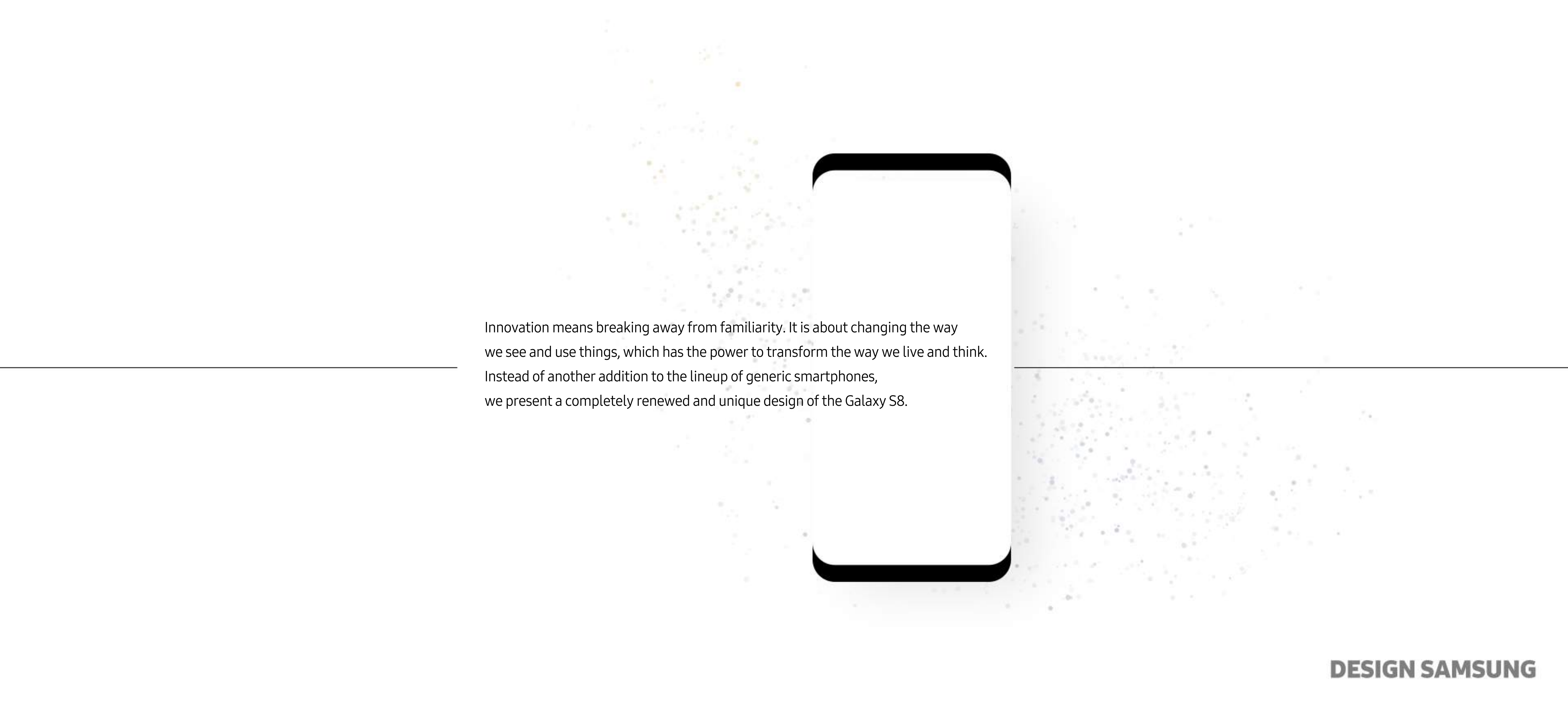


ONE AS A WHOLE

Galaxy S8 Design Story



Innovation means breaking away from familiarity. It is about changing the way we see and use things, which has the power to transform the way we live and think. Instead of another addition to the lineup of generic smartphones, we present a completely renewed and unique design of the Galaxy S8.

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Oneness

A minimalist landscape with a calm sea, dark rocks, and a bright sky, symbolizing oneness. The scene is split horizontally between a dark, reflective water surface and a bright, clear sky. Several dark, smooth rocks are scattered across the water's surface, and a low, dark landmass is visible on the horizon to the right. The overall mood is serene and unified.

