

Samsung Galaxy Note9 Design Story

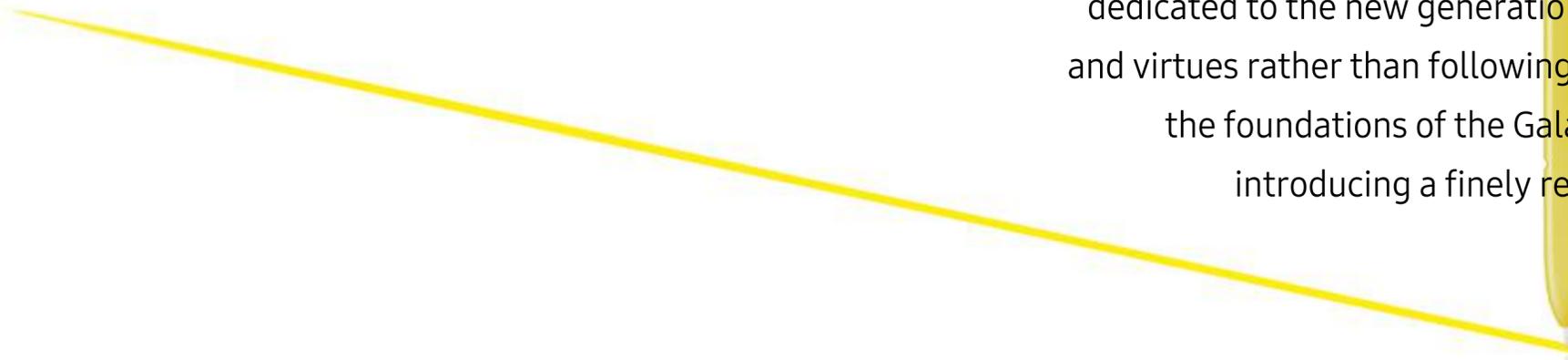
From the Note, Beyond the Note





There was a moment when you first pulled out a pen from a smartphone to write on screen. That immediately made us acknowledge in awe of the advancement in technology and the values of change. Now, the unique values of the Samsung Galaxy Note Series take another leap of expansion through the Galaxy Note9.

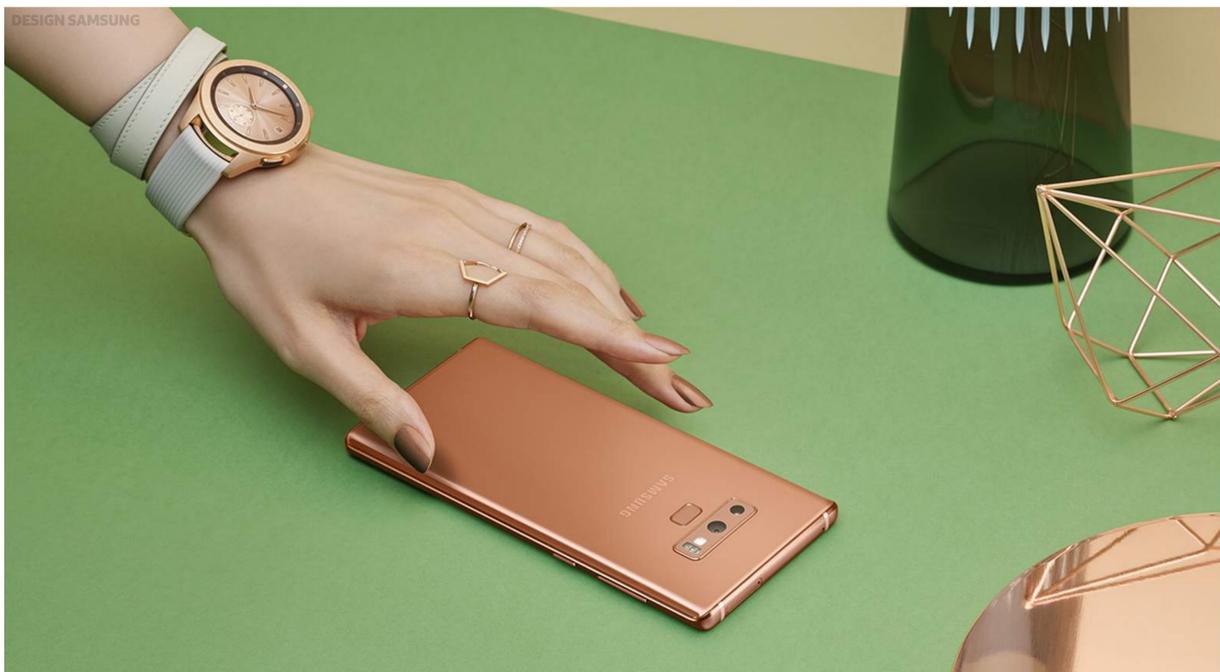
The eighth evolution is about sharing experiences, and is dedicated to the new generation that abides by their own ways and virtues rather than following strict rules. While remembering the foundations of the Galaxy Note, we're once again introducing a finely refined user experience.



