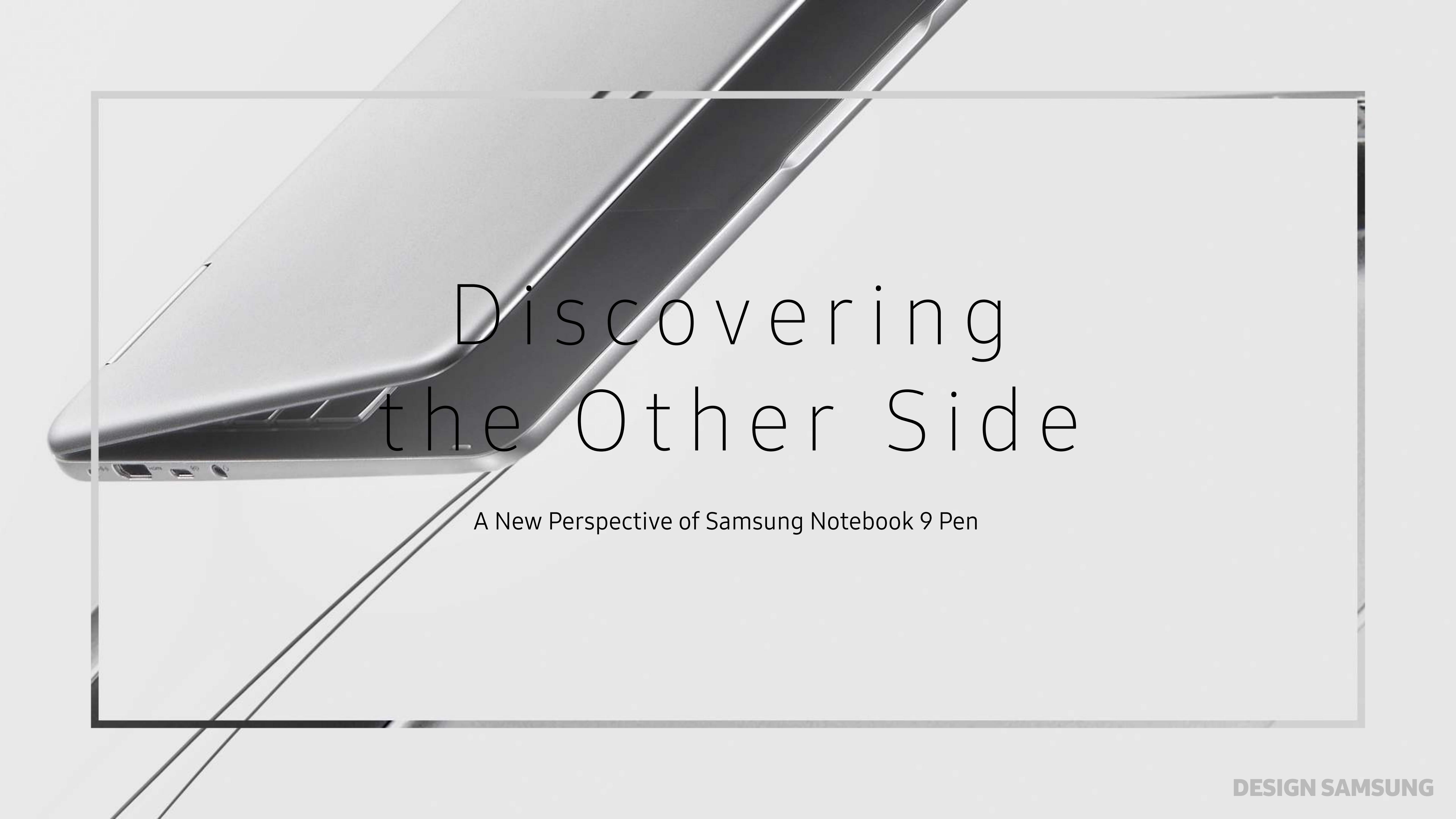




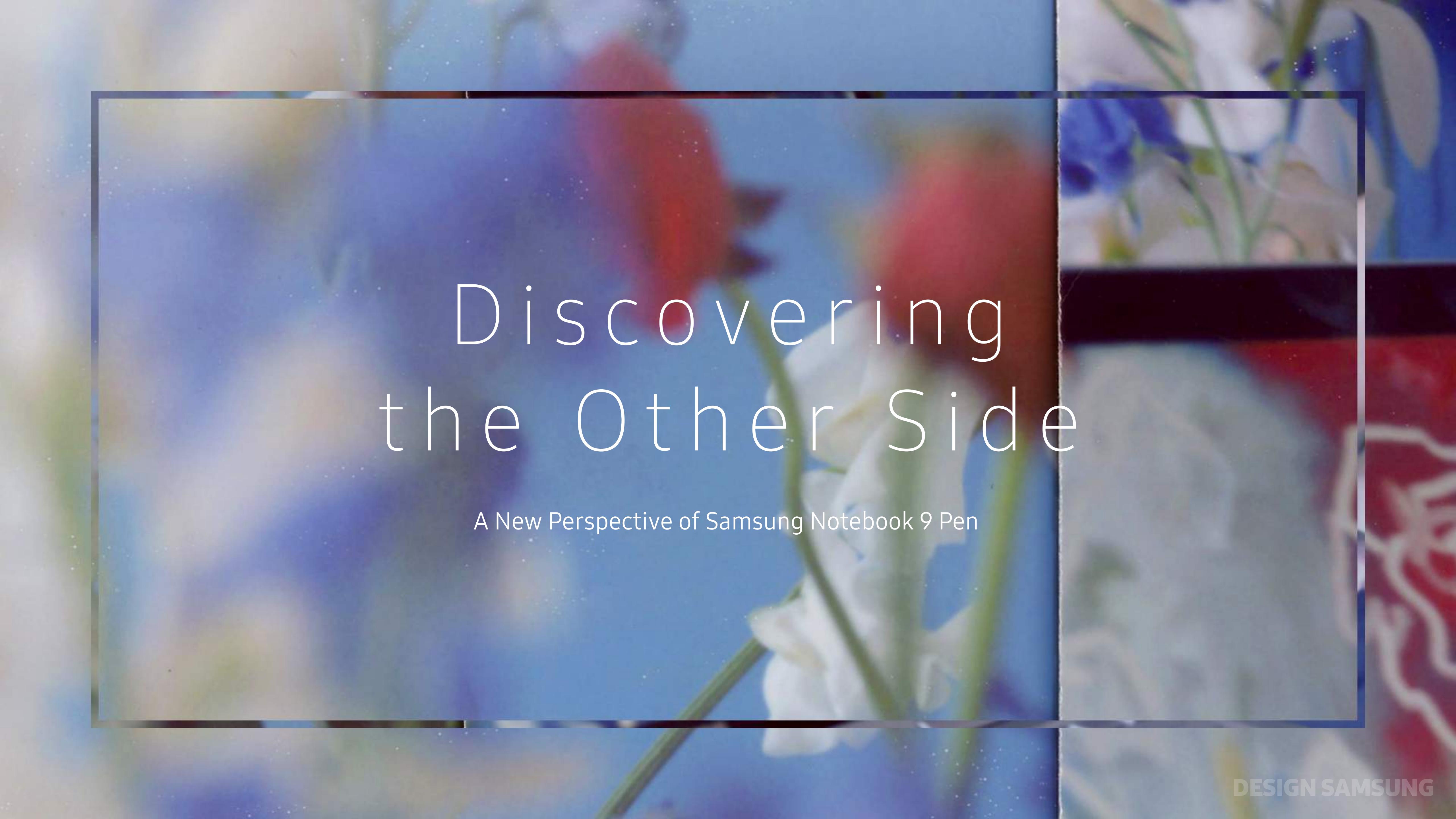
# Discovering the Other Side

A New Perspective of Samsung Notebook 9 Pen



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When we shift  
our perspective  
toward an object,

we get to witness the hidden side of that object. The Samsung Notebook 9 Pen has been completely upgraded to cater to the needs of users, and its design was enriched with the gaze of professional photographers who are exceptionally skilled at shifting 'perspective'. Encounter the dramatic moment captured by three photographers who have recreated the function and design of the Samsung Notebook 9 Pen through the photography medium.