New value created from
one single design

The Galaxy S8 is a manifestation of holistic oneness. Elements that felt needlessly mechanical have been eliminated to only focus on the essence of the device itself, which resulted in a design that merges the user and device as one. Extraordinary technology serves as an innovative silhouette of the device as well as gives users extended experiences.



DESIGN SAMSUNG

Infinity Display

The Galaxy S8 uses the entire front panel as its display, leaving a powerful silhouette that surpasses the limits of current devices. The Home button has been removed to utilize its technical space to expand user space and shatter the boundary between the device and the real world. The 18.5:9 screen ratio maximizes immersion and leads users to new experiences.



DESIGN SAMSUNG

A grip made from curves

A grip is defined by how well a device's curves fit in a hand. The subtle curvature of the device's front, back, and middle convene at each of the edges to form a perfect symmetry, thereby virtually eliminating the bezel.

The curves are harmoniously synchronized with the rounded edges to fit comfortably in a user's hand.



DESIGN SAMSUNG

Glass flowing like streams of water

The glass material has a glossy finish that naturally blends in with the scene, rendering a brilliant reflection of the world around you even while the device is off.

The flow of the glass material and the hidden rear camera lens creates a sense of unified fluidity of the Galaxy S8 design.



Harmony

Capturing the beauty of
both harmony and individuality

Complicated, multi-layered connections and nuances are prevalent throughout our society and culture.

Boundaries have diminished among various fields and the desire to be unbiased about a particular region, gender, or age is growing larger. The Galaxy S8 design is about maintaining a natural balance that suits well with anyone, instead of striving to appeal to specific preferences.

DESIGN SAMSUNG



Neutral colors with elegance

Neutral colors blend in with our lives effortlessly due to its balanced nature. Neutral colors provide comfort by lowering the intensity of color saturation, and at times can also create unforeseen beauty as light touches the glass in various angles.

Midnight Black has great depth and is reminiscent of solid onyx, emphasizing a strong sense of unity. The warm vibes of Arctic Silver and the golden profundity of Maple Gold preserve the integrity of their original colors while bringing out the natural ease of neutral colors. The calm and mysterious Orchid Gray and the muted brightness of Coral Blue that is a reinterpretation of youthful sensibilities are colors that are trendy yet balanced.

Accessories harmonizing with all spaces and circumstances



Accessories attract just as much attention as the device. The case is made from Alcantara, a material that is soft yet doesn't show signs of wear and tear even after prolonged use. It fits in the palm easily and exudes a sophisticated aura.



The translucent cover mixes and matches with the colors of the Galaxy S8 and brings unexpected beauty into existence.



The silicone cover boasts vivid colors which are representative of the millennial generation. With its flexible and unconstrained design, the Galaxy S8 becomes an object of everyday life that adapts to any space or circumstance.

Continuity



A unified language
of design spoken
from the inside out

A product loses its sense of unity when the external hardware design and the internal software interface design aren't cohesive. Only when a product feels cohesive can its design provide stability to the users. Galaxy S8's innovative exterior speaks a single language of design that seamlessly connect from the inside to the outside, and again from the outside to the inside.

DESIGN SAMSUNG



Visual experiences stemming from first impressions

Starting from the user's initial interaction with the Always On Display to the Lock and Home screen, ambient visual effects of a galaxy are displayed throughout. This beautiful first impression gently flows in the background while the user interacts with the Galaxy S8. A series of wallpapers based on differing CMF and mood as well as the interactive galaxy effects respond differently to new angles providing a sense of infinite expansion and continuation that is felt both from the exterior and within the display.

One Continuous Experience

The Galaxy S8 Home screen features a totally new design, including icons, search bar, and even weather widgets, that altogether provide a sleek impression to its users. The icons are designed using a concept called 'Light & Line', which cuts a part of the visual line so that real life shadows and light are mimicked. Users can feel One Continuous Experience from the new soft Home button to the icons in the display that all speak a single language of design.

Users can move to apps from the Home screen using a simple vertical swipe. It provides an easier and more intuitive accessibility than previous Home screens by unifying all methods of editing displays and offering multi-selection modes.

