

Samsung in Education

Innovative solutions for a new learning world



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Deliver a dynamic learning experience with enriched, collaborative education

Industry trends

Impact of new learning, globalization and technology trends

Digitally native students

Today's tech-savvy students grew up with electronic devices. As a result, they are more engaged in the learning experience when these tools are used in a classroom. Educators are leveraging digital learning methods to better serve these students, while social media are helping students learn in new ways, improve focus and engage in proactive discussions. Emerging technologies continue to drive e-learning trends such as "flipped learning," which enables student-centric education that actively engages the pupils.

Globalization and individualization

Globalization is requiring educational systems to accommodate students from a variety of backgrounds. As levels of understanding and learning styles vary greatly, "one-size-fits-all" teaching is no longer viable. Tertiary students are exploring wider global university options. Thus, educational institutions worldwide are competing for resources based on differentiation.

New technology implementation

Schools are increasing the use of innovative technologies and providing online, collaborative and interactive lessons to transform the way the next generation learns. In addition, governments are undertaking smart learning transformations to standardize education and modernize learning environments.

Customer needs

Apply creativity and technology for a student-centric approach

Meet students' rising expectations

Digitally native students expect modern tools in the classroom, compelling teachers to adopt new technologies to meet their learning needs. Learning institutions must equip classrooms with educational tools that can be used easily by both students and teachers.

Engender adaptive skills

Educators must ready pupils for the complex, fast-changing dynamics of globalization by equipping them with adaptive skills, such as effective communication and collaboration.

Manage educational system growth

Changing demographics require educational systems to alter their approaches to suit various learning needs. These systems are rapidly scaling, placing a burden on existing infrastructures and making effective management critical.

Samsung capabilities

Enhance education through collaboration, personalization, and efficiency

Effective educational organizations look to achieve the following objectives:

- **Enrich the learning experience.** Gain active student participation by enabling students to explore and collaborate anytime and anywhere, and adapt to new ways of thinking, with access to various types of educational sources and communication, even outside the classroom.
- **Enhance education through collaboration.** Work with colleagues to develop new teaching methods and innovative curricula that motivate students.
- **Drive efficiency in school operations.** Effectively manage students, faculty, and administrative data with a flexible and scalable educational system.