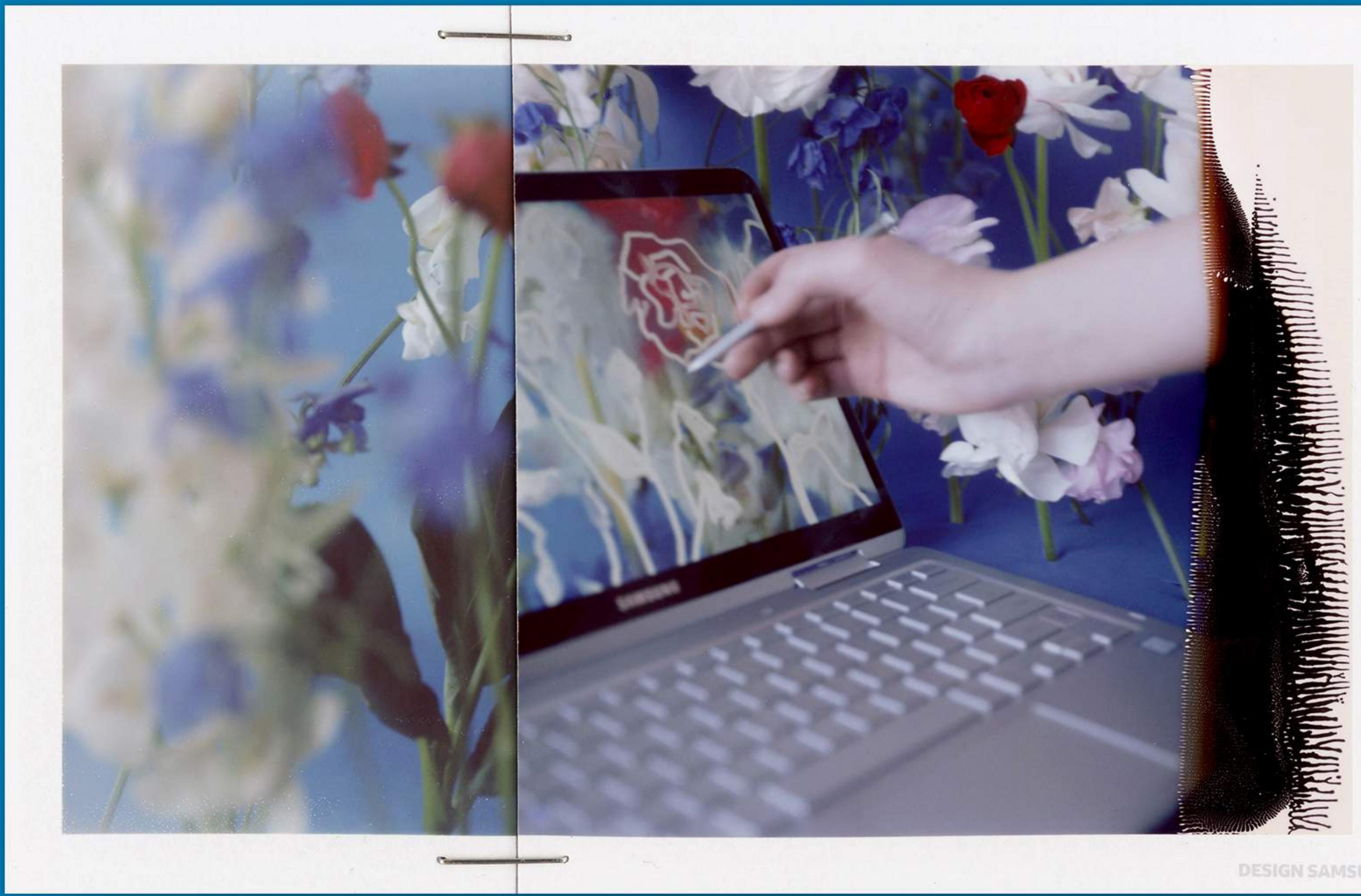
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## The S Pen, a Tool that Grants Freedom

The artistic sensibilities that are embedded within us are easily portrayed in everyday life through the S Pen. With the S Pen, which is built-in to the laptop body so you don't ever have to worry about losing it, you can take advantage of various functions