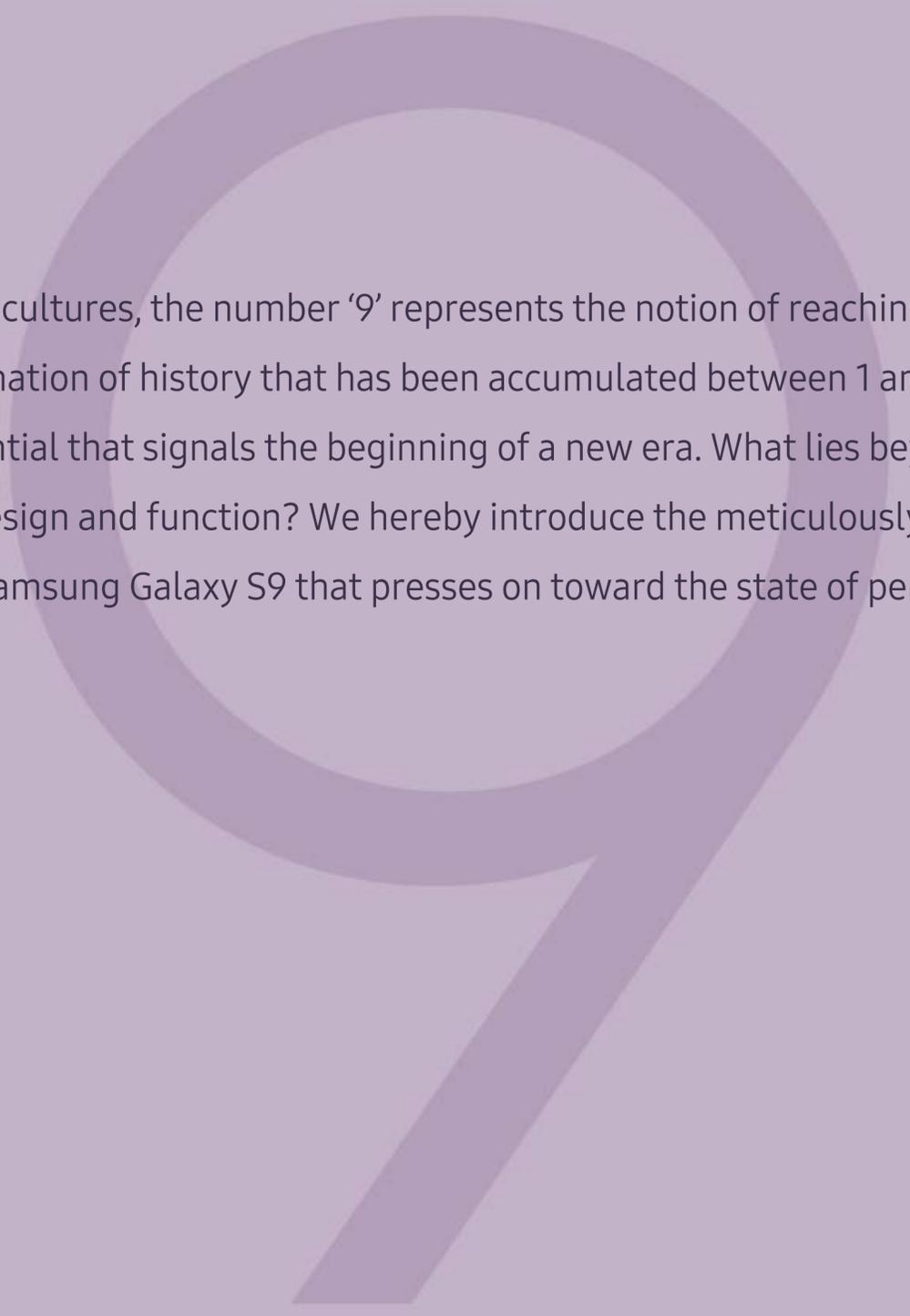


The Essence of Completion

Samsung Galaxy S9 Design Story





In many cultures, the number '9' represents the notion of reaching zenith. It is the culmination of history that has been accumulated between 1 and 8, as well as the symbol of potential that signals the beginning of a new era. What lies beyond the innovative revolution of design and function? We hereby introduce the meticulously crafted design of the Samsung Galaxy S9 that presses on toward the state of perfection.

Form that is Perfected through Perpetual Refinement

The Galaxy S9 has been carefully and delicately shaped to preserve just the bare essence of design. With obsession to detail and precise technology, the Galaxy S9 showcases a perfectly singular form.

