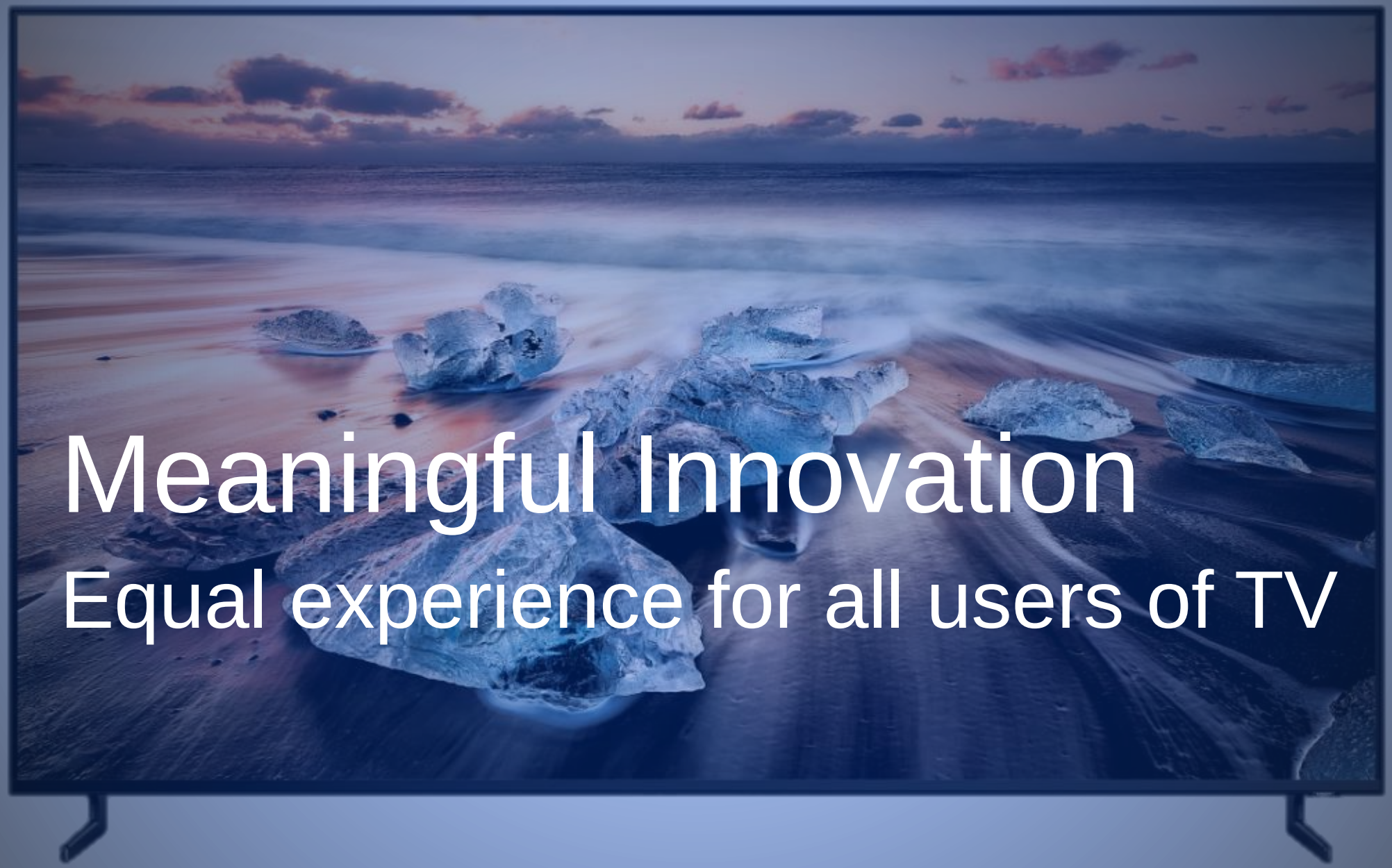
2Q18

Accessibility For Everyone

SAMSUNG

VISUAL DISPLAY DIVISION


Meaningful Innovation
Equal experience for all users of TV

For someone TV is simple and enjoyment.
For someone TV is Complicate and Difficult
Out of the world population of 7.6 billion
1.1 billion are disabled
15%

What is Accessibility?

