

2008 AT A GLANCE

JANUARY

- Surpassed sales of USD 100 billion in 2007
- Acquired Consumer Complaints Management System certification from the Korea Fair Trade Commission
- Sponsored the African Cup of Nations in Ghana
- Shipped 20-millionth E250 mobile phone
- Signed semiconductor patent cross-licensing agreement with Matsushita

FEBRUARY

- Signed semiconductor licensing agreements with ARM and Tensilica
- Led the global TV market for the second consecutive year
- Launched first fast-cook oven with steam cooking and cleaning
- Launched the industry's first 3D-ready plasma TVs

MARCH

- Entered the Japanese Mobile WiMAX market
- Launched first full-HD LCD TVs with liquid-crystal styling
- Launched W420 Haptic touchscreen phone with tactile touch feedback
- Launched Korea's first remote management system for commercial air conditioners

APRIL

- Launched SyncMaster T series LCD monitors with liquid-crystal styling
- Swept top honors at CTIA Wireless 2008 with M800 Instinct phone
- Acquired WiMAX Forum 2.3 GHz certification
- Launched production of industry's first 50nm 1Gb DDR2 DRAM
- Launched u900 Soul flagship slider phone
- Signed agreement with Sony to build second 8th generation LCD line at S-LCD

MAY

- Launched Series 6 full-HD plasma TVs
- Reached agreement with Intel and TSMC on transition to 450nm silicon wafers
- Unveiled the industry's first blue-phase mode LCD panel
- Appointed Yoon-Woo Lee vice chairman and CEO
- Launched MultiXpress multifunction printer series with the industry's fastest A4 color and monochrome print speeds

JUNE

- Acquired WiMAX Forum 2.5 GHz certification
- Unveiled 90nm smart card IC chip
- Launched production of 300mm wafers in Singapore with Siltronic
- Launched the i900 Omnia flagship smartphone
- Marked 38th consecutive month at global No. 1 in large LCD panel market
- Led the global A4 color laser multifunction printer market for the first time in Q2

JULY

- Named "Best Managed Company in Korea" by *FinanceAsia*
- Hosted Samsung Future Mobile Forum 2008
- Joined the Korea Fair Trade Commission's Triangle Cooperation Program
- Sold 150-millionth mobile phone in the US
- Initiated discussions with Samsung SDI to establish active-matrix OLED venture

AUGUST

- Launched Armani premium LCD TV series
- Hosted 3GPP working group meetings
- Launched SyncMaster T series full-HD-ready LCD monitors
- Served as the official wireless telecommunications equipment partner of the Beijing 2008 Olympic Games
- Launched the industry's first front-load washer with "bubble wash" technology

SEPTEMBER

- Deployed the first Mobile WiMAX network in Russia
- Launched production at a flat-panel TV plant in Russia
- Served as the official wireless telecommunications equipment partner of the Beijing 2008 Paralympic Games
- Sold 10-millionth microwave oven in Russia
- Signed sponsorship deal for Guangzhou 2010 Asian Games
- Launched production of the industry's first 50nm 2Gb DDR3 DRAM

OCTOBER

- Led J.D. Power and Associates customer satisfaction rankings for French door and side-by-side refrigerators for the 4th consecutive year in the US
- Launched the first US Mobile WiMAX service with Sprint (Clearwire)
- Launched production at a LCD module plant in Slovakia
- Launched the M8800 Pixon touchscreen phone with 8-megapixel camera

NOVEMBER

- Led European home theater system market in January-to-August sales
- Led US mobile phone market in Q3 for the first time
- Sold 2-millionth flat-panel TV with liquid-crystal styling just seven months after market debut
- Shipped an industry record 5.39 million LCD TVs in Q3
- Launched production of high-performance 256GB solid-state drives

DECEMBER

- Surpassed USD 50 billion in exports
- Opened Samsung d'light brand showcase at Seoul HQ
- Awarded deployment contracts for Mobile WiMAX service in Taiwan and Kuwait
- Unveiled the P3 MP3 player with haptic UI
- Opened the Samsung Experience brand shop in Dubai
- Led the global TV market for the third consecutive year