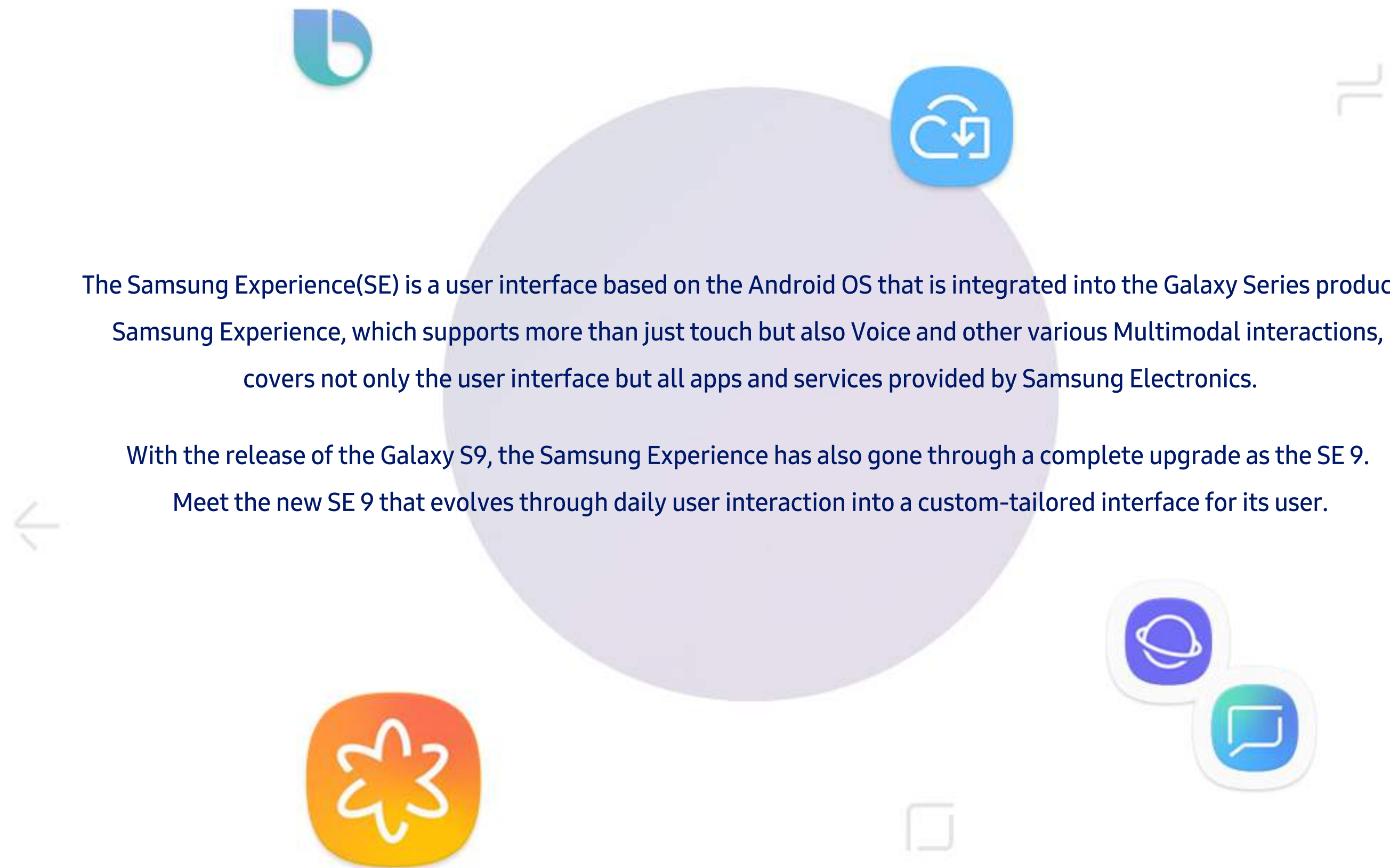# A Journey to the Self

Introducing the Samsung Experience 9.

It is important to investigate yourself and have a clear understanding
of your inner workings in an era that focuses on self-expression of thought and identity.
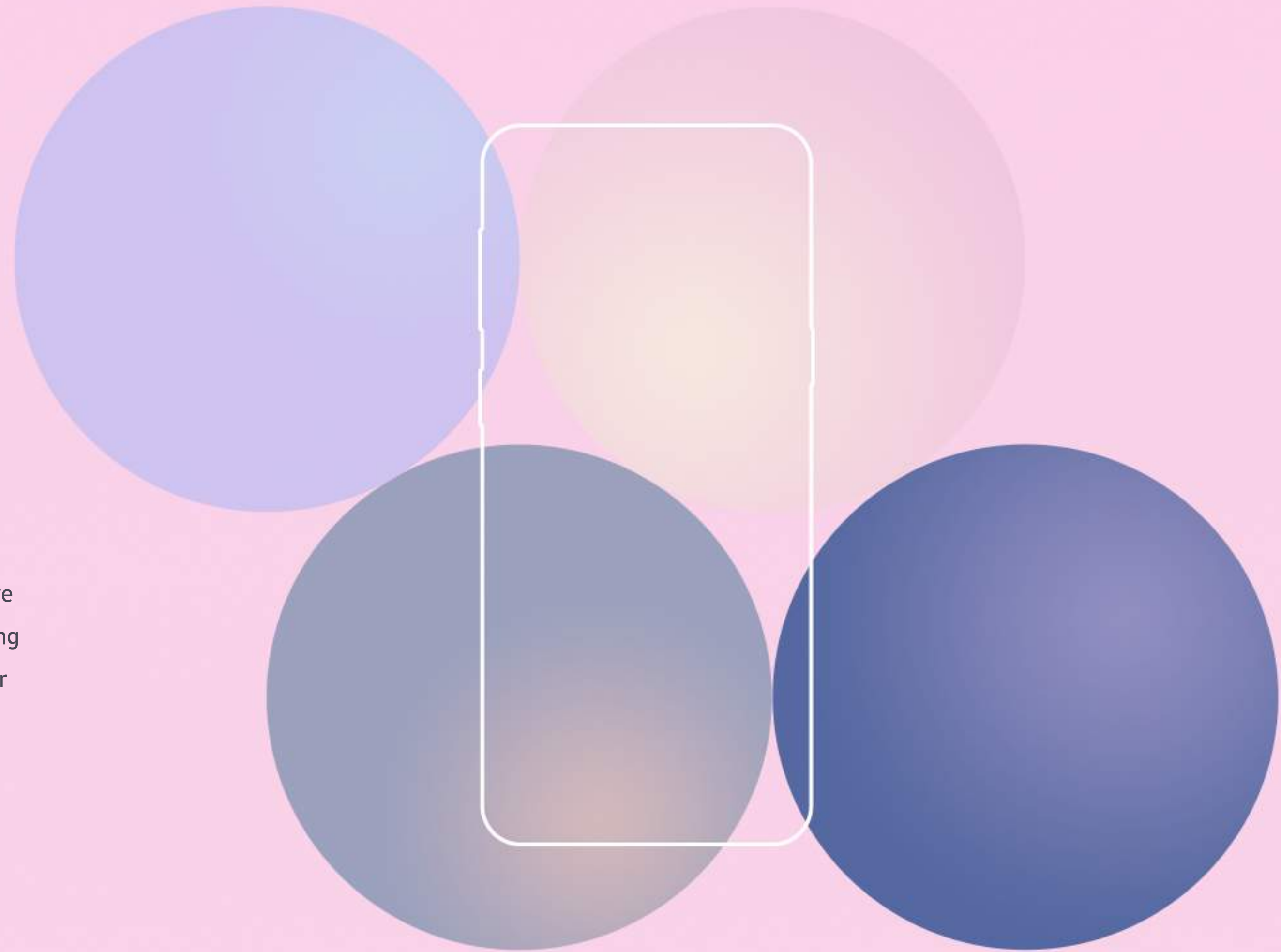Samsung Electronics points to the starting mark of that journey of
self-discovery through the Samsung Experience.

The Samsung Experience(SE) is a user interface based on the Android OS that is integrated into the Galaxy Series products.
Samsung Experience, which supports more than just touch but also Voice and other various Multimodal interactions,
covers not only the user interface but all apps and services provided by Samsung Electronics.