Accessibility is Needed for All of Us

World population is getting old

Number of old persons are increasing

The rate of increase in population is decreased

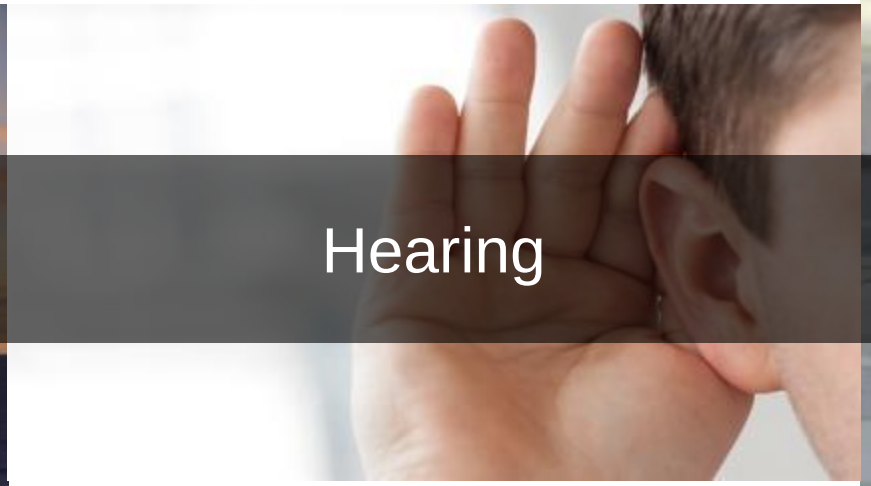
World Population of 65 years old : 7%(2005), 16%(2050)

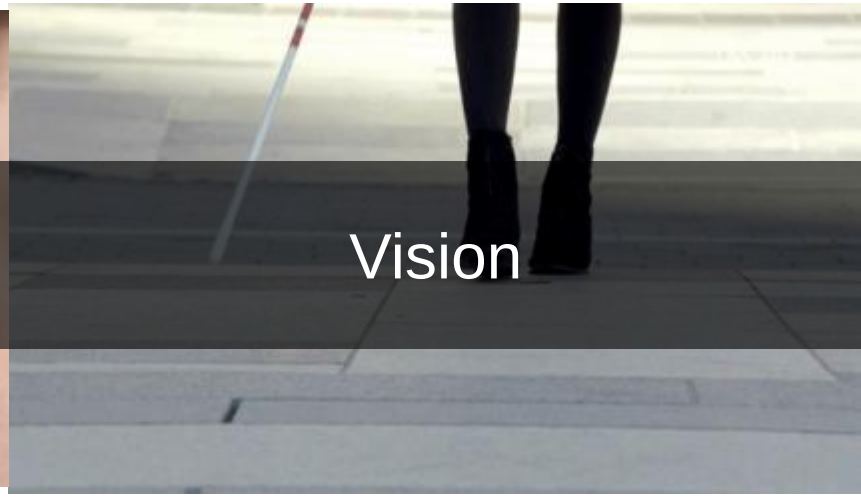
Advanced country of 65 years old : 15%(2012), 26%(2050)

The rate of increase in population : 4.5%(2015), 0.5%(2020)

Make money?