of the Samsung Notebook 9 Pen such as Smart Select or Air Command. In addition, the extremely delicate 4096 levels of pressure sensitivity and the thin 0.7mm pen tip further enhance the analog usability and freedom of expression.

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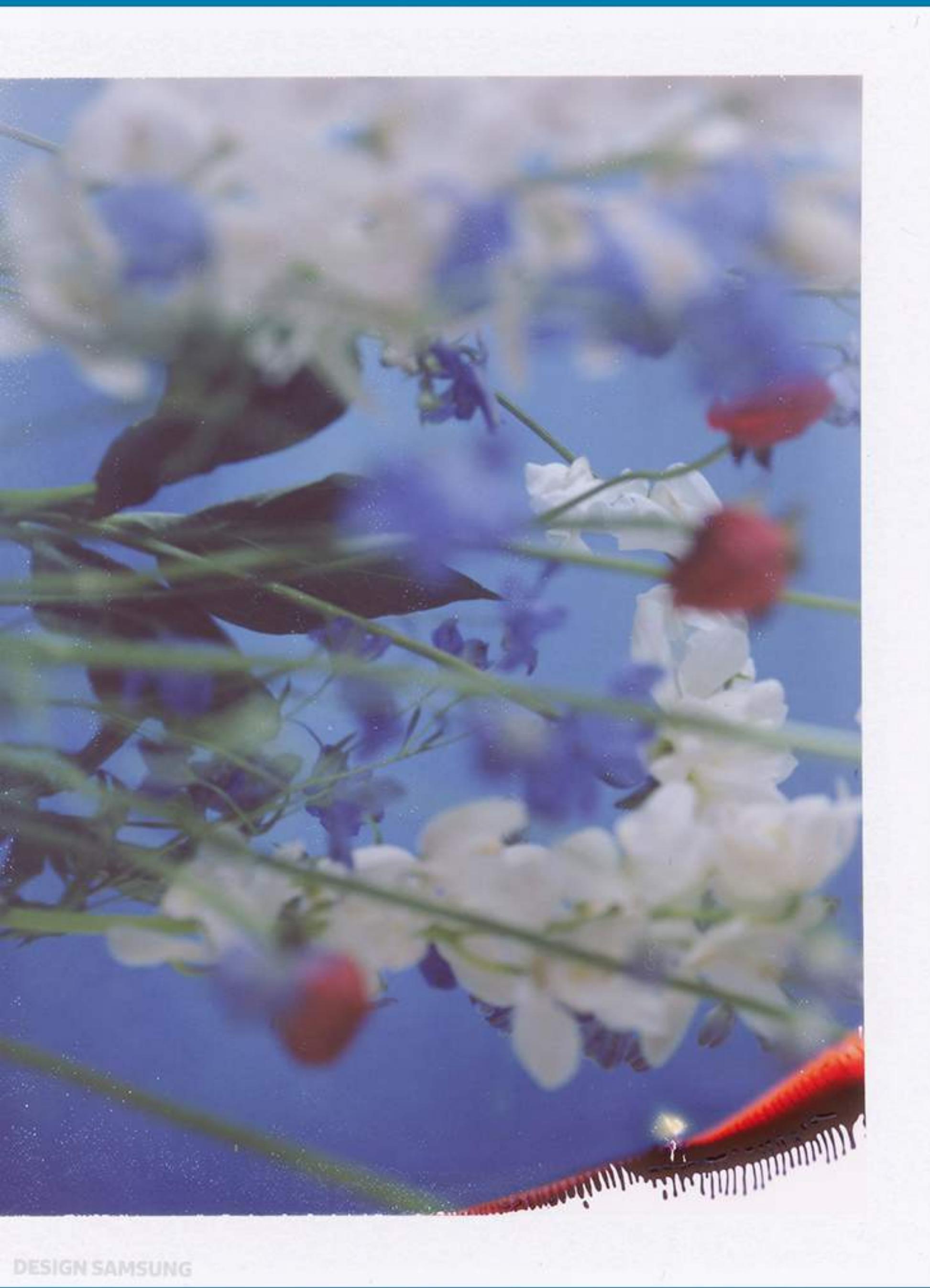
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## Coexistence

