

SAMSUNG



RESIDENTIAL

Samsung B2B Integrated Offering



Key Devices and Solutions

Enjoyment

Home entertainment

Crisp picture quality and dynamic sound delivers powerful immersion, enhancing the joy and thrill of home entertainment experience

- 1 Neo QLED TV
- 2 The Premiere
- 3 The Freestyle
- 4 The Terrace
- 5 JBL Party Box

Convenience

Smart kitchen & living

Experience an intelligence that adapts to your lifestyle and anticipates your needs, elevate life with smarter convenience

- 1 BESPOKE Refrigerator
- 2 BESPOKE Wall Oven
- 3 BESPOKE Microwave Oven
- 4 BESPOKE Dishwasher
- 5 BESPOKE Hood
- 6 Induction
- 7 BESPOKE AI Combo
- 8 AirDresser
- 9 ShoeDresser

Efficiency

Residential management

From remote control to complex service integration and energy management, everything is seamlessly managed through a single app

- 1 Integrated Control
- 2 Property Management
- 3 Parking Control Solution

Pristine

Air conditioning & purification

Innovative features maximize not only the comfort of your space but also create a tailored, optimal clean-air environment

- 1 WindFree™ 1way
- 2 WindFree™ Wall-mounted
- 3 BESPOKE Cube™ Air Purifier
- 4 Oxygen Generator
- 5 System Dehumidifier

Safety

Residential security

State-of-the-art technology ensures thorough safety and security for your home, inside and out

- 1 Intelligent Security Camera
- 2 AI Door Cam
- 3 BESPOKE Jet Bot Combo™ AI Steam
- 4 Home Camera



Smart experiences for RESIDENTIAL users

Samsung B2B integrated offering

Experience innovative, cutting-edge technology optimized for residential through the devices and IoT services provided by Samsung and its affiliates

Convenience

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Advanced technology brings
a new level of convenience

BESPOKE Refrigerator

Smart food management and energy saving

- AI Energy Saving Mode that adjusts energy consumption based on the situation
- AI Vision Inside for managing food inventory and recommending recipes

Perfect design for your space

- Trendy BESPOKE colors that complement any kitchen
- 700mm depth with a kitchen-fit design that seamlessly integrates with cabinetry

BESPOKE Wall Oven

Easy to control and manage

- Intuitive design allows for easy monitoring and control
- Steam function loosens food particles, making it easy to wipe away residue without the need for scrubbing

BESPOKE Microwave Oven

Easy cooking options with powerful performance

- Triple Distribution System ensures even heat distribution for perfectly cooked meals
- Durable ceramic interior for easy cleaning and maintenance
- Stylish glass exterior with simple and intuitive controls

*Availability may vary by country, region, service provider, network environment, or device, and may change without notice.
*Contact your regional sales manager for more details.

[BESPOKE Refrigerator AI saving mode]
*The AI power-saving mode is only supported by SmartThings, and there are some restrictions on the environment and usage of SmartThings.

[BESPOKE AI vision inside]
*As of March 2024, AI Vision Inside can recognize 33 food items. If the food is not recognizable, it may be listed as unknown item.
AI Vision Inside cannot identify or list any food items in the fridge door bins or freezer.

Elevate your kitchen with superior hygiene and care

BESPOKE Dishwasher

Exceptional cleaning power for large loads

- Four cleaning arms for a powerful wash
- Sterilize harmful bacteria and viruses with high-temperature direct water and dry with 100°C hot air

BESPOKE Hood

24/7 kitchen air quality management

- High airflow and low noise air sensor at 29dB for continuous kitchen management
- Automatic airflow adjustment based on fine dust levels
- Automatically turn ON/OFF when synced with Samsung induction cooktops

Induction

Effortless cooking with precise technology

- Cooking a greater variety of dishes at once
- Monitoring anytime, anywhere with SmartThings App and auto connectivity of induction and hood