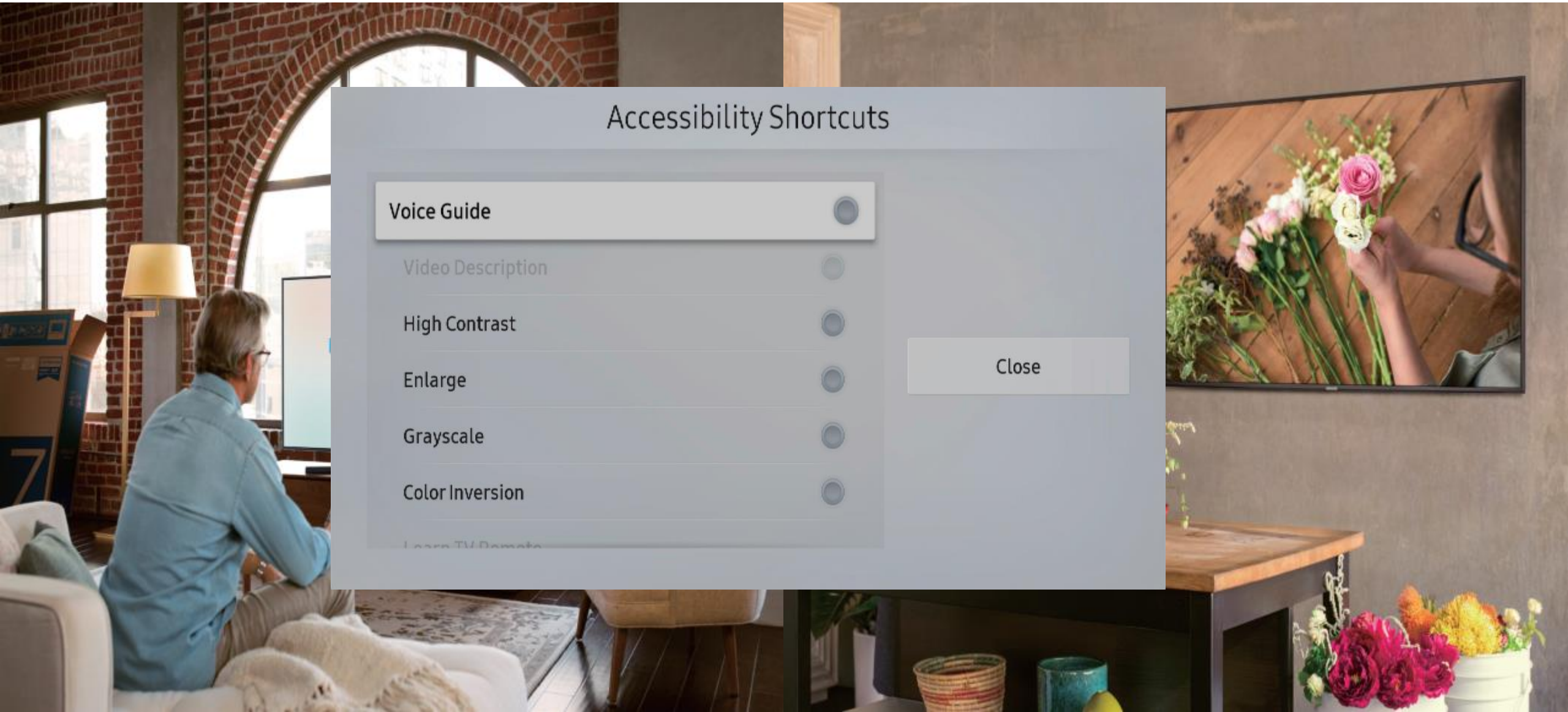
For someone, TV is Complicate and Difficult.
Samsung TV help more simple and easy for them!