by Cho, Gi Seok

The S Pen, with its analog look, touches the Samsung Notebook 9 Pen, a pinnacle of technology. A flower, the embodiment of nature, is placed in the same space. In this photograph, objects, colors, and actions with completely contrasting sensibilities are placed together in sync as a still entity that sensually manifests through the S Pen. The S Pen's analog usability was an incredibly appropriate tool in creating an art piece with a picturesque sentiment. It was possible to create an even more emotionally and sensually rich piece through the S Pen's ability to create exquisite and meticulous sketches in vivid colors that reminds us of the beauty of actual paint. Lastly, a single scene was composed by cutting and editing polaroid pictures that captured instantaneous moments.

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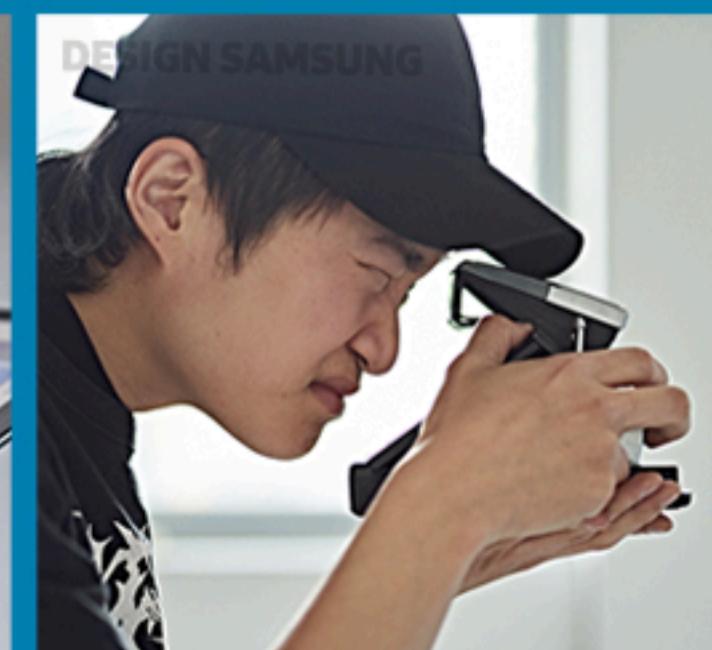


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Artist Interview

## Coming Across the S Pen, an Author of Rich Expressions

This project was carried out using polaroid and film photography. I wanted to use the theme of 'Coexistence' and create a special encounter between objects that you would never imagine associating with one another. I tried to visually and effectively express the colors and clean exterior form of the laptop body and the S Pen. Not only did I use the S Pen as a subject of the photograph, but I also actually used the S Pen itself as I worked on the project. Through this process, I realized that the S Pen offers more than just comfort, but also serves as a fascinating tool that enables me to engage in a wide array of colorful projects and richly express my ideas.





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## Endless Possibilities Embodied in Lightness

There was a time when heavier PCs or laptops meant higher performance and better specs.

The Samsung Notebook 9 Pen maintains the highest performance possible for a laptop and yet is incredibly lightweight, weighing no more than 1kg. The single-shell body is without connecting joints, as it has been carved and shaped from a single magnesium-based special alloy material, and its lightness is reinforced with rigidity. A new age of user experience and potential is ushered in with the arrival of a lightweight laptop that is capable of handling heavy workload.

