

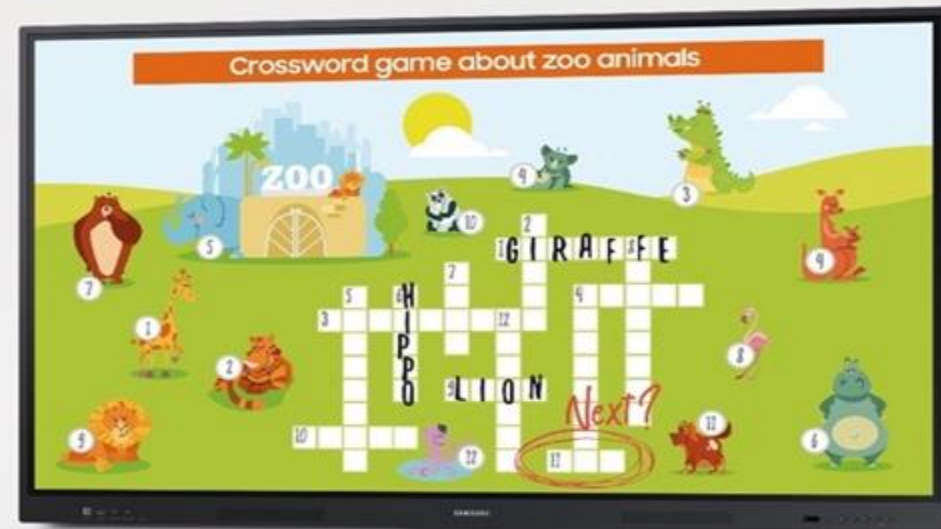
Samsung's journey into Next-Gen EdTech

Unlimited learning possibilities

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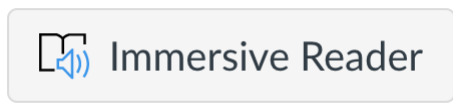




	Monday	Tuesday	Wednesday	Thursday	Friday
9:00-10:00	English	Maths	History	English	Science
10:00-11:00	Maths	IT	Science	Maths	English
11:00-12:00	Lunchtime				
12:00-1:00	Geography	Music	PE	Drama	Art
1:00-2:00	Football		Plans		Swimming





Addressing Key Educational Issues Through Modern Technology

Technology	Impact	Solution
AI-driven adaptive learning	30% improvement in student retention rates	 
Gamified platforms	60% boost in student engagement	 
VR simulations	15% improvement in test scores	
Assistive technologies	25% increase in reading fluency for dyslexic students	
AI-based grading tools	20% reduction in administrative tasks	
Cloud-based platforms	40% improvement in digital literacy in remote areas	

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Samsung's Initiatives and Solutions in the Education Market

Interactive Displays

Samsung's WAF Series facilitates real-time collaboration with screen mirroring and touch-screen capabilities. A pilot study in Poland showed a 30% increase in engagement in classrooms using these displays.

Galaxy Tablets and Smart Devices

Optimized for educational applications and data security, meeting GDPR standards. Schools report significant reduction in digital learning setup time.

Monitors for Creative Learning

Designed for design, science, and technology courses, supporting high-resolution graphics and multi-device connectivity.

Samsung Interactive Display Portfolio

WMB Series (Flip Pro)

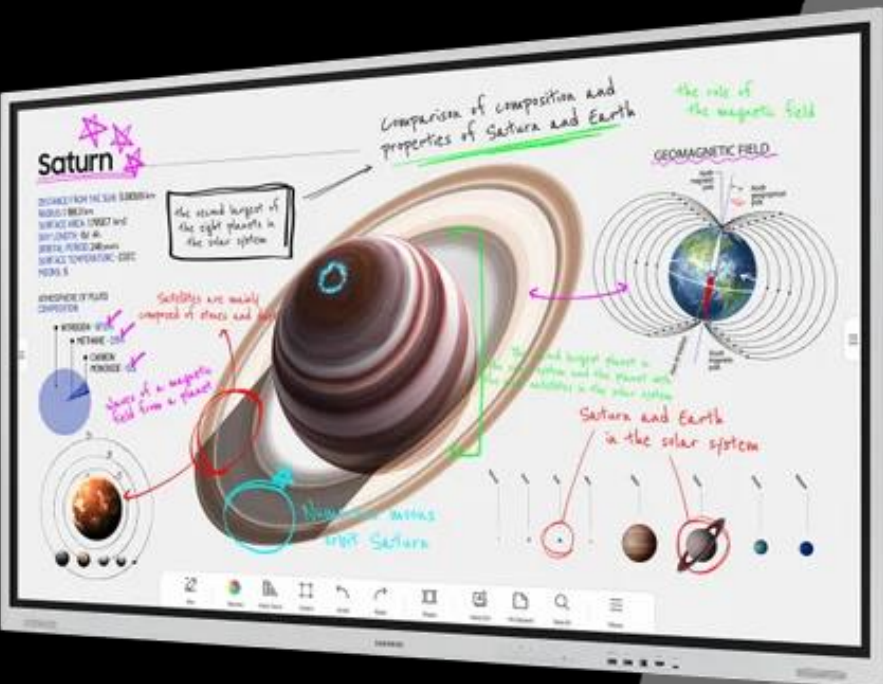


- Flip Pro mainly positioned for Corporate meeting rooms
- Made simple and intuitive
- Clear functionality and use scenario
- Users like it

