

# CLEVERDIS

IFA 2003 SPECIAL ISSUE



Samsung Electronics:  
Inspiring Digital  
Entertainment  
Lifestyles

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## special issue

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## Introduction



**Richard Barnes,**  
*Richard Barnes has been working as a journalist and presenter since 1980, winning, in 1984, the Pater Award for Radio Journalism in Australia. Moving to Europe in 1986, he worked in radio and TV, and is still regularly featured on CNN. He has had feature articles published in prestigious magazines worldwide such as Figaro, Hello, Hola, Oh La and Chi, and in 1999, was signed as Editor-in-Chief of Cleverdis Guides Worldwide.*

For the second year in a row, Samsung has been the fastest growing brand in the world (source: Interbrand) and the goal of the Korean giant is to become the world's number one consumer electronics brand by 2010. In May, the FT Global 500, named Samsung Electronics as achieving the highest growth in market capitalisation in the electronics and electrical sector, as well as being the highest placed company in South Korea. In June, Samsung Electronics took the number one position in the Business Week IT 100, a ranking of the world's best technology companies. The company did not even feature in the previous year's list. The keynote address by Digital Media Network Business President, Gee Sung Choi, entitled "Inspiring Digital Entertainment Lifestyles," also comes at a time when Samsung is experiencing particular success in the European market. Mr. Choi explained how this growth has been possible, despite the challenging economic landscape that has troubled many consumer electronics companies. This feature report by Cleverdis outlines the President's speech, where he discusses key trends shaping the consumer electronics industry, including technology and consumer lifestyle developments. The will of Samsung to be the world's number one consumer electronics brand is underlined not only by the vehemence of the speech by Mr Choi, but also by the impressiveness of their booth at IFA 2003. To this end, Cleverdis, in our role as neutral educators within the market, has agreed to spotlight some of the innovative "world firsts" presented by Samsung at IFA. We hope that in highlighting the company's philosophy and new products in a straightforward and unbiased manner, we will enable you, the consumer, to better understand the importance of the development of this company on the world stage.

# digitall



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# lifestyle...

## Showcased at IFA 2003

According to Business Week Special Report, August 4 2003, on the 100 Top Brands Value, Samsung made a jump of 31% from year 2002 to year 2003, reaching \$10,85 billion, ahead of Dell, Kodak, Canon etc.

The Samsung brand now ranks N°25 Worldwide.

That Samsung as a brand has been developing itself for several years will surprise nobody but fortunately thanks to Business Week which has been using the Interbrands method to calculate the power in the Samsung name, the importance of the growth of the brand score is now measured. Cleverdis in the following pages gives all the elements needed to go beyond this statement and allows you to understand for yourselves the key to this success. Taking digital to the Nth degree... going "all digital" meant creating "SAMSUNG DIGITall, everyone's invited." Something that is more than a catch phrase at Samsung.

"SAMSUNG DIGITall" means:

For all generations,

For all customers,

For all products.

In a nutshell, it describes the philosophy of Samsung Electronics' digital technology. For IFA Berlin, Samsung Electronics are proposing the "DigitAll" lifestyle - a fully-connected digital world in which electronics devices, content and networks are merged, showcasing the effects of "digital convergence".

Latest products and technologies introduced at IFA Berlin:

Samsung Electronics are demonstrating a number of world-firsts: including the world's largest LCD-TV - with a 54-inch screen, the world's first high-definition 70-inch Plasma TV, the world's first HDTV DVD Player and the world's first high-definition still camera (4.1MP) and mini-DV camera rolled into one. With the advent of

broadband "ubiquitous" computing, Samsung Electronics have also unveiled the "Wireless Home Media Center". With its wireless AV streaming capabilities adopting IEEE802.11a/b, Wireless Home Media Center realises the world-first wireless streaming of real HDTV content. This provides the wire-free convenience of displaying real High Definition TV channels on PDP or LCD TV located in another part of your home. It's an all-in-one digital home server integrating digital set-top box, broadband Internet access, PVR (Personal Video Recorder), EPG (Electronic Programme Guide), and DVD/CD player all rolled into one! Samsung is displaying the full range of cutting-edge digital products including TVs, DVD players, home theatre systems, and MP3 players for the European market at IFA. This Special Issue brings you the highlights.

