

DMC

Digital Media & Communications Business

At Samsung Electronics, we're creating user experiences that empower consumers to more easily access and enjoy the myriad benefits of digital technology with state-of-the-art visual displays, audio and video equipment, computers, printers, mobile phones, and home appliances. In short, our high-tech, beautifully designed products are delivering a whole new kind of satisfaction.

VISUAL DISPLAY DIVISION
DIGITAL PRINTING DIVISION
COMPUTER SYSTEMS DIVISION
MOBILE COMMUNICATION DIVISION
TELECOMMUNICATION SYSTEMS DIVISION
DIGITAL APPLIANCE DIVISION



21.9%

2008 GLOBAL TV MARKET SHARE

01. SPF-107H Digital Photo Frame

This chic 10-inch photo frame with liquid-crystal styling boasts an ultra-slim 23 mm profile, 1GB of onboard memory, and a high-resolution 1,024 x 600-pixel screen that brings precious memories to life.

01



VISUAL DISPLAY We led the global TV market for the third straight year in 2008 as we continued to win over customers with outstanding picture quality, elegant liquid-crystal bezel styling, and advanced interactivity and connectivity options that allow customers to enjoy pictures, movies, and music from the Internet, their own home network, or even USB devices. Our leadership took another leap forward in 2009 as we introduced a new whole new "species" of high-definition television that is sure to be a global hit. Our new LED TV lineup is the next evolution in LCD technology, replacing the conventional cold-cathode fluorescent lamp (CCFL) backlighting with eco-friendly LED backlighting. The result is exactly what customers want—full-featured TVs with superior picture quality, stylish ultra-slim enclosures, and dramatically lower power consumption. Today, we continue to drive innovation in the flat-panel TV market with new ultra-slim plasma TVs and 240 Hz full-HD LCD TVs, delivering the breakthrough products and superior value that will keep us at the forefront of the global TV market.

LCD monitors are another field we have led the world in since the third quarter of 2006. In 2008, we launched a number of premium monitors, including our SyncMaster T-series with the same liquid-crystal bezel design featured on our LCD TVs to commemorate the 20th anniversary of the SyncMaster brand. We intend to once again lead the industry in 2009 by rolling out a large number of new products, including the SyncMaster 70-series with liquid-crystal bezels, ultra-slim LED-backlit monitors, laptop computer monitors, professional monitors, 120 Hz monitors, and large-format digital information displays with ultra-slim bezels for video wall applications.

In the audio and video equipment field, we leveraged our leadership in Blu-ray technology to unveil the industry's slimmest Blu-ray player to date featuring our sophisticated liquid-crystal styling in a wall-mountable unit just 39 mm thick. Our Blu-ray and DVD home theater systems took numerous awards in Europe and around the world in 2008. We also continued to innovate in the video space with an ultra-compact full-HD camcorder featuring a built-in 64GB solid-state drive, hybrid still/video cameras, and a compact digital camera with a 24 mm wide-angle lens and 10x optical zoom.

02. Series 7 LED TVs

Showcasing our gorgeous liquid-crystal styling, brilliant LED backlighting, an ultra-slim profile of 29.9 mm, and advanced interactivity and connectivity options, our Series 7 LED TVs add a dazzling new dimension to home entertainment.

03. HT-BD7200 Blu-Ray Home Theater System

Winner of a Best of CES 2009 award in the home audio category, this sleek wall-mountable 2.1-channel Blu-ray system is an eye-catching match for our TVs with support for streaming audio and video and Bluetooth wireless audio connectivity.

03



“ We’re transforming life on the go with mobile phones that shine with advanced multimedia features, user interfaces that deliver tactile feedback, and uniquely stylish design.”



08

Our MP3 player business continues to aggressively compete in global markets with a full lineup of products that ranges from premium media players to voice recorders. Our current lineup includes the flagship P3 touchscreen media player with haptic feedback, the Q1 and Q2 players with our latest DNSe™ 3.0 sound engine, and the VP1 voice recorder.