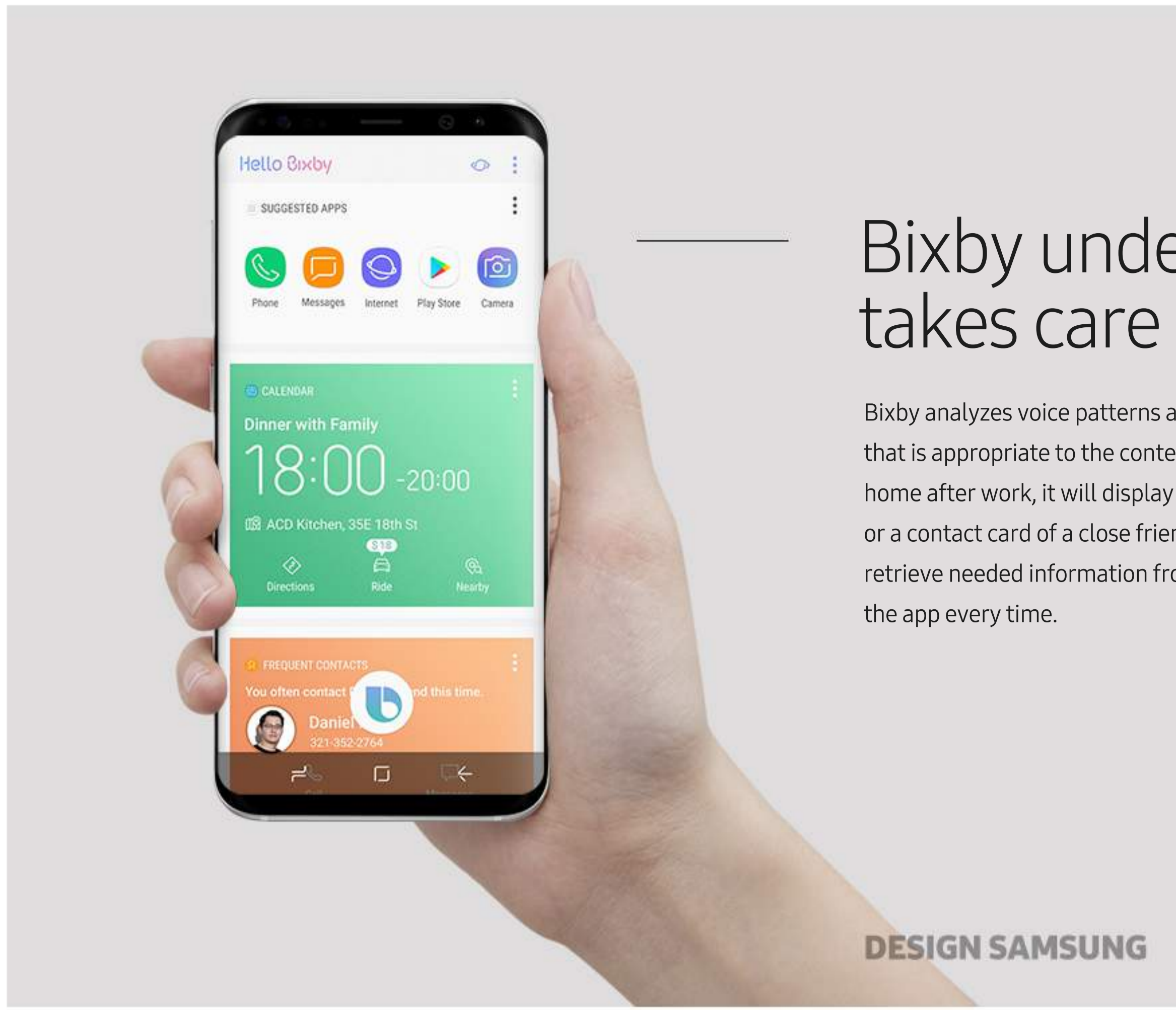


Newness

The beginning of a renewed interface that understands its user

Over the past decade, interactions with smartphones have mostly been touch-based. We introduce an evolved next generation interface, Bixby, that responds to both touch and voice. Users can freely and seamlessly choose the way they want to interact based on their environment. Pressing the newly added button on the left side of the device will provide optimized information, and speaking to the device while holding the button will understand the user's rhythm and pace to get the task done. Bixby is constantly evolving, so the longer users interact with it the more Bixby becomes an essential confidant of our daily lives.