With the release of the Galaxy S9, the Samsung Experience has also gone through a complete upgrade as the SE 9.
Meet the new SE 9 that evolves through daily user interaction into a custom-tailored interface for its user.

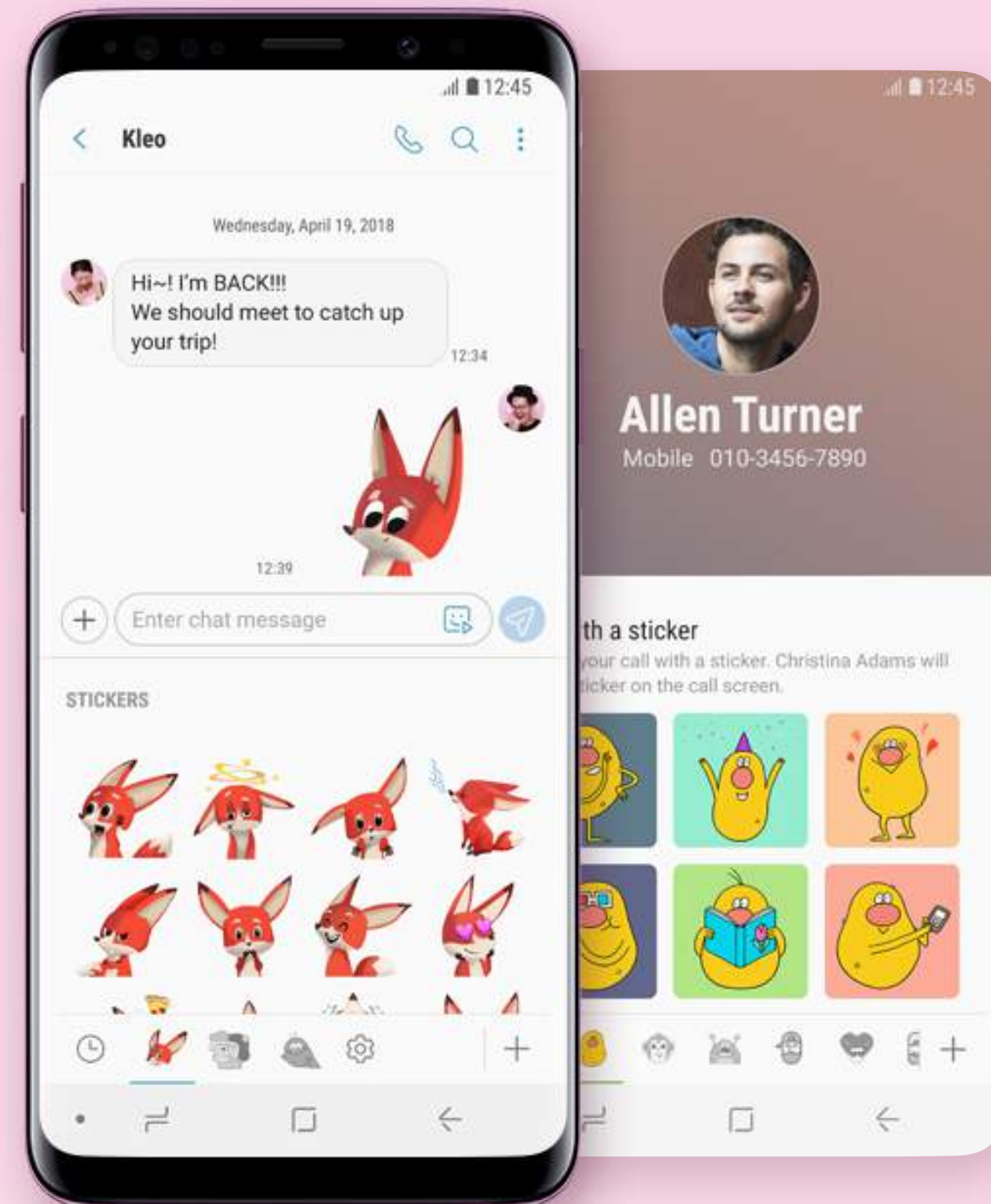# Self-Expressive

Ways to More Colorfully Express Yourself

There are certain emotions that are hard to express with just words and sentences. If we could convey these emotions by using other methods more effectively, we will be able to share our thoughts with one another and have deeper understanding and empathy. The SE 9 opens a new and diverse possibility for self-expression that is not limited to the confines of text.

Self Expression that is More Detailed and Intuitive

Images provide an impactful and rhythmical sensation to a conversation that is only carried out with text. The SE 9's stickers and Emoji that bears the resemblance of its user are intuitive communication tools that transcend the limitations of what you can articulate with just text alone.

Sticker

The SE 9 provides a colorful variety of stickers that serve as eye-catchers with its witty design. Stickers can be used in messages, during calls, or in calendar apps, bringing in a fresh air of liveliness into spaces that were once exclusively occupied by text alone.

Self Expression that is More Detailed and Intuitive

Images provide an impactful and rhythmical sensation to a conversation that is only carried out with text. The SE 9's stickers and Emoji that bears the resemblance of its user are intuitive communication tools that transcend the limitations of what you can articulate with just text alone.

My Emoji

The 3D Avatar, which is created from a user's selfie, is reprocessed as a sticker that can be used as a 'Mini-Me' representation of the user in a wide array of digital spaces like messaging, the calendar, photo editor, video editor, and social media.

Create My Emoji

For best results, clear glasses and hair.
Then smile with your lips closed and give it a whirl.

12
45

SUN, FEBRUARY 25

Swipe screen to unlock

12
45

SUN, FEBRUARY 25

Swipe screen to unlock

Colors that Portray the Ambience of Your Identity

Colors not only depict the outer shades of a specific object, but also serve as a signal for mood and emotion. The SE 9 designs the Wallpaper and Edge Lighting, which are often the first features seen by a user, using colors that embody the mood of the user.

Adaptive Color

Adaptive Color is extracted from the primary colors of a Wallpaper set by the user and is automatically applied to the time and date display. The harmonious compatibility of colors creates a consistent design that delivers visual relaxation and diverse impressions.

Colors that Portray the Ambience of Your Identity

Colors not only depict the outer shades of a specific object, but also serve as a signal for mood and emotion. The SE 9 designs the Wallpaper and Edge Lighting, which are often the first features seen by a user, using colors that embody the mood of the user.

Kim You know what?

12
45

SUN, FEBRUARY 25

Kim You know what?