Cover Story

The Galaxy Note9, A Complete Makeover

A design that emphasizes practicality and focuses productivity was the strongest advantage that the Galaxy Note Series had during its early days. The Galaxy Note has gone through eight evolutions since then for the Note to become more like a Note. Now, the Galaxy Note9 has gone through a complete makeover to share its unique originality to a broader, multi-generational audience.



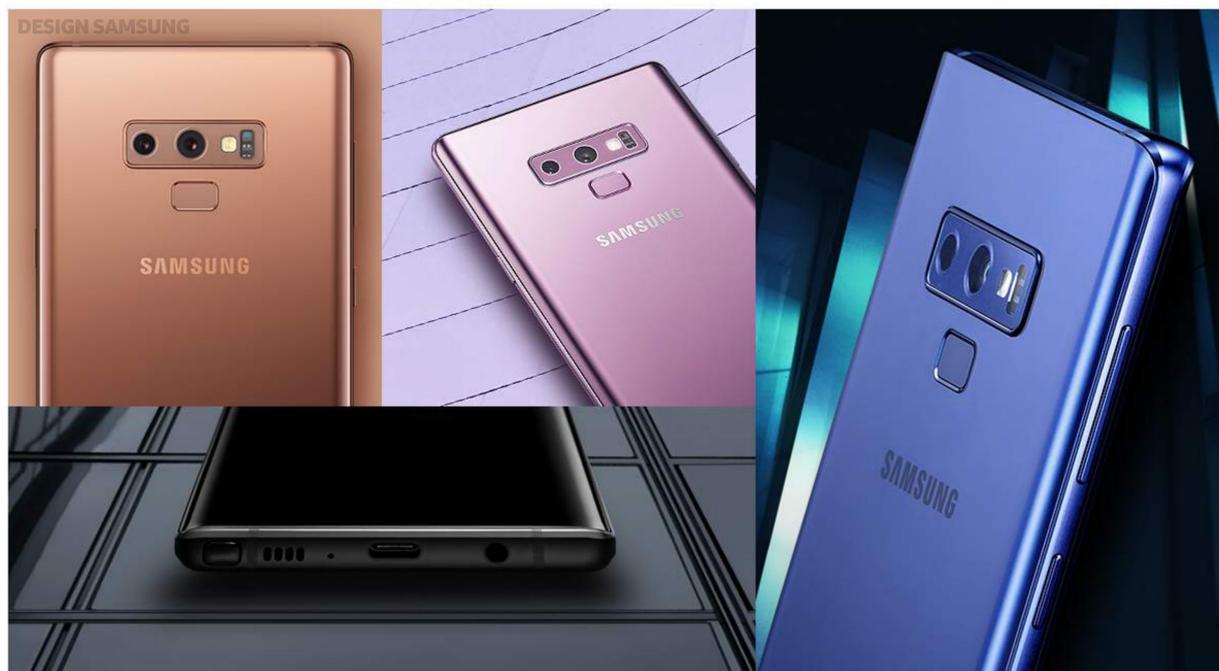
Millennials are the forerunners of new culture, spearheading change all around the world. They do not walk a predetermined path, but rather follow rules and values they set themselves. Millennials do not hesitate to express themselves and focus on ways to stand out more than others. The Galaxy Note9 found its answer for the Note to become more like a Note by being an item of unique self-expression that embraces a mix and match style of different materials, colors, and textures to create a new kind of aesthetic look. We started with the combination of the two key components that make up the Galaxy Note; the product itself and the S Pen. Once you pull out the S Pen from the Ocean Blue Galaxy Note9 that exudes a youthful energy and rational level-headedness, you are greeted with the pleasant surprise of a bright, cheery yellow-colored S Pen. The two colors serve as contrasts to one another but also blend well while appealing to the senses, altogether completing an unprecedented and powerful impression of the Galaxy Note9.

