




Living with Sound

Samsung VL3, VL5 Design Story



Instead of owning music, Millennials enjoy their tunes as a way of everyday life. They are not confined to a particular time or space when listening to music, and pursue a life that always flows with their favorite melodies in the background. What kind of audio would be most appropriate for this generation? The VL Audio Series proposes a new direction for audio design that incorporates the lifestyles of the Millennial generation.



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Sound Everywhere

With the increased preference for open spaces, the method of listening to music has changed as well. Once limited to a single space, music now permeates through our entire living spaces, and the various experiences of sound in our everyday lives have become richer than ever before. As a result, audio quality has never been more important, and the old fashioned expectation of where an audio device should be placed has become obsolete.

The Samsung VL Audio Series grants users the possibility of relishing their preferred sound and music in any space. With its simple exterior that naturally blends into any space or environment, the VL Audio Series stays true to capturing 'great sound quality,' which is the essence of an audio.

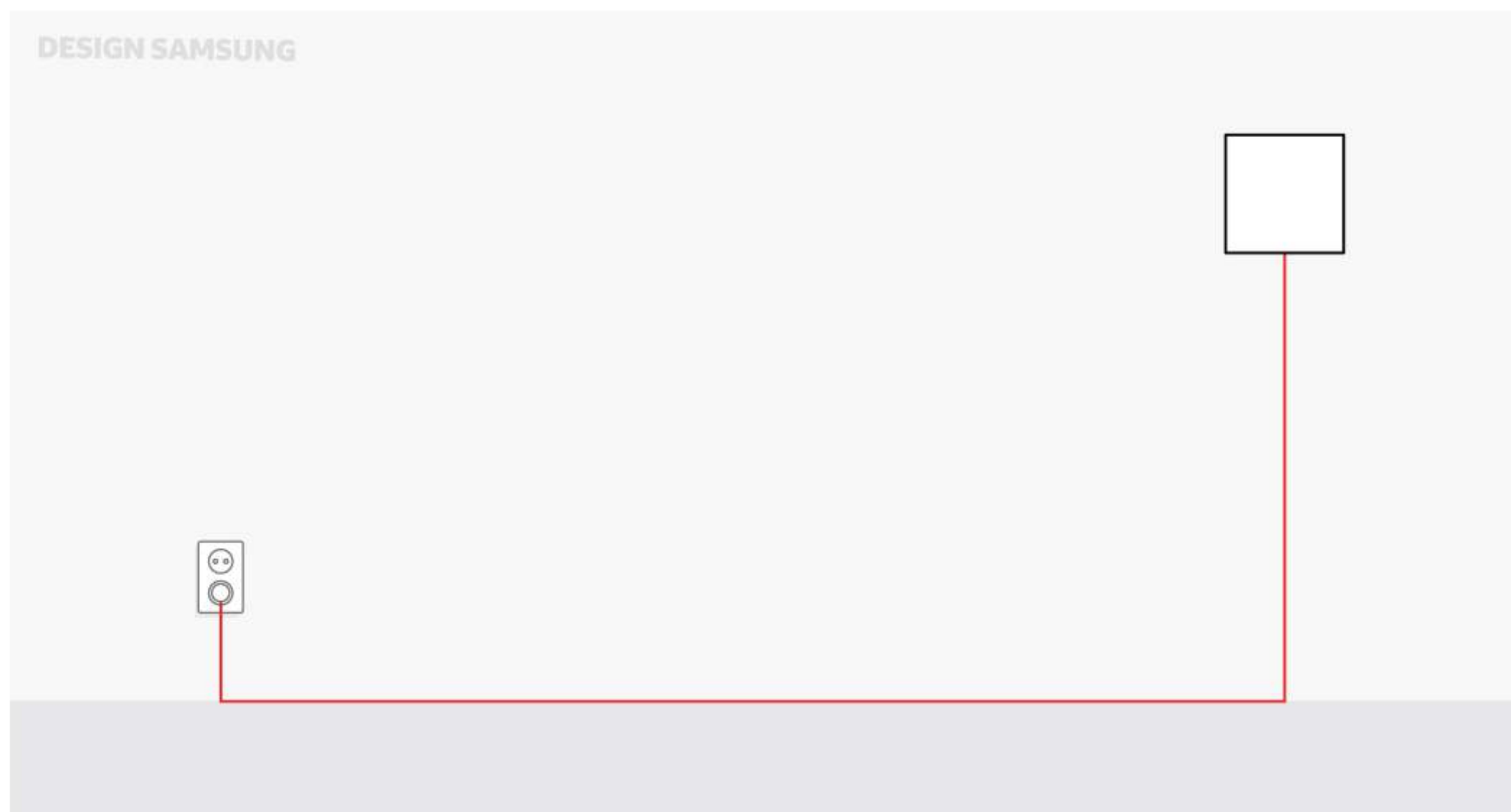
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Simple Exterior Form that Focuses on the Essence of Sound