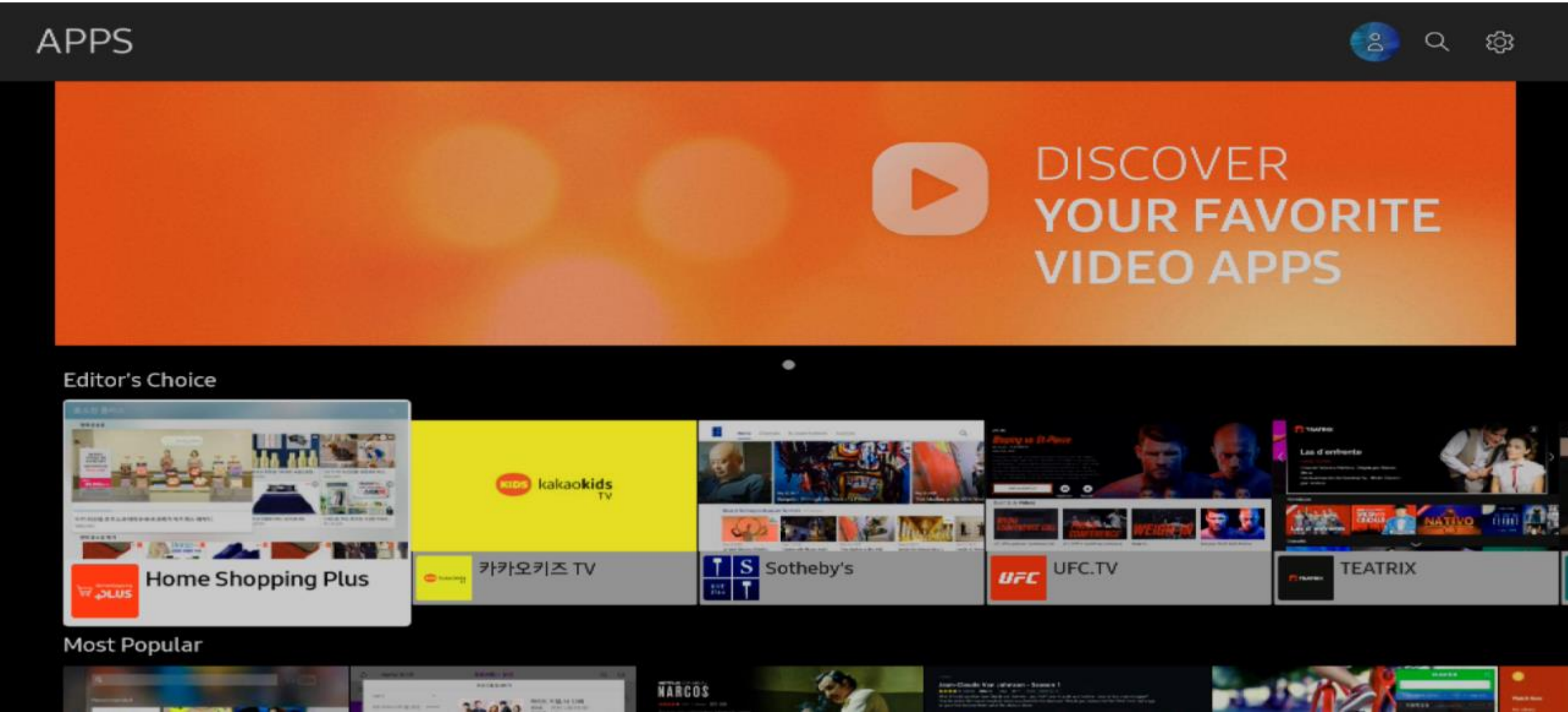
General

Accessibility Shortcuts
(접근성 기능의 쉬운 설정 방법 제공)

