

Galaxy S24 Series

Galaxy AI ✨ for business is here
Secured for business

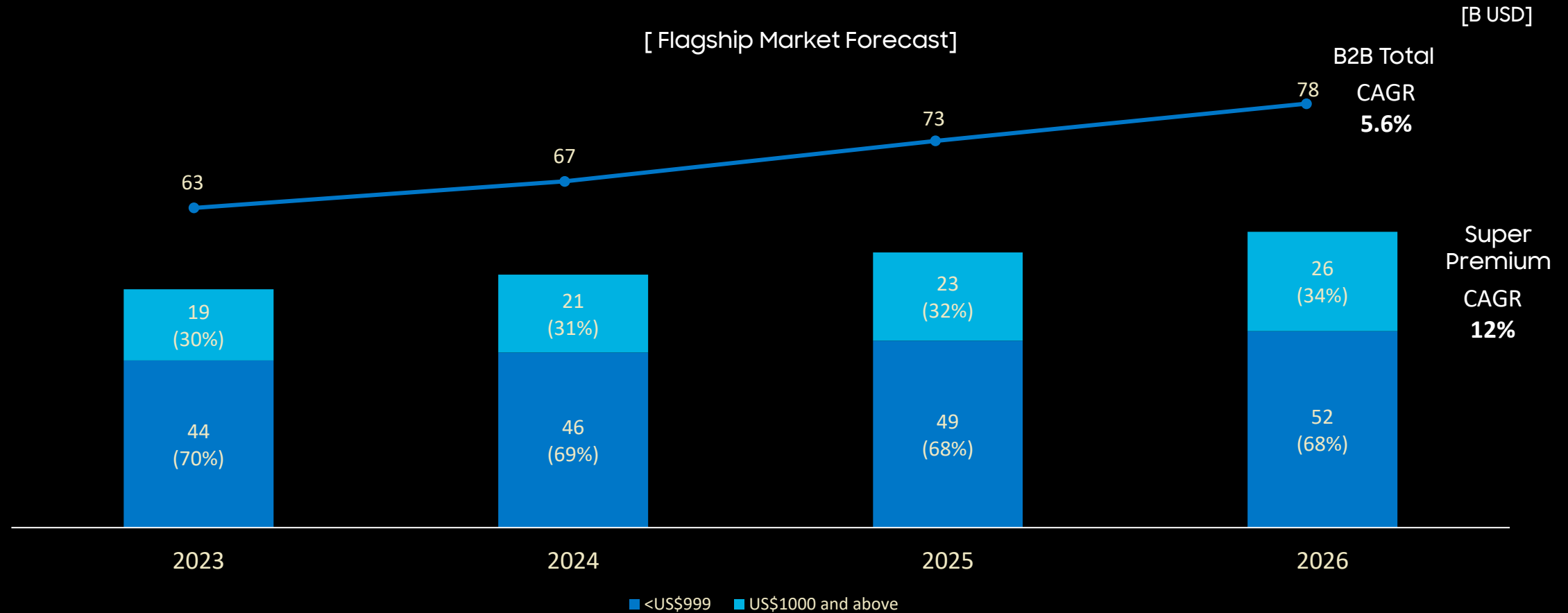




Market Insight

Premium market forecasting in B2B

The B2B premium market continues to grow, of which the super premium market is growing much faster



Innovations in mobile AI

The background is a dark blue gradient with a network of glowing teal lines. Several hexagonal icons are connected to a central point. The icons include: a virus-like particle, a human head with a brain, a brain, a gear, a sun-like particle, and a hand holding a device. In the center, the letters 'AI' are displayed in a large, light blue, sans-serif font, enclosed within a double-lined teal hexagon.

1980-2010s

2007-2020s

2024 Beyond

Feature phone

Telecommunication



Bulk Discount & first special solutions

First Few B2B Dedicated Products & Features

Smartphone

Device / OS / App Ecosystem



B2B Dedicated Devices

B2B Features and optimised Apps

Knox, Samsung Care + Services

Enterprise Edition

AI phone

AI Ecosystem (Platforms, Devices, Services, Biz model...)



Galaxy AI (On-device AI) solutions for B2B

Strong Productivity & Security Partnership with B2B partners (e.g. Google / Microsoft / IBM / Harman / Intel)

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App	Detail Experience	Solution Type	
		On Device	Cloud
Circle to Search	- On-screen gesture search	-	O
	- In-depth answer	-	O
	- Conversational Search	-	O
Note	- [Note Assist] Auto-Formatting & Cover Generation & Summary	-	O
	- Spelling Correction	-	O
	- Translation	O	O
	- Clean up Handwriting / as Text	O	-
Voice Recorder	- Dictation	O	-
	- Summary	-	O
	- Translation	O	O
Internet (Web Assist)	- Translation	O	O
	- Highlight	O	-
	- Read Loud	O	
	- Summary	-	O
Call (Call Assist)	- Live Translation	O	-
Google Message	- Magic Compose	-	O
	- Emotify	-	O
Keyboard (Chat Assist)	- Tone Changing * 5 tones : Professional / Casual / Social Post / Polite / Emojify	-	O
	- Translation when Typing	O	O
	- Translation for received message * 9 Apps (Google & Samsung Message, WhatsApp, Instagram(DM), Line, Google Chat, Kakao Talk, Signal, Tango)	O	-
Wallpaper	- Generative Wallpaper	-	O
	- Framed Wallpaper	-	O
	- Time lapse & Weather (Photo Ambient)	O	-
Photo Editor (Photo Assist)	- In/Out-painting (Generative transform)	-	O
Gallery	- AI Edit (Include Suggested Edit)	O	-
	- Temporal Zoom	O	-

A couple is sitting on a green couch in a dimly lit living room at night. The woman on the left is holding a Samsung Galaxy S24 Ultra smartphone, and the man on the right is using a laptop. A small dog is sitting on the couch to the right. In the foreground, there is a coffee table with some items on it. The background shows a lamp and some framed pictures on the wall.

