

Samsung Brand Sound

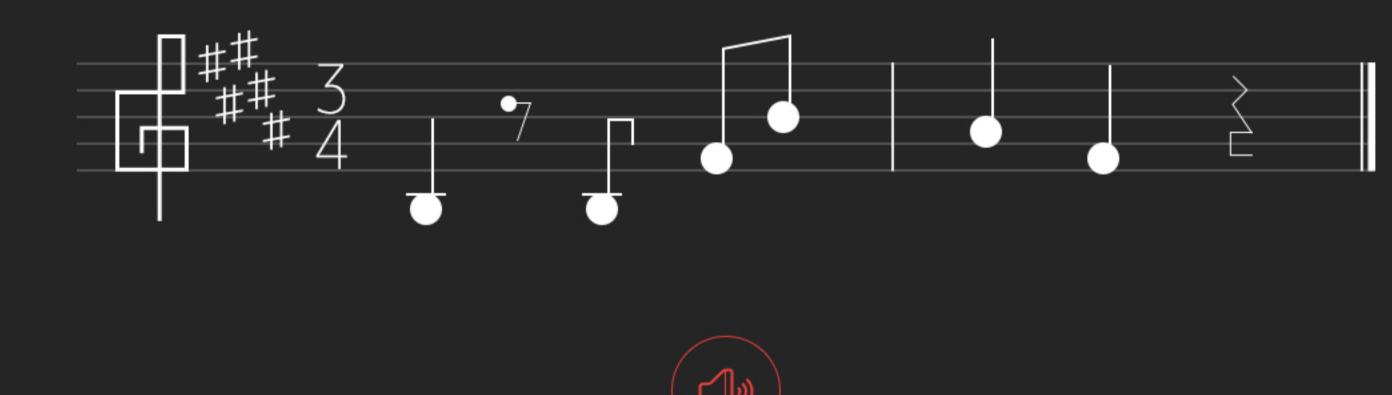
- The theme of Samsung Electronics' products can be summed up as 'Over the Horizon' for mobile devices and 'Beyond the Horizon' for home appliances - looking toward the challenges of the future with passion and anticipation. Although the melody may sound different the nuances of both share a subtle similarity. Both are neutral and positive attitude while retaining a simple medium tempo with 4 to 6 melodies.
- These two simple melodies carry a long way, especially when applied to our products. Let's look at a few examples.

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Over the Horizon

Over the Horizon has been the sound for Samsung Electronic mobile devices since 2012 for a better future in our daily life. It's used for the Default Ringtone, Message Tone, Advertisements, Music Videos and other various media. We've also collaborated with musicians to expand this melody in diverse ways.

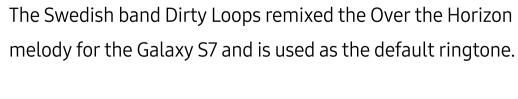


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Samsung Galaxy S7 As the smartphone is probably the most used and

closely kept device ever developed, it is vital that even the smallest functions have a corresponding sound and synchronize with the UX design principles.



Default Ringtone (

Lock/Unlock

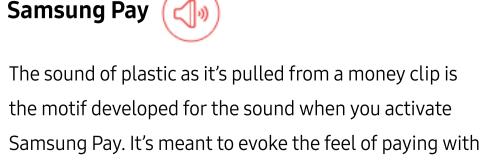
As this function is used most often it should be quick and simple, yet clearly distinguishable. A distinct metallic sound was chosen to convey the precision of the device.

Camera Shutter (📢))

To continue the identity of Samsung cameras into the smartphone, an actual analogue camera shutter was sampled and edited for a consistent sound across all devices,

from analogue cameras, digital cameras and mobile devices.