Seamlessly support students, teachers and operations in every area

Smart school environment

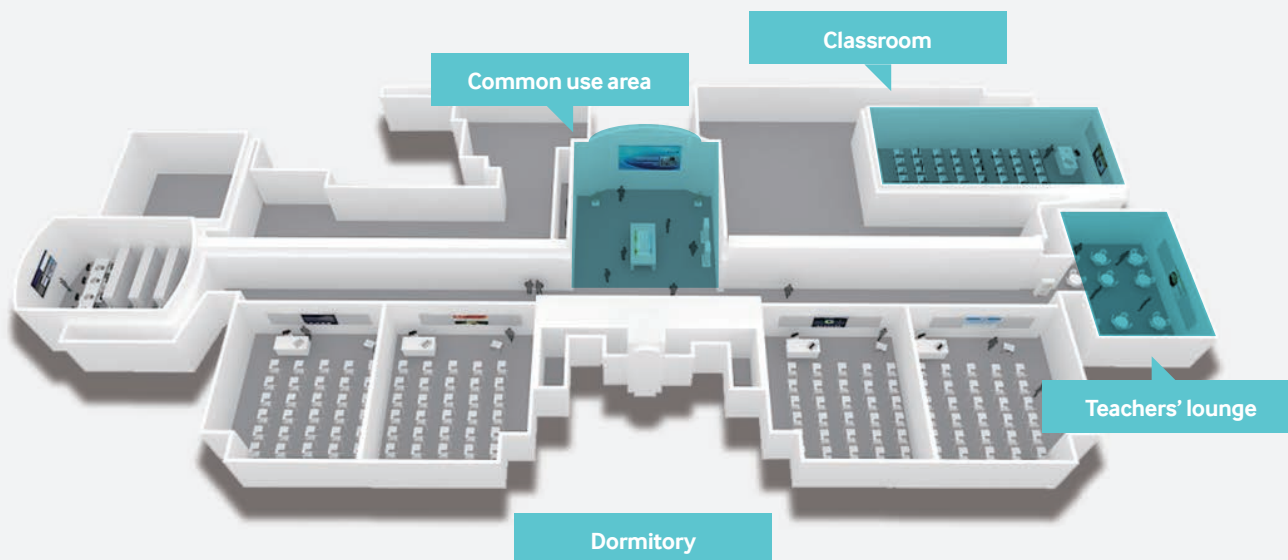















Figure 1. Smart school environment areas

	Description	Key offerings
Area 1 Common use area	Display real-time announcements of school events, academic affairs, schedules and class information for efficient administration, and generate excitement through enriched content display and interaction; easily and directly access, scan, upload and print educational content from the cloud, web or other sources to complete assignments or enhance learning.	 SMART Signage  MagicInfo  Multifunction printer
Area 2 Classroom	Enable teachers and students to flexibly engage in dynamic interactions and assessments, rich multimedia content, real-time information sharing, enhanced communication and open discussions for flexible and engaging learning.	 Samsung School  Tablet  MagicWB  Chromebook
Area 3 Teachers' lounge	Enable educators to share class materials, content and experiences with other faculty members to enhance education; improve the classroom experience with rich printed materials, and effectively manage, access and organize learning content.	 Tablet  Samsung Business Core Printing Solutions  Samsung Mobile Print
Area 4 Dormitory	Deliver an innovative dormitory environment in which students can conveniently print and share learning materials to prepare for classes and enjoy enhanced viewing of educational content.	 Samsung Cloud Print  SMART Hospitality Display  LYNK SINC

Enhance information delivery and document handling

Area 1: Common use area scenario

- **Gain relevant, school-related information.** Students conveniently check the displays for various content including class information, schedule changes and upcoming events.
- **Access and print learning materials.** Students and teachers easily print, scan or copy educational materials, including class schedules, syllabi and homework assignments, using a cloud-accessible multifunction printer (MFP).



Samsung offerings for common use areas

Digital signage

Students can remain better informed of important notices, class-related announcements, school events and so on through easily updated digital signage. Standalone displays and video walls using Samsung display solutions can elevate the educational experience with effective message delivery. Students can also access information with two-way touch screens, through an optional Touch Overlay that transforms the digital signage into an interactive self-kiosk.

Content management solution

Educators and school administrators can better inform students of important information and announcements by displaying school information, various content and timely messages through real-time connectivity across campus and school facilities. With Samsung MagicInfo® advanced technologies, educators can control and connect devices and manage content remotely using mobile devices. Educational organizations save costs with basic management functionality in an embedded solution, while the student's viewing experience is enhanced through extensive support for a wide range of video and audio codecs. MagicInfo also allows educators to create effective interactive presentations and other content that enhances learning.

Integrated document handling solution

Students can easily access web-based documents and other educational content and print it directly from an MFP without a PC. Students and teachers can access scanned text or other class materials shared through the cloud for convenient, direct printing using the Samsung Business Core™ Printing Solution (BCPS).

Samsung MFPs with BCPS deliver an intuitive, user-friendly experience with support for cloud connectivity as an easy way to scan, upload and access content. Teachers can scan documents using optical character recognition (OCR) and then print or transmit copies immediately to other devices or to the cloud. And the Pull Printing feature ensures the right person gets the right document while eliminating waste from unused printouts.

Support an awe-inspiring learning experience that's interactive and flexible

Area 2: Classroom scenario

- **Check attendance.** A teacher uses a digital education solution accessed through his or her tablet to easily check and note the students' attendance.
- **Interact and discuss as a group.** Students readily access information, hold discussions and share results using a collaborative solution with connected devices, video displays and interactive whiteboards. The teachers encourage student interaction with stimulating content and presentations, images, videos and animations.
- **Take quizzes.** When an assignment is complete, the teacher gives the students a quiz to assess their performance and retention.
- **Ask questions.** Throughout the day, the students use their tablets to send questions to the teacher without having to raise their hands or leave their seats.