Galaxy S24 Ultra

SAMSUNG

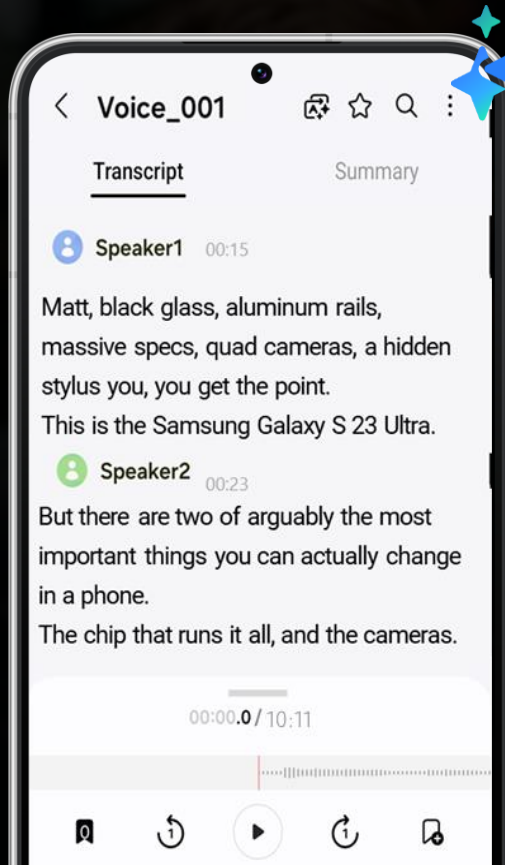
Intelligent Business Assistant

AI assistant helps improve business productivity

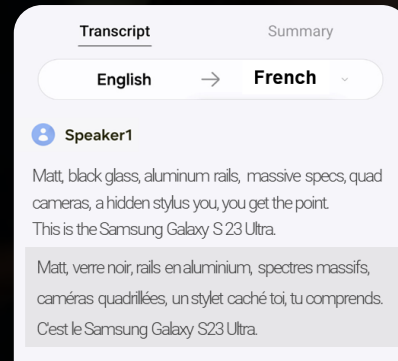
★ On-device

Transcript assist

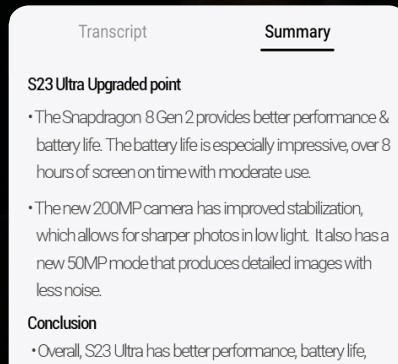
- Speeches during meetings recognize the speaker and are converted into text by enhanced voice recorder
- Texted meeting minutes are translated and summarized effortlessly



★ Speaker recognition



★ Translate



Summarize

How to use in B2B

- Customer : Customer face-to-face counselor
- Vertical : Finance
- How to use : Record the contents of the consultation with the customer and record the conversation between the counselor and the customer in text immediately after the consultation. It is possible to shorten the consultation texting time and manage the exact consultation history.



- Customer : Police officer
- Vertical : Government
- How to use : By recording the statements of the suspect or victim, it quickly creates a police report and summarizes the contents of the report so that the generated report can be used for internal reporting.



- Customer : Doctor and Nurse
- Vertical : Health care
- How to use : By recording the doctor's comments during the doctor's round, the nurse can quickly make notes and summarize the recorded comments. In addition, by recording the patient's symptom description, the patient's symptoms are quickly texted and summarized.



- Customer : Instructors and students
- Vertical : Education
- How to use : By Recording the discussion contents in the discussion class, quickly summarize the discussion contents. Then it can be used as a lecture material.



Intelligent Business Assistant

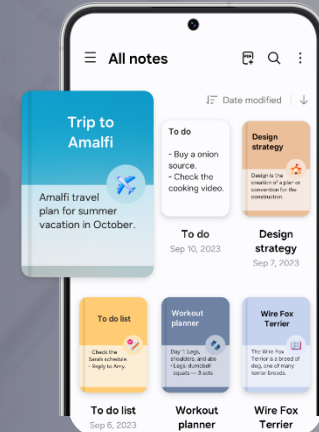
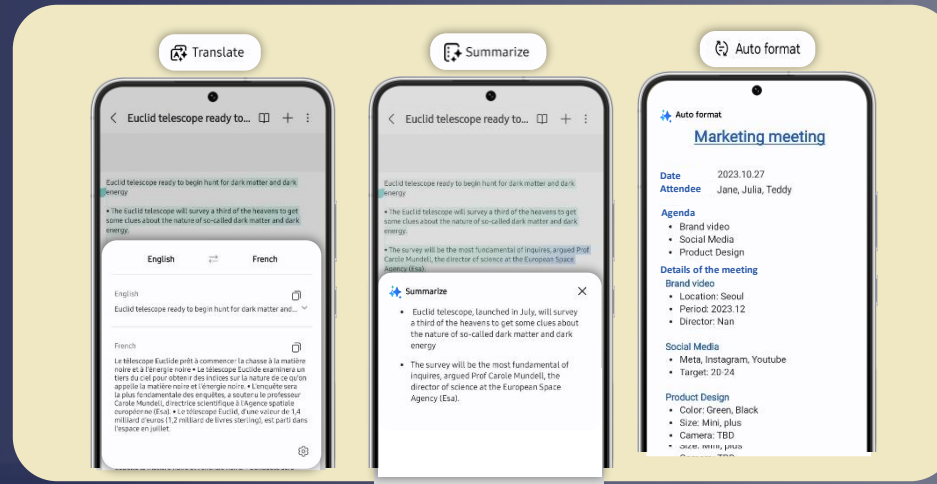
AI assistant helps improve business productivity