## Keynote

President Gee Sung Choi's keynote address to IFA 2003 gives the company's vision for the future. But beyond this, Mr Choi has underlined the motivation of a company to change the face of consumer electronics in the next decade. The keynote address, entitled "Inspiring Digital Entertainment Lifestyles", comes at a time when Samsung is experiencing strong growth worldwide, with particular success in the European market. Mr. Choi explains how this growth has been possible, despite the challenging economic landscape that has troubled many consumer electronics companies. Key trends shaping the consumer electronics industry are also underlined, including technology and consumer lifestyle developments. The ongoing transition from analogue to digital is opening up many exciting new opportunities... as well as some unforeseen challenges. In the context of home and mobile entertainment environments, Mr Choi has outlined how Samsung's current product designs and features are well matched to European lifestyles. From spectacular plasma, TFT-LCD and projection televisions, to innovative DVD players and home theatre systems, or cutting-edge wireless handsets, Mr. Choi explained why Samsung products have been winning awards, capturing media attention and turning customer eyes. In addition, a preview was given of Samsung's wireless home media system (see further details in this Special Issue), which allows seamless sharing of HDTV programming and personal content between digital devices in the home.

The consumer electronics industry is now entering a renaissance period, where rapid technology innovation and rising consumer interest in digital entertainment products are creating unprecedented growth opportunities. Mr. Choi spoke about Samsung's vision for the next few years, including suggested measures for the consumer electronics industry to take that will further strengthen these opportunities. But how does Samsung achieve efficiency in production while at the same time innovating and leading the market? In an exclusive interview with Cleverdis, Mr Choi explained, "... we continue to secure competitiveness through fast-paced and low-cost processes. We relocated manufacturing facilities closer to the major markets and re-allocated our production volumes per manufacturing site to match fluctuating customer's demand. Our sophisticated global supply chain-management system tightly controls production and inventory costs. With our unwavering commitment to R&D, we instituted global engineering value-enhancement and cost-reduction activities to lower the raw material cost of products." (a full version of the interview is available in the Cleverdis European, North American and Asia-Pacific (China) Guides - available on demand through: [info@cleverdis.com](mailto:info@cleverdis.com))



### GEE SUNG CHOI,

*has held senior management positions in different divisions of SEC, primarily in Samsung's memory Business. In 1998, he was named as Senior Vice President and General Manager, Display Division, rising to EVP in 2000 and the title changing in 2001 to EVP & GM - Visual Display Division - Digital Media Network Business. In 2003, he was appointed as President of Di.igital Media Network Business.*

“inspiring  
digital  
entertainment  
lifestyles”

## 32" LCD TV

Finally a Reality for the Mainstream Market...

Being the world's leading LCD panel maker with the second largest share of the world LCD TV market, Samsung is launching at IFA 2003 in Berlin a new, affordable 32" LCD TV with superior viewing quality and complete home theatre capabilities. The LW32A23W features Samsung Electronics' proprietary DNe™ (Digital Natural Image engine) and premium LCD panels incorporating PVA (Patterned Vertical Alignment) technologies for superior images. This latest product also delivers a 600:1 contrast ratio, 500cd/m<sup>2</sup> brightness and 170/170-degree viewing angle. The Samsung Electronics 32" LCD TV is also embedded with Dolby Digital function and supports 5.1 channel sound to provide a complete home theatre experience.