WAF Series (Android Flip)



- WAF Series was introduced to offer a solution where Android is needed
- Technically it is fully equipped for Educational use
- It is more versatile and adoptive for various usage scenarios



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Education Market tailored AI vs Public AI

Class Environment



Q&A during class which related with curriculum content (e.g. What is Photosynthesis?)

Improper questions or requests (e.g. violent or discriminated agenda)

False information or unlearned data from AI (e.g. Unproven information from website)

Voice command to control device menu (e.g. Open "ABC" file in my google drive")

Summary or quiz based on the lesson content (e.g. Create meeting note for today's class)

General AI



Edu-specific AI



General answers

General answers

Hallucination Issues
*a response generated by AI which contains false or misleading information

Execute Command

Content created based on lesson content

Age and curriculum-appropriate answers

Rejection to reply

Rejection to reply

Execute Command

Content created based on lesson content

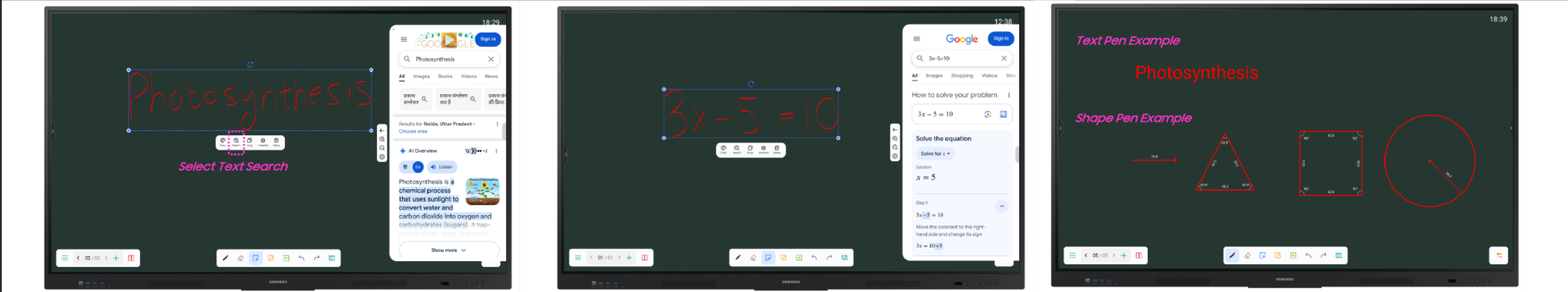
Samsung AI Assistant for Education

Teacher Assistant to reduce teachers' workload and encourage student participation

Technology	Pricing	AI Discovery	AI Creation	AI Accessibility
<div>1. On-device AI</div> <div><small>*Data processing on a device, H/W spec is important</small></div>	<div>Free</div>	<div>Text Search</div> <div>AI recognize and digitize handwritten words, and search for it on Google</div>	<div>AI Writing Tools</div> <div>Handwriting prediction, markup tool, pen tool supports faster and seamless writing experience</div>	<div>Built-in Accessibility</div> <div>Built-in Live Caption feature utilizes on-device AI to transcribe spoken words into text</div>
<div>2. Cloud AI</div> <div><small>*Data processing on a cloud Low dependency on H/W spec</small></div>	<div>Paid</div> <div><small>*Free support with limited time & features (TBD)</small></div>	<div>Circle to Search</div> <div>Circle anywhere on any source, AI instantly offers relevant information and visual content</div>	<div>AI Summary</div> <div>Create lesson summary to efficiently manage classes and refer back to previous lessons</div>	<div>Live Transcript</div> <div>Provide a real-time transcript to make lessons more accessible and easier to follow</div>

On-device AI

Text search: AI recognizes and digitizes handwritten words and can do web search



Handwriting prediction: AI predicts the intended writing in real time and generates live caption



Cloud AI

Circle to Search
Circle anywhere on any source

AI Summary
Create lesson materials

AI Live transcript
Customizable and dynamic

Seamless Experience

Explore content without switching apps,
available at any status, apps and sources



E-Board



Apps



External Sources



Trustworthy AI

Best AI performance with Google partnership



AI Insight



AI Search



Visual Resources



Responsible AI

2 levels of safety rule applied - for search query
analysis and for generated answers