★ On-device

Note assist

- Make a note simply with Auto format / Summary / Translate / S pen auto spacing & alignment
- Create covers with summaries and classifications to easily find notes

Automatically correct
and straighten handwriting
so it looks neat and tidy



Handwriting auto spacing & alignment

Auto format / Summary / Translate

Create covers with summaries and classifications

* Note experience – 13 Languages

: EN(US,GB,IN), PT(BR), ES(ES,MX,US), FR, DE, IT, PL, HI, VI, TH, ZH(Simplified), JA, KO

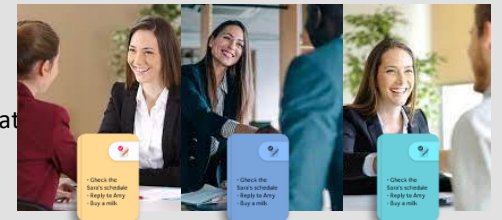
※ In case of Summary & Auto-formatting & Cover generation, more languages to be supported.

How to use in B2B

- Customer
: Customer face-to-face counselor and Employees who have a lot of meetings
- Vertical : Finance and All industry
- How to use
: Create minutes using auto formatting of customer consultations or company meetings recorded in Samsung Notes



- Customer :
Customer face-to-face counselor and HR employees
- Vertical : Finance and All industry
- How to use
: When a counselor or HR employees records several consultations, it is difficult to find a specific subject's note. However, thanks to Galaxy S24 Series's S Notes covers with summaries, it is easy to find contents and helps to increase the productivity of employees.



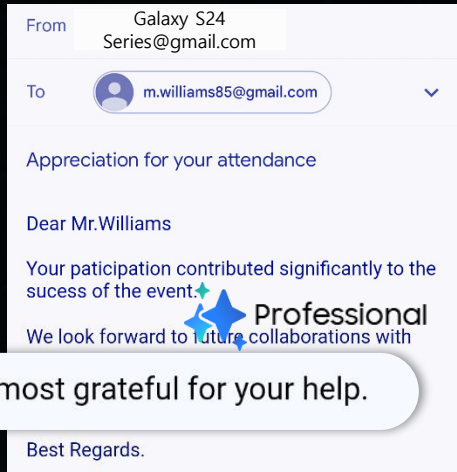
Communicate Professionally in Any Apps

Various tone changing suitable for different occasions (Professional / Casual / Social Post / Polite / Emojify)

When sending e-mails

- Professional tone

Thank you |



When Messaging

- Emojinally tone

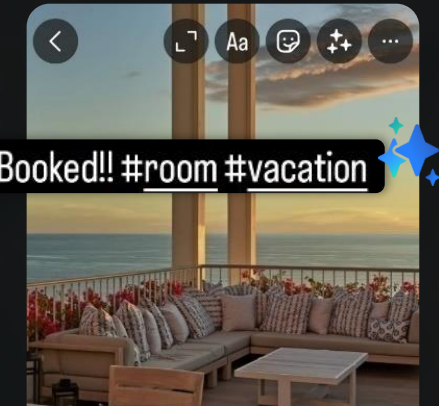
Oh my God! It's awesome



When Social Posting

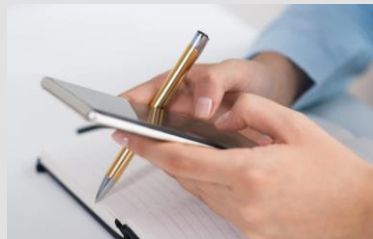
- Social post tone

Finally booked a room |



How to use in B2B

- Customer : Employees who have to work with global customer
- Vertical : All industry
- How to use
 - When an employees write an e-mail for the purpose of introducing a new product or marketing to an global customer(using other language), employees can modify the tone of a foreign language to suit the situation.



- Customer : Employees who need to create or announce official documents
- Vertical : All industry
- How to use
 - Public Service : When public official who is required to prepare important official document, they can create an official document by changing it to an professional tone.
 - Education : When the teacher wants to send an important notice to the parents by e-mail, they can change it to a polite tone.
 - When you need to write a document in a remote environment or in a house other than an office in a hurry, it is more useful to use it in a DeX usage environment.



