

## Samsung Grants Full Access to Smart TV SDK Preview Guide

*The Samsung Smart TV SDK Preview UI makes it easier than ever for developers to access and promote applications beneficial to the user experience*

**SEOUL, Korea – July 3, 2016** – Samsung Electronics Co., Ltd. publically released its Smart TV Software Development Kit (SDK) Preview UI guide on June 30, 2016, securing developer content exposure and expanding the consumer's single access experience. Previously, the Smart TV SDK Preview UI was only available to a limited number of applications from a select group of partners.

The Smart TV SDK is used by developers to write applications for Samsung Smart TV's Tizen TV OS platform, and the Preview UI guide serves as an important function for the single access content experience.

"Continuing Samsung's commitment to our consumers and developers, we've decided to open the Smart TV SDK preview guide," said WonJin Lee, Executive Vice President, Visual Display Business at Samsung Electronics. "We will continue to provide more access and additional content as we strive to expand our smart TV application ecosystem."

Moving forward, anyone can develop an application with the Smart TV SDK Preview UI, giving the consumer a better single access content experience through a wider range of applications. Additionally, with preview functions, developers are given the opportunity to get more exposure and promote their services through Samsung's Smart TV's Smart Hub home screen.

Samsung's Smart TV SDK preview development guide is available on the Samsung Developers Forum website, [www.samsungdforum.com/TizenGuide](http://www.samsungdforum.com/TizenGuide).

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