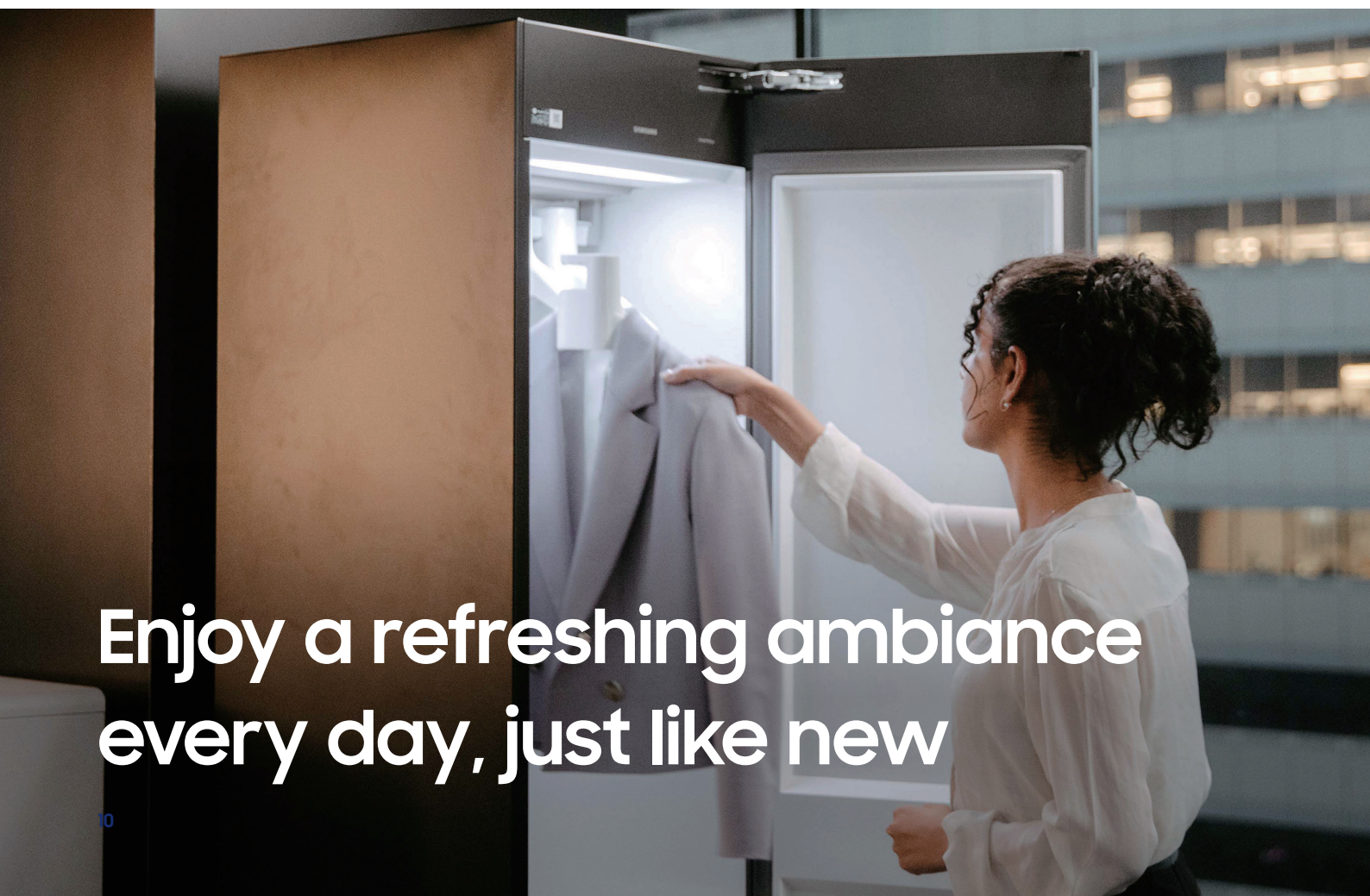
*The images shown are for illustrative purposes only.

[BESPOKE Dishwasher 100°C hot air]

*For our DW60** ***** model, it refers to the average temperature at each location from the built-in hot air heater on the left side of the dishwasher to the discharge port when operating the hot air drying option (from Heater to Discharge Port 114.8°C, Discharge Port 112.2°C, Intake Port 72.3°C). The internal and dish temperatures are maintained between 52-72°C during hot air drying operation to reduce concerns about damage.

[BESPOKE Range hood noise level]

*When tested under Normal Mode, the noise level reaches 29dB, which is similar to the noise level found in suburbs late at night.