* Writing Style (Tone Changing) - 13 Languages (Korean & English only On-device)
: EN(US,GB,IN), PT(BR), ES(ES,MX,US), FR, DE, IT, PL, HI, VI, TH, ZH(Simplified), JA, KO
※ And more languages to be supported

Intelligent Business Assistant

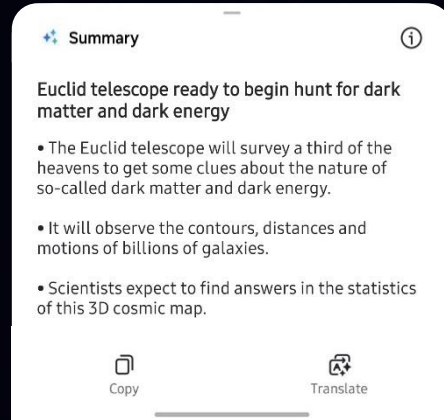
AI assistant helps improve business productivity

Browsing assist

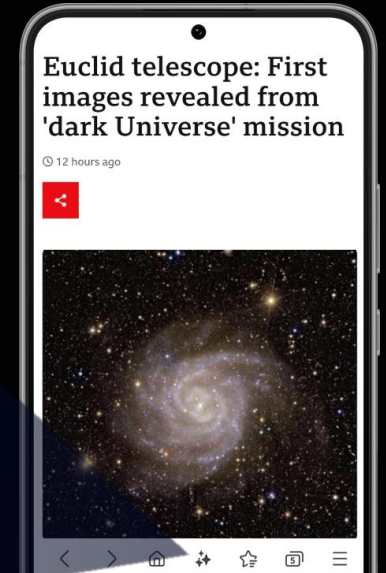
- Samsung Internet summarizes and translates web pages

★ On-device

Concise summary of content



★ Translate for your language



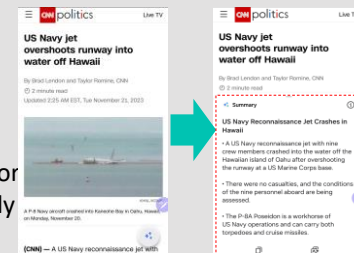
* Summary & Translate - 13 Languages
: EN(US,GB,IN), PT(BR), ES(ES,MX,US), FR, DE, IT, PL, HI, VI, TH, ZH(Simplified), JA, KO
※ In case of Summary, more languages to be supported.

How to use in B2B

- Customer : Reporters who deliver foreign news
- Vertical : Public Service
- How to use
: In the event of breaking news overseas, articles from major foreign media can be quickly searched, translated, summarized, and reported.



- Customer : Research-Related employees with web research or Summary
- Vertical : All industry
- How to use
 - Analysts quickly find and summarize news in the market and share information with customers
 - Finance : Consulting companies use this feature to summarize competitors' or market information. In fact, consulting companies hire research assistants only for research, this feature enables labor cost savings.

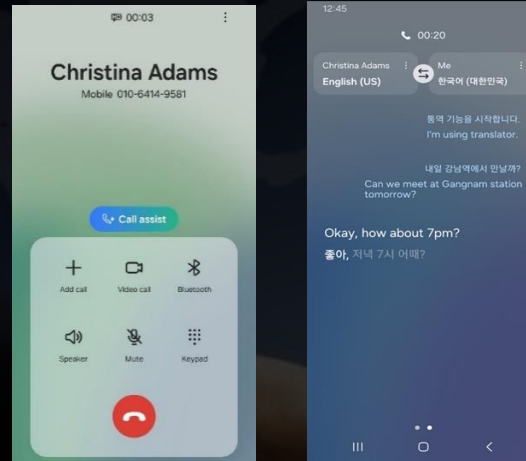


Borderless biz. communication

Improve business productivity by breaking through language barriers

★ On-device

★ Live translate

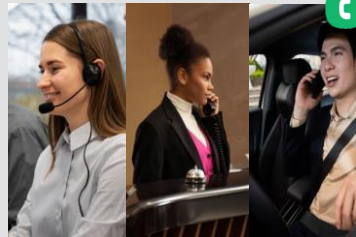


How to use in B2B

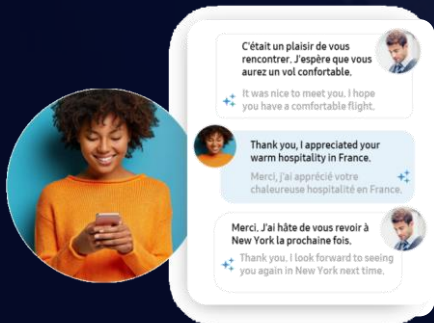
- Customer : Employees who have to speak a different language at work but have difficulty using a different language
- Vertical : All industry
- How to use : Galaxy S24 Series users frequently continue to communicate calls and messages with foreign partners using their own languages.



- Customer : Employees who meet a lot of foreigners for work
- Vertical : Public Service, Hotel, Transportation (Taxi)
- How to use :
 - Public Service – when a foreigner visits a public institution in the event of an Accident
 - Hotel - when a foreigner book a hotel by phone or call to Hotel lobby for Room service
 - Taxi Drivers - when a foreigner call a Taxi by phone (ex.Grap)



★ Live chat translation



★ Interpreter



- Customer : Employees who have to provide services face-to-face with foreigners
- Vertical : Public institutions (Post offices, Hospitals), Aviation, Museums, Restaurants,
- How to use : Employees who have to serve foreigners face-to-face can use the translation function, especially when the network is not connected.