Samsung offerings for classrooms

Digital education solution

Teachers are empowered to engage and monitor students and present a range of education content for an inspired new learning experience through the Samsung School solution. Collaborative tools enable students to learn together, interacting with digital resources. Engagement features keep students enthralled with dynamic lessons, innovative technology and captivating quizzes.

Tablets

Educators and students remain more mobile, improving teacher-to-student interaction and enhancing the learning experience. Samsung provides schools with a range of sleek and lightweight devices that deliver an enriched viewing experience. Samsung GALAXY Tab® and GALAXY Note® devices enhance learning while enabling students to complete assignments easily and quickly with intuitive digital handwriting technology.

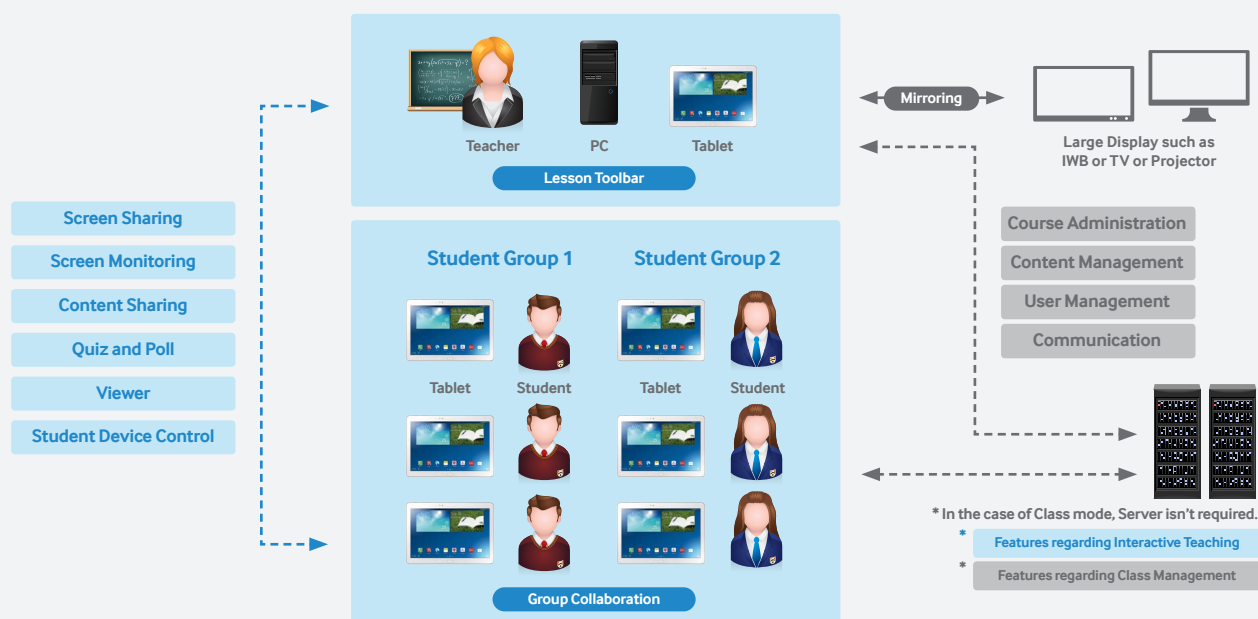


Figure 2. Enhanced and interactive learning environment with the Samsung School solution

Deliver mobile access, interconnectivity and elevated learning

E-board solution

Schools can leverage a smart alternative to traditional lamp-lit classroom projectors, enabling students to enjoy a rich multimedia experience that captures and holds their attention with vivid colors with clear and crisp contrast. With Samsung E-Board SMART Signage connected to their devices, pupils have direct access to rich content and interactive tools. They can ask questions or send opinions to the teacher using the PC-less Touch Overlay.

Seamless engagement that connects multiple displays and students including personal devices and E-Boards is delivered through Samsung MagicWB™ (Interactive White Board). The solution encourages collaboration in the classroom by enabling students to write directly on the screen, capture videos and images, and use a wide range of file formats.

