SAMSUNG



Multifunctional Space

Samsung B2B Integrated Offering



Entertainment

Immersive visual signage

Enhance the competitiveness of multifunctional space with unique cultural and entertainment experiences unavailable elsewhere

1 Luxury Outdoor Signage

2 Smart Indoor Signage

3 Onyx

4 Harman Professional Solutions

Retail

Intelligent technology

Achieve greater operational efficiency and significant cost savings for your building by implementing automation and unmanned solutions

1) Smart Signage

5 Smart Kiosk

2 VXT

6 Robot

3 Security Camera

4 Table Order Tablet

7 Smart Parking System

8 EV Charging System

Office

Digital transformation

Experience enhanced convenience and satisfaction through Samsung's latest IT and digital technologies

1 Interactive Pro

6 WindFree™ 4-Way Cassette

2 PEMS

3 Galaxy Book

4 Knox

5 Air Monitor™

7 BESPOKE Cube™ Air Infinite Line

8 Oxygen Generator

Control Room

Integrated management

Enable efficient operations by integrating facility and service management across the building

Next-gen Building Solution

2 SmartThings Pro

3 5G Private Network

4 MCPTX Solution

5 PSS

Residential

Customized environment

Enjoy a more convenient and fulfilling lifestyle with home appliances tailored to user needs

1 WindFree™ 1Way

2 Neo QLED TV

3 The Premiere

4 BESPOKE AI Combo

7 BESPOKE Refrigerator Family Hub

8 BESPOKE Dishwasher 9 BESPOKE Induction

5 BESPOKE Jet Bot Combo™ Al Steam

6 BESPOKE AirDresser

10 Dual Cook Steam Oven

ESG

Sustainability leadership

Prioritize public safety infrastructure and eco-friendly building certifications to ensure excellence and sustainability in multifunctional space

1 LEED Certification

2 WELL Certification



Multifunctional Space Management

Samsung B2B integrated offering

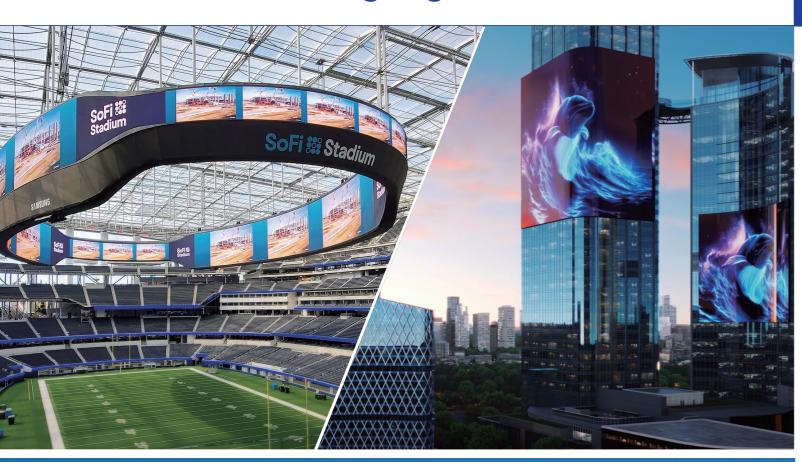
Discover the advanced DSS (Devices, Solutions, and Services) of Samsung and its affiliates, offering an efficient and safe experience for operators and a special and convenient cultural experience for visitors

EntertainmentLuxury Outdoor Signage

Smart Indoor Signage Onyx Harman Professional Solutions
Office Interactive Pro PEMS (Personal Environment Management Sealaxy Book
Knox Air Monitor™ WindFree™ 4-Way Cassette BESPOKE Cube™Air Infinite Line Oxygen Generator
Residential
WindFree™ 1Way Neo QLED TV The Premiere BESPOKE AI Combo BESPOKE Jet Bot Combo™ AI Steam BESPOKE AirDresser BESPOKE Refrigerator Family Hub BESPOKE Dishwasher BESPOKE Induction Dual Cook Steam Oven
Retail
Smart Signage VXT (Visual experience Transformation) Security Camera Table Order Tablet Smart Kiosk Robot Smart Parking System EV Charging System
Control Room
Next-gen Building Solution SmartThings Pro 5G Private Network MCPTX Solution (Mission Critical Push to Ex PSS (Personal Safety Solution)

ESG

LEED Certification	39	
WELL Certification	39	





Luxury Outdoor Signage

Strong promotional impact

- Delivers vibrant content that distinguishes nearby urban spaces and buildings, transforming locations into key community hubs
- · Promotes tenants and showcases diverse cultural content through media facades

Advanced visual quality with high brightness and refresh rate

- Provides sharp visuals with LED HDR (High Dynamic Range) technology that enhances clarity and brightness
- · Achieves high-resolution imagery with a fine 10mm pixel pitch¹
- Optimized brightness reduces glare while maintaining accurate colors no extra metadata required

Signage with robust durability and safety features

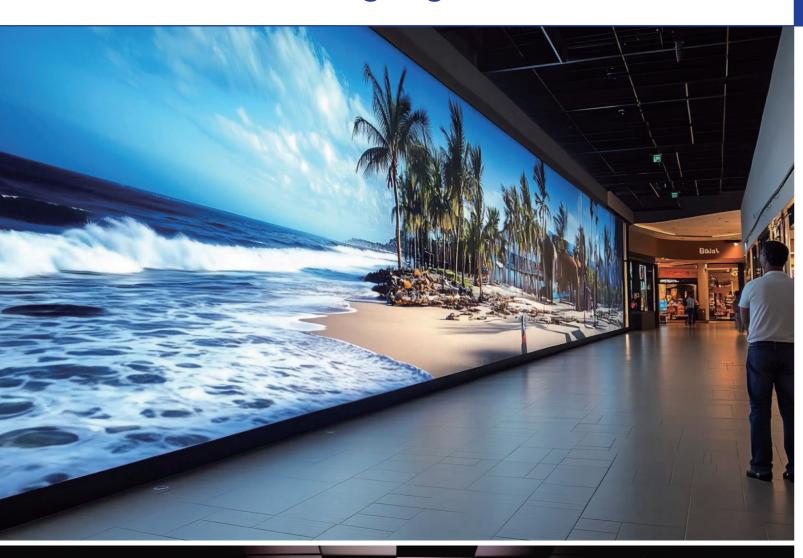
• The IP65² waterproof design, rated for both the outside cabinet and internal components, ensures reliable use during downpours