12
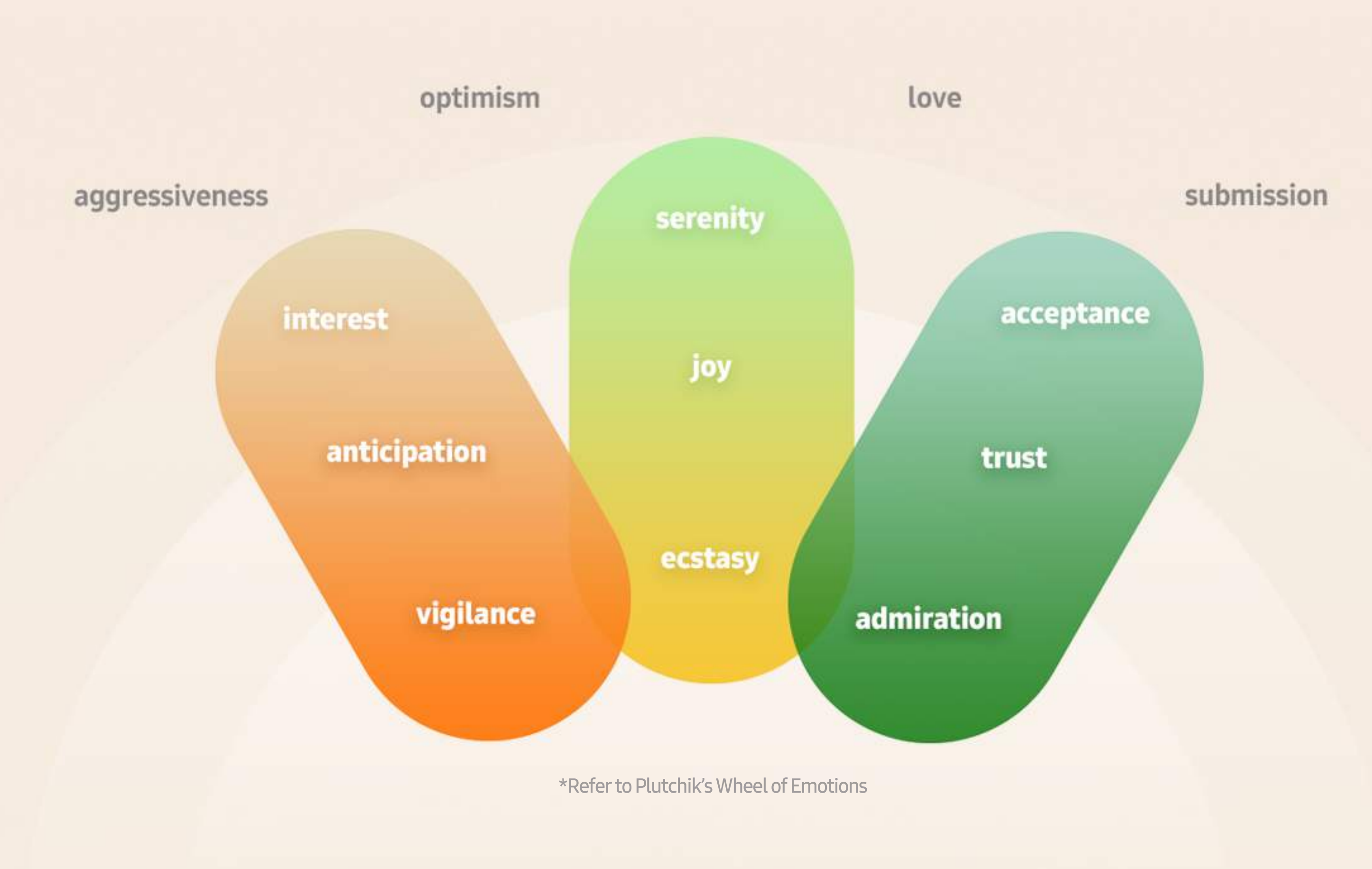45

SUN, FEBRUARY 25

Basic

Multicolor

Edge Lighting

The mood of a user exudes with the Edge Lighting, which emits light along the lines of the display whenever there is a new message or an alarm notification. The SE 9 added three different Lighting styles to boost aesthetic appeal and widen the selection so that each user can express their individual personalities through the device.

Kim You know what?

12
45

SUN, FEBRUARY 25

Kim You know what?

12
45

SUN, FEBRUARY 25

Glow

Glitter

New Sounds that Bring Excitement to Everyday LIfe

The sound of one's voice sometimes act as one's unique identity. The SE 9's sound also serves as a representation of the product's identity and features attractive sounds that mesmerize a user's sense of hearing.

The SE 9 comes with 10 new ringtones and 10 new alarm sounds. To achieve diversity in sound for the ringtones, certain keywords such as Joy, Interest, Ecstasy, and Serenity were used to create a wide selection of melodies. We also redesigned the basic ringtone of 'Over the Horizon' to have a more active and dynamic feel to its tone so that users can experience a wider spectrum of sound.

optimism   love

aggressiveness   submission

serenity

interest

joy

acceptance

anticipation

trust

ecstasy

vigilance   admiration

*Refer to Plutchik's Wheel of Emotions

Joy

Ringtone

Starlight

Travel

Notification

Door Bell

Snap

Coin

Chime

Vintage

Interest

Ringtone

Smooth Wave

Pick it Up

Notification

Robot

Crystal

Daydream

Serenity

Ringtone

Midnight Swing

Astro

Zero G

Meadow

Ecstasy

Ringtone

Space Funk

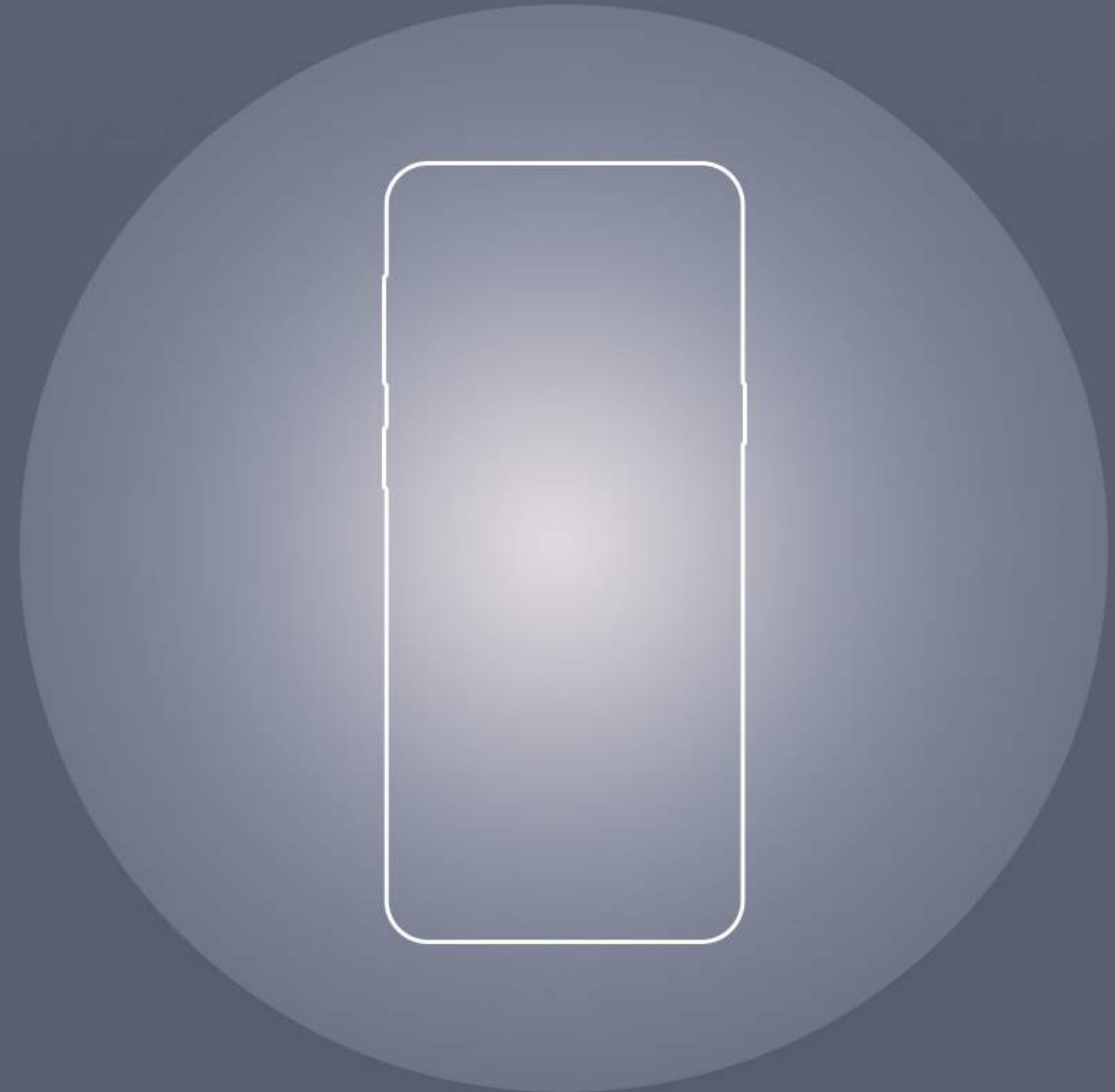Rubber Ball

Notification

Pianist

Carnival

Self-Empowering

A Smart Space that Makes All Things Possible

Having an exclusive personal space gives us a sense of control and proactive attitude. The SE 9 provides a smart space that allows users to fulfill their potential and realize the limitless bounds of their abilities.

A World that Exists Only for Me

Sometimes there are certain memories, emotions, and thoughts you want to keep to yourself in a personal stash. The SE 9 aspires to show utmost respect to a user's precious privacy through a space that is only revealed to its owner.

Secure Folder

Imagine an exclusive, secret space where you can get away from the public eye and wholly express your personality and thoughts. The SE 9's Secure Folder provides a safer and entirely independent space for users.

