

# SAMSUNG PLAIN TECH GUIDE

The top misunderstood tech terms in Europe explained, as revealed in the European Tech Habits research

# SAMSUNG



## 01 THE CLOUD

Services that invisibly run on the Internet instead of having files saved on your device. With an internet connection you can watch Netflix or use Gmail anywhere.



## 02 STREAMING

Simply listening to music or watching a movie online, when it suits you.



## 03 THE INTERNET OF THINGS

A simple network of devices that enables a smartphone, fridge, washing machine and other devices to work together to make life easier.



## 04 FIBRE OPTIC

Fibre optics are more powerful versions of telephone cables. It sends coded information in a beam of light down a glass or plastic pipe. Each strand is less than a tenth as thick as a human hair carrying up to like 25,000 telephone calls.



## 05 EMOJIS

Ever use a smiley face in a text message? Originally from Japan, emojis are mini images or characters used to express how we feel and what we're thinking.



## 06 ANDROID

Android is the brain that puts the 'smart' in your smartphone. It makes all the cool stuff work like Maps, Gmail, YouTube and more.



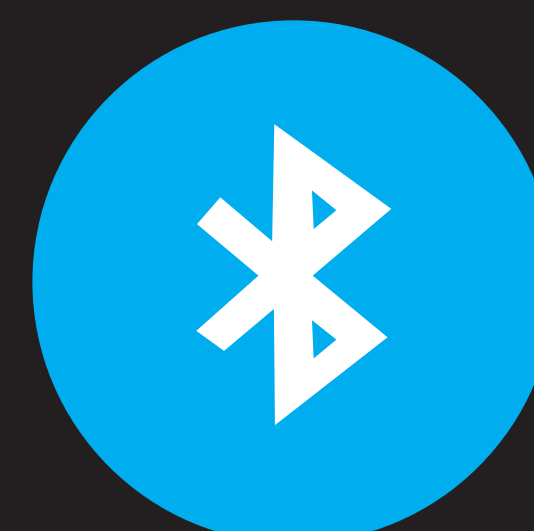
## 07 ON DEMAND

If you've ever recorded a TV show and then watched it later online, you've used on-demand. It allows us to watch what we want, when we want and where we want.



## 08 WEARABLE TECHNOLOGY

Wearables are technology that we wear like smartwatches, fitness trackers, sports watches and even smart suits.



## 09 BLUETOOTH

Handy radio waves so you can share pictures and messages with your friends smartphones.



## 10 WIFI

When you are enjoying a latte surfing the Internet at your local coffee shop, you are using WiFi. It is a way of accessing broadband internet without wires – genius.