Key Installation References

- · SoFi Stadium [NFL] (Jul 2020, USA)
- · Las Vegas Raiders Stadium [NFL] (Aug 2020, USA)
- Golden State Warriors Chase Center [NBA] (Oct 2019, USA)
- · Hyundai Department Store (Mar 2018, KOREA)
- · SM Town in Coex (Mar 2018, KOREA)

¹ Only available on certain models(XA100T, XA100TL,XA100T-H). Pixel pitch refers to the distance between adjacent pixels on an LED display. It directly affects the display's resolution and image quality. A smaller pixel pitch means more pixels are packed into the same area, resulting in higher resolution and improved image clarity. For example, a 10mm pixel pitch indicates that each pixel is spaced 10mm apart, which contributes to higher resolution and sharper images.

² IP65 (Ingress Protection): Degrees of protection provided by enclosures (IEC 60529)





Smart Indoor Signage

Flexible installation for any space

- · Variety of bespoke cabinet options, including Flat, L-type, Curve, and Fascia, businesses can have ultimate control to create the ideal display for their space
- Provides an interior effect suitable for various spaces and high information delivery power



Improved energy efficiency

 XHB Fascia Series(Smart signage) operates at just 700 W/m², reducing power consumption by up to 22.2% compared to conventional models, supporting sustainable business operations¹

Onyx

Delivering a new level of cinematic impact with cinema LED signage

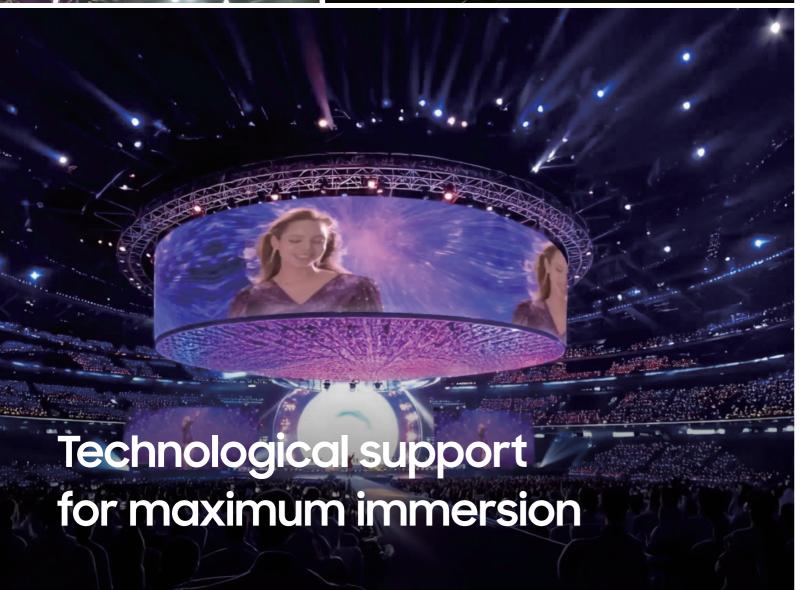
- Supports 4K (4,096×2,160) resolution and HDR (High Dynamic Range) image quality, featuring a self-emitting LED display with an overwhelming contrast ratio for a clear black tone
- · 300 nits of high brightness to realize realistic HDR (High Dynamic Range) video
- · Achieves ultra-large sizes up to 20ms for a cinematic experience
- · Backed by proven technology, installation expertise, and operational capabilities

¹ 22.2% Power Savings: This figure is based on the XHB-S P8 cabinet and reflects a comparison with Samsung's previous outdoor LED signage. XHB Series: Samsung's outdoor LED display line that delivers exceptional visuals and vivid content in any environment.

 $[\]mbox{\ensuremath{\star}}$ Images shown are for illustration purposes only and may vary according to real usage.