Experiencing Unity through Curves

To establish a visual sense of unity in its form, the display and body come together to create a single silhouette. The Galaxy S9 enhances the overall quality of the design by adjusting the curvatures of the body and display to swerve together. Users can experience oneness in form through the harmonious curve that embraces the body and display.





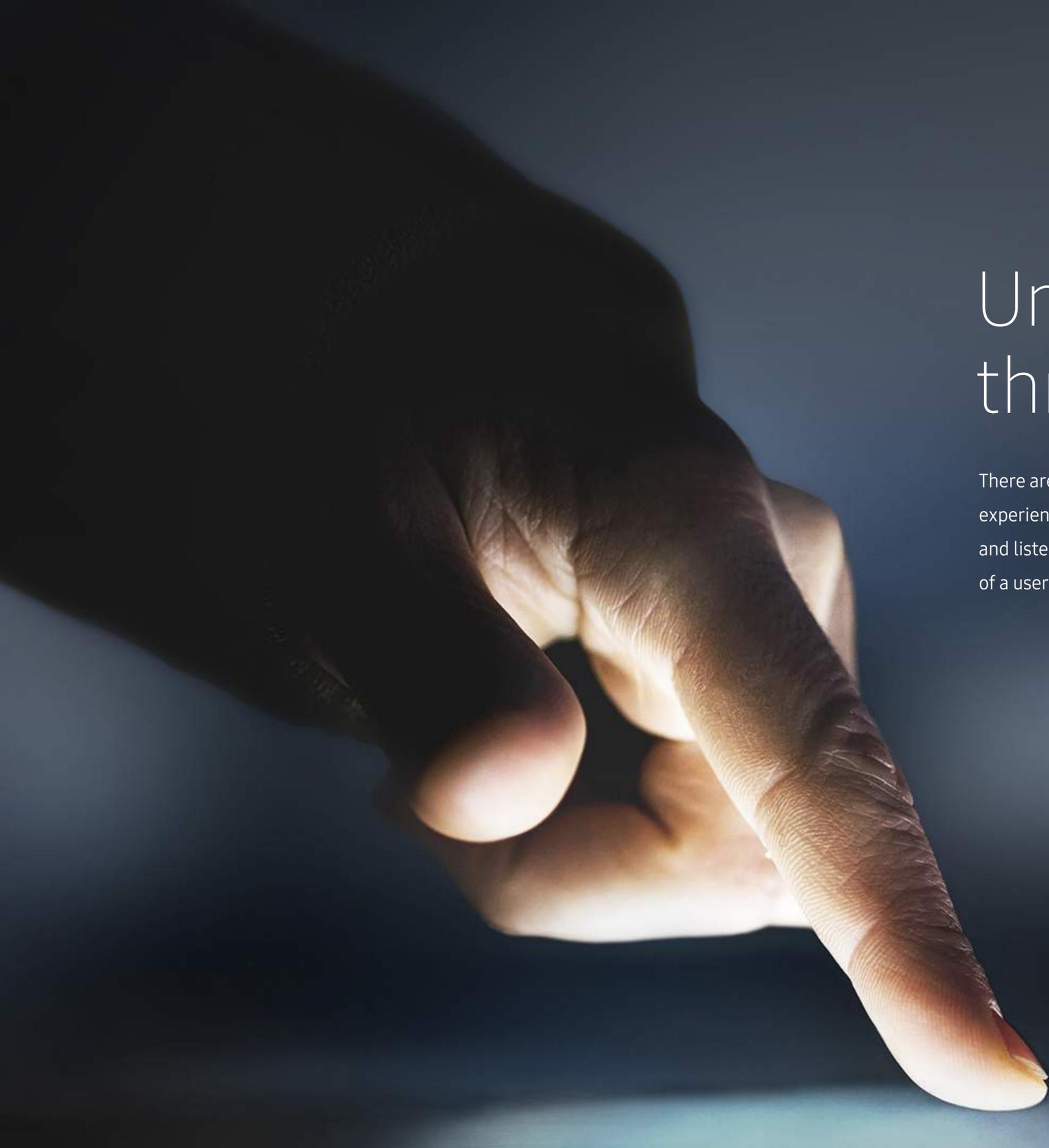
A Visually and Functionally Augmented Metal Frame

The metal frame uses an upgraded aluminum material that is even more resistant to scratches. The frame is also slightly more protruded than the glass to increase durability. We added a Satin Gloss finish to the metallic material to give a soft and glowy shine and established a sense of wholeness between the body and the frame by applying a frame color that is akin to the body.