The case and the product also carry on the mix and match style. The Galaxy Note9's leather cover comes in a total of five colors, including the usual classic colors of black and brown but also in red, yellow, and blue. The stylish colors of the leather cover harmonize naturally with the Galaxy Note9 both when the colors of the product and its cover are similar or contrasting. The cover is also a perfect fit for the product's size and boasts a fashionable look as if you're wearing a leather jacket that perfectly fits your body. The mix and match style isn't limited to the Galaxy Note9. The colors of the Galaxy Note9 mix and match with the colors of the Galaxy Watch strap, creating a greater stylish synergy when used together. The Galaxy Note9 offers a new kind of style that has different elements blending and mixing with one another rather than staying static in its place. Find the style that best represents who you are and discover the joy of creating your own unique item with the Galaxy Note9.

Gallery

Color, Admiring the Cityscape

A city is a place that is filled with human emotions. The colors of the city also vary depending on the time, season, and inhabitants. Refreshing inspirations gathered from familiar sceneries are reimagined into four different colors of the Galaxy Note9, capturing the sentiments of a scenic view of the city and the comfort that lies within.



Ocean Blue

Ocean Blue embodies the lively energy of a city on a clear day. It expresses a stylish and youthful emotion, at the same time exuding a sporty attitude with a distinct charm.

Midnight Black

Midnight Black is the color of a modern city after nightfall. It captures a seeming nonchalant, chic mood from lonely lights shining down on the thick darkness passing through modern buildings.

Lavender Purple

Lavender Purple is a creative, one-of-a-kind color that replaces traditional pink to become redefined as a trendy color. The mystical shade guides us to a digital world filled with fantasy.

Metallic Copper

Metallic Copper reminds us of the warmth of a city where the sunset gently caresses the horizon. A rich range of emotions are conveyed through the color, from soft and classical elegance to distinct retro sensibilities.



A Change in the S Pen, A Change in Experience

The S Pen has always been the center of attention for the Galaxy Note. The feeling of handwriting, the adjustment of width depending on the tilted angle of the pen, and the sound effects of a real pen are all incredible functions of the S Pen that amazed us. Now the S Pen of the Galaxy Note9 expands its role from just a pen used for writing to its own independent device. Check out the design story of the S Pen that has evolved along with the Galaxy Note9.

Q1

The S Pen has always faithfully retained its identity as a pen for the Galaxy Note. Why did you give an independent function to the S Pen for the Galaxy Note9?