Enjoy a refreshing ambiance
every day, just like new

BESPOKE AI Combo

All-in-one washing and drying solution

- Handle up to 25kg loads for washing and drying at the same time
- Custom drying that reduces fabric shrinkage, with optimized wash cycles based on load weight, type, and soil level
- Save up to 60% on washing and 30% on drying energy with AI Energy Saving Mode

AirDresser

Smart, high-capacity garment care

- Manage up to 9 garments at once: sterilize and deodorize
- Remove 10 types of viruses, including influenza A, adeno, and coronavirus
- Remove pollen and perchloroethylene particles

ShoeDresser

Advanced shoe care with air wash and UV deodorization filter

- Air wash and UV decomposition filter effectively remove 95% of shoe odors
- Low-temperature delicate drying under 40°C; faster than natural drying
- Xenon UVC lamp removes viruses and germs

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[BESPOKE AI Combo AI saving mode]

*Up to 60% time savings in washing and up to 30% in drying

1) Washing test conditions: KS C IEC 60456 test cloths 3kg, standard fabric sensing based on water supply temperature 20°C

2) Drying test conditions: KS C IEC 61121 test cloths 3kg, external temperature (23±2)°C, relative humidity (55±5)%

3) Test course: AI customized

4) Test method: Comparison of power consumption with the AI saving mode ("maximum saving" selected) turned on or off

5) Test model: WD25DB*****

*The above two tests are self-test results verified by KATRI (Kora Apparel Testing & Research Institute) and may vary depending on actual usage environment.

[Air Dresser]

*Results are from preclinical laboratory at College of Pharmacy, Korea University and may vary depending on actual usage environment.

*Test results are verified by international certification agency Intertek and may vary depending on actual usage environment.

[Shoe Dresser]

*Virus Sterilization: Test conducted by Pharmaceutical Science Research Institute, College of Pharmacy, Korea University and test results verified by Intertek, an international certification agency. Test results may vary depending on actual usage environment.



Experience technology that
enhances comfort and
saves energy

WindFree™ 1way

Refreshingly cool without direct airflow

- WindFree™ cooling delivered through over 10,000 micro-holes
- Automatically switch from normal cooling mode to WindFree™ mode based on thermostat settings

Air purification for all seasons

- Remove ultra-fine dust with a PM1.0 filter
- Purify air during spring and fall when dust and pollen levels are high

Energy saving

- WindFree™ cooling saves energy compared to normal cooling

*Availability may vary by country, region, service provider, or device, and contact your regional sales manager for more details.

[WindFree™ Air Conditioner Feature]

*American Society of Heating, Refrigerating and Air-Conditioning Engineers(ASHRAE) define Still air(WindFree™ Air Conditioner)as lower than 0.15m/s wind with no ColdDraft.

*Operating conditions : Outdoor unit AC140BXAPH3, Indoor unit AC140BN4PBH1 (Panel : PC4NUFK1NW) Standard cooling operation : Outdoor (35°C DB / 24°C WB), Indoor (27°C DB / 19°C WB)



Create the healthiest,
most comfortable space with
WindFree™ technology

WindFree™ Wall-mounted

Refreshingly cool without direct airflow

- WindFree™ cooling delivered through over 21,000 micro-holes
- Automatically switch from power cooling to WindFree™ mode based on temperature and humidity levels

Convenient hygiene management

- Easily detachable and washable WindFree™ panel and pre-filter
- Automatic heat exchanger drying system ensures internal hygiene

Energy saving

- WindFree™ cooling saves energy compared to normal cooling

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[WindFree™ Air Conditioner Feature]
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BESPOKE Cube™ Air purifier

Stronger premium air purifier

- Triple purification system that handles everything from fine dust to sterilization
- Faster air purification with 4-way surround airflow and a purification booster
- Automatically turn off to save energy once indoor air quality is improved

Oxygen Generator

Real-time oxygen supply system

- Maintain forest-like oxygen levels
- Provide the optimal living environment by integrating with Samsung HVAC products
- Enhanced usability with b.IoT control

System Dehumidifier

Ceiling-mounted dehumidifier with excellent space efficiency

- Can be installed in dressing rooms, bedrooms, or living rooms with a built-in ceiling mount
- Powerful dehumidification performance of 4.7 liters per day with a convenient built-in drainage system
- Inverter compressor for low power consumption

Keep your home fresher
and cleaner

*The images shown are for illustrative purposes only.

[BESPOKE Cube Air Purifier]

*Removes 99.999% of 0.01 μm fine dust particles

*Tested by a domestic accredited testing institute; performance may vary depending on actual usage environment.