The World's Largest (54") LCD TV

## flat panel TV

### When size DOES matter

As a leader in the flat panel TV market, Samsung Electronics have unveiled a 70" plasma display panel (PDP) TV- the world's first full High Definition Plasma TV, as well as a the world's largest (54") LCD TV at IFA 2003. Samsung have overcome a resolution barrier in Plasma (PDP) panels with the 70" Plasma TV with full high-definition images from 2.07 million pixels (1,920 x 1,080 progressive scanning). This is twice the clarity of the best models on the market today. Samsung is also showcasing its 54-inch Thin Film Transistor Liquid Crystal Display (TFT-LCD) television. A flat panel TV of this size was previously possible only with plasma technology. Now, the inherent qualities of TFT-LCD present a crisper image, higher resolution and much less power consumption - and a lighter weight. Its less than 12ms response time - a crucial indicator of a TFT-LCD TV's motion picture capability - ensures a smooth playback of even the most action-packed visual contents. With a 1920 x 1080 resolution and 16:9 screen ratio, it is fully HD ready and can accommodate future changes in broadcasting. The image on screen is exceptionally bright, crisp and vibrant, with brightness of 500 units (cd/m<sup>2</sup>), a contrast ratio of 800:1 and colour temperature of 10,000 K.



LW32A23W

**Samsung has been battling on the front lines for domination in LCD and Plasma markets, working not only on breaking new ground in terms of screen size, thanks to major investment in new factories, but also heavily investing in Research and Development in order to overcome previous problems inherent in LCD technology, such as poor viewing angle and response time, now no longer a hitch with these new models...**



The World's First Full High Definition 70" Plasma TV

## Samsung Recognised with New EISA Awards for Innovative Product Design and Concept



The European Imaging and Sound Association (EISA) has bestowed awards on a 46" three-panel LDC projection TV (model: SP46L5HX) and DVD player (model: DVD-HD935) from Samsung Electronics. EISA is the largest multimedia association in Europe, with a membership of 40 of the most important photo, audio, video and home theatre consumer magazines from 20 European countries. The EISA awards, which are made on the basis of advanced technology, design, ergonomics, value for money and potential popularity among the public, are considered to be the world's most important in the field of advanced consumer electronics.

**Up until now, when we asked potential buyers about their views concerning Rear-projection TV, the first concern cited was that of poor image quality and viewing angle. One look at the new Samsung models tends to change people's attitudes rather rapidly. These screens are now even sometimes chosen as a substitute for Plasma when wall hanging is not an issue.**



The State-of-the-Art rear-projection television (SP46L5H LCD)

## micro display projection tv

### Micro Display Projection TV Reaches New Technical Summits

With the introduction of state-of-the-art rear-projection televisions in Europe at IFA 2003, Samsung combines excellent image and sound quality and a minimal and clean design with narrow (14mm) bezel to serve as the centre piece of a home entertainment system. The 56" and 46" SP56L5H and SP46L5H LCD are based on proprietary LCD micro-display technology. These advanced triple-panel LCD projection TVs offer natural and bright image quality far superior to that of conventional projection TVs. Each LCD panel has 920,000 pixels for a high-definition quality 2.76 million pixels (1280 x 720 x 3) in total. The SP56L5H and SP46L5H feature Samsung's innovative picture enhancement technology, DNIe™ (Digital Natural Image engine), which reproduces every image detail without noise or flicker. The 720-line progressive scan further enhances image quality to ensure flicker-free, crisp, clear pictures. The new products provide lifelike image with 500cd/m2 brightness and 600:1 contrast ratio. Moreover, the embedded Dolby ProLogic function and 120W powerful sound deliver the high fidelity sound that one expects for home theatre applications. The DVI (digital visual interface) HDTV interface offers the most accurate representation of the original digital video source. These new TVs are multimedia-ready, fully compatible with PCs, digital set-top boxes, DVD players, game consoles, digital camcorders and much more. The SP56L5H and SP46L5H are ideal for either home entertainment or business multitasks. Samsung Electronics plan to launch the SP56L5H and SP46L5H in Europe in August 2003. Boosted by the new product designs and features, Samsung claim they will step up marketing efforts to increase their share of the European premium TV market in the near future.

