SAMSUNG

Introducing Samsung Connect Tag,
a New Way to Keep Track of All That Matters in Life

Samsung releases first cellular IoT mobile device for multi-purpose tracking

SEOUL, South Korea – October 16, 2017 – Samsung Electronics Co., Ltd. is launching the Samsung Connect Tag – a new way to keep track of the loved ones, valuables and all the matters in life. The Samsung Connect Tag is the world's first consumer mobile product to use narrowband network technology (NB-IoT, Cat.M1), a specially designed cellular communication standard for small data utilization, low power consumption and the ability to securely connect to the internet for optimal location services. The Samsung Connect Tag offers smart location notifications based on a NB-IoT or Cat.M1 network, leveraging full internet services to identify location information for increased family security and peace of mind.

The Samsung Connect Tag will work with GPS, Wi-Fi-based positioning (WPS) and Cell ID, so it can receive accurate location information both indoors and outdoors for effortless location tracking. It can be attached to a young child's backpack so his or her whereabouts can be tracked, clipped to a dog's collar so it won't go missing, and secured the keys so they are never lost. These tracking and notification abilities will minimize anxiety about the user's favorite items or loved ones, offering an exciting way to use technology for increased family security and an enhanced lifestyle.

Furthering Samsung's commitment to a seamless IoT experience across devices, the Samsung Connect Tag will be tied to the SmartThings ecosystem, working in conjunction with the user's smart home appliances through Works with SmartThings. The geo-fence feature on the Samsung Connect Tag will notify the user's chosen smart devices when he or she approaches – so if the user wants lights and TV to turn on while getting home from a nightly run, the Samsung Connect Tag can trigger these products as the user enters the pre-define zone, so the user will get a notification when the child enters the schoolyard or a dog jumps the backyard fence.

The Samsung Connect Tag also offers several key features to minimize anxiety and increase usability. If the user loses car in a large outdoor parking lot, the on-demand function will allow requesting any Connect Tag's location when desired, simply by pressing a button on the smartphone.

The Send my location function will send their current location to their guardian, so even a young child can let you know exactly where he or she is and can go pick him/her up safely. Additionally, periodic location notifications will show a trace the loved ones location record.

Connect Tag features a compact size, measuring just 4.21 centimeters wide and 1.19 centimeters thick, as well as IP68 water and dustproof rating for durability. The battery can last for up to seven days on a single charge, minimizing the need to constantly swap out or plug in the device. Connect Tag comes with an exclusive ring that easily attaches to bags, collars or key rings.

Connect Tag will be showcased at the Samsung Developer Conference 2017 on October 18-19 at Moscone Center in San Francisco, California, United States. It will be available for purchase starting in Korea before expanding to select countries in the coming months.

All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice or obligation.

Samsung Connect Tag Specifications

Hardware	
Dimension / Weight	42.1 x 42.1 x 11.9 mm / 25g
Cellular IoT	NB-IoT, Cat.M1
GPS	GPS, Glonass
Sensor	Accelerometer
SIM	eSIM
Connectivity	BLE, Wi-Fi (WPS & FOTA), mUSB 2.0
Battery	300mAh
LED	3 colors status LED
Water/Dust Resistance	IP68
Software	
OS	Tizen IoT
Security	TrustZone
OCF	OCF 1.1
OS Support	Android M and above, iOS 10 and above (end of 2017)
Controller App	Samsung Connect

About Samsung Electronics Co., Ltd.
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, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at http://news.samsung.com.