As we look ahead to 2009 and beyond, we will be focusing on generating both qualitative and quantitative growth as we expand our leadership in the premium market as well as our presence and marketing in emerging markets. You can expect us to continue to deliver a steady stream of uniquely Samsung mobile phones and MP3 players designed to meet the needs of today’s fast-changing marketplace as we deliver value and enjoyment that far exceeds consumer expectations.

TELECOMMUNICATION SYSTEMS We continued to achieve remarkable growth with a wide range of products including Mobile WiMAX, CDMA and HSPA wireless equipment, enterprise PBX solutions, and home network set-top box solutions. Since we unveiled the world’s first commercial Mobile WiMAX service in 2006, we have led the industry with system and equipment deliveries to 23 major operators in 19 countries around the globe, including the US, Japan, and Russia. In 2008, we demonstrated the industry’s first Mobile WiMAX II (802.16m) solution that promises to more than quadruple data rates. Today, we continue to lead the way in developing and delivering total solutions for tomorrow’s 4G Mobile WiMAX and Long Term Evolution (LTE) mobile telecommunications networks that will make mobile broadband a ubiquitous part of life in the coming years.

08. YP-P3 MP3 Player
Winner of a Best of CES 2009 award in the MP3 and video player category, our flagship full-touchscreen media player dazzles the ears with its DNSe™ 3.0 sound engine, the touch with VibeWoofers™ bass vibration, and the eyes with our upgraded MP3 TouchWiz UI with vibration feedback.

09. U-RAS Flexible Mobile WiMAX Base Station
The first Mobile WiMAX product to win WiMAX Forum 3.5 GHz certification, this modular system features separate radio and digital processing units for maximum flexibility in installation.

09



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“ We’re working hard to bring more beauty and convenience home with appliances that lead the way in esthetics, ecology, energy savings, and health.”

DIGITAL APPLIANCE We are a leading home appliances maker known for delivering products with innovative technology, exceptional design, and outstanding ease-of-use. In 2008, we saw shipments steadily rise worldwide despite the global economic downturn as we posted the highest growth rates in the industry. As we burnished our premium brand image in advanced markets with our ever-popular high-end front-load washing machines and side-by-side refrigerators, we also continued to pursue and win new customers in emerging markets with products designed to match local lifestyles.

Our latest home appliances continue to win praise and customers around the world for their innovative features and attractive designs. Our side-by-side refrigerators feature our patented Twin Cooling System™ for independent cooling and humidity control of each compartment to keep food at its freshest. Our washing machines have features like “bubble wash” technology that improves cleaning performance while cutting washing time in half, advanced vibration-reduction technology, and a diamond-textured stainless steel drum that is gentler on fabrics.

Our room air conditioners have advanced energy-saving features as well as the ability to automatically monitor and control room temperature and humidity while simultaneously cleaning the air. Our commercial air conditioner lineup now boasts the industry’s most-powerful outdoor units and designer indoor units featuring many of the design and health-enhancing features of our home units. Our new line of fast-cook ovens adds steam cooking and cleaning. Last, but not least, our vacuum lineup includes models with the industry’s quietest bagless technology and steam cleaning capability as well as advanced robot vacuums.

In the coming years, we will be working even harder to fill the lives of our customers with beauty and convenience as we deliver appliances that lead the way in promoting esthetics, ecology, energy savings, and health.



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10. Aqv12abbn Wall-Mounted Air Conditioner
This split-system air conditioner with inverter-driven compressor combines sophisticated styling with a host of advanced cleaning and bacteria-killing features to deliver cooling that is as refreshing as it is hygienic.

11. Rfg297aars French Door Refrigerator
This stainless steel beauty features our latest Twin Cooling Plus System™ with independent cooling and humidity control of each compartment to keep food fresher, an external ice and water dispenser, doors that automatically close when left slightly open, and plenty of flexible storage options for larger items with one of the largest capacities in its category.

