

SAMSUNG PLAIN TECH GUIDE

SAMSUNG

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



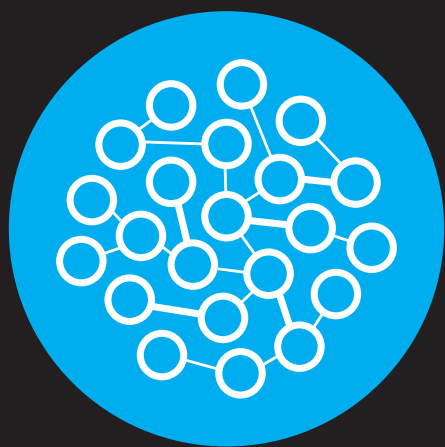
01 THE CLOUD

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 smartphones, fridges and washing machines to work together to make life easier.



04 FIBRE OPTIC

Fibre optics are more powerful versions of telephone cables. They can be used to send 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 but can carry data equivalent to 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.



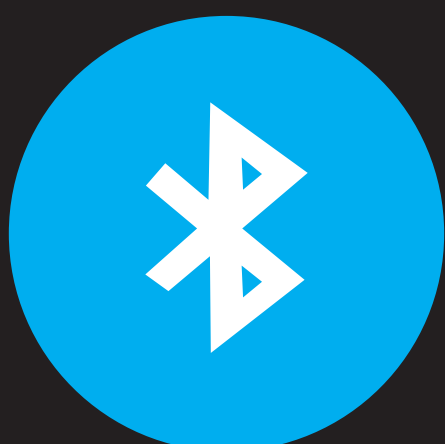
07 ON DEMAND

If you've ever watched a TV show online, you've used on-demand. It allows us to watch online 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 that allow you to 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.