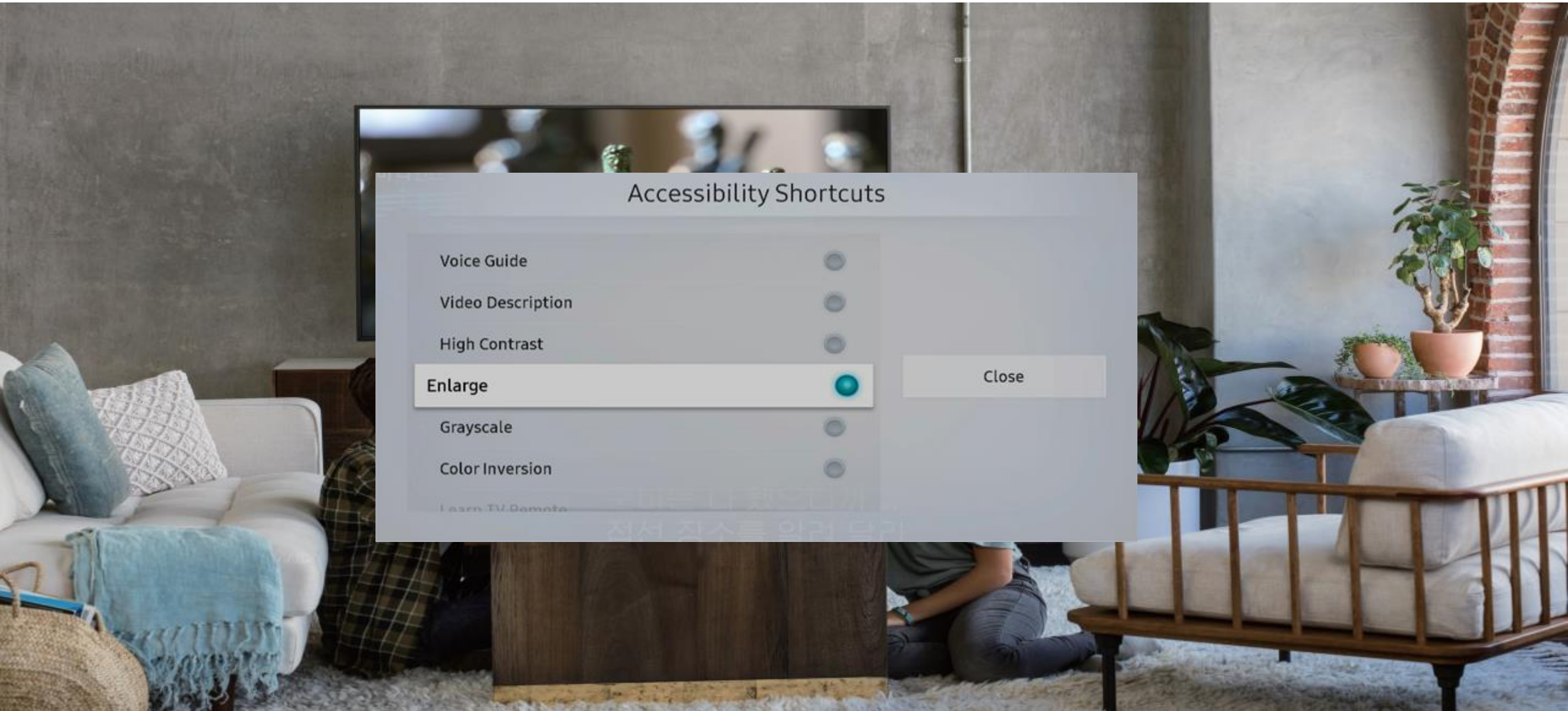


Vision

High Contrast
(저시력자를 위한 고대비 설정)



Enlarge
(저시력자를 위한 UI 확대)

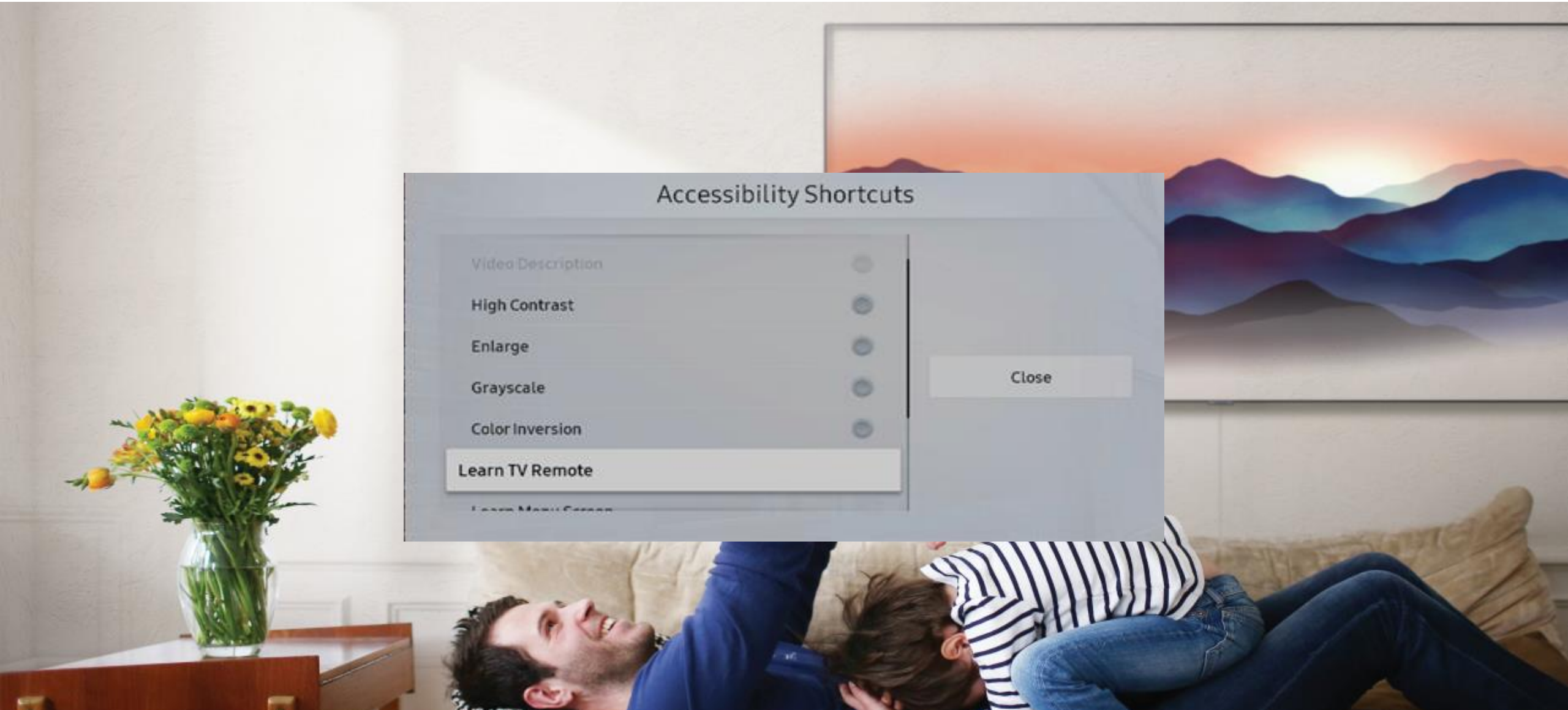


GrayScale, Color Inversion

< GrayScale >

< Color Inversion >

Learn TV Remote
(리모컨 버튼 설명)