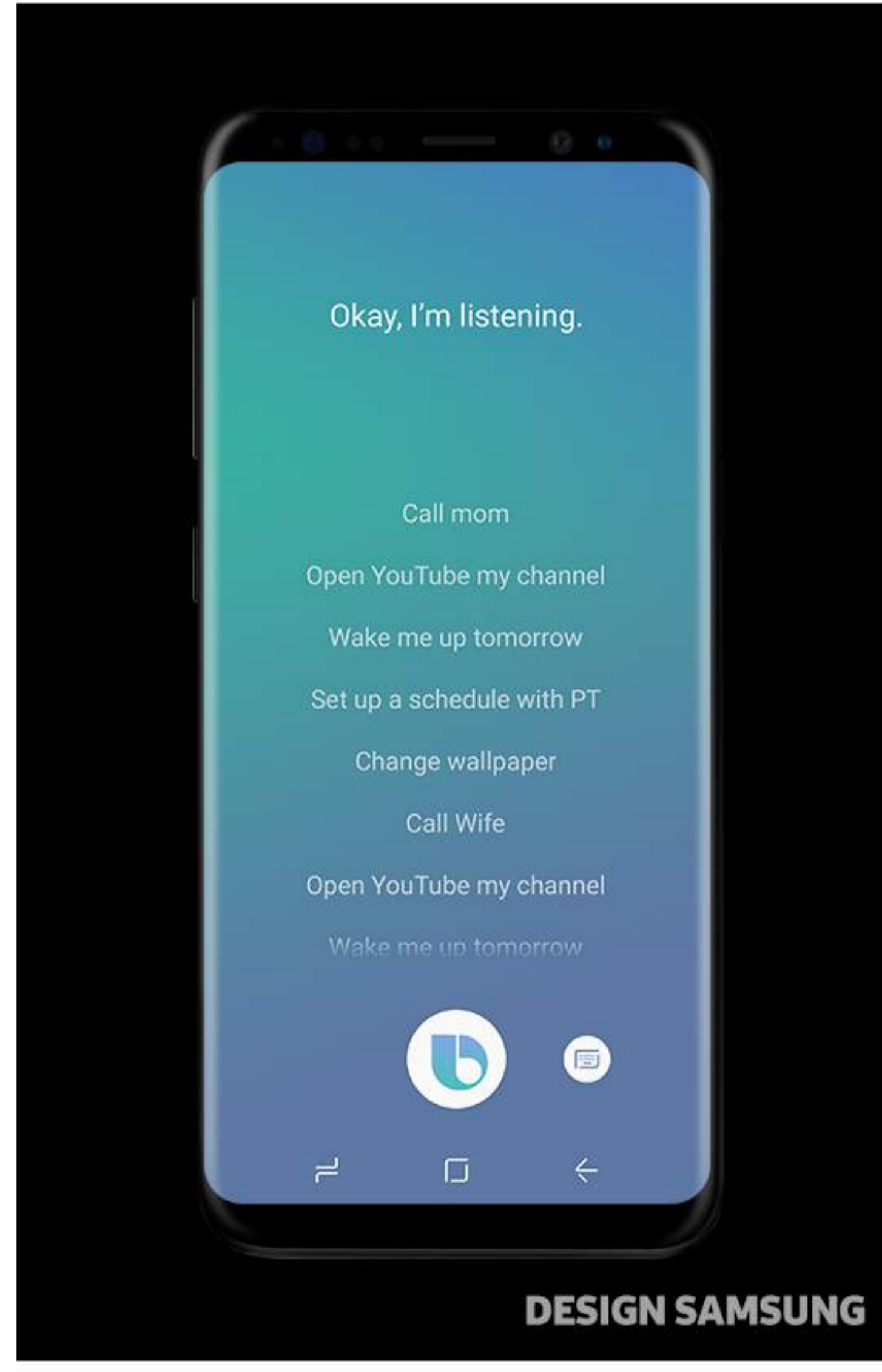
Bixby understands and takes care of you

Bixby analyzes voice patterns and provides information in a card format that is appropriate to the context. When you turn on Bixby while heading home after work, it will display a calendar card about family gatherings, or a contact card of a close friend you speak to at that time. Users can retrieve needed information from each card without having to access the app every time.

