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Samsung launches breakthrough application that protects your eyes

Samsung Safety Screen application helps users hold mobile devices at an ideal viewing distance

Dubai, United Arab Emirates, 20 April 2016 – Samsung has announced the launch of the Samsung Safety Screen application that helps users, especially young children, hold their mobile devices at an ideal viewing distance from their eyes.

Available for free to all Android devices on the Google Play store, the Samsung Safety Screen runs in the background on mobile devices and can even be password-enabled by parents. Employing advanced facial recognition software, a friendly animation pops up shutting down the screen when the device is held too close to the eye, unlocking only once the device is held at the minimum recommended safe distance.

According to the Vision Council*, there is an increase in myopia that scientists attribute to a mix of genetic and environmental factors, including increasing near-range activities such as the use of digital devices, and decreasing exposure to natural light through outdoor activities. Digital eye strain can also affect children and teens, whose eyes may fatigue after long periods of use.

Tarek Sabbagh, Head of IT and Mobile Division at Samsung Gulf Electronics commented, “The usage of electronic devices, such as mobiles and tablets, is increasing extremely fast, within all age groups, from entertainment such as watching movies, to gaming and lately education where many schools started using the tablets in their curriculum. We noticed that children spend extended time using their devices, holding them too close to their eyes, which is not ideal and might cause damage to their sight. Hence, in Samsung, as leaders in innovation, we also care for the health and safety of our consumers. Therefore, we are introducing today an innovative app that helps protect users eyes by reminding them to their devices at a safe distance.”

Developed by Samsung Gulf Electronics in collaboration with Leo Burnett MENA with an aim to deliver innovation that transforms people’s lives, the Samsung Safety Screen application has already been awarded at the recent Dubai Lynx awards. Earlier this year, among other regional innovations, Samsung introduced KalimaLock – a smart application aimed to revive the use of the Arabic language among younger audiences. The Samsung-developed KalimaLock application teaches users to write and pronounce words in Arabic, as well as providing their many meanings and connotations.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets,

* <https://www.thevisioncouncil.org/content/digital-eye-strain/kids>

cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, please visit our official website at www.samsung.com.

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