Violent

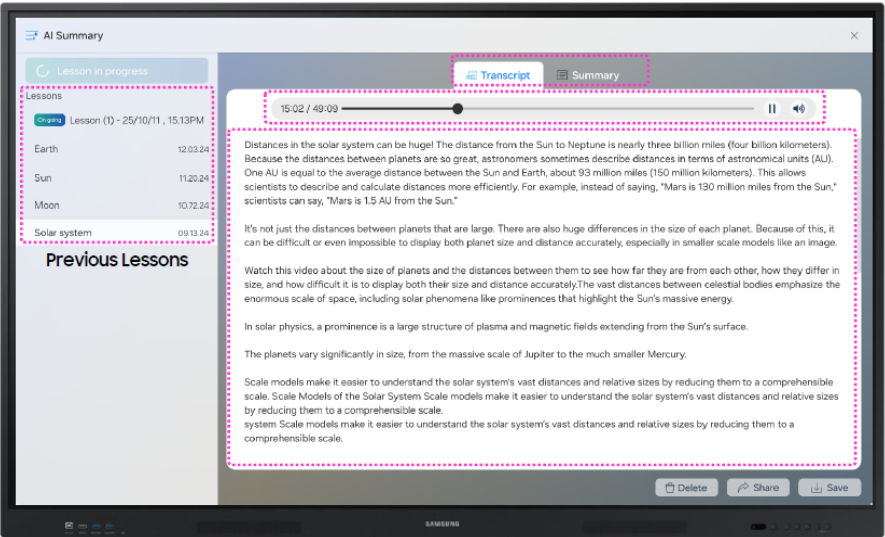


Sexual

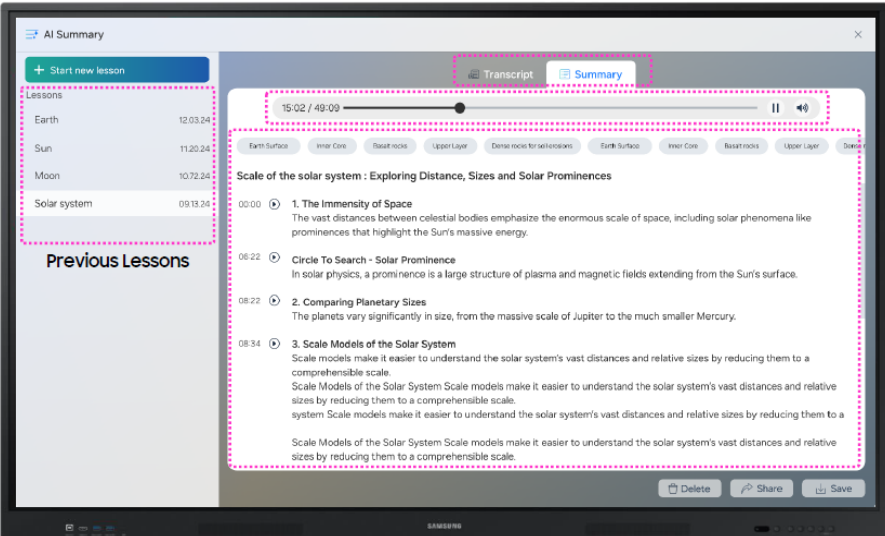


Racism

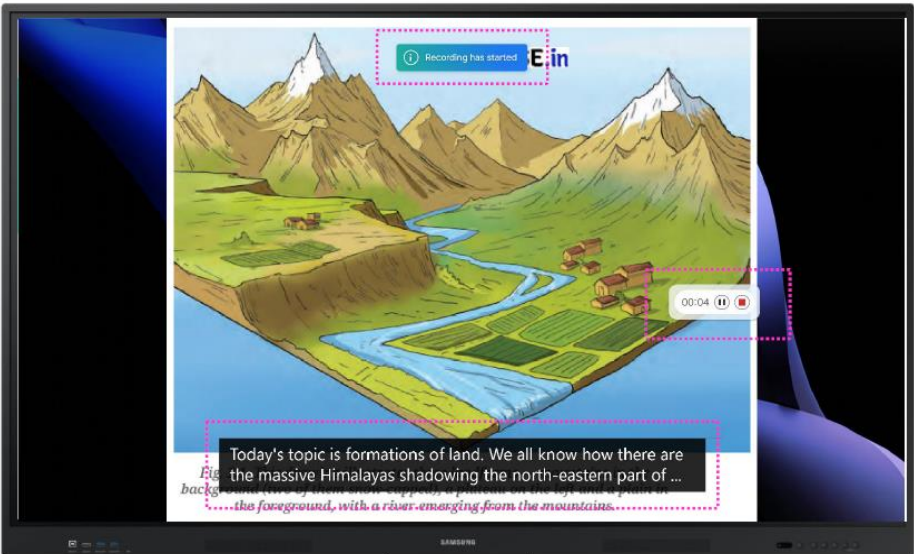
Full transcript of a lesson



AI structured summary



Transcript status management
Recording control bar
Customizable transcript banner





Thank you

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