DESIGN SAMSUNG

No need for perfect articulation

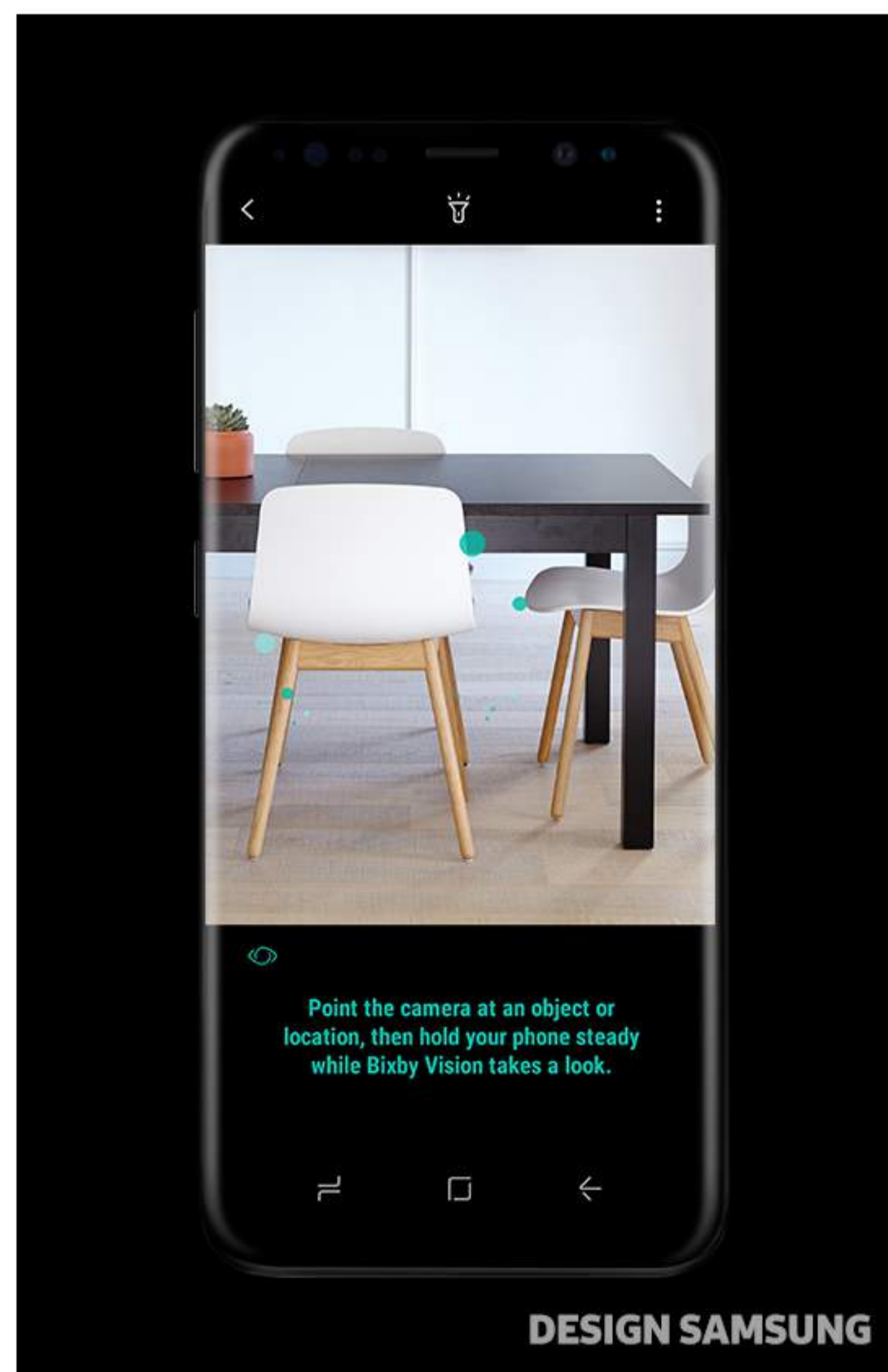
Accessing all features through touch alone isn't necessary. Bixby is equipped to provide voice responding functions that previously only have been accessed through touch. A more natural voice interaction is enabled through Partial Landing technology that comprehends users' commands from the given context, and fills in the gaps by presenting additional options.



