



SAMSUNG

Samsung Smart TV

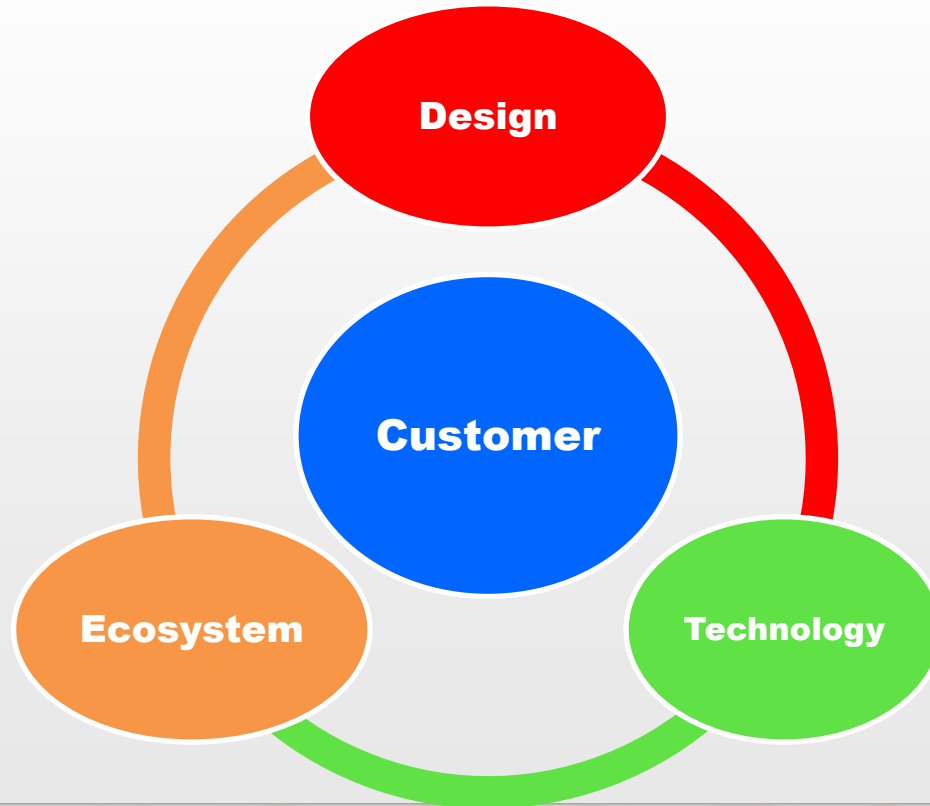
Antonio Bosio
Product & Solutions Director
Samsung Electronics Italia SpA

Milan, 20 October 2011

Ecosystem and Applications as key USP for our Products

The new paradigm

Ecosystem now important as Design and Technology



Cross platform & cross device



Substantial growth of the Connected Devices



Samsung Smart TV History



**InfoLive
(2007)**

**Power InfoLink
(2008)**

**Internet@TV
(2009)**

**Internet@TV
(2010)**

**Smart Hub
(2011)**



- ✓ RSS-based
- ✓ Static service



- ✓ Multimedia support
- ✓ Possible to add service



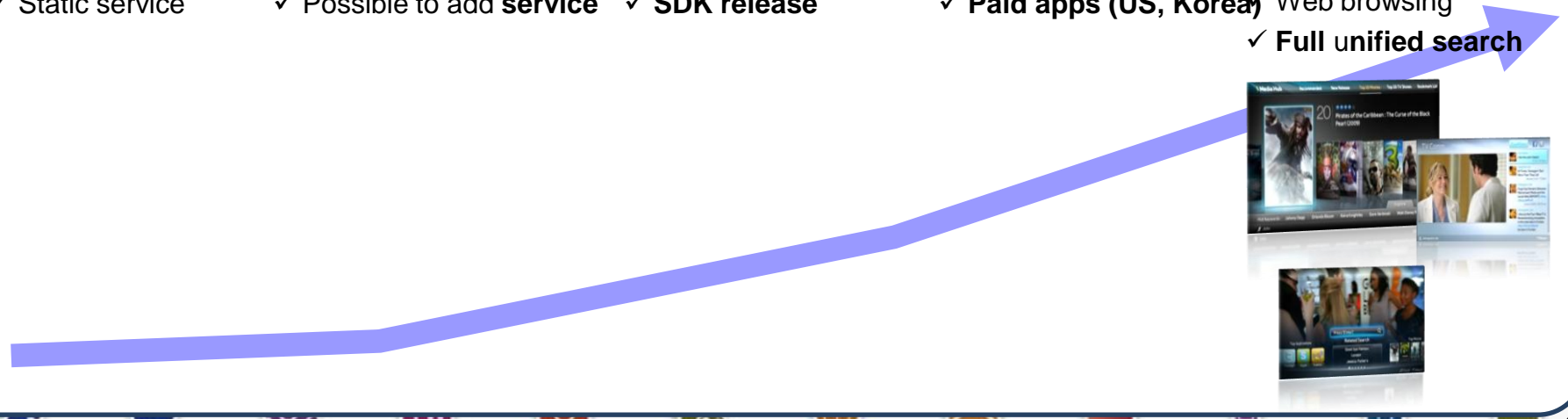
- ✓ Upgradable service
- ✓ SDK release



- ✓ TV app store
- ✓ Paid apps (US, Korea)



- ✓ Content recommendation
- ✓ Web browsing
- ✓ Full unified search



Smart Hub Overview

A comprehensive gateway to all content sources



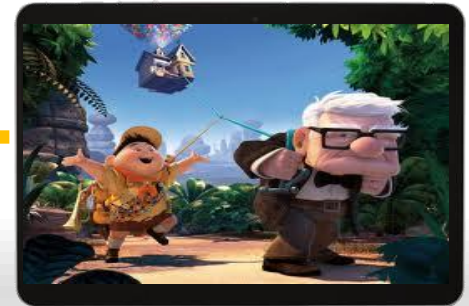
Samsung Smart View



DVB-T



WiFi



HDMI



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GRAZIE!