Visually Experiencing Oneness

Changing a display affects usability more than anything else. We shortened the length from top to bottom and reduced the bezel between the frame for more visual immersion. Furthermore, we concealed the hole used by various sensors on the top to minimize any kind of visual distractions.

A close-up photograph of a hand with the index finger pointing towards the bottom right. The hand is illuminated from the side, creating strong highlights and deep shadows against a dark, gradient background. The skin texture is clearly visible.

Understanding Value through Usage

There are values that cannot be understood by simple observations. Values that are experienced by using a product in the palm of your hand or newly discovered by watching and listening are that much more meaningful. The Galaxy S9 understands the nuances of a user's experience and provides an optimized design.

Heartfelt Considerations in the Palm of Your Hand

The carefully crafted design of the Galaxy S9 deeply cares for its users, and this sentiment is realized in the palm of a user's hand. The height and width of the Physical Key on the side has been adjusted to grant better usability with just one hand. The curvy surfaces of the device's sides have been gracefully reduced to allow for a much more stable and comfortable grip.

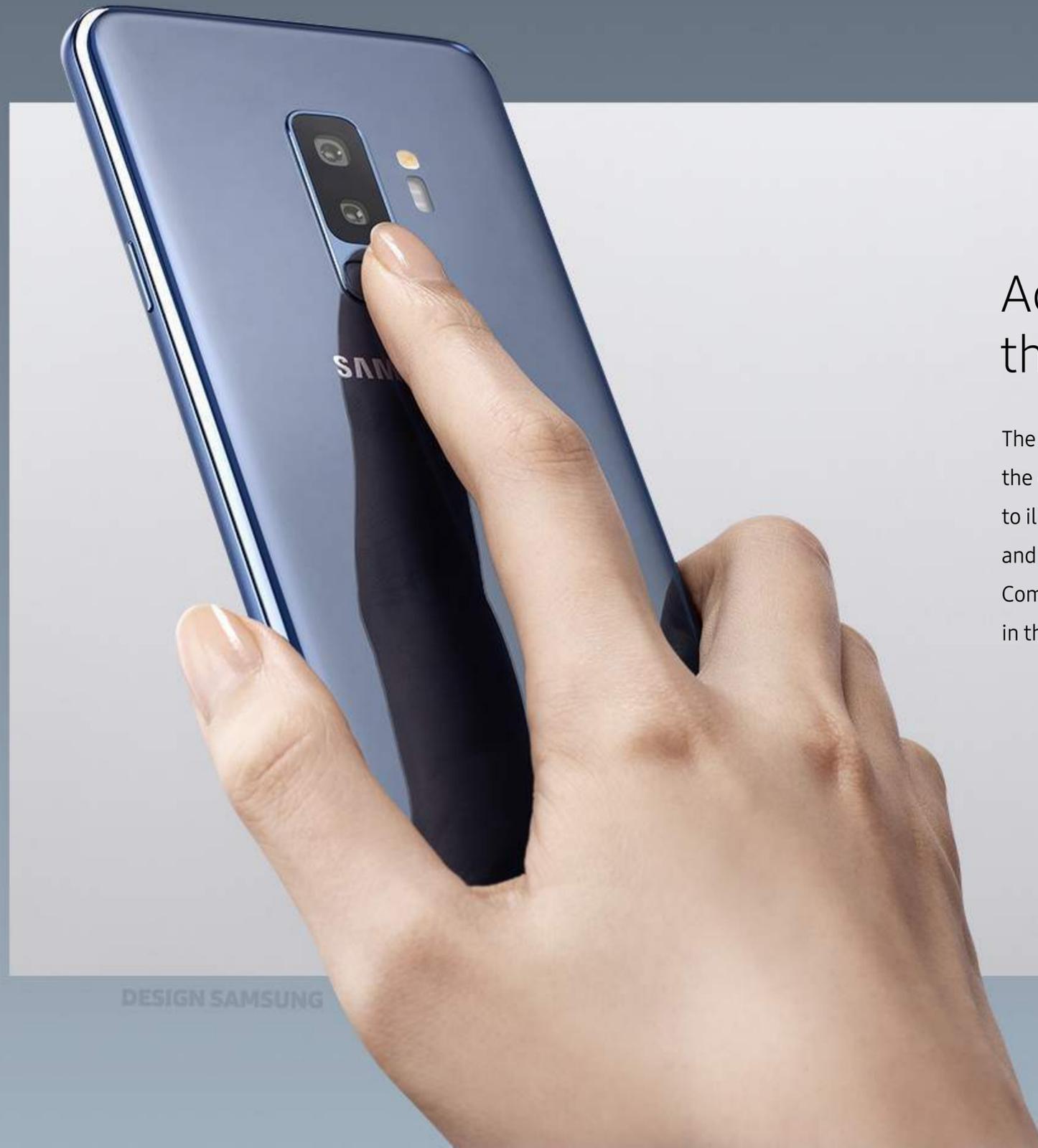




Relishing the Richness of Sound

The Galaxy S9 has changed to enrich our lives with the richness of sound. The dual speaker's surrounding effect emits wide and far-reaching sound. The speaker hole on the bottom of the device has been combined into a single hole to orchestrate a much more natural sound.





