



Samsung Successfully Holds ‘2017 Samsung Mobile Solutions Forum’ in New Delhi, Demonstrating its Commitment to India’s Mobile Market

Samsung showcased its latest component solutions for mobile applications, including ISOCELL® image sensor and LPDDR4 DRAM

NEW DELHI, India – August 25, 2017 – Samsung Electronics Co., Ltd., the world leader in advanced semiconductor technology, today held the 2017 Samsung Mobile Solutions Forum (SMSF) India in New Delhi, showcasing its advanced component technologies and confirming its commitment to India’s mobile market.

Under the slogan, “Leading the way, shaping the future,” Samsung offered insight on the latest global trends within the industry as well as the company’s vision and strategy for India’s dynamic mobile landscape.

The mobile ecosystem in India has been experiencing unprecedented development within the past few years and market demand for value-added products has increased sharply. Through its second SMSF India event, Samsung continues to recognize the opportunities that India brings and the potential the market holds.

“India is witnessing an extraordinary digital communication revolution with growth prospects never seen before, and Samsung is thrilled to catalyze this change by providing total technology solutions to our customers,” said Haejin Park, Vice President and Head of Device Solutions in Southeast Asia, Samsung Electronics. “We are very proud of where we are today and excited about where we are headed.”

Samsung’s branded image sensor ISOCELL® was highlighted at the event with demos for its technological sub-brands—Bright, Fast, Slim and Dual—that meet diverse needs of cameras for today’s mobile applications. The brand is named after the company’s own image sensor technology that allows high color fidelity and excellent image quality even with smaller pixels. Samsung’s advanced semiconductor solutions also on display included near field communication (NFC) mobile payment solution, touch controller supporting force home key feature, LPDDR4-based mobile DRAM, and T5 portable solid state drive (SSD).

Following its first components forum in India, the Samsung Image Sensor Forum (2015), Samsung reinforced its presence the next year through the Samsung Mobile Solutions Forum India, presenting a comprehensive lineup of its leading mobile component solutions.

More than 200 industry professionals ranging from mobile manufacturers and OEM (original equipment manufacturer) companies, to design engineers and researchers for mobile devices and technologies attended the forum.



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 and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

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