They can quickly access the Secure Folder from the Lock Screen through a specifically designated fingerprint authentication. The Secure Folder can also be utilized in a Launcher style to become a completely isolated space that serves as a personal digital territory only known and accessible by the owner.
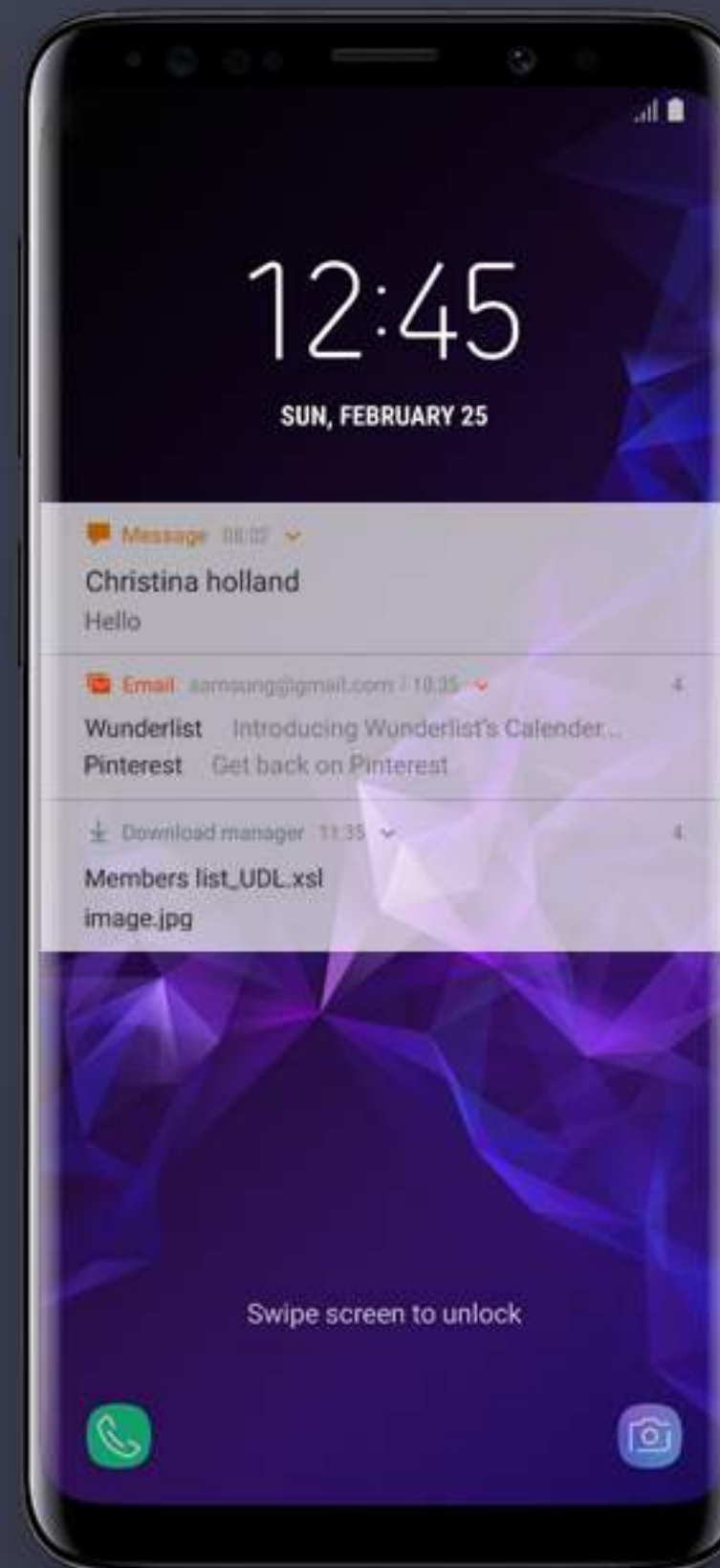
Establishing Personal Mood with Details

Personal taste is often revealed in the slightest details. With the SE 9, users can express their preferences and moods through screens that are often in visibility, such as the AOD, Lock Screen, Wallpaper, etc. There is much joy in personally making the finishing touch in the smallest details.

Digital

AOD

The AOD(Always On Display) has been designed to reflect a user's style and sensibility even from the smallest details and elements of the display. The clock has been redesigned to showcase 5 digital and 5 analog styles for a sophisticated and sensual appeal. From the 20 different basic GIF animations or the GIF contents from a user's personal collection, users can modify the AOD(Always On Display) to become a personalized space that expresses their unique tastes and styles.

Analogue

Establishing Personal Mood with Details

Personal taste is often revealed in the slightest details. With the SE 9, users can express their preferences and moods through screens that are often in visibility, such as the AOD, Lock Screen, Wallpaper, etc. There is much joy in personally making the finishing touch in the smallest details.

LOCK Screen

Users can adjust the clock styles on the Lock Screen based on their preferred styles. They can also explore their own ways to establish visual comfort by modifying the transparency of the alarm notification so that it blends in more naturally with the Lock Screen design.

Establishing Personal Mood with Details

Personal taste is often revealed in the slightest details. With the SE 9, users can express their preferences and moods through screens that are often in visibility, such as the AOD, Lock Screen, Wallpaper, etc. There is much joy in personally making the finishing touch in the smallest details.

Video Wallpaper

Users can break out of the long-existing mold of perceiving wallpapers as stationary images and playback a video as wallpaper for a maximum of 15 seconds. The lively movements of a video played on a Lock Screen signals the beginning of a rhythmical vibe of the smartphone.