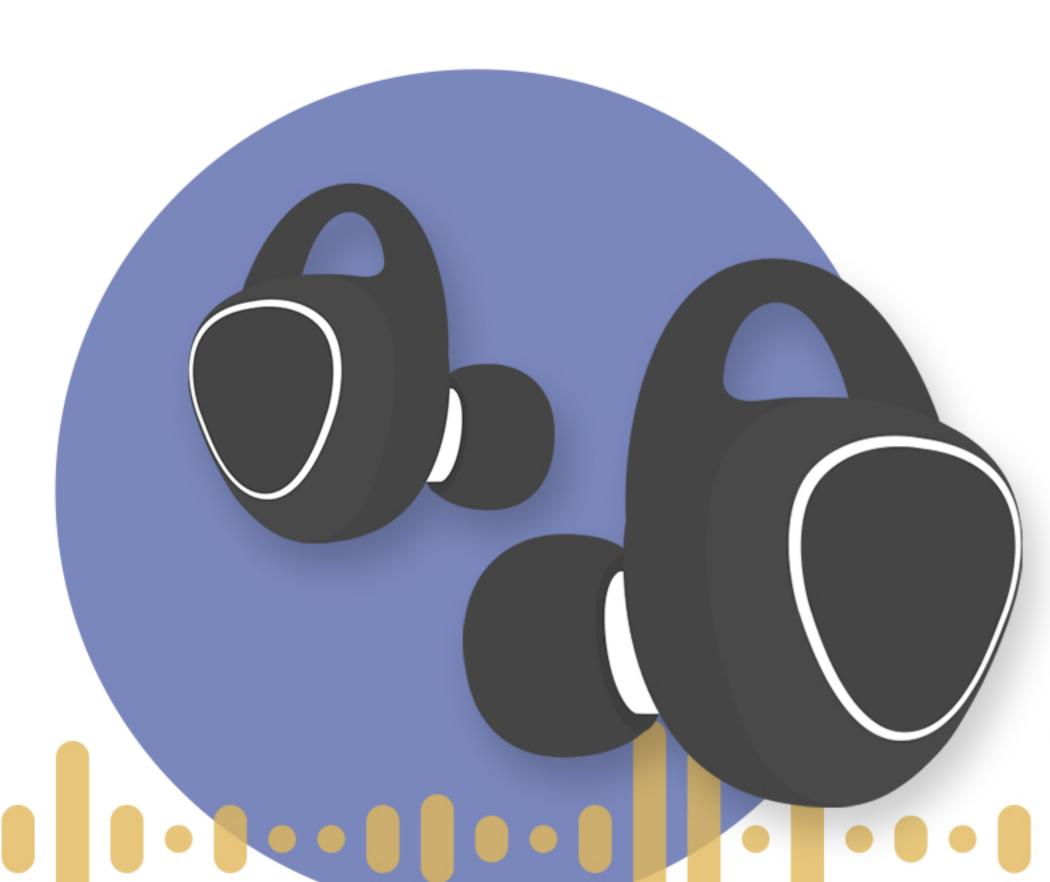
Samsung Pay (The sound of plastic as it's pulled from a money clip is the motif developed for the sound when you activate



an actual credit card. In line with this, when you swipe through your cards on the app it mimics plastic hitting plastic for a familiar yet new experience.



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Gear IconX As left and right components are completely divided

Over the Horizon

and sound is provided in stereo, also the fact that there are no buttons or a screen to access, this device required a totally new approach in user experience:

The Invisible Audio Menu. Wear On Sound (

As both right and left ear buds operate independently, each ear receives a small ping to signal activation.

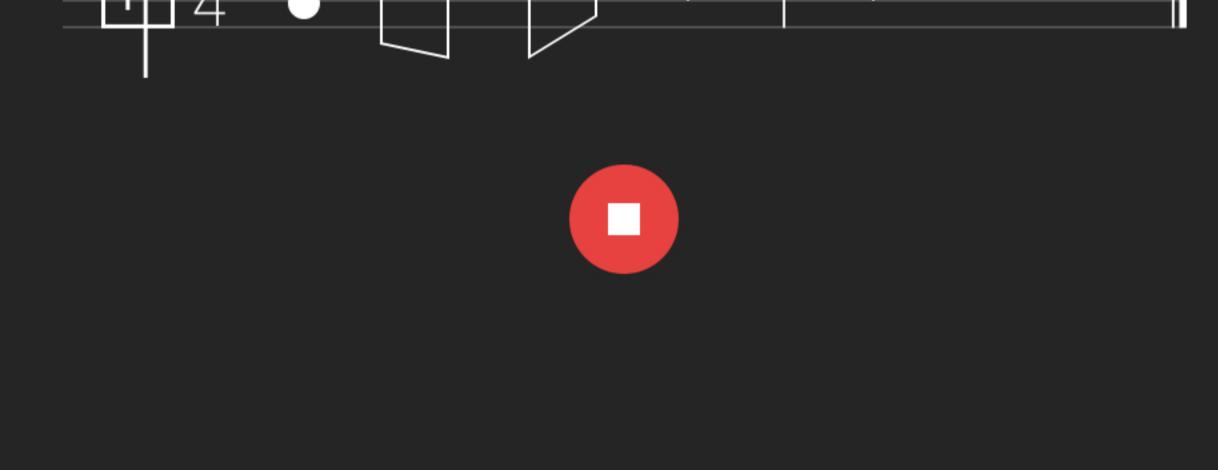
low volume for suitable control.

Coupled Sound (A delayed ping is volleyed back and forth to signal that both ear buds are connected and in synch.