13.7%

2008 GLOBAL LASER PRINTER AND MULTIFUNCTION PRINTER MARKET SHARE



04

DIGITAL PRINTING We are working hard to become the world's top laser printer maker with an attractive, easy-to-use, energy-efficient lineup that includes the industry's smallest and sleekest mono-chrome and color laser printers and multifunction printers. In 2008, our focus on eco-performance earned us the top product award at Korea's National Environmental Management Excellence Awards as well as the greatest number of German Blue Angel eco-label certifications in the office equipment category. Our growing family of workgroup solutions—including the world's fastest A4 color laser multifunction printer with speeds of up to 38 pages-per-minute—is backed by an organization committed to providing complete professional color printing solutions to the enterprise marketplace.

COMPUTER SYSTEMS We are currently in the process of relaunching our computer business with a focus on mobile computing. In 2008, our new lineup of stylish, quality netbooks proved to be exceptionally popular in advanced markets like Europe as well as emerging ones such as the CIS and China, catapulting us into the ranks of the world's top-10 notebook makers. With the launch of third-generation netbooks in 2009 featuring greatly improved design, ease-of-use, and battery life, this notebook segment—one we aim to be a top-three player in—is quickly gaining momentum. We will also be focusing on the high-end ultra-light premium notebook market as well as desktop PCs with advanced security and remote management features for the enterprise market.

04. MultiXpress C8385ND Color Laser Multifunction Printer

The industry's fastest A4 color laser multifunction printer boasts advanced workgroup features, outstanding print quality, and a number of convenience-enhancing features that give a major boost to office productivity.

05. N310 Netbook PC

Conceived by award-winning designer Nato Fukasawa, this elegant and compact netbook packs all the latest features and technology in a package designed for maximum mobility.



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“ We're making life richer and more enjoyable with digital products that offer innovative features, distinctive design, and eco-friendly engineering. ”

MOBILE COMMUNICATION Our mobile phones have the world talking. In 2008, we shipped over 196 million phones worldwide as we held steady at No. 2 in global market share. Our premium lineup of full-touchscreen phones, smartphones, and high-resolution camera phones enabled us capture the No. 1 market share crown in France and the US, the latter market in which we shipped our 150-millionth phone to date during the year. We also saw a number of our entry-level phones exceed sales of 10 million units in emerging markets as our full-range phone lineup continued to attract new customers to the Samsung brand.

We continue to deliver unique, premium phones that wow customers around the globe with compelling design and cutting-edge features. During the year, we redefined the user experience with a steady parade of innovative phones. After beginning the year with the breakthrough Haptic (W420) touchscreen phone featuring our dynamic TouchWiz UI with haptic (vibration) feedback, we went on to add the Innov8 (i8510) smartphone with 8-megapixel camera and the Omnia (i900) flagship touchscreen smartphone. In their first 18 months on the market, our full-touchscreen phones have taken global markets by storm, selling over 20 million units based on features like our sophisticated TouchWiz UI, high-resolution cameras, and minimalist design. We intend to keep the hits coming in 2009 with high-end touchscreen models with features like gorgeous active-matrix OLED screens, physical keypads, HD video recording, and DJ-style music mixing and scratching.

06



07



06. Samsung Star

This sleek 11.9 mm full-touchscreen phone features our latest TouchWiz UI, DNSe™ 3.0 sound engine, a 3-megapixel camera with video recording, Bluetooth, and a host of other multimedia features that are helping it take the mid-range market by storm.

07. i8910 HD

The world's first mobile phone capable of recording 720p HD video, this upgrade to the original Omnia smartphone features a long list of high-tech features, including a stunning 3.7-inch active-matrix OLED touchscreen and a high-resolution 8-megapixel camera.

16.7%

2008 GLOBAL MOBILE PHONE MARKET SHARE