Achieving Completion through Detail

The delicate differences in the Galaxy S9's new design are magnified once the device is in use. The two camera holes on the back are vertically aligned to illustrate a much slimmer and stable look to the rear design. The camera and rear sensors are designed to blend even more harmoniously with the body. Comfortable usability is further enhanced by placing the fingerprint sensor in the center to make it easier to reach with both the right and left hand.

Colors that Embody Light, Accessories that Embody Lifestyle

We instilled the sensibilities and familiarities of everyday life into the smartphone, the one device users spend the most time with throughout the day. With refined colors and a wide selection of accessories, the Galaxy S9 harmonizes more naturally with our daily lives and surrounding environments

The Galaxy S9's Colors that Capture the Course of a Day

The Galaxy S9's four colors were created from the shades of light that change throughout the day. Black is inspired by the darkness of night just before the dawn. Gray portrays the soft glow of light that passes through a frosty foggy morning, Blue is the color of water when a warm ray of morning sun shines through, and Purple embodies the colorful palette of a sunset that spreads throughout the evening sky. Through the Galaxy S9, we can witness the perfect impressions of light as it travels the course of our daily lives.



Accessories Instilled with Familiar Materials and Colors

The accessory cover comfortably and delicately embraces the device, while reflecting the tastes and lifestyles of a user. On top of the previous clear cover and silicon cover, we have ramped up the selection with new materials and colors. The Weaving is an exquisite cover that uses a fabric-based weaving pattern, the Hyper Knit uses materials from sneakers to give a boost to youthful and sports-like sentimentality, the Rugged is a witty design that looks like a mini carrier, and there is the Alcantara that demonstrates the high-quality finish of fine leather. With this wide array of materials and designs for the accessories, the Galaxy S9 becomes the perfect tool to express a user's unique taste and style.

*Covers and other accessories are sold separately.



When Everyday Life Becomes a Journey within the Heart

We desire our smartphones to not only be comfortable tools that alleviate inconveniences, but also heartfelt instruments that bring us genuine happiness. With the smartphone, we delight at the sound of a ringtone for a much-awaited phone call, save and look over our precious memories, experience things that we previously had no access to, and serve as a comforting presence to those in need.