Neo QLED TV

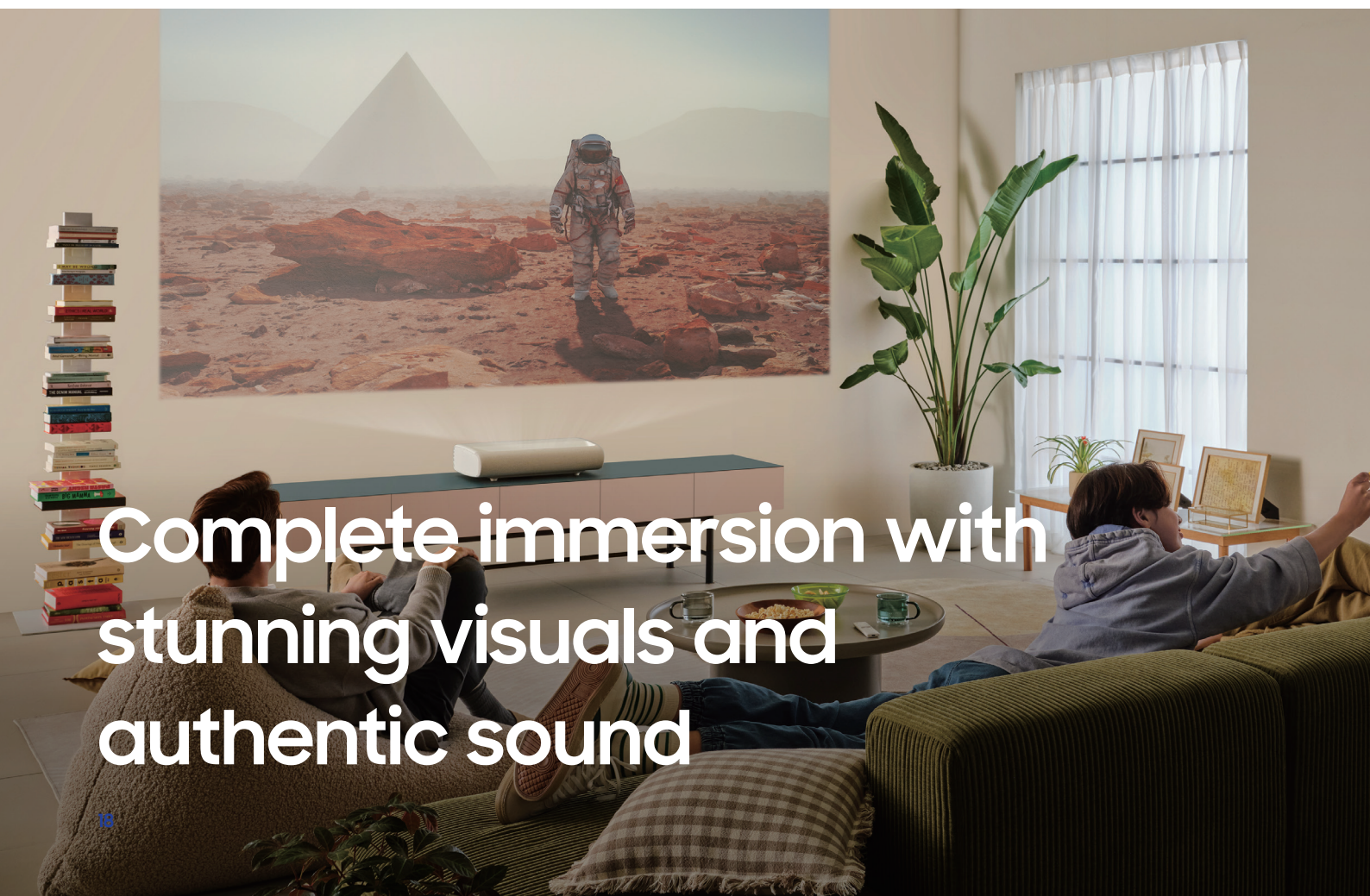
Impressive picture quality and detailed performance

- Clear and comfortable viewing on large screens with Quantum Mini LEDs
- Optimized picture quality, resolution, and sound with the NEO Quantum 4K Processor
- Eye Comfort Mode adjusts screen brightness according to surrounding light levels

The Premiere

Premium home cinema experience

- Achieve 4K quality with Triple Laser technology, which separates red, blue, and green for enhanced clarity
- Experience a large screen even when placed close to the wall with ultra-short throw technology
- Play games directly without a console by connecting to various gaming platforms with Tizen OS



Complete immersion with
stunning visuals and
authentic sound

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*Viewing experience may differ depending on content type and format.
*Some features and functions provided by connected devices may not be supported or offer limited use.

[The Premiere]
*Minimum distance from wall required for product placement, which can vary depending on screen size being projected.
*Screen size varies depending on projection distance and installation environment.
*Use of Samsung Tizen OS requires agreement to Samsung Terms of Use and Privacy Policy. Samsung account is required for full access to all features.