The S Pen is a symbolic icon for the Galaxy Note that helped the Note emerge and take its place as its own category in the market. The idea of a pen taken out of a smartphone was a groundbreaking innovation. That's why the Galaxy Note's S Pen continued to provide the look and feel of a real pen. As we prepared the Galaxy Note9, we contemplated on what our users truly want with the Galaxy Note and the S Pen. Until now, we mainly focused on providing an experience that is closest to using a real pen, but now we needed to go beyond that point. We wanted to convey values for the S Pen that transcends its role as a simple tool, and that became the motive behind our vision for a S Pen with an independent function.



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The evolution of the S Pen is equivalent to the evolution of the Note.
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The S Pen is no longer a tool used just for writing.
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Q2

What are some of the independent functions of the S Pen?

We envisioned a S Pen that can be used even when it's separated from the Galaxy Note. By inserting a Bluetooth module, we found a solution for improving the hardware so that it can control the Galaxy Note9 even from a distance. Users can personally adjust

the settings for the S Pen's button and attach different functions for short or long pressing the button once or twice, allowing unique and useful ways to use the S Pen. If a user sets the long press of the button to start the camera and have the short press to take a picture, the S Pen can serve as a remote to take pictures from a distance. In addition, the S Pen can be used separately with various apps* for different functions, such as playing or skipping songs, or as a wireless clicker that carries out a presentation while connected to a big screen. Furthermore, if the screen locks when using the S Pen, you can unlock the screen with a push of a button on the S Pen and efficiently continue your work.

The S Pen's drawing function is applicable on the DeX as well. You can use the S Pen and the display to accomplish useful tasks such as writing and drawing as if you're using a stylus on a tablet.

* Currently supported by all music apps and around ten different apps, and is expected to support a wider selection through a SDK release following launch.



Q3

As you noted earlier, consumers have experienced the feeling of using an actual pen with the S Pen. What kind of new and improved functions as a pen can we expect to experience with the Galaxy Note9?

The S Pen has evolved over the years for users to experience the analog sentimentality of using a real pen. The Galaxy Note9 focused on expanding user experiences that involve the pen, going beyond just providing life-like sensations. With the Live Message, you can draw pictures or handwrite messages on top of colored backgrounds, pictures, or the AR emoji, and experience the joy of creating your own communication tool. The S Pen's distinct writing functions have been added to the signature functions of the Galaxy Series, which empowers the S Pen as a powerful tool for self-expression.

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We wanted the S Pen to become a more perfect tool for self-expression.
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The S Pen serves as the identity of the Galaxy Note Series.
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Q4

The Galaxy Note9's package design primarily features the S Pen, which sets the package apart from previous models. Is there a message you want to convey through the package design?

For the Galaxy Note9's package, your first encounter will be with the titular representative of the Note, the S Pen. The front design of the package boldly displays the S Pen instead of the logo to show that the S Pen serves as the symbolic identity of the Galaxy Note Series. This package design embodies the heritage and confidence of the Galaxy Note Series that has been loved by countless users over the course of time.

Keywords

4 Significant Keywords for the Galaxy Note9

Whenever we encounter a new smartphone, we tend to pay more attention to changes in physical shape. However, the part that gives us rest and comfort, enables our self-expression, and helps us make our lives more convenient and efficient is the vast and expansive UX that lies within the product. The refreshingly new UX of the Galaxy Note9 offers a more meaningful everyday experience, and here are some keywords to get a better picture of its characteristics.

Seamlessness

Imagine drawing a line on paper with a crayon. A line with the same color as the crayon you're using will be drawn on paper. The sentiment that is instilled in this analog experience is channeled through the S Pen. From yellow, purple, to copper, each color of the S Pen will produce the same color when you write on

the Screen Off Memo as if using a real pen. Whatever you write on the Screen Off Memo will be saved in Samsung Notes in the same color you used, maintaining a seamless handwriting experience.

* The color of the text will be white for the Midnight Black Galaxy Note9's S Pen on the Screen Off Memo.