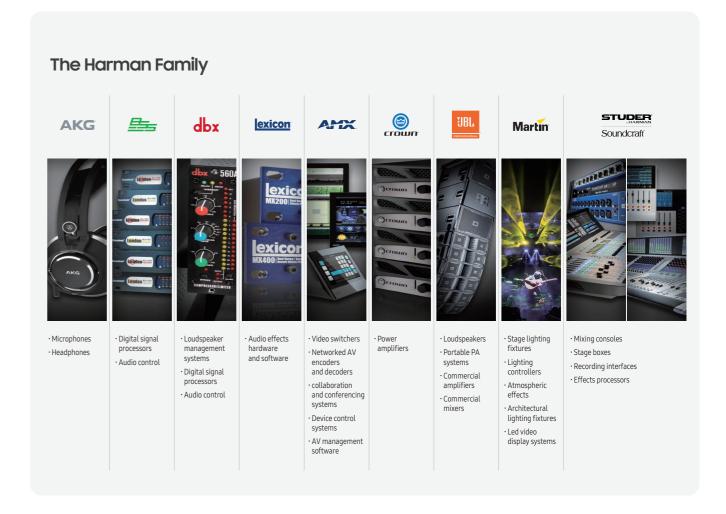




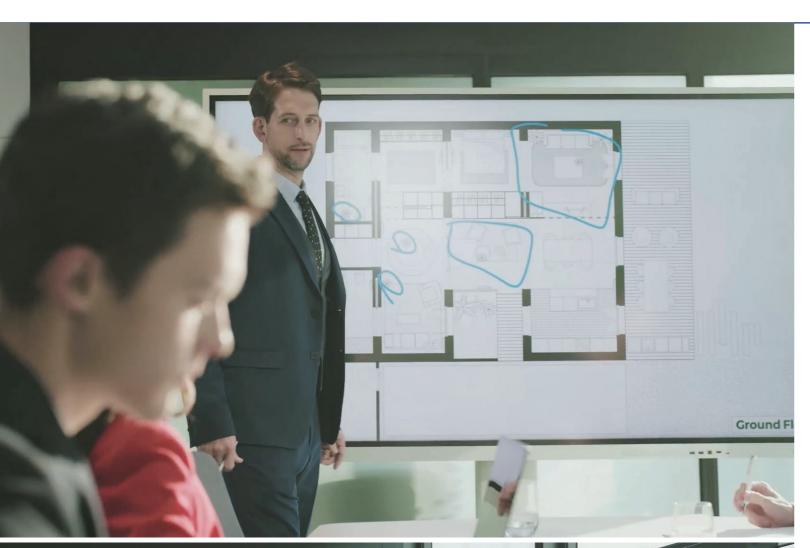
Harman Professional Solutions

A whole new level of immersion with precise and powerful sound

- · Provides customized audio systems tailored to the size of each space for optimal performance
- · Reduces acoustic dead zones to improve sound impact
- Advanced sound solutions through a diverse portfolio of microphones, amplifiers, speakers, and audio brands



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Interactive Pro

Smart solutions to reduce workplace stress

- · Remotely access your PC or work directly on the monitor, bypassing the need for a PC via built-in productivity apps, creating a simpler and more efficient work environment
- With SmartView+, up to 50 devices can be simultaneously connected to the interactive display wirelessly, in addition to enabling multi-view on up to 4 screens¹
- Cable-less screen sharing functionality is ideal for larger meeting²

Enhancing workflow efficiency through versatile connectivity

- · Interactive Pro provides multiple connectivity options including USB-C, USB, HDMI, DP and OPS slot
- Users can easily connect any device to access content and display information on a larger screen, as well as connect to any network or devices through LAN port and wireless screen-mirroring

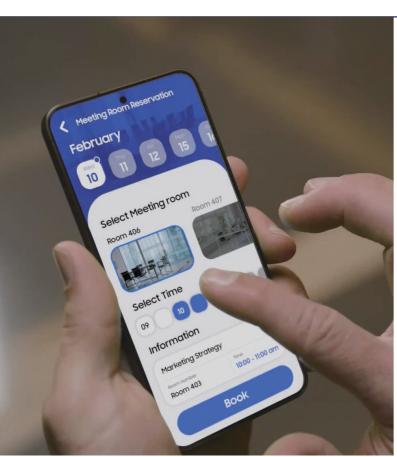
Better interaction with exceptionally responsive multi-touch

- Delivers a realistic, smooth writing and drawing experience
- Touch technology with 26ms latency and 2,048 points of pressure is built directly into the display to unlock creativity
- Interactive Pro enables up to 20 simultaneous touch points³ for enhanced collaboration

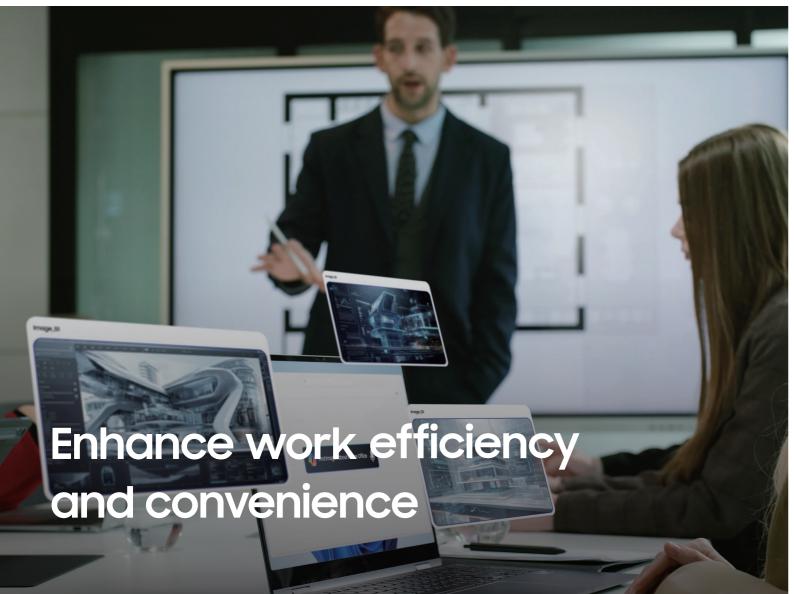
⁷ When compared to previous Flip models. Available apps may vary by region and require service subscription.

² Web Browser Requirements: Chrome 72 or later, Safari 13 or later, Edge 79 or later, Firefox 66 or later.

^{*} 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.







PEMS (Personal Environment Module System)

Implementing a Tech-Ready Smart Office

- · Creates a convenient working environment by controlling air conditioning, lighting, and blinds
- · Convenient access and visitor invitations are possible through facial recognition devices
- · Meeting rooms, desks, and common areas can be easily reserved
- Easy registration and processing of office announcements and complaints





Galaxy Book

An optimized work environment with Galaxy Book

- Boosts efficiency by integrating various Galaxy devices and technologies with the super-fast Intel® Core™ Ultra processor (Series 2), upgraded graphics and an advanced NPU capable of up to 47 TOPS¹
- · Just one charge helps keep you productive with the all-day battery, supporting up to 21hrs of battery life²

Strong security solutions for individuals and businesses

- Equipped with a dedicated security chip that defends the device in real-time and protects important system data from potential threats or intrusions using Knox
- · With a chipset-based security solution, personal areas are separated from work areas in a containerized manner, enabling efficient security management of business data
- Remote configuration of large numbers of business devices streamlines IT management tasks

NPU performance differs depending on the processor. The Intel® Core™ Ultra 5 (Series 2) and Intel® Core™ Ultra 7 (Series 2) support 40 TOPS and 47 TOPS, respectively. Enhanced CPU and GPU performance figures are based on a comparison between the Galaxy Book5 Pro 35.6cm with Intel® Core™ Ultra 7 (Series 2) 258V processor and the Galaxy Book4 Pro 35.6cm with Intel® Core™ Ultra 7 (Series 1) 155H processor. CPU single-core performance improved by 29% (Cinebench R24 test), and GPU performance improved by 26% (Wildlife Extreme Unlimited test).