Chromebook

Students can conveniently access an array of content and learning apps based on their needs and grade levels. They can use portable Samsung Chromebook to easily complete individual or group assignments. With the best functionality and content from Samsung and Google, powerful, highly portable Samsung Chromebook is optimized for the digital classroom and activities like discussions, presentations and group reports.

Wireless connectivity

Teachers and students can enjoy seamless communication anytime and anywhere, with various multimedia. Teachers can share content with myriad student devices from a single access point (AP) through simultaneous multiple device connectivity supported by Samsung Wireless Enterprise.

Partner content and educational tools

Educators and pupils can elevate the learning experience with content and tools in a complete education solution provided through the Samsung Education Software Development Toolkit (SDK) and Samsung partners. Educational organizations can enhance teacher-student communication with interactive tools, provide effective ways to manage student devices and leverage service agents to boost learning. They can also make classes interesting and fun with partner content solutions such as BrainPOP, with animated curriculum-based content, quizzes and games for K-12 subjects like math, science, English and social studies. Pearson, which provides learning-effective programs, textbooks and course materials, also enhances the student experience.



Effectively present, organize, edit and share myriad content to improve education

Area 3: Teachers' lounge scenario

- **Share course materials and teaching experiences to improve education.** In the teachers' lounge, faculty members use printing solutions and mobile devices to conveniently share teaching materials and experiences, collaborating with other educators.
- **Bring lessons to life with vibrant printed documents.** Teachers use multifunction printers to produce rich and informative classroom materials on a variety of paper types to enhance the class experience.
- **Manage learning content.** Educators upload, organize, disperse and control educational and administrative materials to create more effective and engaging learning.



Samsung offerings for teachers' lounges

Mobile devices

Teachers can collaborate with other educators to develop innovative curricula and develop new teaching methods that motivate students using Samsung tablets. Educators can leverage these devices to share educational materials and teaching experiences with other faculty members to enhance learning.

Automated document workflow solution

Teachers can easily access and share educational materials using Samsung Cloud Connector, included in Samsung BCPS. The solution allows teachers to work more efficiently, letting them preview and then directly scan to and print from the cloud. Plus, with Samsung SmarThru®, educators can conveniently manage and distribute various course materials, students' information and other administrative documents.

Educators can track and self-monitor their printer usage and expenditures with Samsung Usage Tracker. Voluntary guidelines can be set for the faculty to control printing costs and promote green initiatives.

Multifunction printers

Educators can produce superior printed documents to enhance learning with Samsung MFPs. Teachers can create more impactful classroom presentations and use a variety of paper types, including heavy media. Quiet, space-saving Samsung MFPs also maximize available space and deliver a tranquil environment to aid in preparing lessons. Teachers can turn often-used multi-step processes into a one-click icon from the home screen with Smart UX Widget for more intuitive operations.

Mobile printing solution

Educators can share information by printing and scanning directly to or from any networked Samsung MFP with a secure Wi-Fi access point. They can easily and securely connect all devices through Samsung Mobile Print. Teachers can print with just a tap using near field communication (NFC). For convenient lesson sharing, users scan documents directly to a tablet or smartphone and share content through SNS and the cloud using mobile devices.

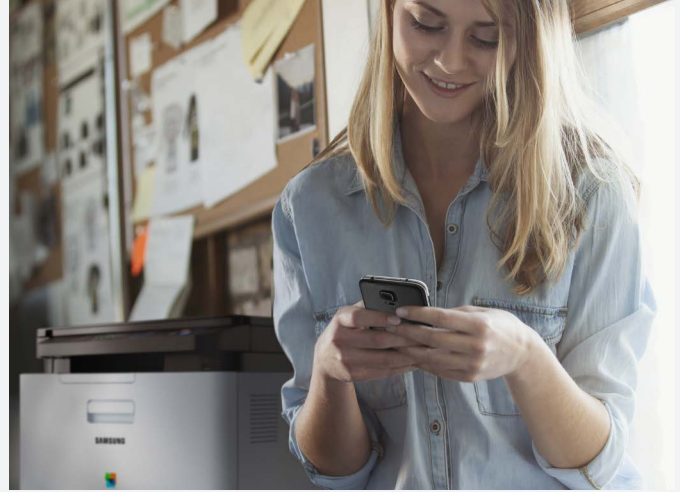
Scanned document conversion tool

Educators can easily edit articles and teaching materials to create exams in class to enrich learning. The Samsung Workbook Composer App enables teachers to develop course and test materials by marking and scanning the material, which is automatically converted into editable documents.

