



Samsung Advances Open IoT Ecosystem with New Partner Program and Commercial Availability of the SAMSUNG ARTIK™ Platform

New Samsung Certified ARTIK Partner Program to expand IoT ecosystem capabilities and accelerate time-to-market; Samsung announces commercial availability to support a rapidly growing ecosystem of developers.

SAN JOSE, February 18, 2016 — Samsung Electronics Co. Ltd. today announced significant momentum for the SAMSUNG ARTIK™ IoT platform. The company announced that the SAMSUNG ARTIK platform is commercially available – a big step forward in bringing the Internet of Things (IoT) to everyday life. SAMSUNG ARTIK development kits can be ordered from Samsung's channel partner Digi-Key Electronics starting February 22. The company also introduced a new Certified ARTIK Partner Program (CAPP) to make partner services and platforms readily available to help accelerate the development and time-to-market for IoT projects.

"I'm very proud of the SAMSUNG ARTIK team and the strong momentum they have achieved. In less than 8 months, we've gone from product launch to commercial availability, while building multiple modules, operating systems, embedded security, and a growing ecosystem of actively engaged partners," said Dr. Byungse So, Executive Vice President and CTO, Samsung Strategy and Innovation Center. "We believe in the power of open platforms and partner ecosystems, leveraging the wealth of expertise and experience available in the market to bring delightful experiences to our customers. We're excited to see all the innovative projects that developers will come up with in the future."

Thriving Ecosystem Extends Customer Options

Samsung's new Certified ARTIK Partner Program is designed to help developers and companies jump start their development and take their ideas to market faster by working with carefully selected professional service providers and design houses. Whether customers need tailored hardware or help in defining a new system from scratch, CAPP partners can help make the design and deployment of IoT systems an effortless experience. For a list of Certified Partners and their expertise, please visit <http://www.artik.io/partners>. There is a unique opportunity to join the list of leading partners already working with Samsung to deliver superior-quality options to customers that want to develop IoT applications using the SAMSUNG ARTIK platform. Companies interested in applying for CAPP can visit <https://www.artik.io/partners/programs/certified-partners>.

The open SAMSUNG ARTIK platform provides all the essential hardware and software building blocks to allow faster, simpler development of new enterprise, industrial and consumer applications. This allows developers to focus on their areas of expertise in designing new applications and services rather than having to build entire systems from the ground up, enabling a faster time-to-market. New SAMSUNG ARTIK ecosystem collaborators include:

- **Operating System.** SAMSUNG ARTIK's support for operating systems include Tizen, Nucleus Real Time OS and the open source Fedora Linux stack, enabling developers to select the platform they are most familiar with. The newest member to join the ecosystem is Canonical's Operating System for the Internet of Things: Snappy Ubuntu Core, providing an ideal OS for secure, resource-constrained smart devices. The open-source, extensible and highly popular Ubuntu core enables carrier-grade updates and an application architecture for simple and secure software deployments, all built upon the core security features of SAMSUNG ARTIK.

- **Tools and Services.** SAMSUNG ARTIK offers a range of tools and services for both experienced developers and newcomers to IoT. For example, support for the Arduino web-based development environment popular with makers; and Temboo, which enables cloud connectivity and automatic code generation. For developers focused on local processing and analytics, Medium One's workflow tools provide analytics and visualization running locally on SAMSUNG ARTIK. New services include Sensory's speaker-independent on-device TrulyHandsfree™ Voice Control technology; Soundhound's new contextual natural language and voice recognition engine; and Vayyar's 3D imaging sensor technology.
- **Cloud.** Microsoft has certified SAMSUNG ARTIK compatibility with the Azure IoT Suite and IoT Hub. Developers using SAMSUNG ARTIK modules with the Fedora operating system can get to work quickly and take advantage of the Azure Platform SDKs to create end-to-end implementations of common IoT scenarios. Together with Samsung SAMIIO, the Open Data Exchange platform that makes it easy to collect and share data from any device and in any format, developers now have more tools to build innovative cloud-based apps and services for IoT. Link: <http://azureiotpartners.azurewebsites.net/#partnerCategoryFilter=devices>
- **Security** is a critical attribute for IoT devices. Samsung adds hardware-based security into every module and extends its capabilities by working with industry leading security partners. SAMSUNG ARTIK is enabling TEE support (Trusted Execution Environment) with Trustonic – the same technology that protects over 70 enterprise and payment apps in 500 million smartphones. Using hardware isolation, the TEE ensures secure storage and processing of private data. It also allows users and trusted services to safely install and run new applications on SAMSUNG ARTIK enabled devices and sensors in the field. This greatly increases the usefulness of products and services that rely on a growing ecosystem of secure, connected devices and provides peace of mind for IoT users everywhere.

Get Onboard with SAMSUNG ARTIK

More information about the SAMSUNG ARTIK platform and development tools can be found at <https://developer.artik.io/>

Customers wishing to place volume orders can contact sales@artig.io.

For evaluation boards and low volume orders, Samsung is teaming with Digi-Key, one of the fastest-growing online distributors of electronic components. Link: <http://www.digikey.com/en/supplier-centers/s/samsung-semiconductor>

"Digi-Key is proud to have the largest in-stock portfolio of connectivity devices and microprocessors in the industry, and we are excited to add the SAMSUNG ARTIK family of modules to our catalog. Samsung's offering combines connectivity and processing power with an easy-to-use range of pre-certified connectivity options. This aligns perfectly with the customers demanding this functionality in devices needing a very small form factor. This flexibility complements many applications, and that is especially useful in this fast-evolving IoT market," said David Stein, Vice President, Global Semiconductors at Digi-Key. "Businesses can now focus their efforts on application design, and get from idea to prototype faster."

SAMSUNG ARTIK at Mobile World Congress 2016

The SAMSUNG ARTIK team will be at Mobile World Congress 2016 in Barcelona. For more information or to schedule a meeting, please contact ssic@ssi.samsung.com.

About the Samsung Strategy and Innovation Center

The SAMSUNG ARTIK platform has been developed through work led by the Samsung Strategy and Innovation Center (SSIC). SSIC is a global organization with the core missions of open innovation in collaboration with entrepreneurs and strategic partners, investments in disruptive technologies and

startups, and new business creation through M&A and partnerships. With offices in Silicon Valley, Korea, Israel, France and the U.K., SSIC's focus areas include cloud infrastructure, smart health, Internet of Things, and smart machines.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

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