A Private Workroom that is Accessible Anywhere, Anytime

The SE 9 does more than just helping users finish their tasks. It supports users with a private workspace where tasks can be processed in a smart and efficient manner. As users execute their desired tasks at the time and location of their choosing, their lives become much more flexible and secure.
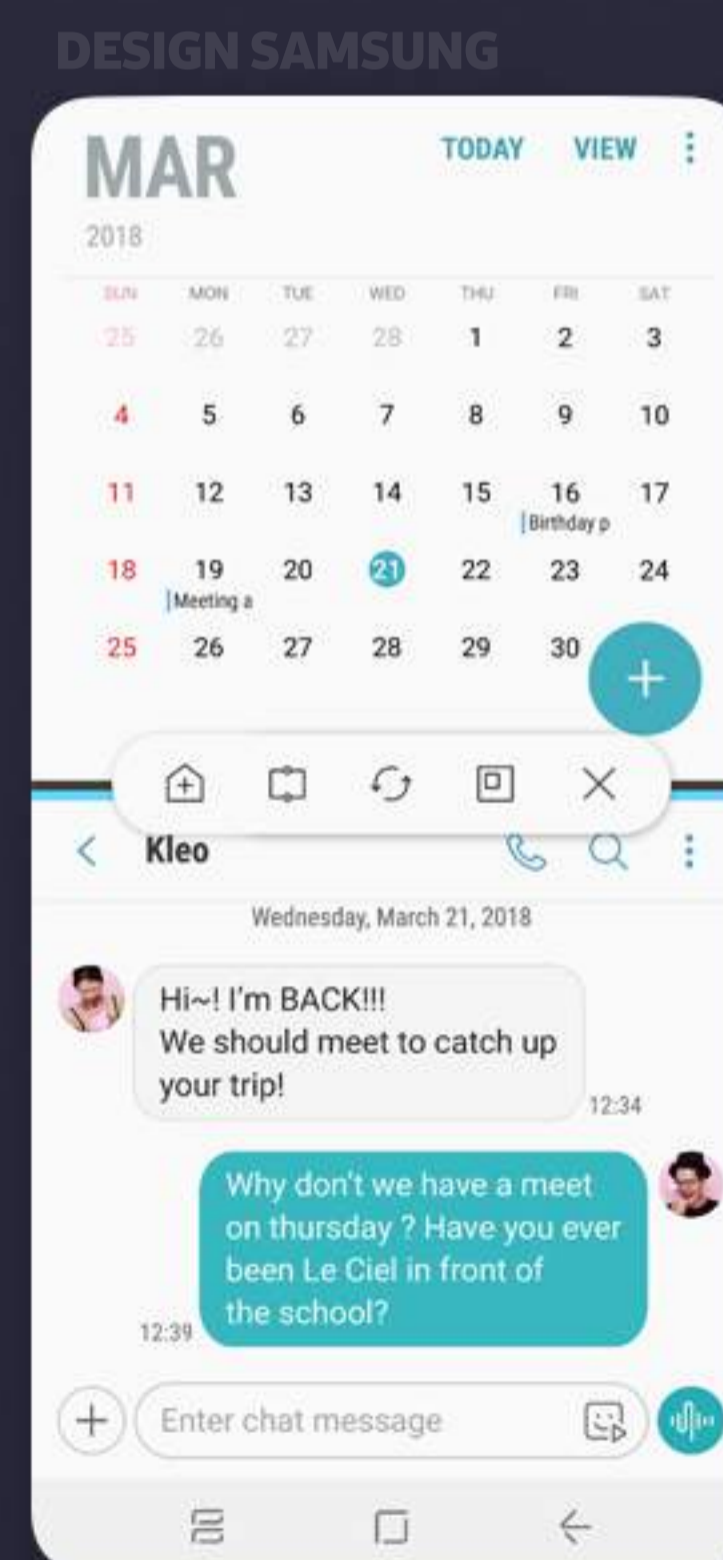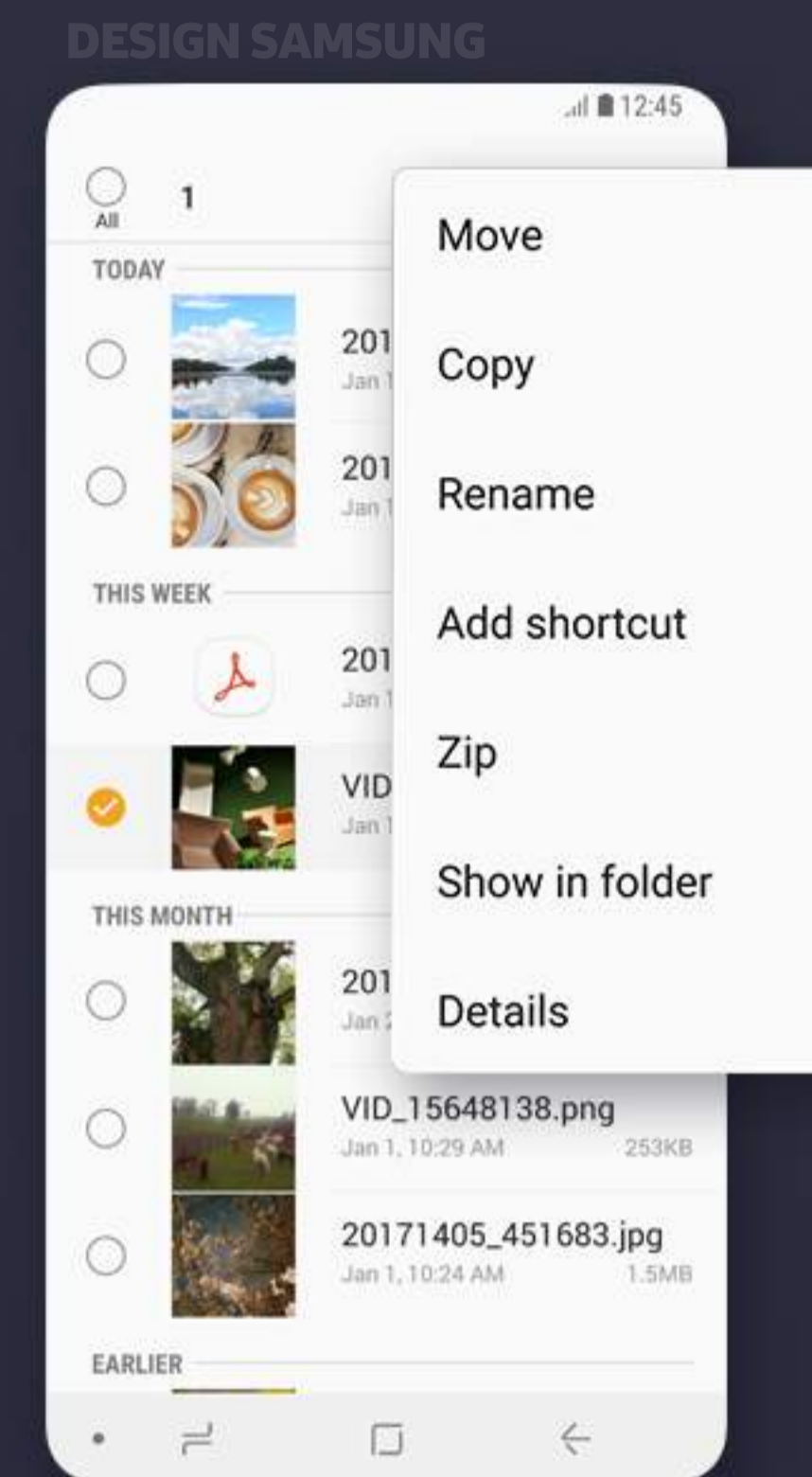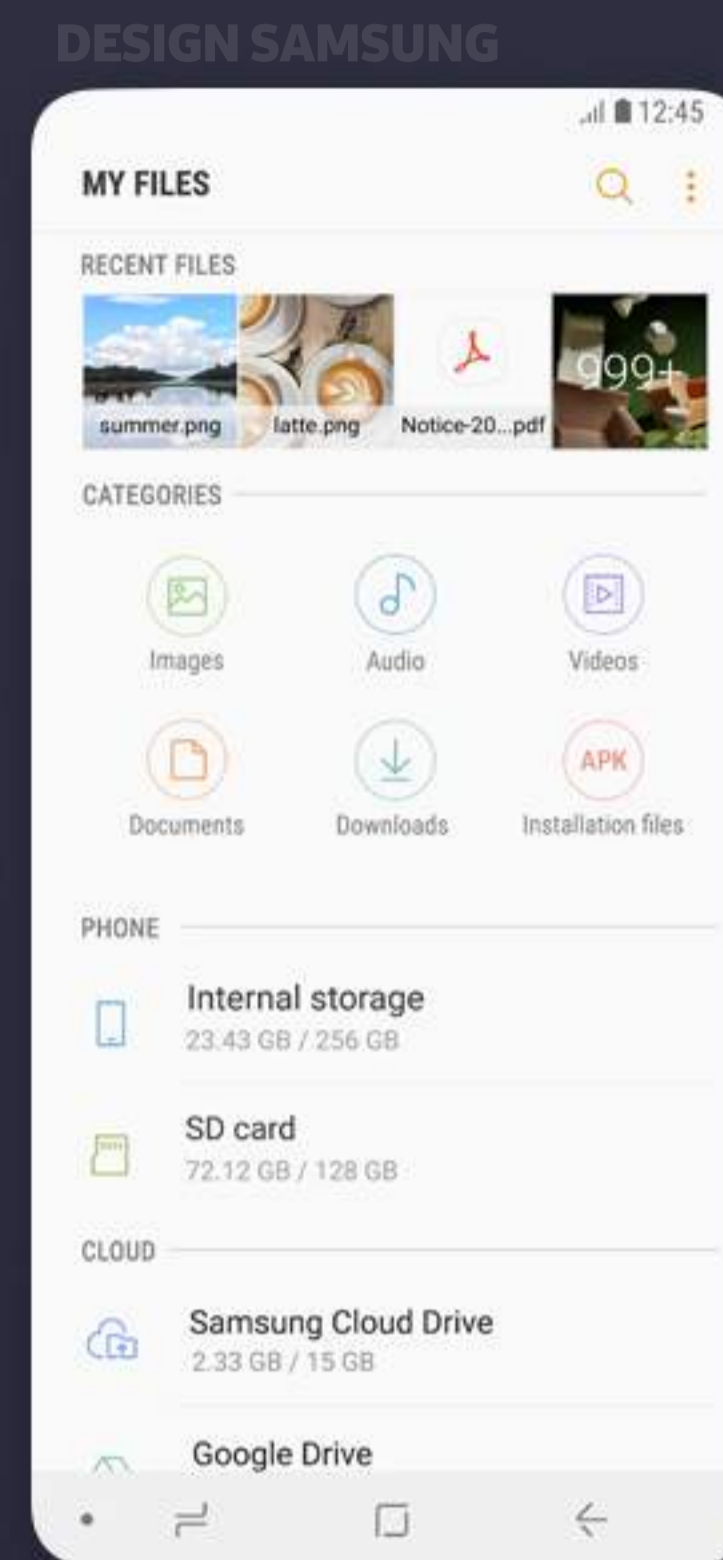
My Files

The once complicated file manager has been into a source of fun in the SE 9.My Files can sort your files into different sections based on the time they were modified, allowing users to quickly search for their recent files. It is also equipped with various file management functions such as deleting, moving, copying, renaming, and Show in folder* as well.