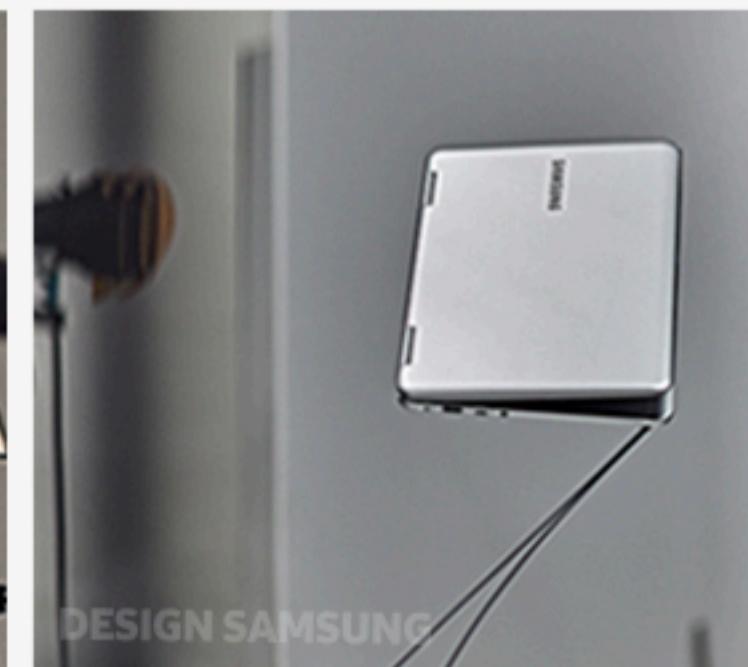
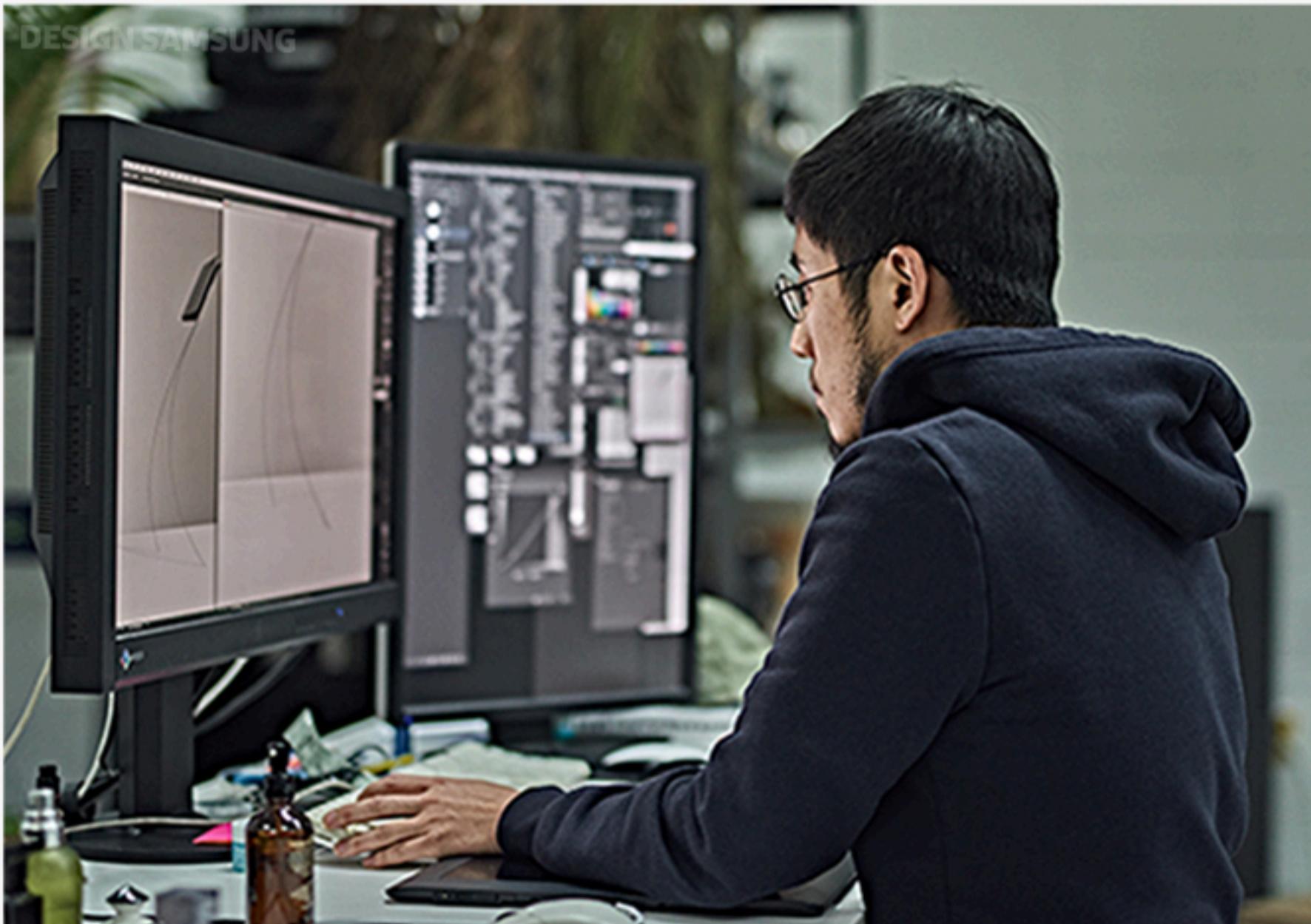
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## *A Vestige of Light Movements*

by Park, Jae Yong

The trembling movement that occurs in the moment the objet floats lightly above was replaced with the movement of light. The Samsung Notebook 9 Pen illustrates a vestige of free-flowing motion using light, the essence of a photograph, and slender linear shadows as its tools. The slim and sharp appearance of the objet portrays the impression of 'lightness' in the most intuitive manner as it levitates like a feather.