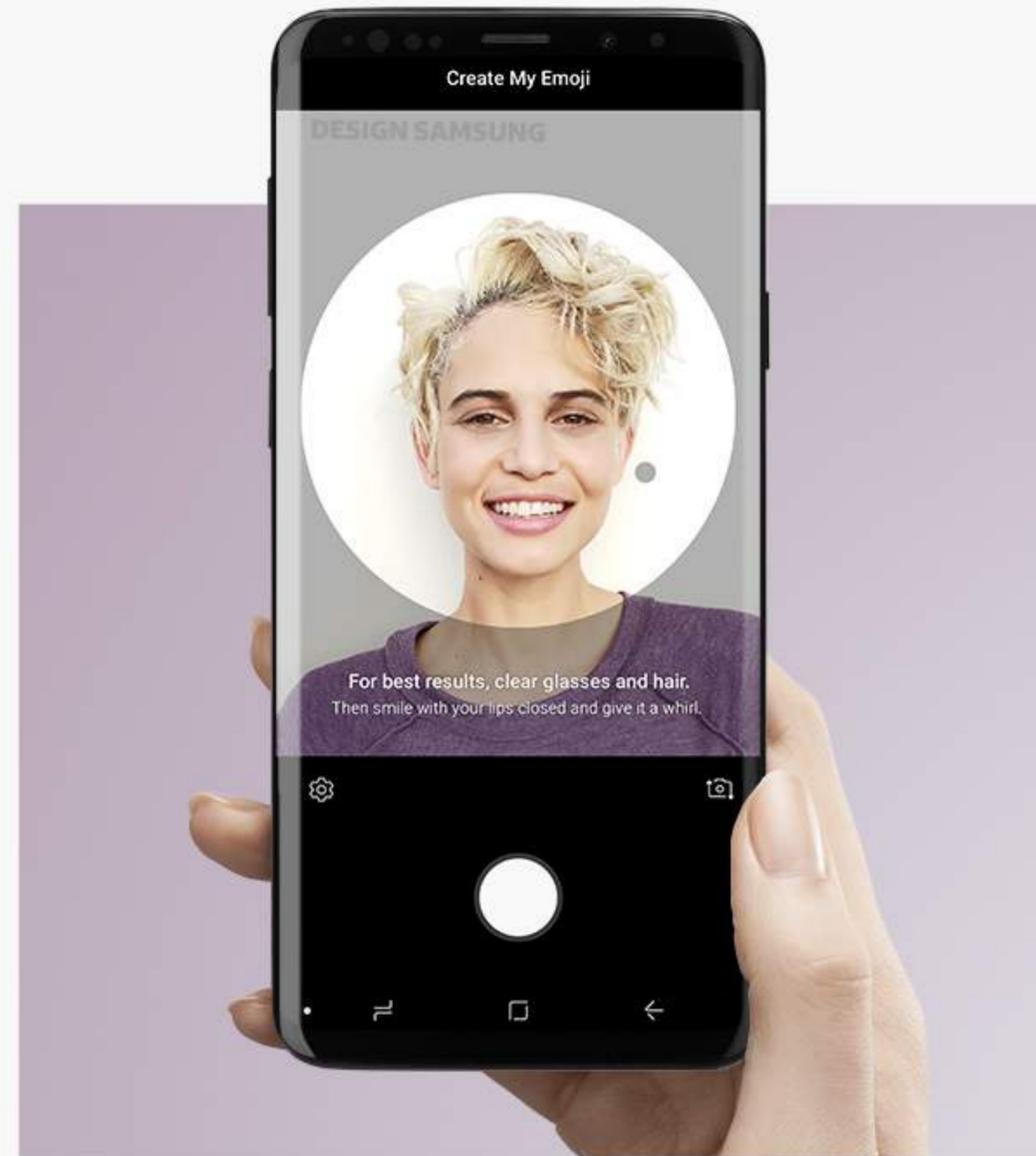


A Camera that Expands User Experience

With the new and enhanced Galaxy S9 camera, you can encounter a world you have never experienced before. The Super Slow-mo function can capture 1,000 frames per second of even the most instantaneous moments, enabling users to accurately photograph fast moving objects.



Users can also create their own emojis overlaid on top of their personal photos serving as a background. With the AR Emoji feature, users can create emojis that express their own unique characteristics and emotions, and directly use them in messages in the form of various stickers.





Completing the Display Design

Even when a user is not using the Galaxy S9, its functions and designs are always attentive and mindful of the user. The all-new AOD(Always On Display) features 20 different GIF animations that are offered by default. Since users can personally pick and choose an image, the display serves as a mirror to each user's personal mood.

The Lock Screen, which users see countless times throughout the day, has been designed to bring a sense of visual completeness. The various components of the Lock Screen, such as the text used for the clock and date, automatically change in color to adjust and blend to the background that has been set by the user to complete a wholesome and adaptable Lock Screen.



Trendy Sounds of the Galaxy S9

Sound is a key component of everyday life that forms a smartphone's identity. The latest trends in music have been applied to the Galaxy S9's values of harmony and completion, manifesting in a unique language of sound. 10 different types of ringtones and 10 alarm sounds have been created through a collaboration with Korean singer-songwriter Suran, whose expertise covers a wide musical spectrum from Hip hop, R&B, to Pop music. Experience the brand-new sounds of the Galaxy S9 that underwent a radically sensual and trendy transformation.

Joy

Ringtone

- Starlight
- Travel

Notification

- Door Bell
- Snap
- Coin
- Chime
- Vintage

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Interest

Ringtone

- Smooth Wave
- Pick it Up

Notification

- Robot
- Crystal
- Daydream

DESIGN SAMSUNG

Serenity

Ringtone

- Midnight Swing
- Astro
- Midnight Swing

- Astro

DESIGN SAMSUNG

Ecstasy

Ringtone

- Space Funk
- Rubber Ball

Notification

- Pianist
- Carnival

DESIGN SAMSUNG

Simple observation is not enough to fully fathom the values of certain things. Revealing an enduring, imperishable value in situations that seem to be at opposite ends, such as night and day or beauty and comfort, is only possible in a state of matured 'completion' that transcends time rather than a sudden and swift moment of perfection. The finely refined design of the Galaxy S9 accompanies its users in all moments, and instead of purposely showing itself, gently permeates into the details of our everyday lives to more powerfully unveil its unique value.

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