Furthermore, the newly integrated MS OneDrive extends Cloud usability in My Files. The consistent UX design makes it simple and easy for users to open files saved on the Cloud Drive or copy files to the internal storage.

* Show in folder: Tool that opens the actual folder that is storing the selected file.
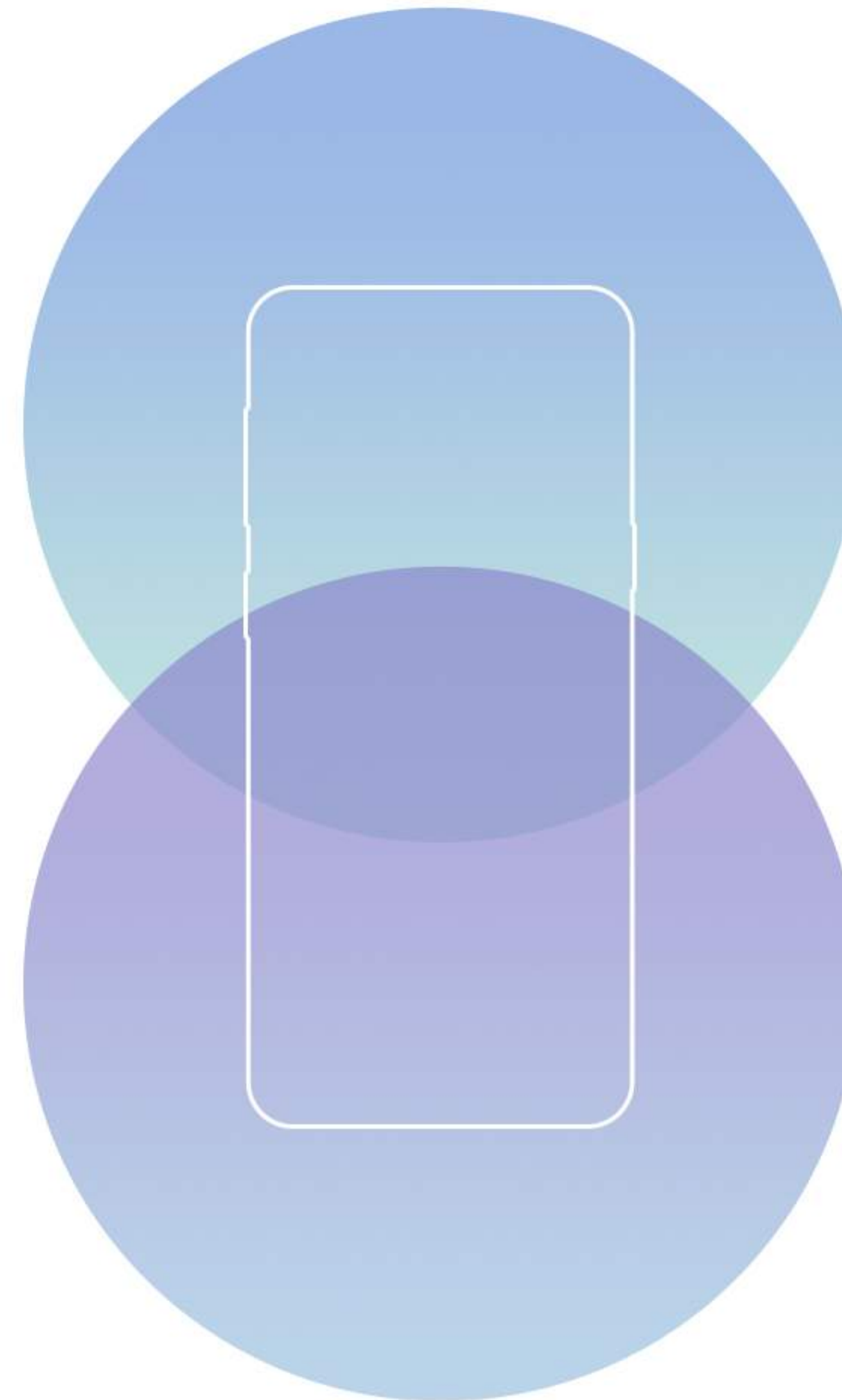
Multi Window

Millennials are constantly seeking for faster and easier ways for Multitasking. With the SE 9's Multi Window function, users can add on and simultaneously operate different apps of their choice on the Home Screen through the App Pair feature without having to move from app to app.
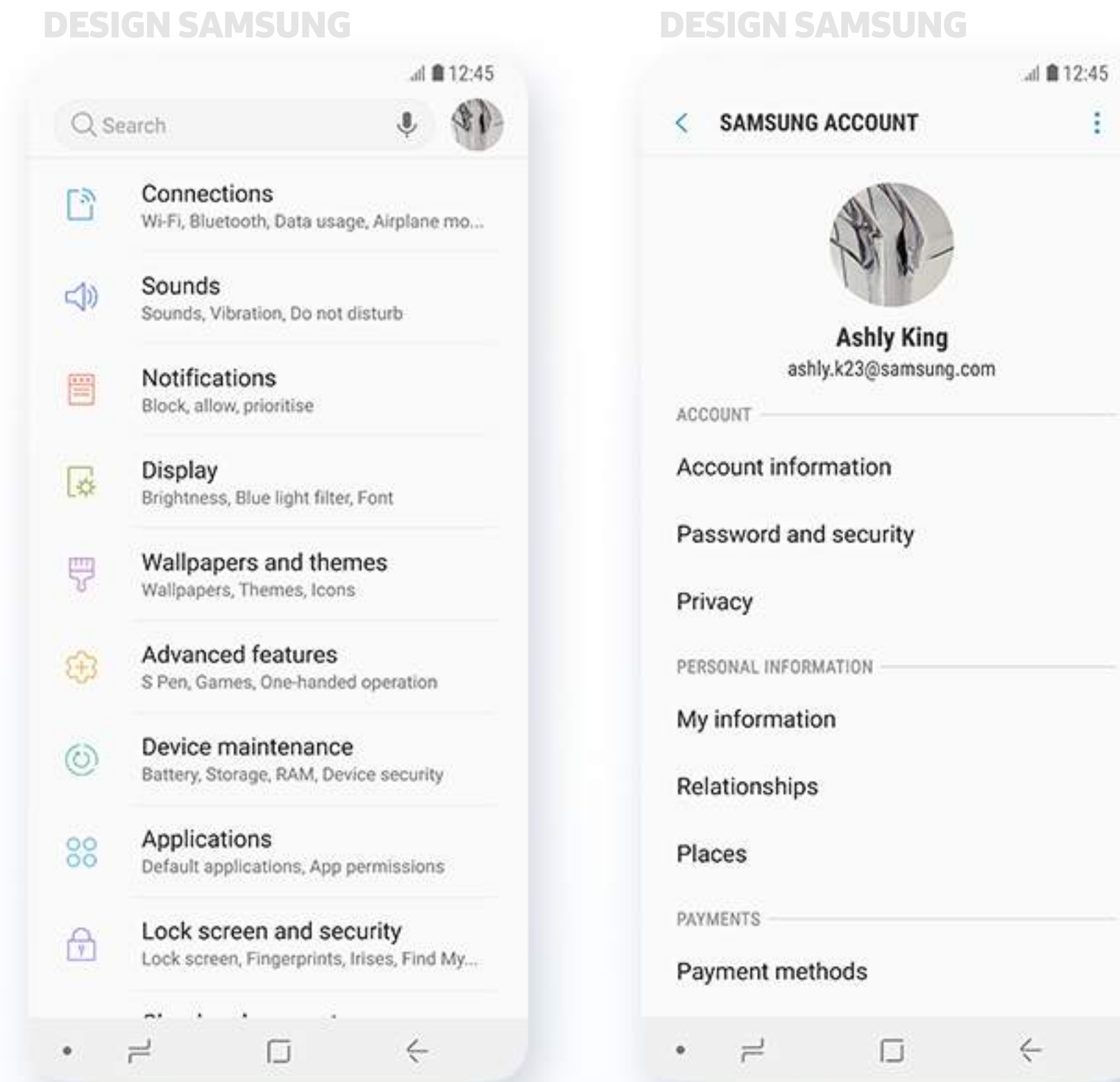
Self-Clarifying

Usability Enhanced by User Experience

Having a strong understanding of your 'self' is the key to living a life that truly reflects your 'identity'. Users discover their personal preferences and user patterns simply by spending time with the SE 9. This unique disposition is then projected onto the SE 9, bringing fruition to an even more flexible and comfortable smart life.