Enable self-directed education in an innovative environment

Area 4: Dormitory scenario

- **Print and share educational materials.** In the dormitory, students conveniently share course materials to finish group assignments after class by printing them from various devices with mobile printing. They also share materials distributed by cloud printing with other students in the dormitory.
- **Get ready for classes.** The students prepare for classes by sharing and viewing content saved on their tablets and smartphones on hospitality displays.
- **Enjoy enhanced viewing of educational content.** Students are more engaged in after-class studies with enriched content displays controlled by an efficient content management solution.



Samsung offerings for dormitories

Cloud printing solution

Pupils can share educational content to complete group assignments or projects after class through mobile and seamless connectivity. They can print by connecting in real time through various Samsung IT devices, such as intuitive mobile devices, displays and printers. Easy phone number-based user registration helps students share content anywhere, anytime. They can also print educational materials with a single tap of a mobile device on any printer registered with the cloud printing solution.

Dorm room display and content management solutions

Students can easily complete assignments in the dorm room with impactful, immersive digital content and more channels through high-quality Samsung Hospitality Displays.

Pupils experience enhanced viewing of educational content through better administrator content management and maintenance from a single, centralized location with Samsung LYNK REACH™ (Remote Enhanced Active Control for Hospitality).

Students can access educational information based on their individual needs and enjoy familiar mobile device interactivity on their dorm-room displays. They can experience expanded services beyond basic content presentation with Samsung LYNK® SINC.

Partner with a global education solutions provider for a smarter education environment

Case studies

Croatia Education

Client's challenge

As part of becoming a new European Union accession country (as of July 2013), the Croatian government introduced an educational service improvement initiative. Its goals were to establish a new standard system for classroom usage with advanced technology and to deliver education to primary and secondary students in remote and rural locations.

Solution

Samsung education solutions enable the Croatian Academic and Research Network (CARNet) to combine a classroom environment with E-Boards and a Polycom videoconferencing solution that provides distance learning using the following Samsung education offerings: Samsung GALAXY Note 10.1 with software; Wi-Fi 16G and 65-inch Interactive White Board (IWB); AllShare Cast dongle and keyboard.

Benefits

The Samsung solution allows teachers to create more engaging, personalized lessons, providing students with the critical skills necessary for a knowledge-based economy. Tech-savvy students benefit from the Samsung Education solution integrated learning technologies, such as an advanced peer-to-peer learning system using Samsung GALAXY tablets, E-Boards and single-panel displays. Key differentiators are ergonomics, ease of use, and compatibility and integration with existing systems. Croatian school teachers and students are linked with each other, so students can learn from each other's successes and mistakes. The solution connects remote and rural areas in Croatia and enables the same quality of education in smaller rural areas as in metropolitan locations.

Gyeseong Elementary School

Enhanced learning through engaging, two-way education

Gyeseong Elementary School in Seoul, South Korea, wanted to better engage students and enhance their learning experience. The school also wanted a mobile solution that would expand students' education outside the classroom. Educators placed a Samsung TS-3 Series IWB with MagicIMS software in the classroom and each student was given a Samsung GALAXY Tab to support two-way interactive learning. The experiment was so successful that all the classrooms at Gyeseong Elementary School now use Samsung smart technology for education to provide a more stimulating learning environment.

Geeter Middle School

Improved student performance through better engagement

Geeter Middle School integrated Samsung GALAXY Note 10.1 tablets, a 65-inch IWB, and a wireless printer along with related software as their Samsung education offerings. The result was a dramatic improvement in students' academic performance. By providing an enhanced, interactive, student-oriented classroom, the school enabled the students to become much more engaged, with rekindled enthusiasm for learning.