² Based on testing the 16" model on local 1080p resolution video playback, default video player (full screen), 150 nit brightness, default earbud volume. Wi-Fi and mobile network off and keyboard backlight off. The 14" model lasts up to 21 hours. Results may vary depending on settings, usage and other factors

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Air Monitor™

Real-time indoor air quality monitoring and purification

- · Manage air quality by sensing temperature, air pollution, and fine dust in real-time
- Automated air conditioning and purification via SmartThings integration

WindFree™ 4-Way Cassette

Delivering cool comfort without cold drafts

- Thousands of micro holes to distribute air throughout the space without blowing directly on the occupants1
- · Provides fast and uniform cooling for large spaces with airflow extending up to 8 meters

BESPOKE Cube™Air Infinite Line

Ensuring a dust-free environment

- · Captures ultrafine particles with the dust collection filter
- · Neutralizes odors with a photocatalytic deodorization filter
- Reusable filter reduces maintenance costs

Oxygen Generator

Indoor fresh oxygen supply helps to improve work productivity and manage the daily condition of occupants

- · High-concentration oxygen supply creates a comfortable environment
- Removal of harmful substances in the air

⁷ The WindFree™ unit delivers an air current of less than 0.15 m/s in WindFree™ mode. According to ASHRAE 55-2013 (American Society of Heating, Refrigerating and Air-Conditioning Engineers), airspeeds below 0.15 m/s are considered "still air"

^{*} Availability may vary by country, region, service provider, or device. Please contact your regional sales manager for more details. * Images shown are for illustration purposes only and may vary according to real usage. * Tested by an accredited testing institute in Korea.

^{*} Performance may vary depending on actual usage environment.

^{*} The SmartThings App, wi-fi connection and Samsung account are required to use the features above. The SmartThings App is available on Android and iOS devices.

* Must download the SmartThings app available on Android and iOS devices. A Wi-Fi connection and a Samsung account are required.







WindFree™ 1Way

Get cool fast and stay comfortable

- Automatically changes from fast cooling to WindFree™ cooling based on temperature and humidity¹
- Energy saving by WindFree[™] cooling compared to normal² (1Way: up to 61%, RAC: up to 58%)

Neo QLED TV

The standard of ultra-high definition and extra-large TV

- · Clear and comfortable viewing with Quantum mini LED
- Cinematic sound experience with Dolby Atmos technology
- Allows the control of other devices while watching TV with SmartThings

The Premiere

A unique home cinema experience

- Maximized screen experience with ultra-short throw even when installed close to the wall³
- Decorating an entire wall with birthday messages or pictures with custom ambiance⁴
- Cinematic sound experience with Dolby Atmos technology

¹ The American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) defines still air (WindFreeTM Air Conditioner) as lower than 0.15m/s wind with no ColdDraft.

² Operating conditions: Outdoor unit AC140BXAPHH3, Indoor unit AC140BN4PBH1 (Panel: PC4NUFK1NW) Standard cooling operation: Outdoor (35°C DB / 24°C WB), Indoor (27°C DB / 19°C WB),

³ Minimum distance from wall required for product placement, which can vary depending on screen size being projected.

⁴ Screen size varies depending on projection distance and installation environment.

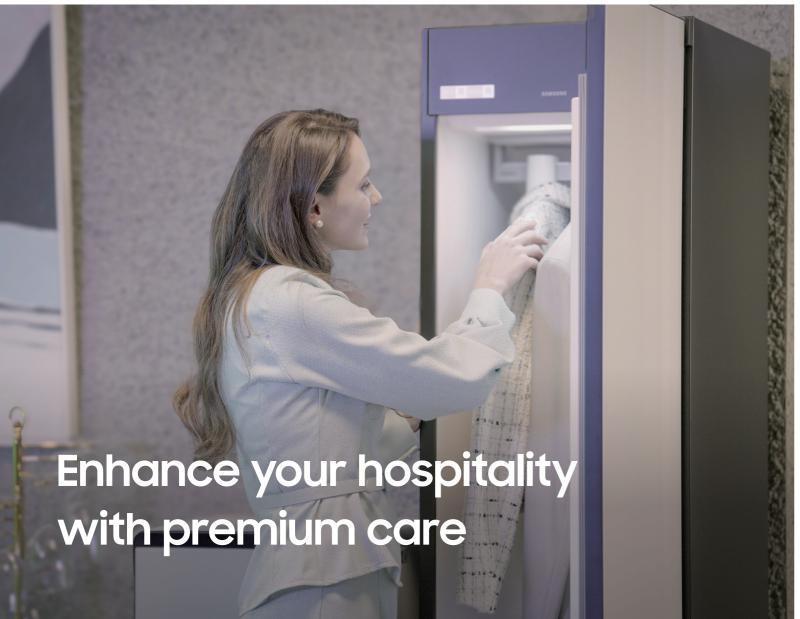
^{*} The images shown are for illustrative purposes only.

* 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.







BESPOKE AI Combo

Quick washing and drying all at once in a single drum

- The Bespoke AI Laundry Combo™ machine is the fastest and largest All-in-One washer & dryer in the industry¹
- Capable of handling up to 25kg loads simultaneously for washing and drying²
- Features AI Energy Saving Mode to reduce energy consumption during washing and drying

BESPOKE Jet Bot Combo™ AI Steam

Handles tedious household tasks and provides home monitoring while you're away

- Effectively removes stubborn stains using powerful dual mop pads that rotate at 170rpm for deep cleaning³
- · Optimal cleaning by detecting floors or carpets with sensors
- Automatic dust collection and mop cleaning with a steam cleaning station

BESPOKE AirDresser

Keeps your clothing fresh and well-maintained

- Effectively reduces pollen and perchloroethylene particles to ensure optimal garment hygiene
- Manages up to 9 garments at a time⁴

² BESPOKE AI Combo AI Energy saving mode.