The Freestyle

Portable projector for large outdoor screens

- Excellent auto screen setting feature (16:9 aspect ratios)
- Adjustable projection distance for up to 254cm large screen
- Built-in powerful speaker providing rich 360° Dolby sound

Easy to use outdoors

- Tap View feature allows automatic mirroring with a simple tap on your smartphone
- Easy power connection with USB-C cable, and portable battery for outdoor use

The Terrace

Outdoor TV perfected with QLED

- Clear picture quality even under bright sunlight
- Anti-glare technology for an optimized outdoor viewing experience
- 4K upscaling for enhanced resolution even with low-quality content

Durability and smart features

- IP55-rated water and dust resistance, with durability in environments ranging from 31°C to 50°C
- Access various video streaming apps and browse the internet with ease

JBL Party Box

Dynamic light show and powerful party sound

- Powerful sound with dual 155mm woofers and 55mm tweeters
- Light show synchronized to the music
- IPX4-rated splash resistance and wide usability with Bluetooth wireless streaming

Enjoy smart entertainment
wherever you are

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[The Terrace 4K upscaling]
*The 4K AI image quality conversion function converts FHD video to 4K resolution and corrects and optimizes image quality, which may vary depending on the video.
*May not apply when connecting a PC or in game mode.
[The Freestyle]
*Portable battery attachment or power connection required for using The Freestyle.
*Portable battery sold separately.



Increase operational efficiency
with fast, precise integrated
management

Integrated Control

Remote device control and service management
with SmartThings pro

- Remote control and management of smart home devices through the home network
- Monitor elevator calls, receive various notifications in the complex, and check indoor monitoring and parking information
- Grant residents access rights and control of device operations

Energy management

- Remotely manage home energy usage
- Adjust energy consumption based on solar/Energy Storage System (ESS) status and optimize EV charging times

Property Management

Integrated management of public/rental housing
and smart home experience

- Conveniently control various smart devices through SmartThings Pro
- Assign or revoke device permissions for residents upon move-in or move-out
- Preventive measures with access to appliance diagnostics and repair information



Integrated control of
building facilities



Energy
management



Comprehensive air
quality management



Integration with
other systems

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*Effect of energy saving algorithm may vary depending on the actual usage environment.
*Information above is subject to change with software updates.



Parking Control Solution

License plate recognition

- High recognition rate with the License Plate Recognition (LPR) solutions
- Prevent misrecognition with automatic correction

Convenient use with b.IoT integration

- Access of information such as entry/exit data, occupancy/vacancy status, and fee details through b.IoT integration
- Provide tailored functionality for drivers, managers, and parking discount applications

Experience the convenience of
a cutting-edge parking system

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Revolutionizing family safety

Intelligent Security Camera

Automated access control solution

- Outstanding object detection and analysis
- Integration of CCTV video security, automated access control, and intelligent central control
- Voice warning announcements triggered by event detection technology for fires, thefts, and intrusions

AI Door Cam

Smart home security solution

- Wide surveillance range with dual front-facing cameras
- Confirm the entry of family members and visitors

Remote monitoring features

- View real-time video and engage in two-way voice communication through your smartphone
- Receive voice notifications for package arrivals and online transactions

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Ensuring thorough safety,
for your home, inside and out

BESPOKE Jet Bot Combo™ AI

Home monitoring technology

- When absent, the device can move to designated areas, allowing you to check various parts of your home using its built-in camera

Powerful and distinctive performance

- Effectively vacuum dust, hair, and debris with a digital inverter motor and anti-tangle brush
- Clean stubborn dirt and stains from floors with a powerful rotating mop
- Optimize cleaning with five sensors and space recognition technology

Home Camera

Reliable internal and external monitoring

- Detect indoor movement through sensors and monitors the home's interior with cameras
- Monitor the perimeter of home 24 hours a day and send alerts when unauthorized individuals or suspicious objects are detected

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RESIDENTIAL Solution Map

Convenience : Smart kitchen & living



BESPOKE Refrigerator



BESPOKE Wall Oven



BESPOKE Microwave Oven



BESPOKE Dishwasher



BESPOKE Hood



Induction



BESPOKE AI Combo



AirDresser



ShoeDresser

Enjoyment : Home entertainment



QLED TV



The Premiere



Harman AV



The Terrace



The Freestyle



JBL Party Box

Efficiency : Residential management

Integrated Control
Property Management



Parking Control System

Pristine : Air conditioning & purification



BESPOKE WindFree™ 1way



WindFree™ Wall-mounted



Air Monitor



BESPOKE Cube™ Air purifier



Oxygen Generator



System Dehumidifier

Safety : Residential security



Intelligent Security Camera



AI Door Cam



BESPOKE JET BOT COMBO™ AI STEAM



Home Camera

SAMSUNG