



12. BD-P4600 Blu-Ray Player

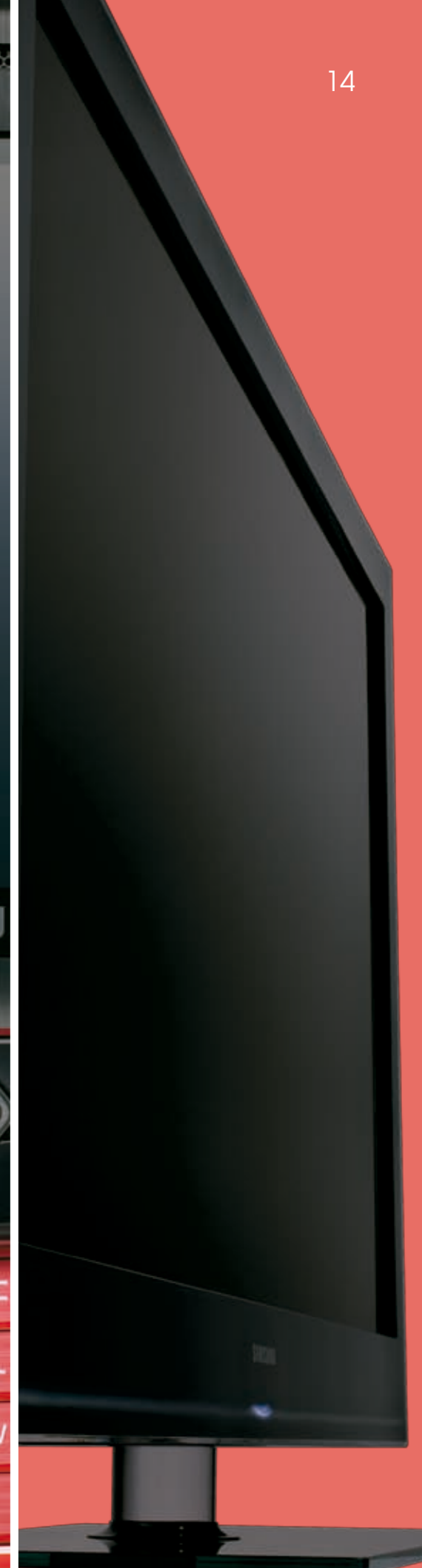
Endowed with liquid-crystal styling, this sophisticated player is the industry's slimmest to date at just 39 mm. It also supports wireless networking for instant access to the latest Blu-ray features as well as streaming audio and video via both the Internet and home networks.

13. Ultra^{TOUCH}

This premium full-touchscreen phone will dazzle with a brilliant 2.8-inch active-matrix OLED screen, high-resolution 8-megapixel camera, and a host of other sophisticated multimedia features.

14. 750 Series LCD TVs

With a 240 Hz refresh rate for smoother, sharper action scenes, sophisticated liquid-crystal styling, and improved interactivity and connectivity features, this TV family will keep you more than entertained.





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DESIGN

At Samsung Electronics, our design philosophy focuses on creating an “emotional journey” for our customers by delivering a holistic user experience that encompasses distinctive product styling, superior usability, and a unique design story. Anchored by the Corporate Design Center in Seoul, our global design network includes centers in London, Milan, Los Angeles, Shanghai, Tokyo, and Delhi. We are also actively involved in nurturing tomorrow’s world-class designers through the Samsung Art & Design Institute (SADI) and the Samsung Design Membership program for college and university design majors.

Our elegant liquid-crystal styling, TouchWiz UI, and other design innovations are playing a major role in growing our market share and enhancing our brand image. Each year, our outstanding capabilities are recognized at some of the world’s most prestigious design competitions. In 2008, we had another outstanding year as we marked our fifth straight appearance at the top of the overall corporate rankings at the Industrial Design Excellence Awards based on our five-year award performance. We also topped the corporate and creative categories in the iF Ranking based on our performance at the iF Design Awards over the past three years. Today, our quest continues to develop the innovative designs that will create compelling new user experiences that will keep our customers on the cutting edge of technology and style.



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15. WF448 Front-Load Washer

This 2009 CES Eco-Design Award winner is gentler on clothing as well as the environment with the category’s largest load capacity, powerful deep-steam cleaning, whisper-quiet vibration reduction technology, and dramatically lower water and electricity requirements.

16. ML-2525 Monochrome Laser Printer

Despite its compact size, this speedy laser can print up to 24 pages a minute. A convenient “print screen” button makes it easy to get a hard copy of whatever is on the computer screen.

17. SyncMaster 70 Series LCD Monitors

Showcasing our eye-catching and eco-friendly liquid-crystal styling, a sleek 30 mm profile, and improved power-saving features, these premium monitors deliver sharp, vivid images with a 50,000:1 dynamic contrast ratio and speedy 2 ms response time.