* Only the Face to Face Conversation feature can be used when the network is not connected

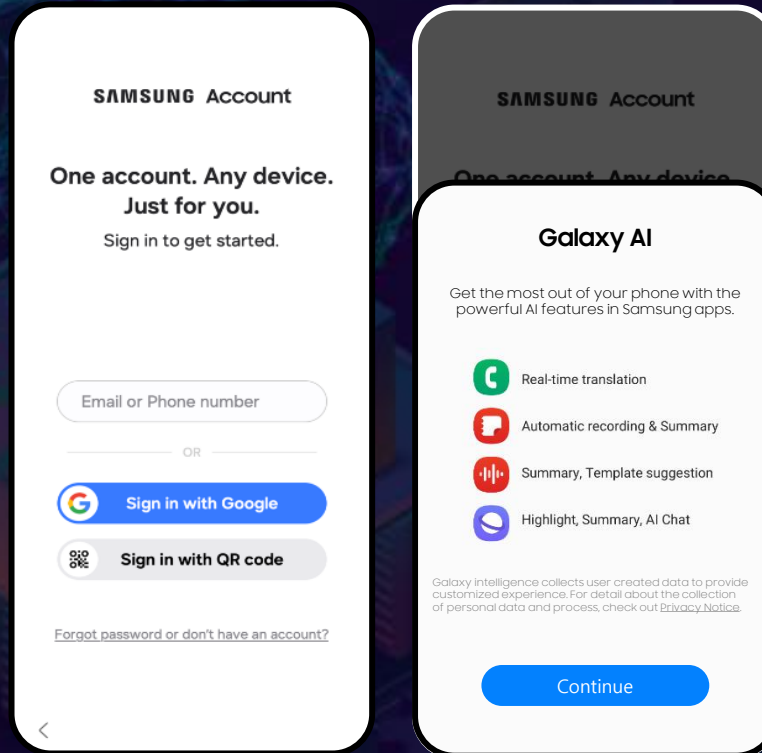
Enriched Galaxy AI Experience with Samsung Account

Galaxy AI - Samsung Account Linking

Linking with Samsung Account when AI features are executed for the first time in various paths

Use account-based privacy and
secure AI services

※ Contribute to improving account
registration rate through AI services



Samsung Account - Sign In

Benefit Introduction

Samsung Account connects AI Experience to Core Apps

Secure Protection



Knox
Vault

Auto
Blocker

Knox platform
and partnership



Chip-up manufacturing

Data isolation

Data encryption

Run-time protection





Secured by Knox

Knox Vault makes it difficult for anyone to access data on the device

Hardware security platform with highest security levels to protect devices against hardware attacks

**PIN,
Password,
Pattern**

Biometric Data
(fingerprint, facial
templates, not images)

**Samsung
Attestation Key**

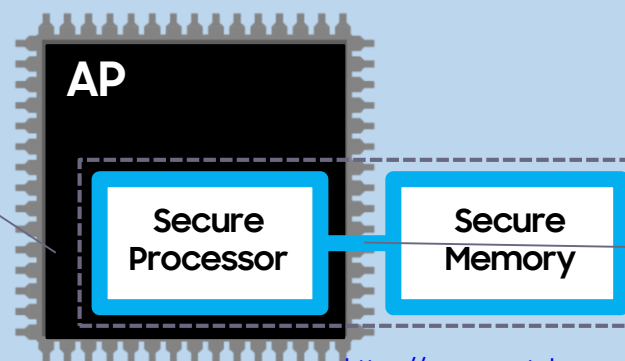
Stored by tamper-resistant hardware (EAL-5+)

* Samsung's unique security key used to attest devices in Knox services, FOTA, Samsung Pay, Pass, Account, SmartThings, and etc.

**Protection from
physical attacks,
fault injection attacks, and
side channel attacks**

Samsung Knox Vault

Secure Processor + Secure Memory + Secure Protocol

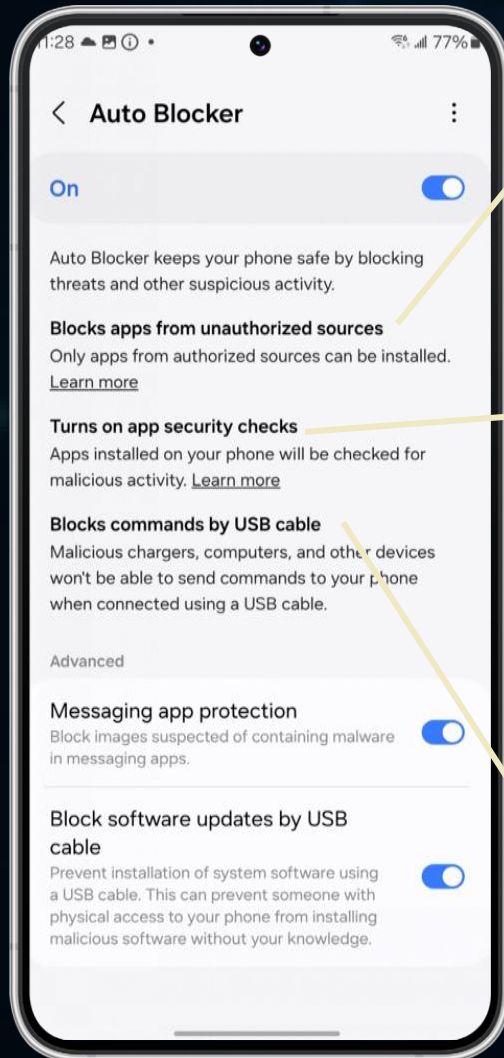


**Most sensitive information
stored and protected by a
tamper-resistant storage**

**Proprietary secure channel
between Secure Processor
and Secure Memory**

<https://www.youtube.com/watch?v=cSBZXC4hel8>

Keep your phone safe by blocking threats and other suspicious activity



Blocks apps from unauthorized sources

- Only apps from authorized sources can be installed.