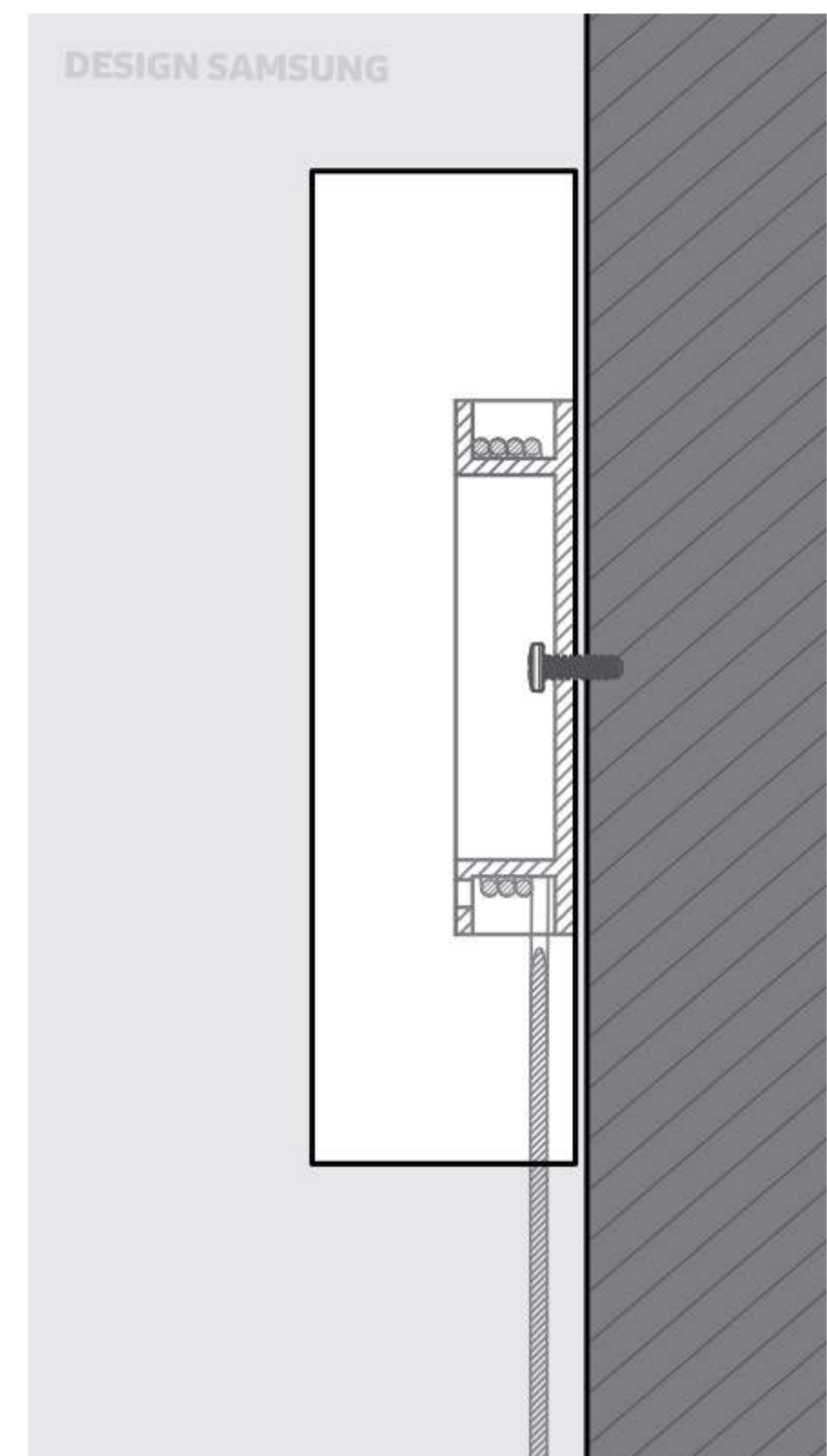
Sound is created when magnets in an audio move the vibration plates with magnetic force. In order for vibration plates to move, there must be spare space in between that consequently determines the thickness of an audio's exterior. The VL Audio Series has a slimmer magnet and vibration plate to showcase a more slender design, at the same time securing great sound quality through Anti-distortion technology*. On top of that, sound control elements have been simplified and unnecessary exterior decorations have been eliminated so that users can wholly focus on the primary and essential function of 'sound'.

*Anti-distortion technology: Technological implementation that prevents sound distortions or static noises.

