



Samsung Unveils New Possibilities for the Future of Mobile Communications at MWC 2017

Samsung will present the complete 5G vision and cloud-based end-to-end portfolio

SEOUL, Korea – February 21, 2017 – Unveiling new possibilities for the future of mobile communications, Samsung Electronics will showcase a portfolio of its newest network solutions, including 5G, at MWC 2017. The new solutions demonstrate Samsung's comprehensive 5G vision and cloud-based end-to-end portfolio from network virtualization, E2E orchestration, in-building and campus solutions to 5G.

"The industry is undergoing many dramatic changes, with people requiring new ways of communication yet to be experienced. Samsung is seeking to maximize user happiness by identifying key drivers and implementing the newest solutions," said Youngky Kim, President and Head of Networks Business at Samsung Electronics. "At Samsung, our innovative spirit will extend to the 5G era to enrich people's lives by making day-to-day tasks easier, simpler and automated."

5G Solutions

At MWC 2017, Samsung will feature its latest advancements in 5G solutions for both mmWave and below 6GHz spectrums. A live demonstration of mmWave 5G Fixed Wireless Access (FWA) will show a maximum data throughput of 4Gbps delivered to the 5G FWA house. 5G FWA will be a game changer in the entire global broadband market and also act as a catalyst for the mobile 5G era.

Samsung also plans on introducing live video analysis involving 5G use cases, which shows huge amounts of video information collected in real-time, and also a latency-free analysis of the videos at the Mobile Edge Cloud. With big data emerging as a global sensation, video analysis can be utilized in areas such as crime prevention, shopping mall logistics management and customer purchase pattern analysis.

Network Virtualization

With virtualization carrying a high significance in the 5G era, effective, agile and prompt network operation became a key topic for operators in introducing new business models and applications. At this year's MWC, Samsung will demonstrate its virtualized RAN, which will evolve to a Unified RAN, integrating Legacy 4G and 5G together, as well as its automated end-to-end orchestrator.

Through cloud network slicing, the adoption and operation of the latest services and applications will be made even easier through the embedded functions of artificial intelligence (AI), such as big data analytics tools and video IoT platform.

Network Capacity Solutions

Samsung will showcase its professional solutions, designed to enhance the perceived user experience as the mobile data traffic grows exponentially. 'VoLTE Quality Monitoring & Analysis (VoMA)' and 'CognitiV Data Traffic Monitoring & Analysis (DMA)' have been built to automatically monitor and optimize mobile data service quality for each individual user. By detecting abnormal situations or traffic congestions at a cell unit, each user can enjoy superior service quality. Samsung's big data analytics enables all these by making the entire process automated.

Samsung will also conduct a live demonstration to show the speed 1Gbps, using LTE-Advance Pro technologies on 3 carrier aggregation, 4x4 MIMO and 256QAM technologies, as well as 5 carrier aggregation using a smartphone-type device.

In-Building and Campus Solutions

As hyper-immersive multimedia services are an important revenue generator, industry leaders are actively discussing ways to accommodate massive data traffic, such as License Assisted Access (LAA), Shared Spectrum (e.g. CBRS), MulteFire and WiFi AP. At this year's MWC, Samsung will introduce the

full line-up of smallcells and WiFi APs, which adds additional bandwidth to every house and venue regardless of service provider type, ranging from telecom operators, cable service providers and neutral hosts. By connecting to Samsung's cloud managed services, automatic feature-upgrades and big data analytics-based optimization, as well as vertical application add-ons with Open API are made possible.

For more information on this press release including photos, videos and relevant Samsung Newsroom articles, please visit <http://news.samsung.com>. Samsung's booth at MWC is located at the Exhibit Hall 2 Stand 2M10 in Fira Gran Via, and will be open from February 27 to March 2, 2017. To learn more about MWC 2017, please visit www.mobileworldcongress.com.

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