## High Definition TV from a DVD Player

Samsung Launches First Player Capable of Producing HDTV Quality. Until now, pictures coming from a DVD player were quite sharp and generally pretty clear, however never met what's known as "HDTV" (High Definition TV) quality. However, at IFA, Samsung have unveiled the world's first HDTV-compliant DVD player (Model: DVD-HD935). High Definition TV has been making major inroads in US and Asian markets (Japan), with the arrival of digital media content and HDTV compatible screens (Plasma and LCD), with many talk shows and sports events broadcast in the format. In Europe however, TV stations have been slow to offer HDTV, so people with HDTV capable screens could not use

them to the utmost. The DVD-HD935 changes this, meaning that for the first time ever, consumers in Europe will have access to truly high quality images! Samsung's new DVD player utilises the world's first digital visual interface (DVI) output to transmit uncompressed digital video signals without any analogue conversion, preventing image quality loss. Samsung Electronics' latest home theatre systems, HT-DB770 and HTDB760T are being showcased in Berlin to European consumers for the first time.

## Samsung Breaks New Ground in Home Theatre Market

For the first time ever, consumers can lay their hands on a machine that combines a DAB (Digital Audio Broadcasting) tuner

with a DVD unit in a 530-watt, 5.1-channel A/V amplifier. To this end, Samsung's HT-DB770 is the first DVD/Receiver to bring digital radio into the home. On top of this, a new digital processor delivers an extraordinary multi-surround effect even with ordinary headphones. Also highly innovative for those who don't like the idea of laying down cables all over their living room, Samsung's HT-DB760T home theatre system features the proprietary Rear Reflecting Surround System (R2S2). The system provides a natural "5.1 Surround" effect through only two speakers. "Cancel DSP algorithm processing" and "speaker reflection structure" are used to bounce the sound coming from the front-placed R2S2 speakers off the ceiling and side walls once before reflecting it off the rear wall. The listener receives a total surround effect.

# DVD player



The world's first HDTV-compliant DVD player (DVD-HD935)

## Core Technologies

At the heart of Samsung's push to be number one in the electronics world are a number of advances in core technologies driving the devices and differentiating them from those of other manufacturers: **AnyNet**(Control@XHT): As the number of AV devices at home is increasing, it's really difficult and confusing to control them, with a multiplication of remote controls. Aiming to solve these problems, Samsung developed AnyNet Interface which is the device control interface for home AV devices such as DVD-Combo Player, AV Receiver, and Satellite Set Top Box (STB). **Wireless Home Media Center**: With its wireless AV streaming capabilities adopting IEEE802.11a/b, Wireless Home Media Center realizes the world-first wireless streaming of real HDTV stream. This provides the wire-free convenience of displaying real High Definition TV channels on PDP or LCD TV located in another part of your home. Wireless Home Media Center is in fact an all-in-one digital home server integrating digital set-top box, broadband Internet access, PVR (Personal Video Recorder), EPG (Electronic Program Guide), and DVD/CD player into one compact solution. Wireless Home Media Center also adopts UPnP technologies for seamless connectivity and wireless contents sharing between AV devices and IT devices. **Digital Natural Image engine (DNIe™)**: **Digital Natural Image engine (DNIe™)** is a set of advanced image processing technologies that makes digital TVs, including various types of displays such as LCD, PDP, projection, and CRT, produce the clearest, most detailed, and yet most natural-looking images ever. Through automatic analysis of the characteristics of the input signal at the first stage of the DNIe™ process, the Intelligent Analyzer ensures that the optimal adjustments is made throughout the remaining four stages to the production of the final output. **DNSe™** consists of four audio signal processing algorithms: Speaker correction, Room correction, Dynamic range control, and Virtual speaker. Using the up-to-date audio DSP technology, people will be able to enjoy a more pleasant sound from any Samsung product that carry DNSe™.





## “Two for One”

VP-D5000i, the latest in Samsung’s line of digital convergence products that seamlessly combines the qualities of a Mini-DV digital camcorder with a four mega-pixel digital camera. Unlike other similar products, which tend to take one of the two functions as an afterthought, the VP-D5000i performs superbly at both functions. With a 4.1-megapixel captor for still photography and a 680K pixel

Mini-DV system for digital video, the DuoCam brings top quality still photos and high quality video together in a single device. It boasts a 10X optical zoom and 800X digital zoom for video, 3X optical and 6X digital zoom for stills, built-in auto flash, and Memory Stick storage. The VP-D5000i’s unique swivel lens mechanism permits easy switching between the two functions. One side of the assembly houses the camcorder lens

and the other side holds the mechanism for the digital still camera.