Up to 60% Energy 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)%.

A Wi-Fi connection and a Samsung account are required.
 The above two tests are self-test results verified by KATRI

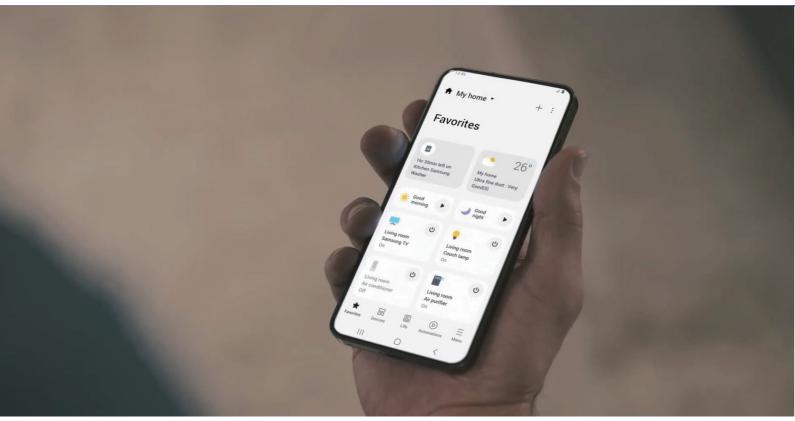
(Korea Apparel Testing & Research Institute) and may vary depending on the actual usage environment

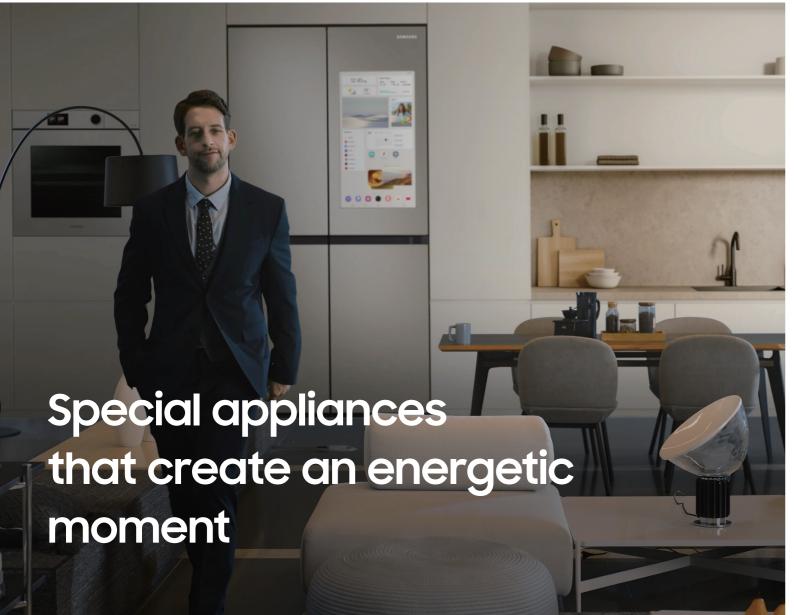
³ Using Max mode in accordance with the IEC62885-2 CL 5.11 standard

¹ Based on a 10 lb DOE load among washer/dryer combinations equipped with heat pump drying

The "Large Load Care" course can accord such as T-shirts or dress shirts. odate up to 9 garments only when all items, including those hung in the Air Hanger, are of similar thickness,

^{*} Must download the SmartThings app available on Android and iOS devices. A Wi-Fi connection and a Samsung account are required





BESPOKE Refrigerator Family Hub

Smart food management and energy-saving

- Adjusts power consumption based on conditions with AI Energy Mode¹
- Features AI Vision inside for efficient inventory management and recipe suggestions²

BESPOKE Dishwasher

Exceptional cleaning power for large loads

• Effectively sterilizes harmful bacteria and viruses using high-temperature direct water, and thoroughly dries dishes with 100°C hot air³

BESPOKE Induction

Effortless cooking with precise technology

- Enables cooking a greater variety of dishes simultaneously
- Enables monitoring anytime, anywhere using the SmartThings App, with automatic connection to induction

Dual Cook Steam Oven

Enhance your cooking experience with intelligent features

- Make cooking easy, fun and shareable with the assistance of AI Pro Cooking⁴
- Creates a stylishly simple and seamless appearance, aligning with the current trend for clutter-free and clean styling

⁷ Only available for smart appliances that are compatible with SmartThings. The AI power-saving mode is only supported by SmartThings, and there are some restrictions on the environment and usage of SmartThings.

² As of March 2024, Al Vision Inside can recognize 33 food items. If the food is not recognizable, it may be listed as an unknown item. Al Vision Inside cannot identify or list any food items in the fridge door bins or freezer.

³ Refers to the average temperatures measured at key points within the built-in hot air heater on the left side of the BESPOKE Dishwasher DW60** ***** model when the hot air drying option is activated (Heater to Discharge Port: 114.8°C, Discharge Port: 112.2°C, Intake Port: 72.3°C). The internal compartment and dishes maintain a temperature range of 52–72°C during hot air drying to minimize the risk of damage.

⁴ Only available on certain models(NV7B7997AAA/U4).

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* Contact your regional sales manager for more details.