Can't install app from unknown source

Auto Blocker is on. To keep your phone safe, you can only install apps from authorized sources.

OK

Turns on app security checks

- Apps installed on your phone will be checked for malicious activity.

App protection settings

On

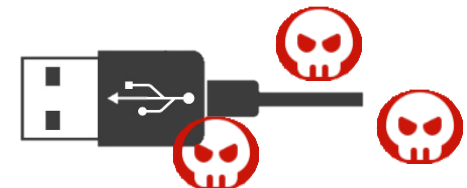
Turn on App protection to get additional defense against viruses and spyware.

Auto scan apps daily

Auto scan when installing apps

Blocks commands by USB cable

- Malicious chargers, computers, and other devices won't be able to send commands to your phone.

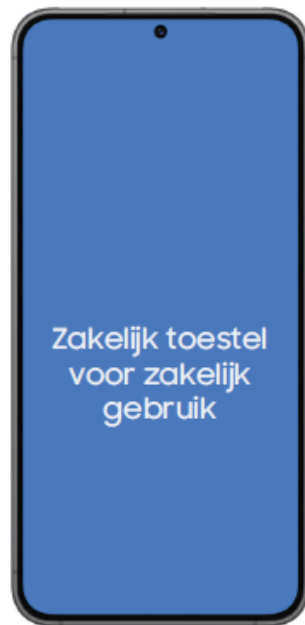


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Galaxy Enterprise Edition

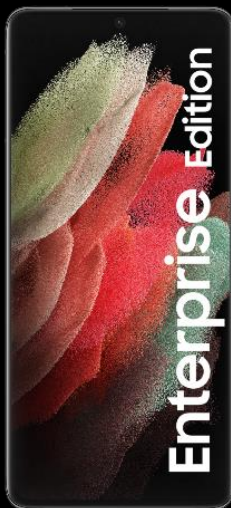






- Privé gebruik toegestaan
- Op afstand apps installeren
- Pre-configureren van apps
- Scheiding zakelijke & privé data
- Automatische uitrol

- Knox Suite



Anja
Accountmanager

Anja gebruikt haar smartphone de gehele dag. Overdag belt ze veel met klanten en in haar vrije tijd scrollt ze het liefste door social media. Een krachtig toestel, goede beveiliging en een lange gebruiksduur vindt ze belangrijk. Anja's zelf aangeschafte Galaxy S-toestel maakt dit mogelijk. Het door de werkgever beheerde Work-profiel houdt de zakelijke data afgeschermd van de privé-apps.



Galaxy Z Fold



Galaxy S24



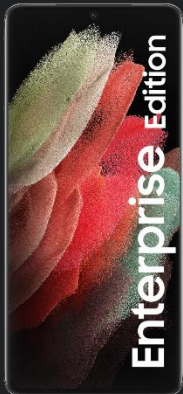
Galaxy A34



Galaxy A35



Galaxy XCover 7



Galaxy S23



Galaxy A54



Galaxy A55



Galaxy XCover 6 Pro



Galaxy Tab Active Pro4



Galaxy Tab Active5

All You Need for Your Business



Extended Security Support

Up to 7-year
Security Maintenance Releases



Ensure Business Continuity

2-Year Product Lifecycle /
3-Year Total Warranty



Consolidated Knox Solutions

1-year Knox Suite included
Secure, Deploy, Manage, and Analyze

* Current EE products which include 3-Year warranty: Galaxy S23, Galaxy A54, Galaxy A34, Tab S9.

Enterprise Edition lifecycle and update planning¹

Smartphone	Launch Date	Est. EOL Date	OS Upgrades	Est. Last Android Version	SMR Support	Cadence
Galaxy S24 EE	2024.01	May '25	7	Android 21.0	7 years	4y M + 3y Q
Galaxy S23 EE	2023.02	Jan '25	4	Android 17.0	5 years	4y M + 1y Q
Galaxy S22 EE	2022.02	Feb '24	4	Android 16.0	5 years	4y M + 1y Q
Galaxy A54 EE	2023.04	Apr '25	4	Android 17.0	5 years	4y M + 1y Q
Galaxy A53 EE	2022.04	Mar '24	4	Android 16.0	5 years	4y M + 1y Q
Galaxy A34 EE	2023.04	Mar '25	4	Android 17.0	5 years	5y Q
Galaxy A33 EE	2022.04	Mar '24	4	Android 16.0	5 years	5y Q
XCover6 Pro EE	2022.07	Apr '25	4	Android 16.0	5 years	4y M + 1y Q
XCover7 EE	2024.01	Jan '26	4	Android 18.0	5 years	4y M + 1y Q
XCover5 EE	2021.03	Jan '24	2	Android 13.0	5 years	4y M + 1y Q
Tablet	Launch Date	Est. EOL Date	OS Upgrades	Est. Last Android Version	SMR Support	Cadence
Tab Active4 Pro EE	2022.09	Feb '25	3	Android 15.0	5 years	5y Q
Tab Active5 EE	2024.01	Jan '27	4	Android 18.0	5 years	5y Q
Tab Active3 EE	2020.10	Jan '24	3	Android 13.0	5 years	5y Q
Tab S9 EE	2023.08	Jun '25	4	Android 17.0	5 years	5y Q
Tab S9 FE EE	2023.09	Jun '25	4	Android 17.0	5 years	5y Q

¹ This roadmap is subject to change and dependent on several factors, including forecast, legislation and partners such as Google in case of OS upgrades.

