



Samsung Shares Vision for an Open and Connected IoT Experience at Samsung Developer Conference 2017

Introducing new strategy to unify IoT services under SmartThings, in addition to the next-generation Bixby 2.0, and advanced AR capabilities on more Galaxy smartphones

SAN FRANCISCO, Calif. – October 18, 2017 – Samsung Electronics Co., Ltd today shared its vision for a connected world with a widely accessible and open Internet of Things (IoT) platform. At the Samsung Developer Conference (SDC) 2017, held at Moscone West, Samsung also announced that it will unite its IoT services under *SmartThings*, announce Bixby 2.0 with an SDK and advance its leadership in augmented reality (AR), to usher in an era of connected, seamless experiences that span across devices, software and services.

“At Samsung, we’re constantly innovating in order to deliver smarter, connected experiences for our consumers. Now we’re taking a big step forward with our open IoT platform, intelligent ecosystem and AR capabilities,” said DJ Koh, President of Mobile Communications Business, Samsung Electronics. “Through an extensive open collaboration with our business partners and developers, we are unlocking a gateway to an expanded ecosystem of interconnected and intelligent services that will simplify and enrich everyday life for our consumers.”

Samsung also demonstrated *Project Ambience*, a small dongle or chip that can be applied into a wide variety of objects, allowing them to seamlessly connect, and create a ubiquitous Bixby experience. This new concept reflects the next generation of IoT, that of the “*Intelligence of Things*,” which combines IoT and intelligence to make your life easier.

Democratizing the Internet of Things

Samsung is combining its existing IoT services—SmartThings, Samsung Connect, and ARTIK—into one united IoT platform: SmartThings Cloud, which will provide a single, powerful cloud-based hub that can seamlessly connect and control IoT-enabled products and services from a unified touchpoint. SmartThings Cloud will build one of the world’s largest IoT ecosystems, and will provide the infrastructure for a connected consumer experience that is innovative, versatile and holistic.

With SmartThings Cloud, developers will have access to one cloud API across all SmartThings-compatible products to build their connected solutions and bring them to more people. It will also provide secure interoperability and services for business developing commercial and industrial IoT solutions.

Next-Generation Intelligence

Samsung is moving intelligence beyond devices and into an ubiquitous, personal and open ecosystem with introduction of Bixby 2.0 with SDK, integrated with Viv technologies.

Bixby 2.0 will be available on a variety of devices including Samsung Smart TV and Family Hub refrigerator. Now, Bixby will sit at the center of consumers’ intelligent ecosystem. Bixby 2.0 will introduce deep linking capabilities, and enhanced natural language abilities—to better recognize individual users, and create a predictive, personalized experience that better anticipate their needs.

In order to build this faster, easier and more powerful intelligent assistant platform, Samsung will provide the tools to bring Bixby 2.0 into a wider number of applications and services. The Bixby SDK will be available to select developers and through a private beta program, with general availability coming in the near future.

Leadership in Augmented Reality

Building upon Samsung's heritage of creating pioneering technology that delivers incredible experiences to unlock new realities such as VR, the company is committed to continuing to advance technologies in AR. Through a partnership with Google, developers will be able to use the ARCore SDK to bring AR to millions of Samsung consumers on the Samsung Galaxy S8, Galaxy S8+ and Galaxy Note8. This strategic partnership with Google offers new business opportunities for developers, and a new platform for creating immersive new experiences for consumers.

For more information about the Samsung Developer Conference, visit <https://www.sdc2017.com> or follow [@samsung_dev](https://twitter.com/samsung_dev) on Twitter.

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>.