The VP-D5000i for the first time balances two digital devices without compromise. According to Samsung, “...With the introduction of VP-D5000i, the vision of digital convergence has become a reality for digital video and photo enthusiasts.”

# digital camcorder



VP-D5000i, the latest in Samsung’s line of digital convergence products



The world’s first Hard Disk Drive (HDD) digital camcorder (ITCAM-7)

**Again, in the digital imaging world, Samsung have apparently taken the time to listen to the market, and are not fearing to break new ground and lead the way with ideas such as those launched here. One might ask oneself, “why hadn’t anyone thought to make units like this before?”... the answer is of course that the engineering skills required are more difficult than they originally seem. Proof of the prowess of the Korean giant.**

## Say Goodbye to Videotape...

Samsung Electronics have unveiled the ITCAM-7 - the world’s first Hard Disk Drive (HDD) digital camcorder and a new VP-D5000i, a complete Mini-DV camcorder and digital still camera in one device. Rather than tape, Samsung’s ITCAM-7 uses a 1.5 GB HDD to store still and motion pictures, as well as music (MP3), audio and data files - enabling it to hold more than one hour of high-quality footage. And, thanks to its built-in USB 2.0 port, transferring an hour of footage to your computer takes only five minutes. In fact, rather than looking at the ITCAM-7 as a revolutionary camcorder, Samsung underline the fact that it’s a “portable digital entertainment device with a myriad of functions. It is part digital camcorder, part portable video player, part MP3 player, and part portable hard drive - and these are only a few of its long list of features.”

## X\_10

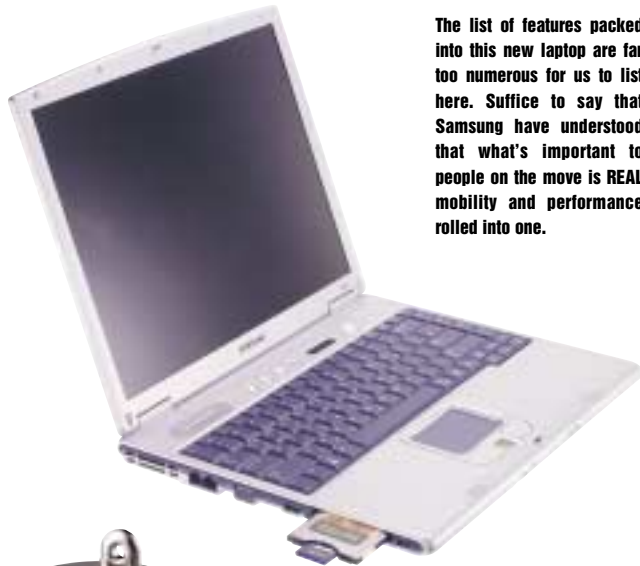
Those on the move will definitely have a great weight taken off their minds with the X10. It's the first offspring of the joint partnership between Intel® and Samsung. The X10 is not only the world's thinnest notebook PC - it also includes Intel® Centrino™ Mobile Technology. With the

world's first ultra-thin (9.5mm) DVD/CD-RW Combo drive. This enables the X10 to be reduced in height (23.8mm) and weight (1.8Kg). According to Samsung, the X10 also has the highest quality graphics in any notebook PC, thanks to a 14.1" TFT XGA LCD screen

and NVIDIA GeForce4 Go 440 64MB graphic controller. The X10 includes the ultimate wireless connectivity functions, namely 802.11b wireless LAN and Bluetooth. European consumers have already been enjoying the X10 since early this year.



The World's Thinnest Notebook PC (X10)



**The list of features packed into this new laptop are far too numerous for us to list here. Suffice to say that Samsung have understood that what's important to people on the move is REAL mobility and performance rolled into one.**



YP55V

# mobile computing

## YEPP\_55

Samsung Electronics have enhanced their award-winning yepp line of flash-memory based portable digital audio players with new 128 MB and 256MB models - with built-in FM tuner. Samsung has already built a strong reputation as an innovator and leader in portable digital audio, and the new yepp models (YP55H & YP-55V) are designed for consumers who want an easy way to organize and manage their music collections in a small, stylish package. Both players are crafted with a sleek, thin cylindrical design that easily slips into your pants or shirt pocket and a necklace and carrying case are available for added convenience. Samsung's yepp also has a direct connect USB adapter making it easy to carry data around.