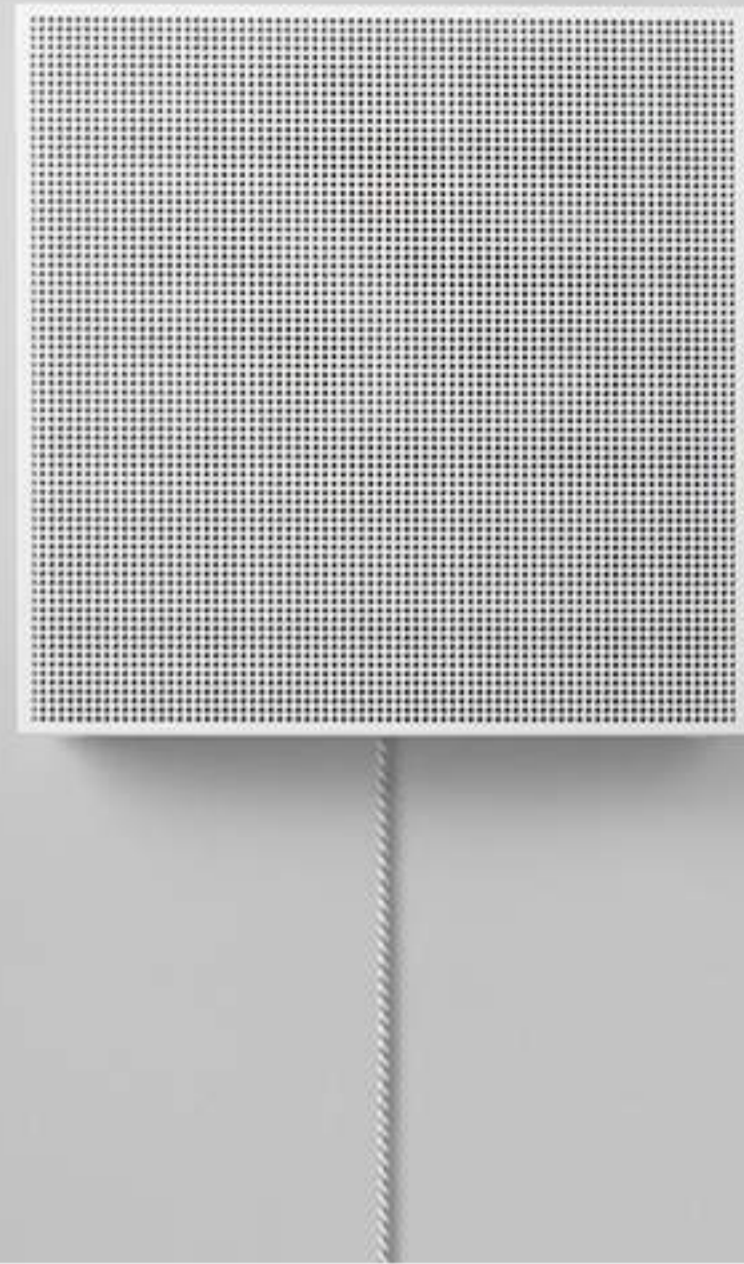


Providing Ease of Installation

The posterior side of the VL Audio series has been designed to minimize leftover space so that it can be hung right close to the wall. The cable length has also been extended to 4 meters from the previous 1.5~2 meter length in order for users to freely install the audio without feeling hindered by the location of the outlet.



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Design that Permeates through Space

The cables of electric devices often become a cause for distraction in an environment. Both the audio device itself and the cables of the VL Audio Series comfortably blend into the space of users. The soft fabric cables that come in a mixture of white and light-gray can harmonize with any interior regardless of where it is placed, whether it is on the wall or on the floor.

Control Your Product with the Jog Dial

The Jog Dial, which has been designed for those who enjoy using analog audios, acts as a remote that controls the audio in close proximity or in far distance from the device. The Jog Dial inherits the simple and slim design of the audio's exterior body, and fits in anywhere it is placed while maintaining the look and feel of the audio. Since the dial itself has magnetic properties, users can place the Jog Dial on any magnetic surface to their liking for comfortable use.

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UX Design that Conducts Space and Sound

The UX design of the VL Audio Series allows users to easily control the audio in environments that limit communication methods. The clear-cut control interface that utilizes light, sound, and touch introduces a way for users to act as a conductor of both music and the space it occupies.



LED Colors that Inspire Empathy with Users

A product should immediately respond to the commands of its user. The VL Audio Series can communicate the status of the audio to its users through the RGB colored LED lights that are emitted through the display. When either the audio device or the Jog Dial requires independent attention, such as requiring a battery recharge, the notifications will come in individual colors. However for notifications related to the interaction of the audio and the dial, a single color will be on display to prevent any confusion on the user's end.