#### Artist Interview

## Drawing the Lightness of the Samsung Notebook 9 Pen

A laptop constantly moves around a user as it is being used. Sometimes it is used on your lap, and sometimes it's carried by a single hand or close to your side. I thought that this flexible notion of the laptop resembles a mobile objet that balances itself by shifting its many connected compartments to change the center of gravity. I took this inspiration and applied it to the photo shoot, focusing on the idea of light and having a center of gravity. I used the image of wires bending from even the lightest weight to illustrate the many facets of the Samsung Notebook 9 Pen's lightness, such as slimness, sharpness, freedom, and portability.

# A Laptop that Transforms Based on Need

The Samsung Notebook 9 Pen is a convertible laptop that can flexibly change its shape using the 360° rotating hinges that connect the keyboard and display. This design allows the laptop to be utilized in any angle, and offers a surprise to those who are used to the previous image of a laptop. Since you can use the device as a laptop, tablet, or on a standing mode depending on your needs and nature of work, the Samsung Notebook 9 Pen presents great functional satisfaction to users on top of its exterior transformation.



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## Idea Twister

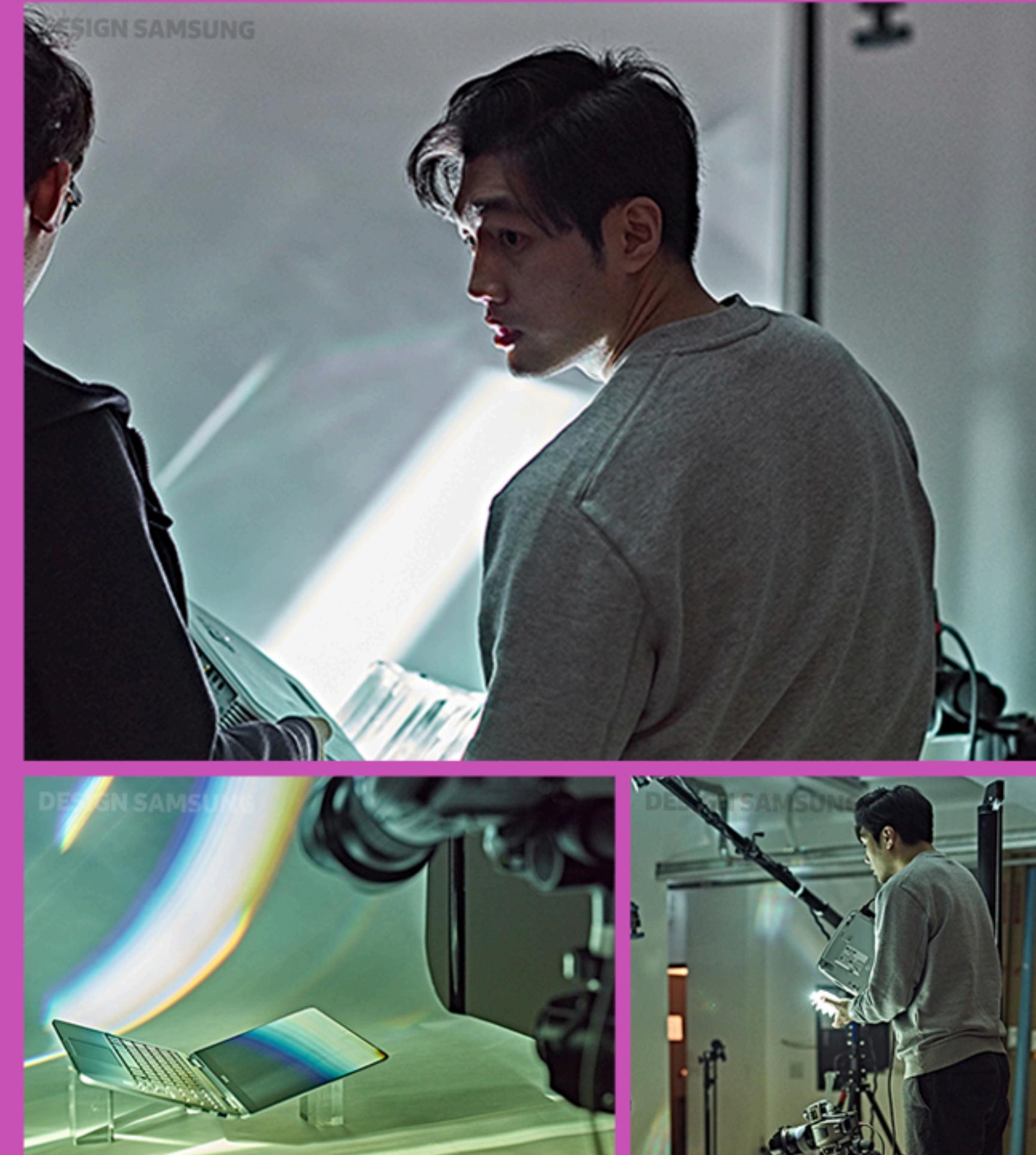
by Kim, Young Hoon

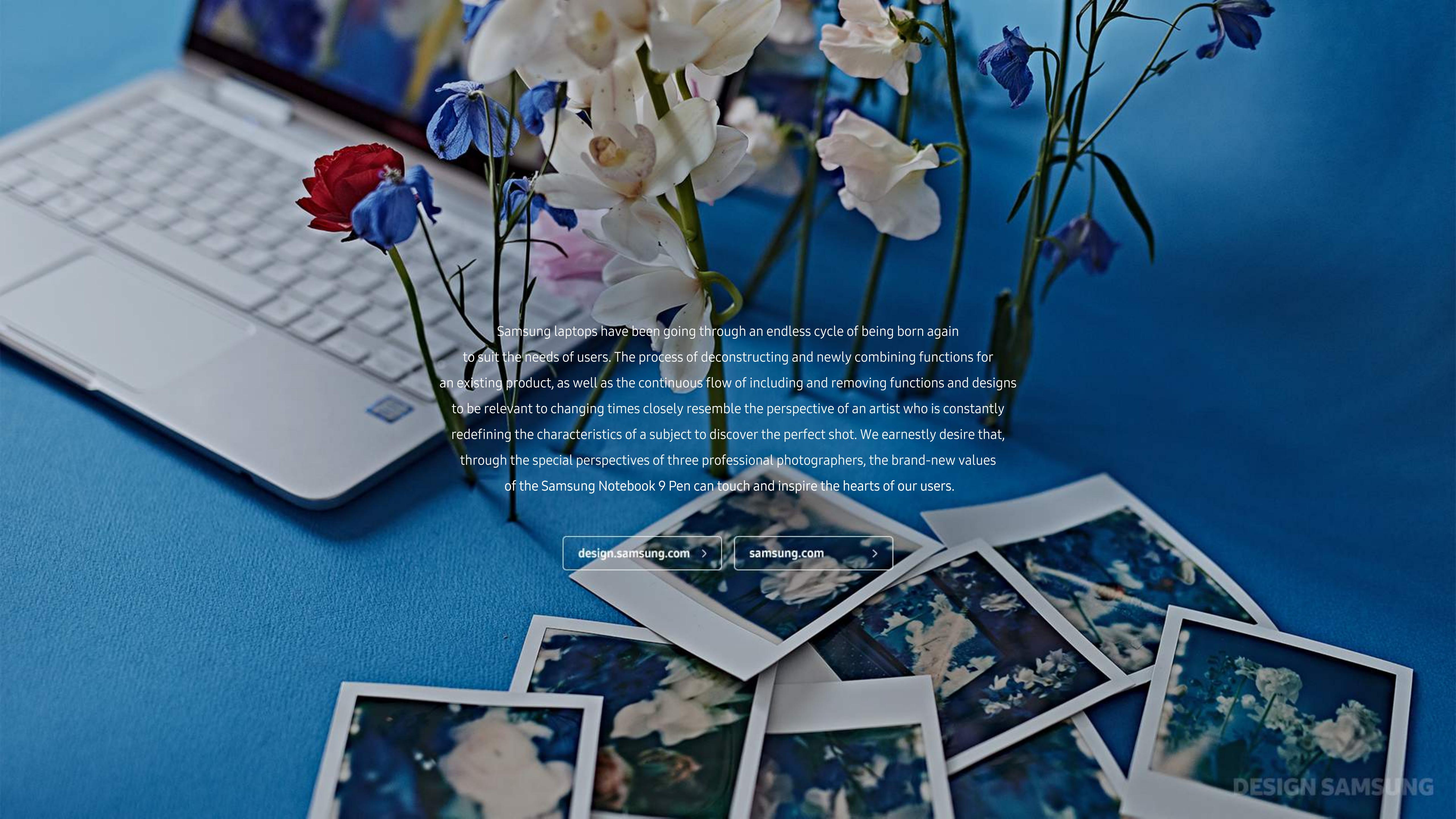
A mixed photograph takes on a lenticular form to present the Samsung Notebook 9 Pen in an undefined manner. The variability of a convertible laptop is depicted in the individual images of a laptop and a tablet that reveal and again hide themselves on the screen. The products and the surrounding colors that are transformed with the help of light painting, remind us of images that instill imagination, like flowers and fireworks, to assist in the conversion of ideas toward the Samsung Notebook 9 Pen.