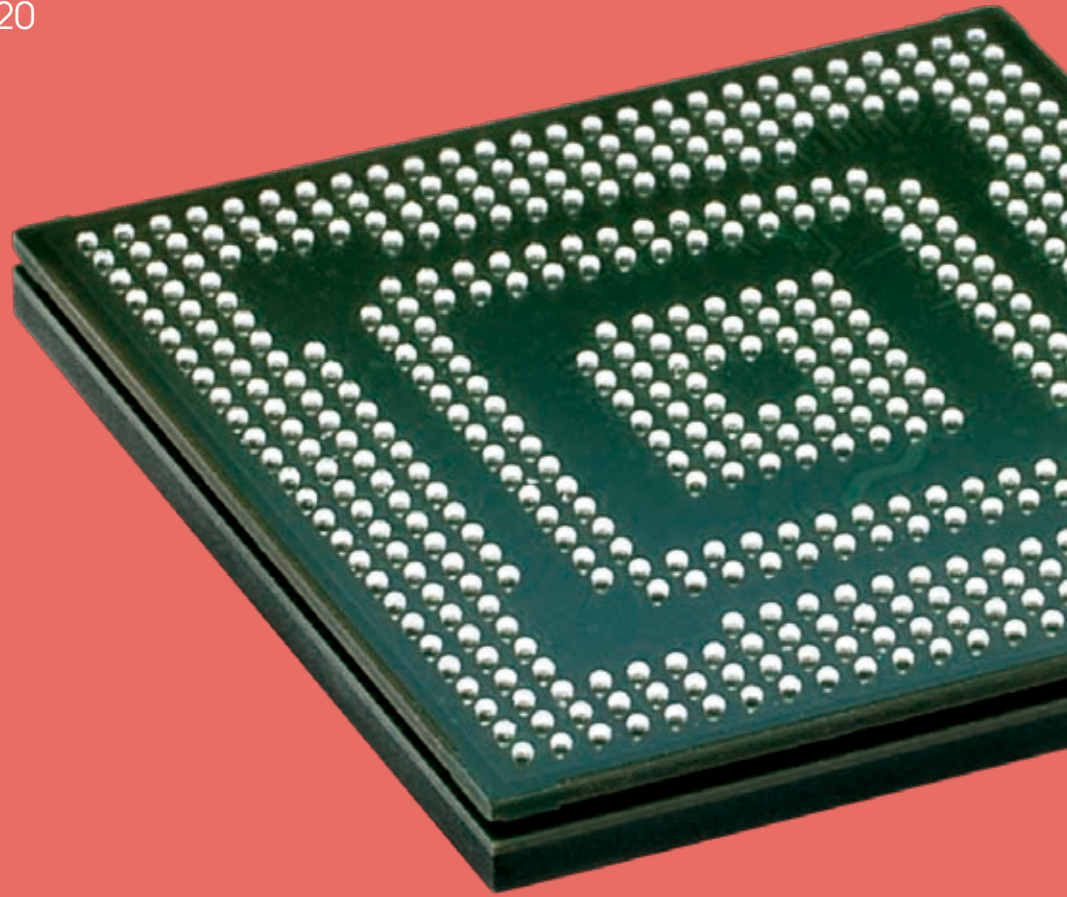
18. Beat^{SO}

Featuring audio by Bang & Olufsen ICEpower and our own advanced DNSe™ 3.0 sound engine, this music-focused handset jams with stereo speakers and DJ-style mixing and scratching on a brilliant 2.8-inch active-matrix OLED touchscreen display.

19. Q320 Notebook PC

Boasting chic minimalist styling, a 16:9 LED-backlit display, dedicated 3D graphics, wireless networking, and an eSATA/USB combo port, this powerful notebook delivers a powerful combination of multimedia performance and portability.

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R&D

At Samsung Electronics, our ongoing commitment to technology leadership has enabled us to consistently deliver innovative products that enhance and enrich life. In 2008, our investment of KRW 6.9 trillion—9.5% of parent company sales—resulted in technological breakthroughs like a 256GB solid-state drive, 90nm high-performance smart card chip, 82-inch 120 Hz quad-HD-resolution TV panel, and a Mobile WiMAX II (802.16m) solution. It also enabled us to ship innovations like front-load washers with time-, energy-, and wear-saving “bubble wash” technology and the industry’s most compact color laser printers. In 2009, we plan to invest approximately KRW 7.8 trillion in R&D to enhance the competitiveness of our core businesses and develop tomorrow’s technologies.

We recently reorganized our global R&D network for greater agility, flexibility, and efficiency. In addition to the Samsung Advanced Institute of Technology—the global hub of our R&D organization—this network includes the centers operated by our business divisions, the Mechatronics and Manufacturing Technology Center, and 14 overseas centers. Today, our over 42,100 researchers are hard at work on tomorrow’s paradigm-shifting technologies and products. And as we continue to expand our investment in core technologies and cutting-edge growth businesses, we are ensuring our global technology leadership grows stronger with each passing year.

20. 800MHz Mobile Application Processor

This advanced processor gives mobile devices a powerful multimedia punch, supporting standard-definition video compression and playback, high-performance 3D maps, games, and user interfaces, and much more with an ultra-efficient power envelope.

21. Story Station External Hard Drives

Available in capacities of up to 1.5TB, these stylish 3.5-inch external drives are an ideal desktop PC storage expansion or backup solution.

22. 32GB DDR3 RDIMM

The highest-capacity memory solution for servers and workstations to date, this module uses 72 of our low-power 50nm 4Gb DDR3 DRAM chips arranged in nine quad-die packages on each side of the module to boost performance and lower power requirements.

23. LED TV Panels

Our ultra-slim 10.8 mm panels featuring high-quality edge-lit LED backlighting and 120 Hz and 240 Hz refresh rates deliver truer colors and brighter, sharper images with significantly lower power consumption.

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