



## Samsung Electronics Elected to 5GAA Board

*Samsung brings critical experience in telecommunications and telematics to the Association*

**Seoul, Korea - May 19, 2017** – Samsung Electronics today announced that it was elected to a board membership position following elections held at the recent 5G Automotive Association (5GAA) general meeting on May 11<sup>th</sup>. With the addition of Samsung, 5GAA will be better able to leverage the company's industry leadership in telecommunications and recently acquired telematics and infotainment technologies.

Dr. Jaeweon Cho, Director of 5G Technology Strategy within Samsung's Next-Generation Communications Business Team, and Samsung's representative on the Board, said "This is a serious opportunity for Samsung and our industry partners to leverage the work we're doing in diverse spaces such as mobile networks, home appliances and chipsets and apply it to the growing connected car industry. I'm really excited to explore the potential opportunities here and help the 5GAA Board set its future direction. What the 5GAA and Samsung are working on will be globally transformational."

Samsung acquired Harman, a company with leadership in connected car technologies, [in March of this year](#). Samsung expects that the combination of this expertise paired with its own experience in mobile devices, wireless networks and chipset development will serve to empower the 5GAA's mission to accelerate the commercialization of communications solutions that improve mobility and safety on our transportation networks.

In addition to joining the 5GAA board, Samsung was also elected to serve as Vice-Chair of the 5GAA's Working Group 4, which is responsible for exploring connected car-related standards and radio spectrum opportunities.

Samsung joined the 5GAA in January as a pioneering leader in 5G technology development and strives to support industry initiatives to standardize approaches to research, develop, commercialize and deploy wireless technologies that will power entirely new and exciting use cases, from connected cars to augmented reality and beyond.

### **About Samsung Electronics**

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI and LED solutions. For the latest news, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).

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