Creativity

One of the joys experienced through the Galaxy Note Series is the ability to write and draw pictures as if you're using a pen on paper. The Samsung Notes' menu screen has been simplified based on different categories so that you can easily organize many memos. With the PENUP's Live Drawing function, you can watch the drawing processes of artists and

imitate over their drawings, helping even the most basic beginners to express profound artistic sensibilities. The Galaxy Note9 transcends between analog experiences and digital conveniences with a UX that specifically caters to the S Pen to become a Note you'd want to use in all situations.

Intelligence

The Galaxy Note9 renews the daily lives of our users with functions that are smarter than ever before. Now, complicated tasks such as reserving a hotel room can be easily taken care of through everyday conversations with Bixby, which understands the context behind our words. Bixby comprehends both our words and underlying motives, and continuously studies user preferences and patterns to yield the best results. Bixby develops into a smarter Intelligent Assistant the more it interacts with

users. The camera has also become smarter than before. Users no longer need to select a mode every time they're taking pictures, as the camera automatically senses the subject and adjusts to capture the most optimal color for the image. Furthermore, it will instantly alert the user with messages whenever small or big mishaps are detected in the photo, such as an image with closed eyes or too much blur from shaking.



Sophistication

Using the product color as a background, various colors are harmoniously and stylishly blended to maintain a mix and match style that expresses a powerful impression.

The elegant form created from smooth curvatures adds a three-dimensional effect to the screen of the Galaxy Note9.



The Galaxy Note9's Thoughtfulness in Design

The product designers who carried out the design from the early sketches to the actual manufacturing of the product would be the people who understands the most about Galaxy Note9 design. When they were given the task of designing the next generation model of the Galaxy Note, what would be the first piece of inspiration that came to mind? To yield results that satisfy the ever-increasing standards of our users, designers contemplated on the essentials and carefully crossed a series of stepping stones while reminiscing the path they took in the past to finally complete an immaculate product.



The frame design created through Dia Cutting makes the Galaxy Note9 much more special.

One of the noticeable eye-catchers of the Galaxy Note9 is its frame design. What are some of the key differences compared to the predecessors?

The newly implemented frame style is the most noticeable change in design for the Galaxy Note9. The Galaxy Note9's metal frame was cut into three sections, and a glossy finish was applied over the left and right sections while the middle section went with a matte finish to establish a new kind of visual look. The glossy sides shine when reflected by light to demand a visually impactful presence while helping the device look slimmer.

We envisioned a design that took both usability and design into consideration.

Wouldn't the new frame design affect the grip?

The feeling you get when gripping a product is an important component when it comes to usability. The degree of roundness of the surface on which the hand touches the product usually determines the comfort of the grip. When holding the Galaxy Note9, the middle part of the three divided sections is the part that touches the surface of the hand the most, and has been applied with an optimized degree of roundness to achieve the best grip. Furthermore, the fingerprint sensor's location has been relocated to the center so that it is easily accessible, allowing for a comfortable experience within the palm of your hand.



The Galaxy Note9 showcases a design that reimagines the proposition of making the 'Note more like a Note'.

The Galaxy Note Series has evolved over the years to make the 'Note more like a Note'. Will the new Galaxy Note9 come with changes that adhere to this trend?

Having a slimmer bezel or a larger display is perhaps no longer the change that first draws attention. That is why we refined the Galaxy Note9's display so that users can experience the differences in its display the moment they use the product. The display has been enlarged from top to bottom to take advantage of the whole area, and the corners were rounded to a bare minimum to put extra emphasis on a sturdy and refreshing display that fills up the entire space.



The Galaxy Note9 started from a question about design and function that can give both practicality and pleasure to Millennials. Whenever users hold the Galaxy Note in their hand, we wanted them to experience the joy and novelty of everyday life that are made possible through new mechanics and extraordinary functions, rather than focusing on the technology itself. The Galaxy Note is an ever-evolving product, and our hope is for the Galaxy Note9 to accomplish more meaningful and valuable tasks in the hands of more users.

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