Volume Up/Down AUI(Auditory User Interface) distinguishes high and

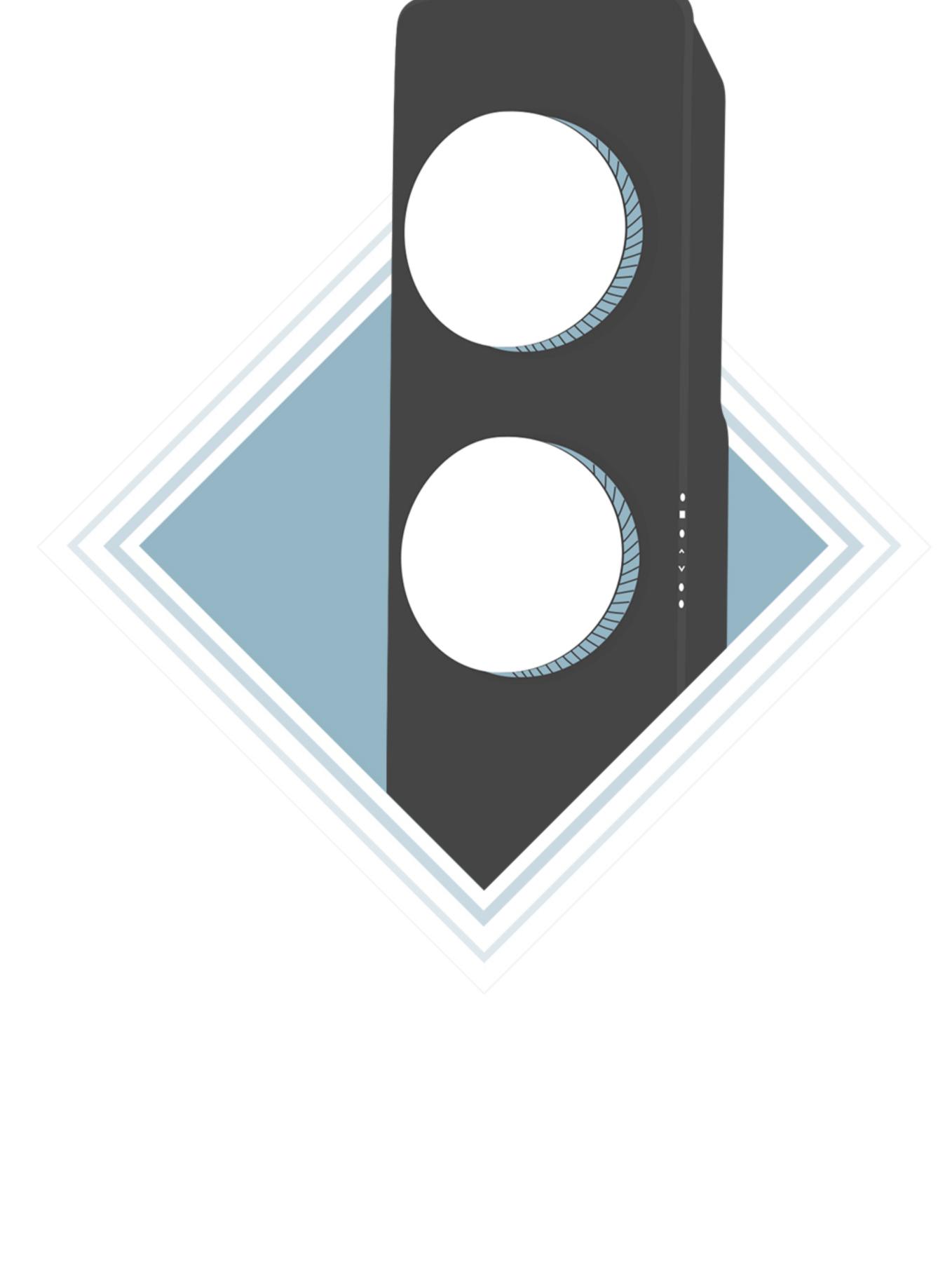
Invisible Audio Menu Guide (📢) When you tap & hold, the menu is read out loud with an AUI sound that signals for you to let go to start that menu. **DESIGN SAMSUNG**

Beyond the Horizon has been our signature brand melody for home appliances since 2015. It represents positivity and unlimited possibilities in ascending melody.





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Power On/Off Sound (

Q9000, Q9500

to compliment the cool air coming forth.

Beyond the Horizon

The Beyond the Horizon melody is differentiated when you turn on or off the air conditioner. Other details are the melody is precisely synched to the vents opening sequence.

The windless air conditioner echoes a wind chime when

it starts up or is controlled for a clear, refreshing sound

Temperature Control Sound This helps you to distinguish whether you're setting the room temperature up or down.

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Beyond the Horizon

cook done. By doing this, each product is connected by a unified sound but also is uniquely identified.

Built-in Oven

Power On Sound (Even without high definition speakers, the Beyond the Horizon sounds simple and direct. Buzzer & Speaker Sound (

For this appliance, we analyzed the different functions into

two categories; power, error, timer functions that apply to

the entire product range and specific functions that are unique to

each individual product such as partition activation/ deactivation,

The buzzer key has been raised one octave and together with the SPK version can be heard and distinguishable in any environment.

Door Open Sound (

kept open. Rather than a high-pitch alarm a less harsh melody set (ti-mi-fa#) was chosen for a more considerate sound alarm.

The door open alarm sounds 2 minutes after the door is