Samsung Account

Your Samsung Account is like a master key that gives you the power to freely use and take advantage of the SE 9. You can log in with your Samsung Account right away from the first settings screen (Home screen or App screen) of the SE 9. If you modify your profile information or change your photo, the update information is automatically reflected in all apps and profile pages that are connected to your Samsung Account. You are now introduced to a world in which you can enjoy all the products and services of Samsung Electronics with a single account.

12:45

Search

Connections
Wi-Fi, Bluetooth, Data usage, Airplane mo...

Sounds
Sounds, Vibration, Do not disturb

Notifications
Block, allow, prioritise

Display
Brightness, Blue light filter, Font

Wallpapers and themes
Wallpapers, Themes, Icons

Advanced features
S Pen, Games, One-handed operation

Device maintenance
Battery, Storage, RAM, Device security

Applications
Default applications, App permissions

Lock screen and security
Lock screen, Fingerprints, Irises, Find My...

12:45

SAMSUNG ACCOUNT

Ashly King
ashly.k23@samsung.com

ACCOUNT

Account information

Password and security

Privacy

PERSONAL INFORMATION

My information

Relationships

Places

PAYMENTS

Payment methods

Edge

With the newly augmented Edge function,
you can flexibly and quickly carry out your tasks.
You can easily access the panel's settings with
the Edit button, and also immediately jump to
a desired panel using the Edge panel list. On top
of that, you can maintain your current screen
using the Apps Edge and Edge Lighting while
bringing up a new function as a pop-up, making
a seamless, flexible, and comfortable content
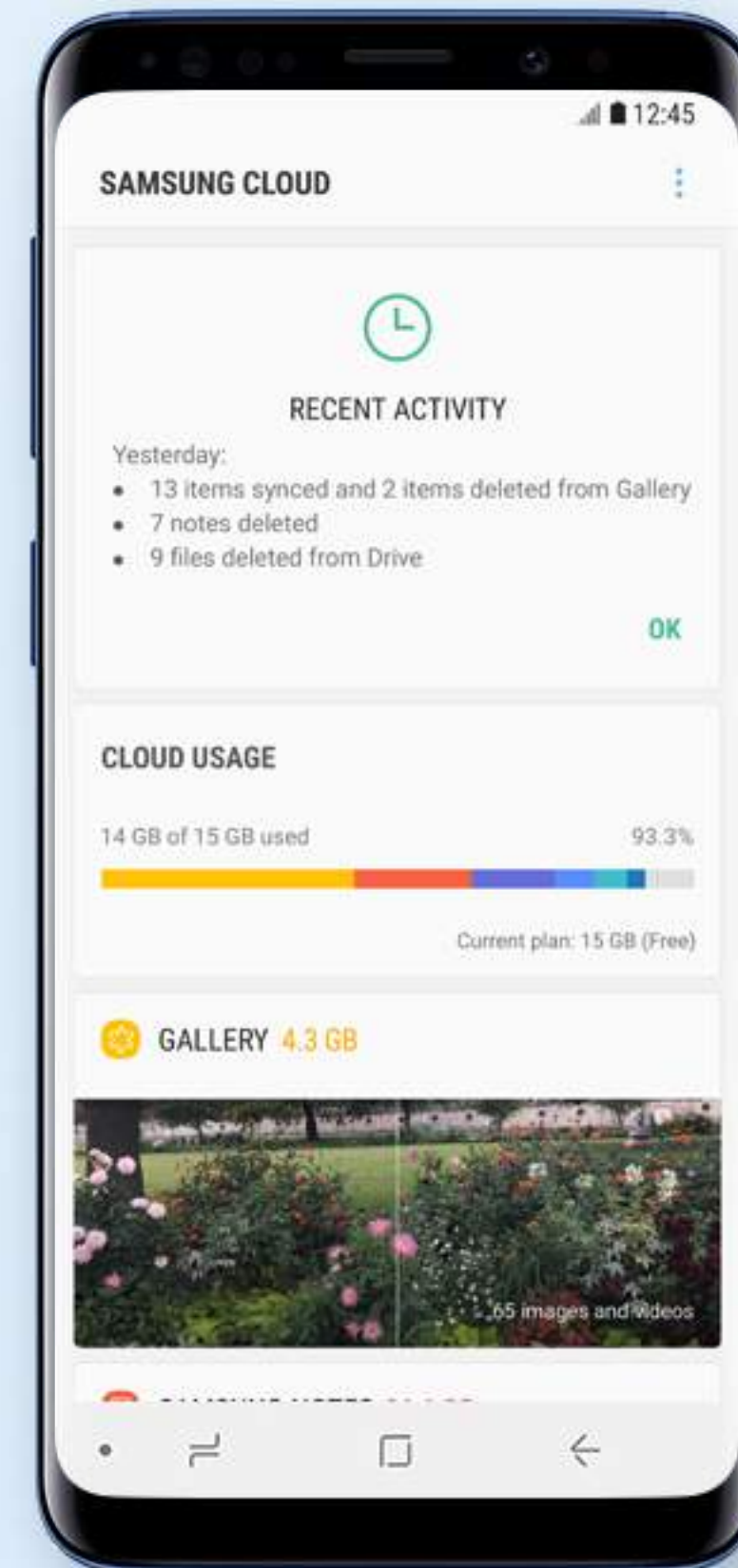experience entirely possible.

Samsung Cloud

The Samsung Cloud deeply roots itself into a user's everyday life by overseeing a variety of devices to safely store data while also serving as a ubiquitous channel for data access.

The SE 9 provides a Shortcut to the Samsung Cloud on the Home Screen and App Screen. The Dashboard UI has also gone through a major upgrade to feature options for app-specific syncing, back-up settings, as well as an interface through which users can examine all of their uploaded data at once. The interface allows users to check up on and easily manage all of their personal data while also offering relevant tips, cloud storage usage information, synced photos, videos, and notes, as well as data for backed-up device contents.

Self-Enriching

Joyful Experiences that Enrich Your Everyday Life

Answering Phone calls, sending Text messages, or Taking photographs

- these ordinary moments have now become completely different experiences.

The daily lives of users are lavishly enriched by the SE 9,

which accompanies users as they capture and record unforgettable

moments to savor them as precious memories.

User-Focused Interface

The SE 9 did not hesitate to make improvements for users even in the most trivial, easily overseen areas. These efforts and improvements are like surprise gifts and have become a pleasant source of awe and embellishment for our users and their daily activities.

Samsung Keyboard

The SE 9's keyboard features a Toolbar type design to help users better understand and access the various functions of the keyboard such as Emojis, GIF, Voice Input, and Settings. 240 Emojis have been newly added to serve as effective pointers for text.

So that not a single user experiences discomfort when using the keyboard, the SE 9 keyboard supports a special mode for lower vision, as well as four different types of high-contrast keyboards from which users can choose based on personal needs or preferences.

User-Focused Interface

The SE 9 did not hesitate to make improvements for users even in the most trivial, easily overseen areas. These efforts and improvements are like surprise gifts and have become a pleasant source of awe and embellishment for our users and their daily activities.

Home Screen

Landscape Mode

To create a seamless way to use landscape mode and enhance visual satisfaction, a new Landscape mode for the Home Screen has been implemented. Icons and titles are organized in a landscape fashion to provide a layout that is custom-tailored to a wide LCD landscape mode for a more comfortable user experience.

App Screen

Making Every Moment More Special, the Camera

The Camera is no longer a simple device that records various events of the day. It now creates high-speed video, beautifies a selfie, and assists image-based searches. The SE 9's camera enhances our lives to become more dynamic and special than ever before.

Super Slow-mo

The SE 9 presents a unique experience of being able to record instantaneous moments. With a camera that captures nearly 1,000 frames per second, you can record ultra fast moments that are unobservable to the naked eye. Along with shooting in Super Slow-mo, you can also take advantage of the multi-shot feature and designate up to twenty sections in a single video to playback in Super Slow mode.