A Satisfing space for all

Smart Signage

Delivering clear information in any environment

- Ensures constant visibility day and night
- Withstands various outdoor conditions through water-proof, moisture-proof, and dust-resistant functions1
- Enables customers to swiftly explore the menu and make informed choices
- Assures business efficiency by delivering necessary information

VXT (Visual experience Transformation)

Helps with eye-catching visual marketing

- Samsung VXT and the cloud-based digital signage software solution makes it easy for users to reap the benefits
- · Offers easy scheduling and content production options for untrained staff
- VXT enables seamless content and remote display management within a single secure platform
- · Provides notifications and updates for important information across various environments

Security Camera

Smart monitoring assistance

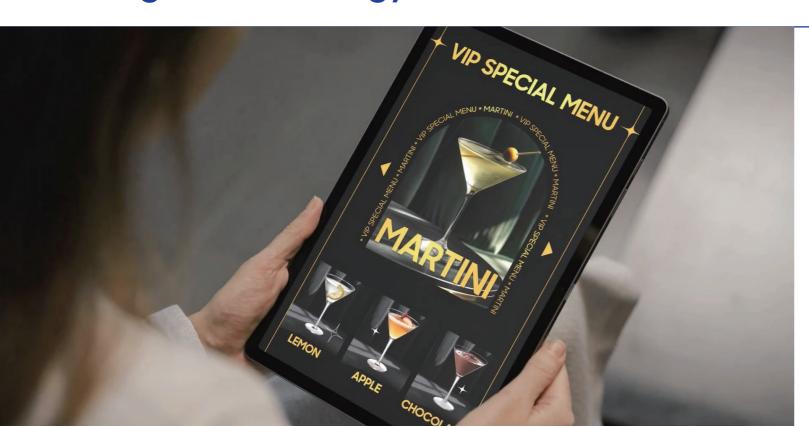
- 360° surveillance is possible through fisheye lens footage
- · Provides store management-optimized solutions such as POS equipment integration, people counting, and heat maps
- · Mobile solutions are available on Android and iOS divices

¹ IP65 (Ingress Protection): Degrees of protection provided by enclosures (IEC 60529).

^{*} Images are for illustrative purposes only and may contain services that are not yet available

^{*} All functions are subject to software updates, as applicable.

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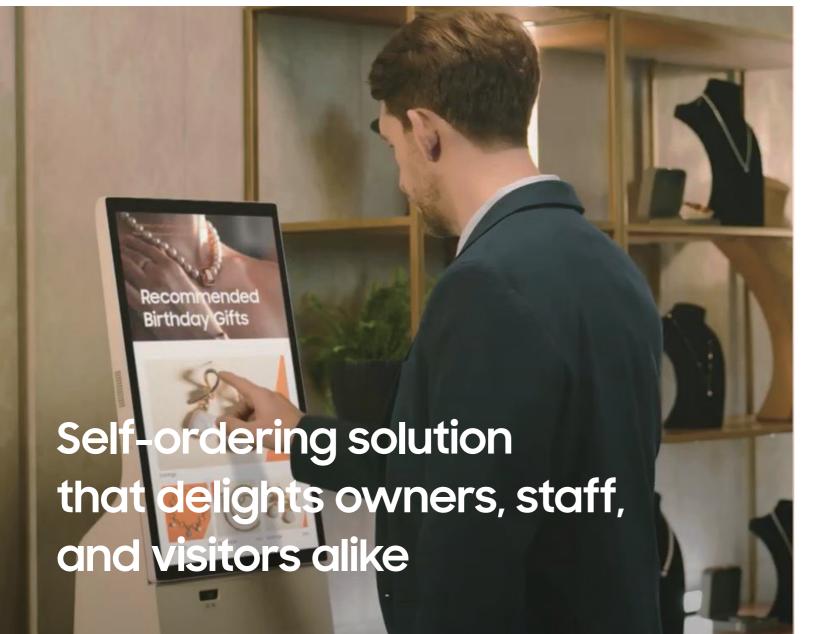


Table Order Tablet

Simplifying dining experiences

- Customers can easily place orders directly from their table
- Helps reduce errors in taking orders, enhancing customer satisfaction
- Reducing ordering time, enhancing overall restaurant efficiency and alleviating the burden on staff

Smart Kiosk

Elevating customer experience & efficiency of operation

- Helps decrease order processing time and enhance labor efficiency compared to traditional in-person ordering
- Provides intelligent up-selling and cross-selling suggestions to help boost overall sales
- Offers versatile installation options including stand-alone, countertop, and wall-mounted configurations with compact sizing

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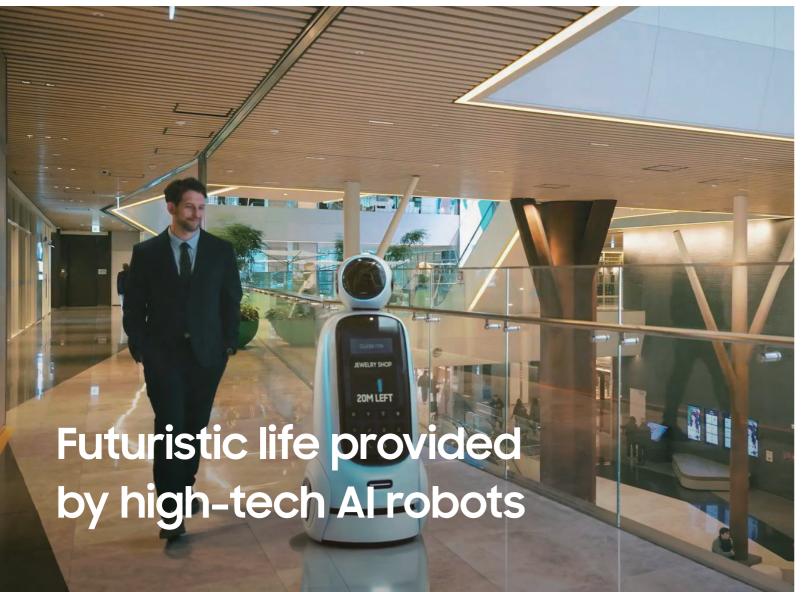
^{*} Embedded processors may vary depending on the model.

^{*} Appearance and specifications may change without notice.