Explore the Products Included in Knox Suite

Product
family

Knox Suite

Knox Platform for Enterprise

Government-grade
security management

Knox Mobile Enrollment

Automated and streamlined
EMM enrollment

Knox Manage

Powerful cross-platform
device management

Knox E-FOTA

Advanced control of OS version

Knox Asset Intelligence

Data analytics
for operational insights

Knox Capture

Barcode scanning

Knox Suite Exclusive features

Knox Authentication Manager

Sign-in automation for shared device

Knox Mobile Enrollment Advanced Profile

Secure EMM enrollment

Shortcut access to Remote Support tool

Troubleshooting devices issues remotely
in real-time

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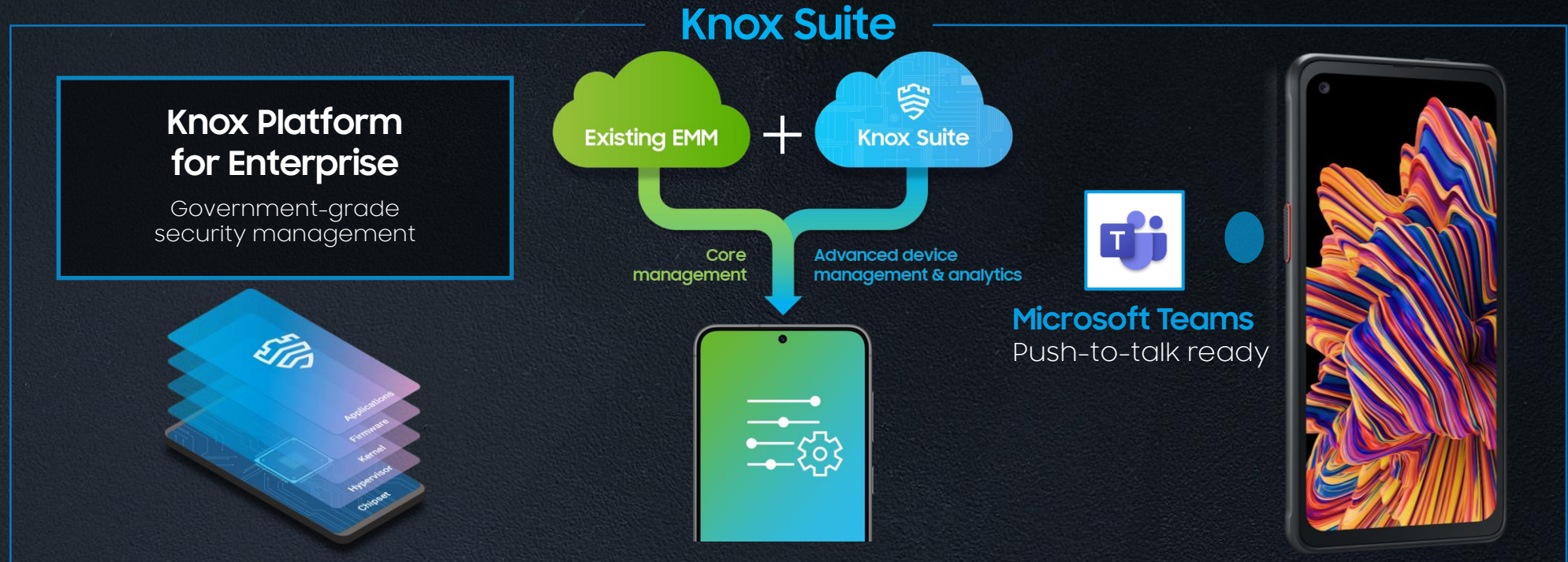
Secure EMM enrollment

Shortcut access to Remote Support tool

Troubleshooting devices issues remotely
in real-time

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Product
family



¹ Knox Manage supports multiple platforms: Android, Wear OS, iOS, iPadOS, Windows, Chrome OS

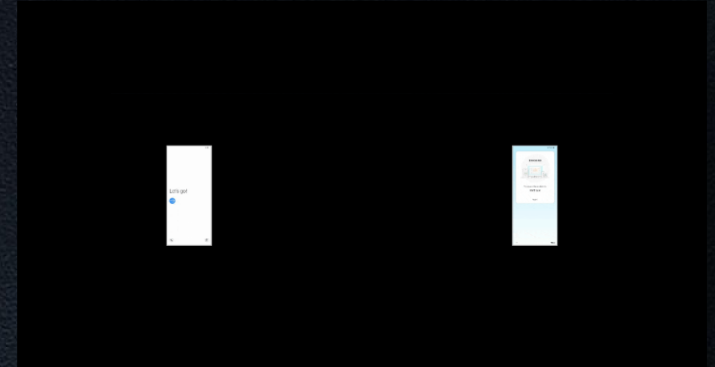
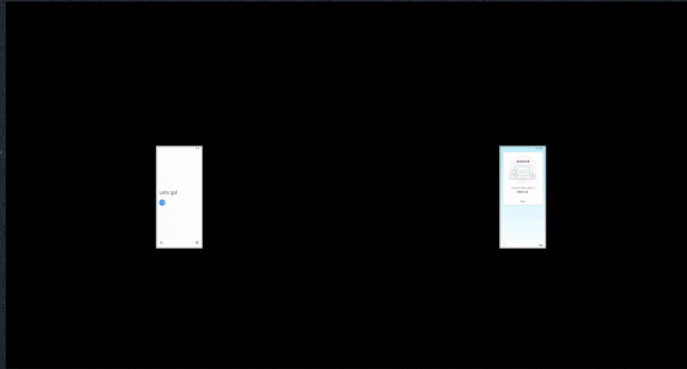
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Knox Suite