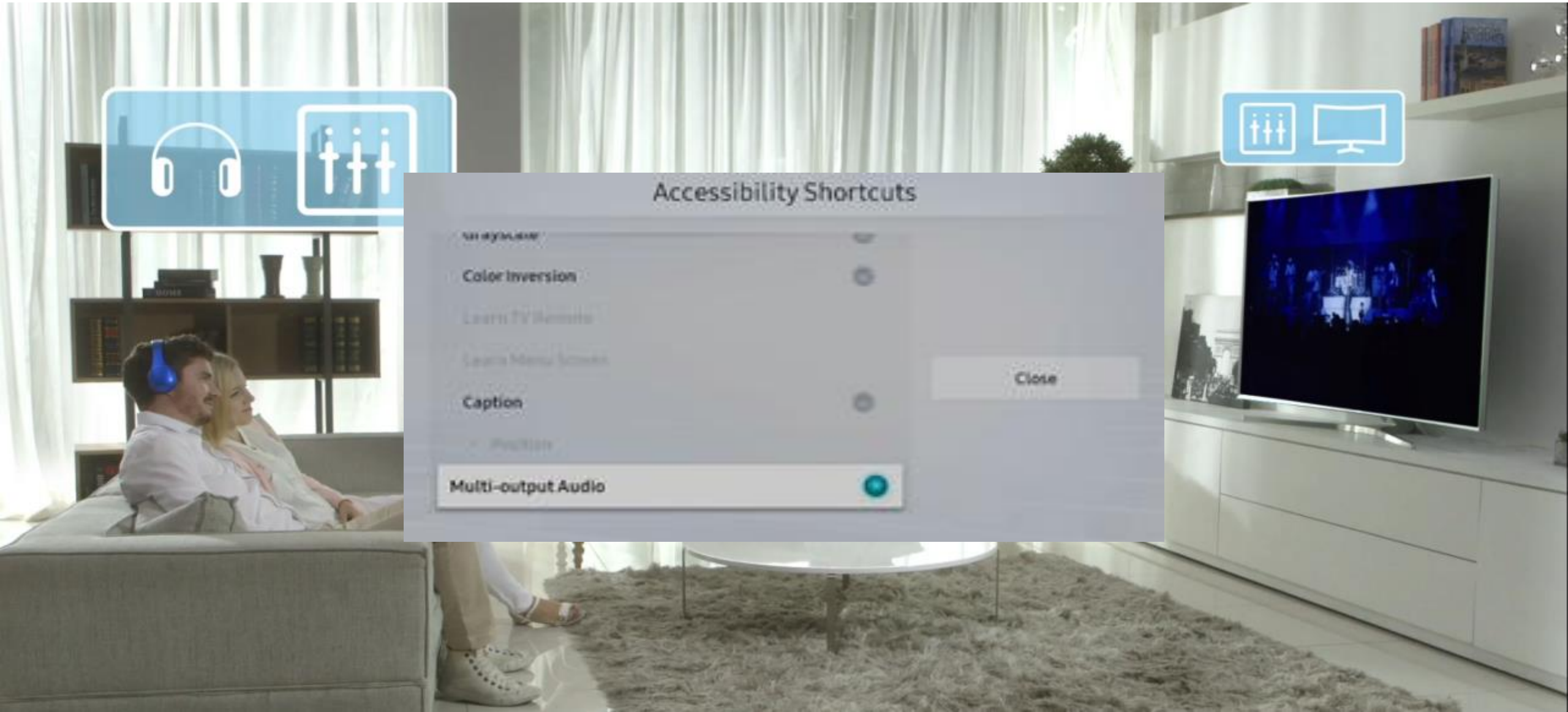


Learn Menu Screen
(TV 사용법 설명)

SeeColors App
(색약자를 위한 TV 화질 설정)

Hearing

Multi-Output Audio
(저청력 자를 위한 기능)



Thank you