North Eastern Universities Consortium (NEUP)

Better efficiency and lower TCO through key solution integration

NEUP, one of several UK higher education purchasing consortia, executed a national printing agreement for 25 northern UK universities. The solution, which integrated key offerings such as Safecom and Pharos, focused on a balance of A4 and M3 mono and color printing devices and resulted in reduced TCO and greater efficiency.

Samsung education offerings

Samsung education offerings portfolio

Devices

Tablet

A lightweight, high-powered mobile PC that provides enriched classroom content viewing and interactivity, enhances teacher-to-student interaction and enables teachers and students to remain more mobile, thus improving the learning experience



Chromebook

A cost-efficient laptop device that provides powerful processing speeds for an enhanced learning experience through a wide range of rich educational content accessed through convenient apps and can be easily operated anywhere, any time



SMART Signage

A wide range of premium, professional and performance displays to help virtually any educational organization provide various content, publish schedules, keep students and faculty informed, and generate excitement



SMART Hospitality Display

Displays that improve the students' ability to complete assignments in the dorm room with immersive, high-quality digital content and a range of channel options



Multifunction printer

High-performance printers equipped with mobile printing and scanning functionality to help teachers enhance lessons and support efficient document and information sharing to improve learning quality



Access point

Wireless connectivity that supports seamless communication, enabling educators to augment learning anytime and anywhere



Solutions

Samsung School

A total digital education solution that provides engaging student-centric learning, with collaborative tools, seamless communication and dynamic lessons and empowers educators to create a new and dynamic learning experience through better content presentation and more efficient classroom monitoring and control



MagicIWB

Solution that enables students to engage in collaborative education through an e-board that is connected to their individual tablet or PC devices; enables teachers to enhance the learning experience by presenting a variety of engaging content sources



MagicInfo

Extensive array of display management technologies that enable educators and administrators to control displays and manage content so that students and faculty can stay informed; enables educators to develop engaging learning presentations



LYNK SINC

Cost-effective content management solution and displays that help educators improve the classroom experience beyond simple content presentation and provide student-centric learning; enables students to access individualized educational content and enjoy familiar interactivity on dorm-room displays



LYNK REACH

A centralized management solution that enables teachers and administrators to deliver better viewing of content with easier content management to help students complete assignments and enrich learning



Samsung Mobile Print

BLI-evaluated* solution that enables teachers and administrators to conveniently print, scan and share educational information and experiences to improve teaching methods and materials; provides NFC for easy wireless printing from teachers' mobile devices



*BLI: Buyers Laboratory, Inc.

Samsung Cloud Print

A printing solution that leverages the combined use of various mobile devices, displays, printers and mobile security to enable educators to share learning materials with colleagues and students for higher-quality education



Samsung Business Core Printing Solutions

Efficient printing solutions that allow educators to easily manage and monitor printing devices and documents to improve their productivity and flexibility



Workbook Composer Application

A scanned document conversion tool that enables educators to easily edit articles and teaching materials for exams or class assignments by simply marking the content to be extracted and then scanning the materials. The solution automatically converts the scanned documents into editable content for enriched learning.



Samsung Wireless Enterprise WLAN solution

Solution that provides smooth communication for students, faculty and staff, anytime and anywhere, with myriad multimedia that enhance learning and enable content to be shared with a range of students' devices simultaneously to enrich the educational experience



Education enhancement tools

Partner content solutions

Solutions from companies that partner with Samsung to provide e-textbook and supplementary education offerings.

- The BrainPOP solution makes classes interactive and fun for students by providing K-12 curriculum-based, animated content, quizzes and games for subjects such as math, science, English and social studies in an application or on the web.
- The Pearson solution enhances student learning through programs, textbooks and course materials.



Samsung Education SDK

A software development toolkit (SDK) designed to enhance partner solutions with robust education features that are fully compatible with Samsung devices. The Samsung Education SDK has interactive tools, device management capabilities and education utilities which together create an all-inclusive smart education solution.



Legal and additional information

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