Knox Mobile Enrollment

Automated and streamlined
EMM enrollment



Explore the Products Included in Knox Suite

Product
family

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Knox Manage

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Knox E-FOTA

Advanced control of OS version

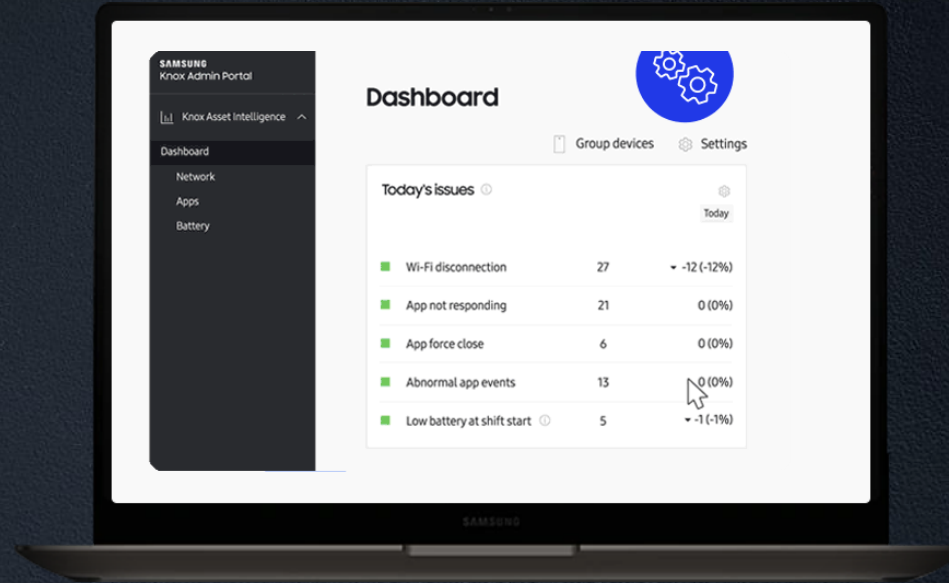
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Knox Suite



Knox Asset Intelligence

Data analytics
for operational insights

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Knox Suite



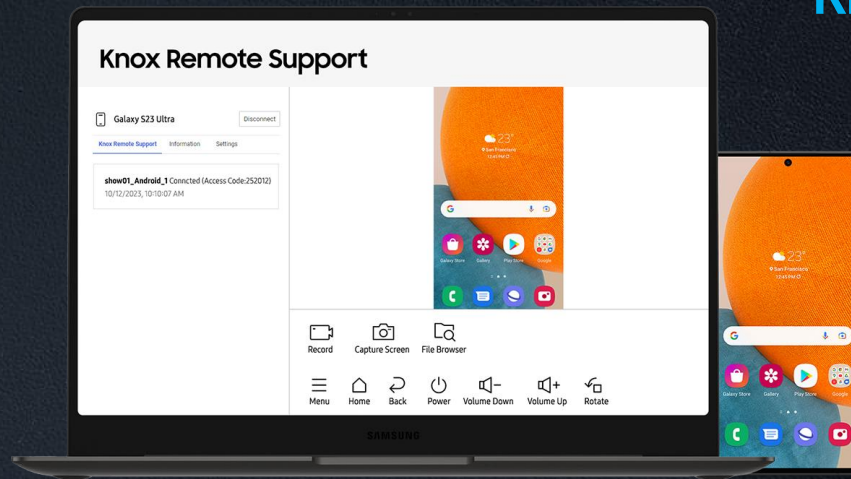
Knox Capture

Barcode scanning

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Knox Suite



Shortcut access to
Remote Support tool

Troubleshooting devices issues remotely
in real-time

Improve efficiency & Minimize
downtime

Explore the Products Included in Knox Suite

Product
family

Knox Suite

Knox Authentication Manager

Sign-in automation for shared device



SAMSUNG

**WHY
SAMSUNG?**



Wide Range Of Portfolio

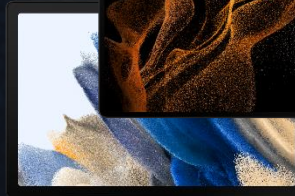
Knowledge Workers



Galaxy
S Series



Galaxy
Z Foldable
Series



Galaxy
Tab A Series



Galaxy
Tab S Series



Galaxy
Book Series



Galaxy
A Series

Frontline



Galaxy
XCover
Series



Galaxy
Tab Active
Series



Galaxy Watches/Buds

Built for the new way business is done

**Security at the
Core**

**For every employee a
fit device**

**Continuity as
business with our
Services**



Thank you

