

'HOGI S/I/M' is a space where you can freely explore and experiment with materials readily available in daily life to acquire scientific knowledge. Participants will receive souvenirs for accumulating scientific knowledge and correctly answering quizzes.

| Experiment | Scientific Principles |
|-----------------|--------------------------|
| Floating Art | Difference in Properties |
| Blow Bubbles | Surface Tension |
| Crawling Turtle | Friction |
| Maze Escape Car | Magnetism |

'GEURYEODO S/I/M' is a hands-on program where visitors can draw and decorate electronics and home appliances from the museum's collection, expressing their creativity inspired by innovations in electronics technology.

HISTORY HALL

1F



At <History Hall>, one may learn about how Samsung started and grew through a number of challenges and innovations. One may also find Samsung's philosophy that has been a strong anchor in its history.

FACILITIES



Locker
Gate Building 2F



Nursery
2F



Infirmary
2F



Lounge
Each floor

| | | | | | | | | |
|--|---|--|-----------------------------|--|--------------------------------|---|---|---------------------|
| Operational Guide | Hours of Operation | Weekdays 13:00 ~ 14:00 ※ Reservation required | | | | | | |
| | | Saturdays 10:00 ~ 17:00 ※ Last admission by 16:00 | | | | | | |
| | Holidays | Sundays, national and other holidays, December 31st | | | | | | |
| Usage Guide | Admission Fee | Free | | | | | | |
| | How to Make Reservation | Make reservation via homepage www.samsunginnovationmuseum.com | | | | | | |
| | Admission Information | Weekdays Docent Tour (Pre-reservation) <table><tr><td>Audience</td><td>Maximum 30</td></tr><tr><td>Language</td><td>Korean, English, Chinese, Japanese, Spanish</td></tr><tr><td>Option</td><td></td></tr></table> | Audience | Maximum 30 | Language | Korean, English, Chinese, Japanese, Spanish | Option | |
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| Option | | | | | | | | |
| | | Saturdays Self-guided Tours <table><tr><td>Saturday Docent Tour</td></tr><tr><td>How On-site registration at 2F Information Desk</td></tr><tr><td>KOR 13:00-14:20 (80min)</td></tr><tr><td>ENG 15:00-16:20 (80min)</td></tr><tr><td>Theme Tour 12:30-12:55 (25min) (Korean only)</td></tr><tr><td>14:30-14:55 (25min)</td></tr></table> | Saturday Docent Tour | How On-site registration at 2F Information Desk | KOR 13:00-14:20 (80min) | ENG 15:00-16:20 (80min) | Theme Tour 12:30-12:55 (25min) (Korean only) | 14:30-14:55 (25min) |
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Visitors Visitors should be over the age of 13 (Middle school or above)
Elementary school students and younger children must be accompanied by an adult (1 adult is required for every 2 children)

Contact Information
• **Phone** 031-200-3113
• **Parking** 031-200-2113
• **E-mail** sim.sec@samsung.com

Directions Samsung Innovation Museum, Samsung Electronics Co., 129, Samsung-ro, Yeongtong-gu, Suwon-si, Gyeonggi-do, Korea