Making Every Moment More Special, the Camera

The Camera is no longer a simple device that records various events of the day. It now creates high-speed video, beautifies a selfie, and assists image-based searches. The SE 9's camera enhances our lives to become more dynamic and special than ever before.

Beauty Effect

Among the different functions of the camera, the Beauty Effect is definitely at the center of attention. In the SE 9, eight different make-up effects have been newly included. You can make detailed adjustments for eyelashes, eye shadowing, blush, lips, contour, and others to create a natural and satisfying selfie.
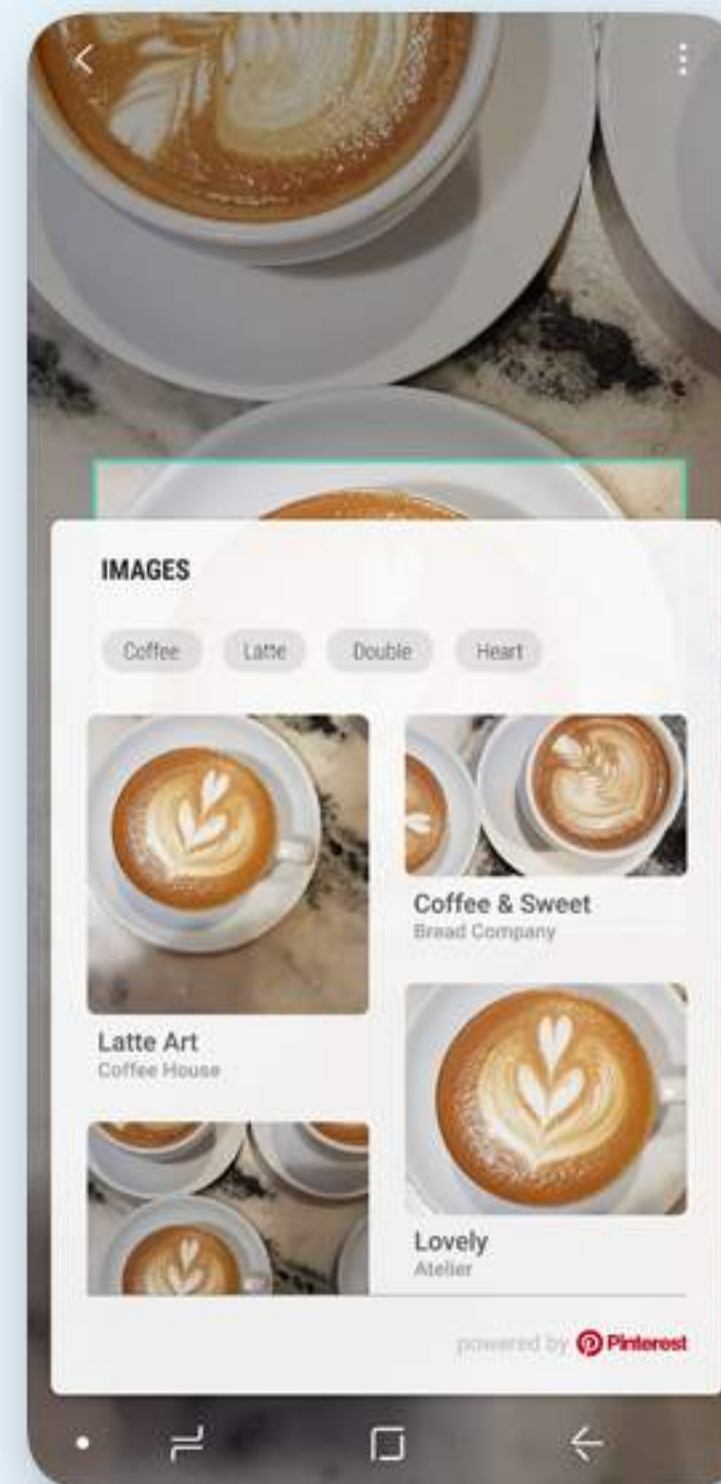
Before

After

Making Every Moment More Special, the Camera

The Camera is no longer a simple device that records various events of the day. It now creates high-speed video, beautifies a selfie, and assists image-based searches. The SE 9's camera enhances our lives to become more dynamic and special than ever before.
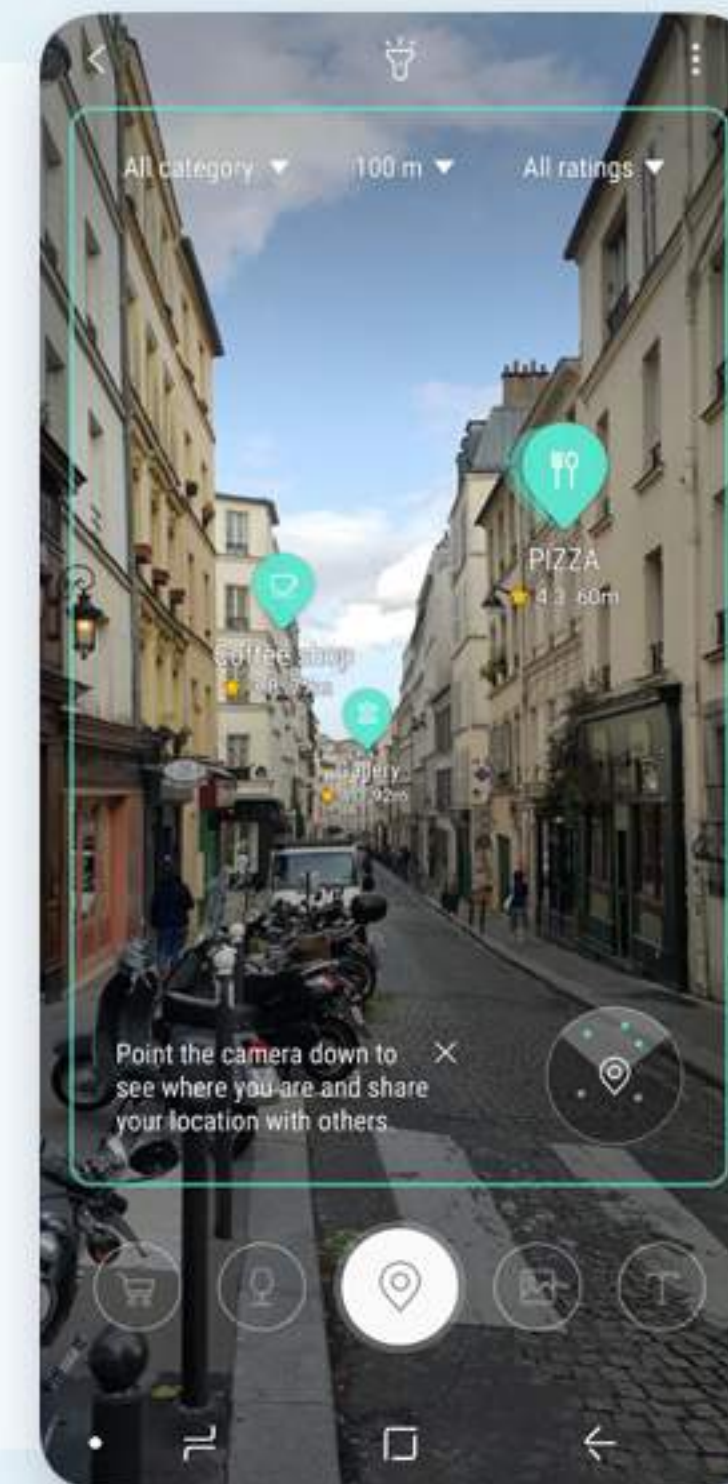
Bixby Vision

The Bixby Vision provides useful information based on an image-based search, which users can customize how the result is shown whether it is with images, shopping, maps, or translation. Search categories have been expanded to include topics such as food, wine, or make-up to offer effective and accurate results, and users can also compare search results in real-time to encounter a search experience that goes beyond simple observation.

As a user expresses and discovers the 'self' through the SE 9, the Samsung Experience will also continue to relate and interact with users to develop as an interface that is wholly dedicated to its users. Furthermore, the Samsung Experience will always stand by your side, paying close attention to every detail and heeding to your every word so that users can fully revel in a consistent experience that encompasses the multitude of Samsung Electronics' products.

design.samsung.com >

12
45

SUN, FEBRUARY 25
100% 🔋

Swipe screen to unlock