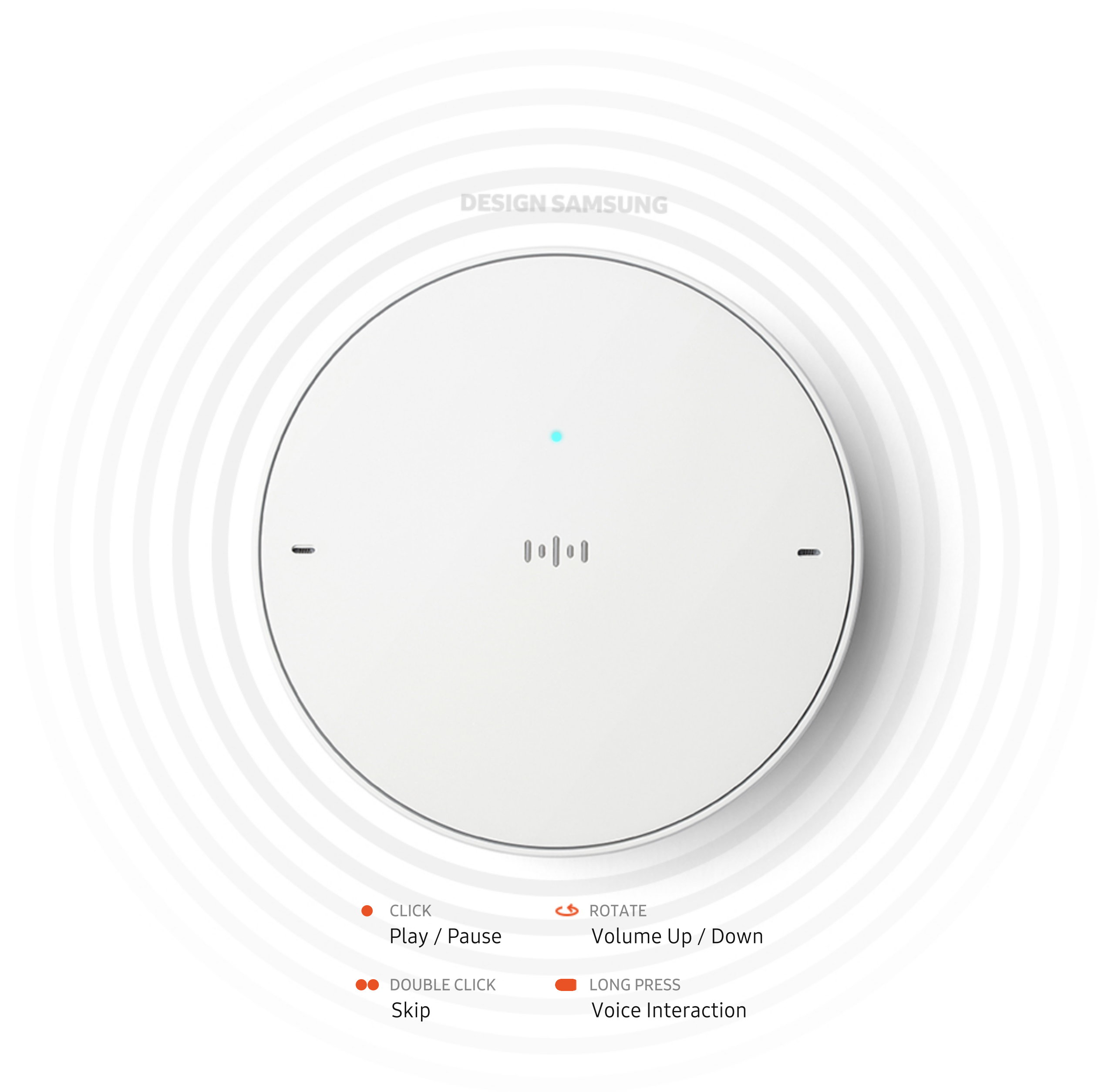


Simple Features and Comfortable Interactions

Most audio users tend to only use a selected few functions of the device rather than using a wide array of functions. Being mindful of this user analysis research, the VL Audio Series features just the selected few major functions of an audio, which are the play, pause, and skip functions. This simplified group of functions is easily accessible through the Jog Dial or on the metallic control panel located on the top of the product.

A Dial that Response to Touch and Sound

The Jog Dial is outfitted with just four functions that are essential to users. A user's intuitive interaction with a device, such as pressing a button or turning the dial, is paired with straightforward functions that give users quick accessibility to their desired functions. The Jog Dial also has voice recognition capability through its embedded mic that users can speak into and interact with the device through voice commands. The VL Audio Series can connect to other smart devices, and with the Jog Dial, users can adjust volume or skip to the next track even while the audio is paired with a smartphone.





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Sound may be invisible, but it takes on many appearances and spreads through every direction. The VL Audio Series showcases a concise design, function, and interaction that are unhindered by unnecessary clutter or waste. This design is the culmination of Samsung's desire to fill our users' spaces with only the pure richness of great sound.

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