DESIGN SAMSUNG

Seeing more than what is visible

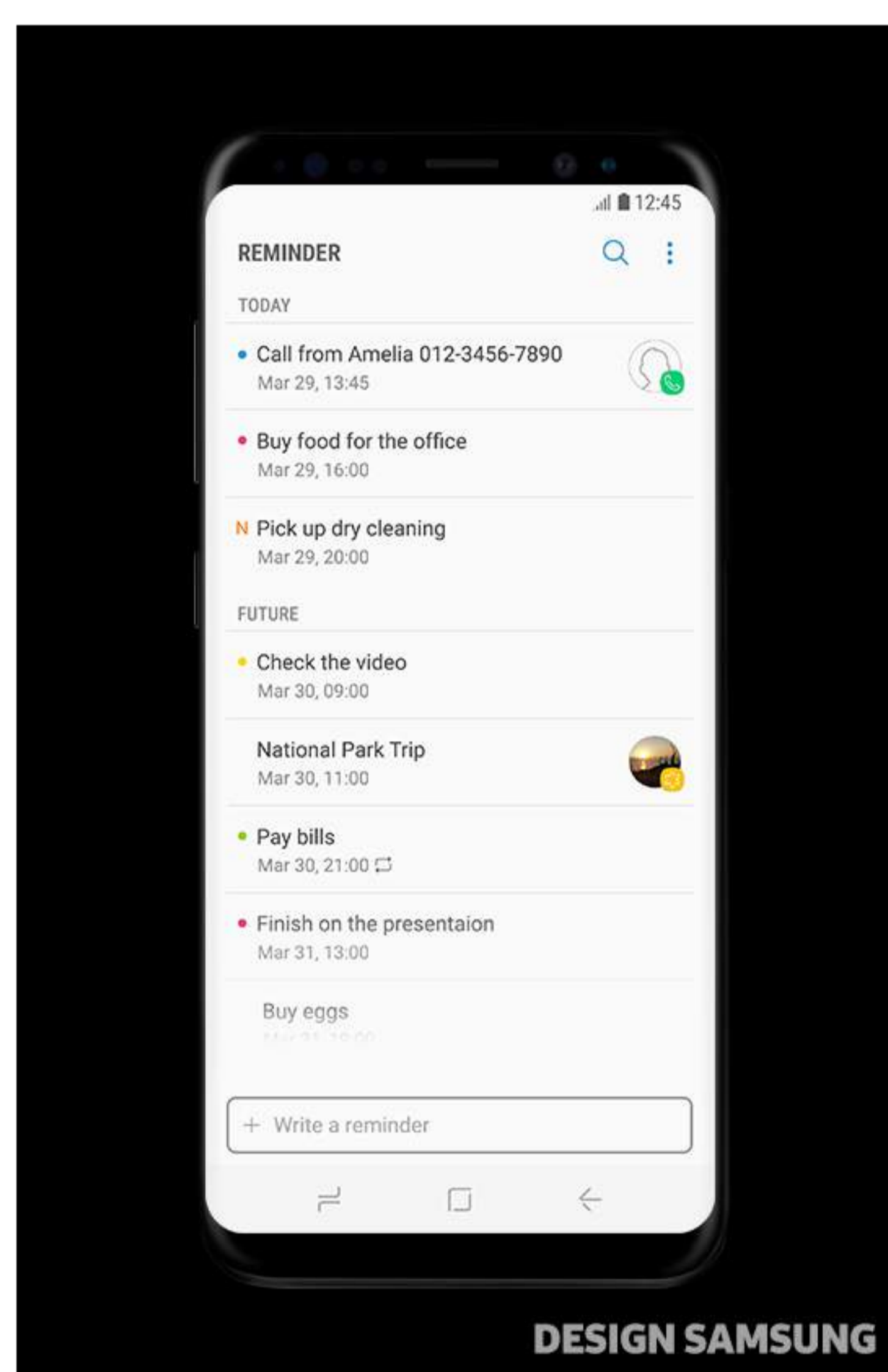
Bixby can recognize images the user is seeing and provide relevant information. Users can press the Bixby Vision icon while turning on the camera or looking at an image from the gallery to prompt a search regarding a product or place that is shown on the screen or even recognize and translate text.



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Bixby, telling you what's needed

Record any content or task you want to remember later through Bixby to have it remind you later. Whether it's a reminder to watch a video when you get home or simply to do your laundry, just save the information on Reminder and Bixby will keep you on track.



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An expanded experience that transcends beyond the mobile into our daily lives

The next generation Bixby interface extends beyond the mobile environment. The Galaxy S8 provides users a computing experience similar to a PC through Samsung DeX, and with Samsung Connect,* users can also control Samsung home appliances and SmartThings IoT devices released in 2017. Users can consistently continue on with their mobile experiences that extend into their daily lives.

*Samsung Connect is available in selected countries only.

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The Galaxy S8 pushes boundaries and overcomes limits to create a single, unified design that is more straightforward and concise than any other tool that has ever been held in our hands. All experiences come into unison through the Galaxy S8, helping users advance toward discovering a new meaning of their daily lives.



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