Security Robot

All-round robot responsible for safety

- Provides security patrol functions such as 24-hour patrol, threat factor detection, and notification
- Helps with safety inspections in places where humans cannot easily enter, such as piping and narrow passageways

Guide Robot

Advanced service and satisfaction with guide robots

- Providing maps and dynamic services such as space/facility guidance and escort services
- A mobile signage equipped with high-brightness LED and media-casting solutions plays advertisements and campaigns

Serving Robot

Service robots to enhance labor efficiency and secure convenience of delivery, hygiene and safety

- Helps minimize labor management issues and costs
- Enhances convenience by allowing customers to receive items and packages directly at their location

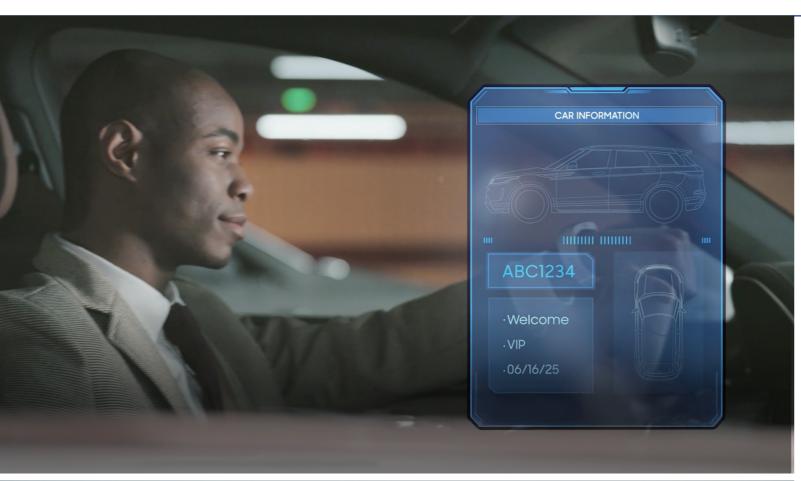
Commercial Cleaning Robot

Automated cleaning and management/reporting robot

- · Automatically maps spaces to designate cleaning zones and generates detailed cleaning reports
- Performs both wet and dry cleaning, adapting to different flooring types while supporting water supply and drainage
- Integrates with SmartThings Pro for dashboard monitoring, allowing real-time updates on cleaning progress and optimizing operational convenience

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Smart Parking System

Smart parking system integrated with Next-gen Building Solution for future-oriented parking services for customers and administrators

- · High recognition rate with the Cloud LPR (License Plate Recognition) solution
- · Allows data access for entry/exit logs, occupancy/vacancy status, and fee details
- · Offers application-specific functionalities such as parking discounts for managers and drivers
- Enables remote payment with the "Parking Pass" mobile app or the in-car navigation system

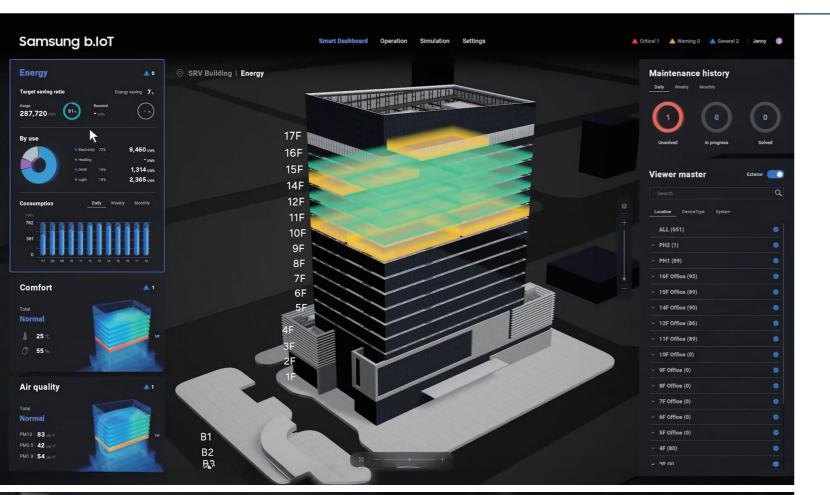
EV Charging System

Maximizing customer time efficiency beyond sustainability

- · Establishes EV charging infrastructure to cater to the requirements of existing and new facilities
- · Offers additional profit models tailored to regional/country-specific support
- Enables administrators to monitor usage and detect malfunctions in real-time for administrators
- · Providing users with real-time status updates and charging availabilities

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Next-gen Building Solution

Energy efficiency through intelligent control system

- · Self-regulates temperature, humidity, lighting, air quality, and ventilation
- · Maintains balanced comfort and energy efficiency amidst external influences

Efficient integrated controls

- · Integrated control of facilities such as air conditioning, mechanical equipment, lighting, and renewable energy
- Extended solution control to manage devices such as signage