## Samsung Electronics Company Profile



Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunications, flat panel display and digital convergence technology. Samsung Electronics employs approximately 75,000 people in 89 offices across 47 countries. The company is the world's largest producer of memory chips, TFT-LCDs, CDMA mobile phones, monitors and VCRs. Samsung Electronics consists of four main business units: Digital Media Network, Device Solution Network, Telecommunications Network and Digital Appliance Network Businesses.

### Vision & Mission:

Recognising that the "digital revolution" is entering a new phase, Samsung Electronics has transformed operations, placing digital technology at the core. The company is committed to being a market-driven solutions provider and leader in the digital convergence marketplace.

### Leading Products:

Samsung Electronics' leading products range from memory chips and digital TVs, display monitors, to mobile phones. Its involvement in the three disciplines of digital technology - chips, R&D and manufacturing - means that Samsung Electronics is uniquely positioned to create innovative and superior digital products.

The Digital Media Network Business specialises in convergence technologies. This division is a leading developer and manufacturer of digital TVs, colour monitors, DVD players, notebook PCs, printers and all-in-one wireless devices, such as the NEXiO handheld PC. The Device Solution Network Business is the world's largest producer of DRAMs, SRAMs, and TFT-LCDs. This unit is also a pioneer in non-memory chips. The Telecommunication Network Business is the leading producer of CDMA handsets and the world's third largest manufacturer of mobile phones, with a market share of 10.6% in the third quarter of 2002, rising from sixth place in 2000 with a market share of 5.0% (source: Dataquest). Samsung Electronics continues to strengthen its global position, producing and marketing CDMA, GSM and TDMA mobile phones as well as 3G handsets. Finally, the Digital Appliance Network Business maintains a significant presence in the home appliance marketplace as a major player in microwaves, Internet refrigerators, air conditioners and other products for the home.

## Cleverdis Vision

### G rard Lefebvre

*is President & CEO of Cleverdis, he has held positions of Director and Chairman with a number of companies in the Display and Digital Peripherals Industry. He is recognised world-wide by industry leaders and the management of major end-user organizations for his work in creating true, efficient and sincere communication between consumers and vendors.*



## 2000-2010 The Samsung Decade?

Major manoeuvres are happening on a global scale between the "giants" of the electronics world, with a redistribution of market share between the main players. The essential part of this "Battle of the Titans" is of course taking place in Asia, where the Japanese, for some years the leaders, are now finding themselves confronted with a new challenge: Korea. To this effect, it has been especially impressive to note the formidable strength of Samsung within an electronics market that has been in a crisis over the past year or so. Reports from our consultant teams around the world confirm what we have been seeing locally in Europe: the Korean Group now appears to be making a massive push into the market with highly dynamic strategies in communication and R&D. Samsung's massive participation at IFA Berlin 2003 underlines the company's determination to conquer the market and become the number one electronics brand worldwide. What is important to note as well is the fact that not only is Samsung putting a massive effort into marketing, they are also heavily investing in Research and Development, creating extremely innovative new products in harmony with market demand, as highlighted in this special issue for IFA. With all these elements coming together into one "spicy" cocktail, the years 2000 - 2010 could well be "the Samsung decade"...

SAMSUNG

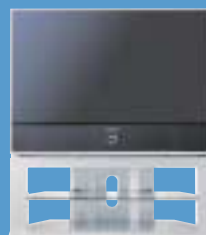


## DigitAll *winning team*

High Definition DVI Output →



+



← High Definition DVI Input

Digital technology is your guarantee for a sensational audio-visual experience. Since a chain is only as strong as its weakest link, it is the new, completely digital connection that makes this SP46L5HX rearprojection TV and DVD-HD935 DVD player duo a real WINNING TEAM – both TV and DVD player are winners of the best European product award. A combination designed to produce high-resolution picture quality with full digital signal processing for perfect home cinema entertainment.

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