Artist Interview

## The Samsung Notebook 9 Pen Transcends Function to Become an Idea

The Samsung Notebook 9 Pen is the culmination and combination of all three equipment that I normally use; the laptop, tablet, and tablet pen. This product transcends the limitations of function to become a vessel that carries a unique idea. I separated the dual nature of the product into two keywords, and created a composition that depicts an open laptop's inborn nature of its practical ability to complete tasks and a tablet's playful personality that enriches the lives of its users. To breathe life into each shot, I applied a layer of color over the product using special lighting as if using a brush to instill lively energy into a painting. This process makes the product look like a completely different object. I hope that each person can imaginatively come across the many different appearances that are contained within the Samsung Notebook 9 Pen.





Samsung laptops have been going through an endless cycle of being born again to suit the needs of users. The process of deconstructing and newly combining functions for an existing product, as well as the continuous flow of including and removing functions and designs to be relevant to changing times closely resemble the perspective of an artist who is constantly redefining the characteristics of a subject to discover the perfect shot. We earnestly desire that, through the special perspectives of three professional photographers, the brand-new values of the Samsung Notebook 9 Pen can touch and inspire the hearts of our users.

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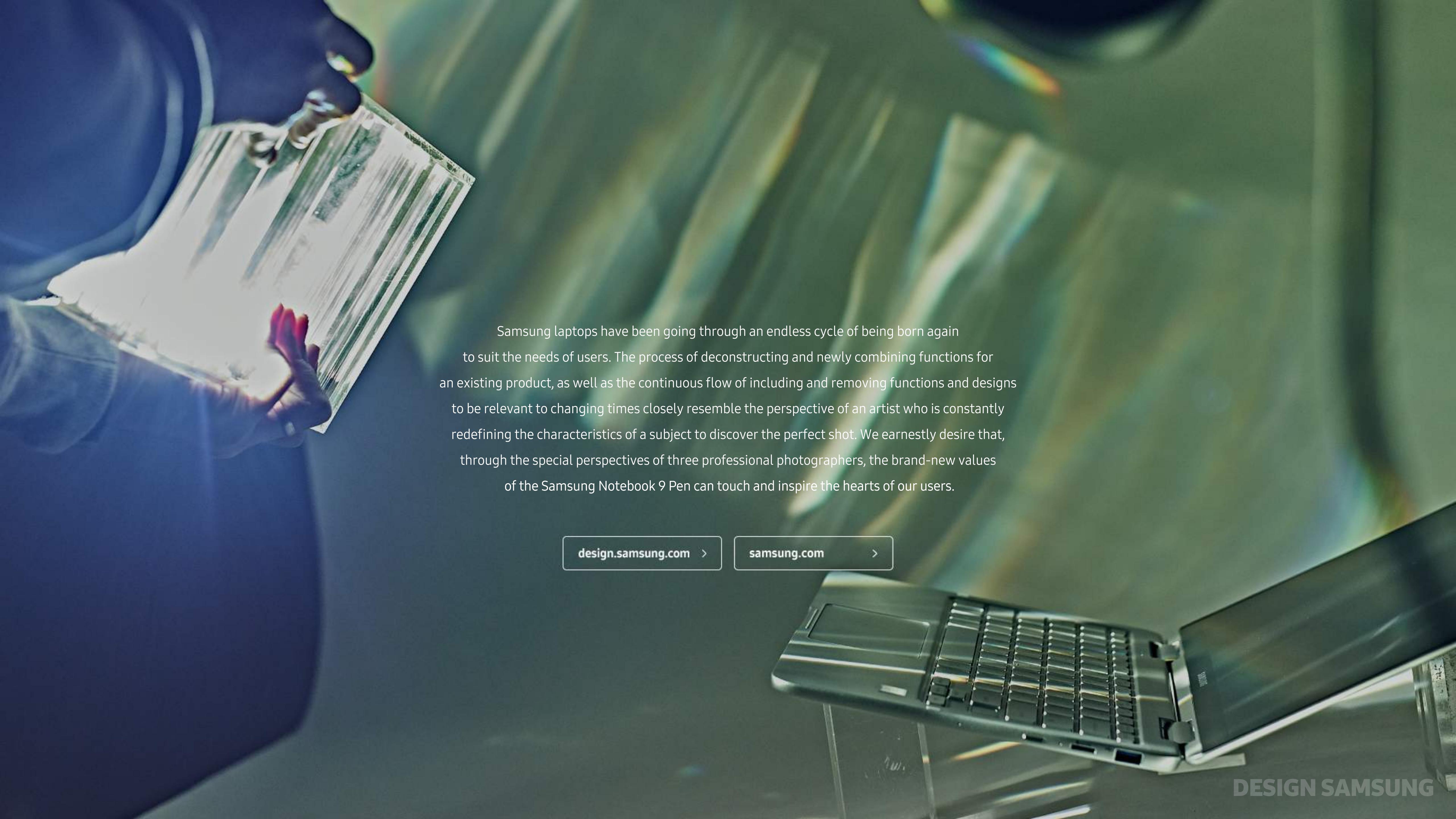
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