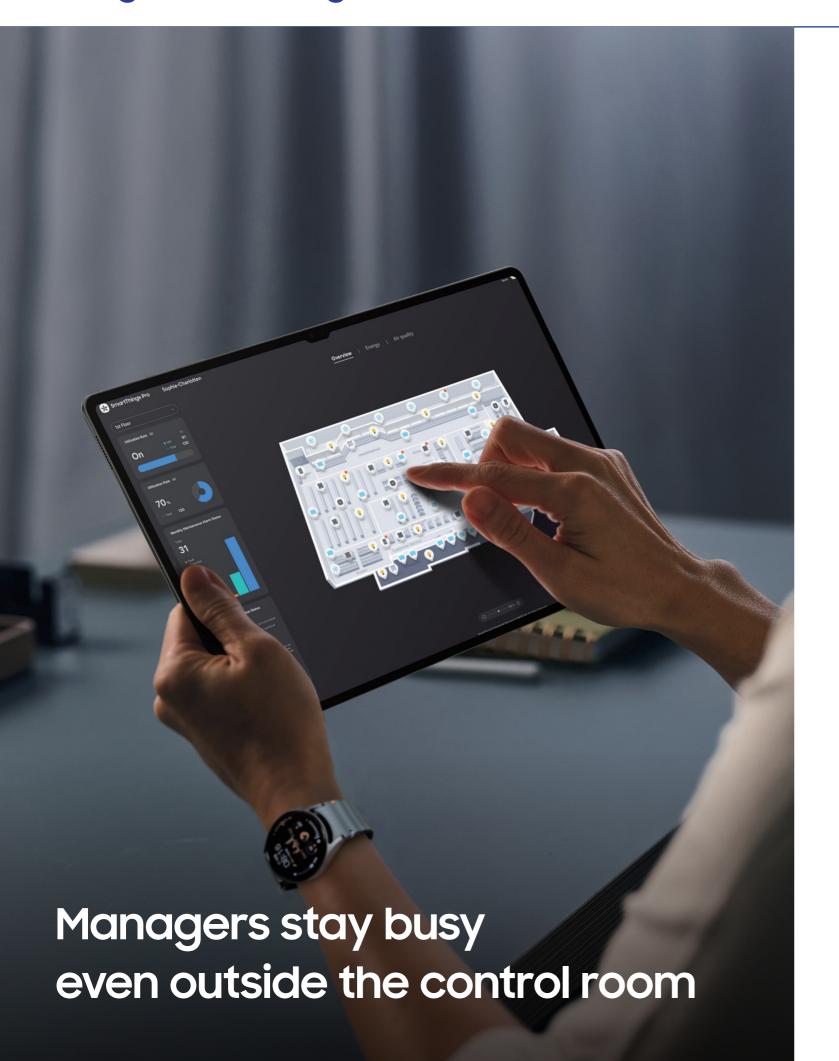
Energy saving algorithms

- · Target energy consumption control (Chonnam National Univ, South Korea)
- · Part load control (Samsung R&D Center in Seoul National Univ, South Korea)

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* The effect of energy-saving algorithms may vary depending on the actual use environment.



SmartThings Pro

Revolutionizing multi-site management and energy efficiency

- Visualize the current state of your space and device operation using 3D maps for individual buildings
- Real-time operational data analysis made easy with an at-a-glance view of spaces and devices
- Helps reduce building maintenance costs with intuitive multi-site space management and optimized energy usage
- Optimized energy consumption, which can help cost saving and help improve environmental credentials

Before service integrated with SmartThings Pro

- · 24/7 year-round monitoring ensures operational stability
- · Preemptive alerts reduce inconvenience by detecting potential issues before they occur

Energy saving algorithms reduce energy consumption by detecting empty rooms

- · Comfort temperature prediction model (Creative Economy Innovation Center, South Korea)
- Learning-based indoor pre-cooling/preheating (Warsaw Spire, Poland)
- Rate plan-adaptive control (Suwon Digital City Research Building, South Korea)
- · High efficiency control (Samsung Saigon High-tech Park, Vietnam)

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5G Private Network

5G private network for public safety infrastructure

- Offers diverse safety solutions such as tailored core systems, 5G-exclusive RAN products, ruggedized smartphones, and watches
- · Provides turnkey services including design, deployment, testing, optimization, and consulting
- · Delivers gbps mobile broadband and high-definition video streaming in real-time
- Supports large-scale IoT connections, autonomous robots, and ultra-low-latency services to improve efficiency

MCPTX Solution (Mission Critical Push to Everything*)

*Talk, video & everything

Integrated safety management with risk detection and emergency response

- · Supports efficient decision-making with an integrated mobile device-based radio communication system
- Tracks user locations and integrates with existing monitoring systems for efficient, secure management
- Features proven capabilities through references with national agencies and corporate clients

PSS (Personal Safety Solution)

Worker safety support with smartwatches and IoT devices

- · Collects location and safety gear information using Galaxy Watches worn by workers
- · Samsung's bioactive sensors helps to create safe working environment

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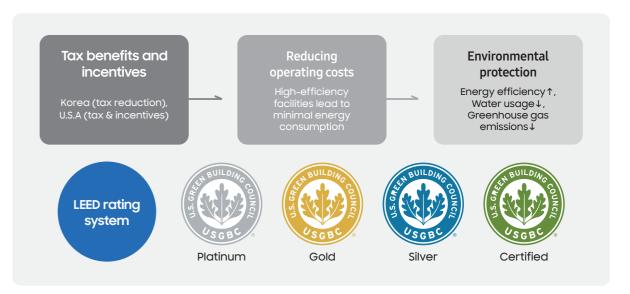


Sustainable and safe buildings supporting successful businesses

LEED Certification

Provides support to obtain LEED certification and enhance building value

- · Maximizes branding and sustainability impacts for environmentally focused buildings
- Develops and executes strategies with Samsung B2B Integrated Offering to achieve Platinum certification



WELL Certification

Beneficial environment for building owners, tenants, and visitors alike

- · Helps enhance asset values for owners and the well-being of residents
- · Focuses on safety and welfare through considerate design and operations

DSS Proposal	WELL Certification Assesment Item
HVAC Products	Air / Thermal Comfort
b.loT	Air / Thermal Comfort / Light
PEMS	Air / Thermal Comfort / Light
LED lighting solution	Light
Audio Devices, etc.	Sound

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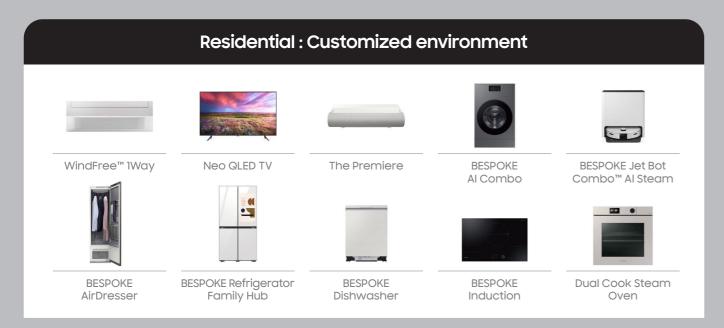
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Multifunctional Space Solution Map











Control Room: Integrated management



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